Postgraduate Diploma
Graphic Image

tech *technological university*

Postgraduate Diploma
Graphic Image

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/design/postgraduate-diploma/postgraduate-diploma-graphic-image**

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01

Introduction

The program in Graphic Image is a program created specifically for graphic design professionals in order to provide an important specialization in the development of this specific field. To this end, it offers the opportunity to acquire the skills of a specialized professional with a syllabus that will ensure job growth without problems of conciliation. A unique opportunity for development and promotion.

"

A high-intensity program that will enable you to develop Graphic Image with the solvency of the best professionals in the sector"

This Postgraduate Diploma in Graphic Image has been structured to offer an interesting, interactive and, above all, very effective process of specialization in everything related to this sector. To achieve this, a clear and continuous growth path is offered, which is also 100% compatible with other occupations.

Through an exclusive methodology this Postgraduate Diploma will lead you to know all the ways of working in Graphic Image, for the design professional to stay at the forefront, know the changing phenomena of multimedia communication and specifically the work in Graphic Image.

Therefore, this program will address the aspects that a designer needs to know in order to plan, develop and finalize a complete Graphic Image. An educational path that will scale the student's skills to help them achieve the challenges of a top professional.

The Postgraduate Diploma in Graphic Image is presented as a viable option for a professional who decides to work independently, but also to be part of any organization or company An interesting avenue of professional development that will benefit from the specific knowledge that we now make available to you in this program.

This **Postgraduate Diploma in Graphic Image** contains the most complete and up-to-date program on the market. The most important features include:

- Development of a large number of case studies presented by experts
- Graphic, schematic, and highly practical contents
- The latest developments and cutting-edge advances in this area
- Practical exercises where the self-evaluation process can be carried out to improve learning
- Innovative and highly efficient methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

This program will allow you to enhance your skills and update your knowledge in Graphic Image"

"All the necessary knowledge for the graphic designer in this field compiled in a highly efficient Postgraduate Diploma, which will optimize your effort with the best results"

A practical and intensive program that will give you all the tools you need to work in this field, in a specific and concrete Postgraduate Diploma.

A qualification created to allow you to implement the acquired knowledge almost immediately in your daily practice.

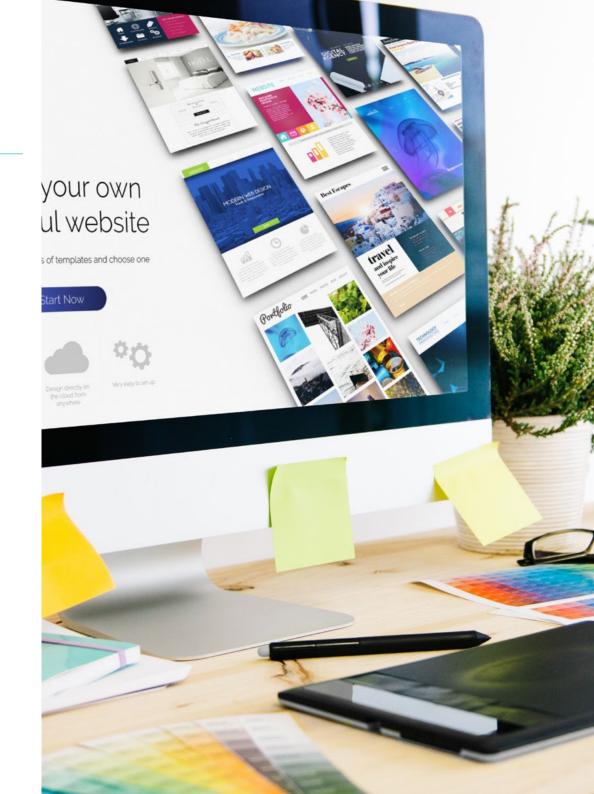The development of this program is focused on practicing the proposed theoretical learning Through the most effective teaching systems, proven methods imported from the most prestigious universities in the world, you will be able to acquire new knowledge in a practical way. In this way, we strive to convert your efforts into real and immediate skills.

Our online system is another strength of our approach to education. With an interactive platform that has the advantages of the latest technological developments, we put the most interactive digital tools at your service. This way, we can offer you a learning method that can be completely adapted to your needs, so that you can perfectly combine this training program with your personal or professional life.

02
Objectives

The objective of this Postgraduate Diploma in Graphic Image is to offer professionals a complete way to acquire knowledge and skills for professional practice in this sector, with the confidence of learning from the best and a form of study based on practice that will allow to complete the program with the necessary knowledge to perform the work with total confidence and competence.

Our goal is simple: to help you get the most complete update in a Postgraduate Diploma fully compatible with your work and personal obligations"

General Objectives

- Know all the aspects of work in the creation and development of Graphic Image
- Discover the appropriate methodology to carry it out
- Learn to control all internal and external production processes

An opportunity created for professionals who are looking for an intensive and effective program with which to take a significant step forward in the practice of their profession"

Specific Objectives

Module 1. Image

- Know the importance of images throughout history and at present, as well as the difference between analog and digital images
- Value and respect the photographic legacy as a contribution to the language of the contemporary image
- Represent objects and ideas artistically (image) and technically (graphics)
- Have a basic knowledge of the Adobe Photoshop tool
- Capture, manipulate and prepare the image for use in different media
- Master the graphic-plastic resources of two-dimensional representation

Module 2. Image Projects

- Explore one's own feelings through images and different creative techniques
- Be able to know oneself, to understand oneself, deactivating visual and emotional exploration to achieve, progressively, self-acceptance, self-confidence and the development of free expression
- Propose a change in the cultural appreciation of the subject, understanding the impact of the context in the creation of one's own identity and that of others
- Acquire the ability to use information and communication technologies (ICT) in different contexts and from a critical, creative and innovative perspective
- Develop critical capacity and aesthetic sensibility in the taking, creation and use of image
- Develop psychic emotional balance, stimulating the creative spirit of each person and motivating an individual freedom without repelling any type of theme or technique to grant greater creative freedom

Module 3. New Media Projects

- Be able to adapt to changes and technological evolution
- Know adequate computer tools for the development and execution of design projects
- Solve digital design problems by applying the optimization criteria
- Understand the importance, functions and current role of art direction
- Combine analog and digital techniques to achieve better graphic results
- Master the research methodology in the generation of projects, ideas and viable solutions

Module 4. Digital Photography

- Capture, manipulate and prepare the image for use in different media
- Know the basics of photographic and audiovisual technology
- Know the language and expressive resources of photography and audiovisuals
- Know relevant photographic and audiovisual works
- Interrelate the formal and symbolic languages with the specific functionality
- Handle the basic lighting and measuring equipment in photography
- Understand the behavior and characteristics of light, valuing its expressive qualities

03
Structure and Content

The structure of the contents has been designed by a team of professionals, aware of the current relevance of training in order to advance in the labor market with security and competitiveness, and to practice the profession with the excellence that only the best training allows.

This Postgraduate Diploma contains the most complete and up-to-date program on the market"

Module 1. Image

1.1. Image throughout History
    1.1.1. Brief History of Image
    1.1.2. Image, Society Communication
    1.1.3. Nature of an Image
    1.1.4. Bibliographical References

1.2. Introduction to an Image
    1.2.1. Analog Images
    1.2.2. Digital Images
    1.2.3. Sources and Image Creation
    1.2.4. The Importance of Image in Design

1.3. Images
    1.3.1. Vectorial Images
    1.3.2. Bits Map
    1.3.3. Features
    1.3.4 Where to Find Them?

1.4. Photographic Image
    1.4.1. Analog and Digital Camera Settings
    1.4.2. Depth of Field or Hyperfocal Distance
    1.4.3. Camera Focus
    1.4.4. Focal Length

1.5. Digital Image Components
    1.5.1. Digital Images and Their Current Importance
    1.5.2. Resolution
    1.5.3. Dimensions
    1.5.4. Bit Depth

1.6. Introduction to Photoshop I: Basic Concepts
    1.6.1. Create or Open Images
    1.6.2. Photoshop Interface
    1.6.3. Tools: Zoom and Pan
    1.6.4. Undo a Command
    1.6.5. Save Images

1.7. Introduction to Photoshop II: Resizing
    1.7.1. Changing Size
    1.7.2. Resolution
    1.7.4. Trimming and Adjustment
    1.7.5. Enlarge a Canvas

1.8. Photoshop Layers
    1.8.1. What Are Layers?
    1.8.2. Basic Concepts
    1.8.3. Resize a Layer
    1.8.4. Add Images to a Layer
    1.8.5. Unblock a Layer

1.9. Improve Image Quality in Photoshop
    1.9.1. Brightness and Contrast
    1.9.2. Color Intensity
    1.9.3. Tone and Saturation
    1.9.4. Adjustment Layers
    1.9.5. Levels and Curves
    1.9.6. Exhibition
    1.9.7. Light and Shade

1.10. Photoshop Retouching
    1.10.1. Repair Tools
    1.10.2. Cloning Buffer
    1.10.3. Practice 1: Retouching Image Quality
    1.10.4. Practice 2: Fix an Old Image

Module 2. Image Projects

Module 4. Digital Photography

05
Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

> *Our program prepares you to face new challenges in uncertain environments and achieve success in your career"*

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Practising Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

20%

25%

4%

3%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Certificate

The Postgraduate Diploma in Graphic Image guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Postgraduate Diploma in Graphic Image** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Graphic Image**

Official Nº of Hours: **600 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Graphic Image

This is a qualification awarded by this University, equivalent to 600 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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