Postgraduate Certificate

Digital Art and New Technologies

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Postgraduate Certificate
Digital Art and New Technologies

- Modality: **Online**
- Duration: **6 weeks**
- Certificate: **TECH Global University**
- Accreditation: **6 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Website: www.techtitute.com/us/humanities/postgraduate-certificate/digital-art-new-technologies

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01

Introduction to the Program

Digital Art and New Technologies have radically transformed the way in which this discipline is conceived, produced and experienced in contemporary times. International institutions such as the ZKM are leading research and exhibitions that examine how technological advances are influencing the global art scene. In a world where technology is advancing by leaps and bounds, art is finding new forms of expression that redefine the limits of creativity. For this reason, TECH has developed this Postgraduate Certificate as a perfect opportunity for specialists to delve into this exciting universe. Through a 100% online methodology, they will master both the tools and concepts that are transforming this field, as well as how they are integrated into the creative economy and the current market.

Whether you are looking to enhance your career in the cultural field or explore new forms of expression, this program is your starting point towards a future full of possibilities. Ready to take the leap into the Art of tomorrow?"

Digital Art and New Technologies have become one of the most innovative forces in the contemporary world, opening up new possibilities for creativity and artistic expression. In this sense, these aspects are redefining not only what we understand by Art, but also the way in which we interact with it and how it is integrated into the digitalized society. In short, the convergence of these disciplines opens up endless possibilities that allow artists and the public to explore new forms of expression and communication, driving innovation and progress in the world of artistic creation.

In this context, TECH has developed this Postgraduate Certificate in Digital Art and New Technologies, which will address everything related to the fascinating world where creativity merges with technological innovations. Throughout this program, professionals will master tools and techniques that are revolutionizing the art scene, including Artificial Intelligence, Augmented Reality, 3D design and the creation of interactive experiences. Likewise, they will understand the impact that new technologies are having on culture, the creative economy and the global art market.

With this knowledge, graduates will develop skills that will enable them to explore new forms of artistic expression and create artworks that connect more deeply with the public. In addition, they will be better prepared to adapt and excel in a highly competitive professional environment, where the demand for digital artists and technological creatives continues to grow.

Likewise, the 100% online modality will offer a flexible and highly effective educational experience, designed to adapt to the needs of artists who wish to specialize without compromising their professional responsibilities. This, in turn, will be complemented by the innovative Relearning methodology, a pedagogical approach that allows for deeper and more lasting learning.

This **Postgraduate Certificate in Digital Art and New Technologies** contains the most complete and up-to-date program on the market. The most important features include:

- The development of case studies presented by experts with a deep knowledge of Digital Art and New Technologies
- The graphic, schematic and eminently practical contents with which it is conceived gather scientific and practical information on those disciplines that are indispensable for professional practice
- Practical exercises where the process of self-assessment can be used to improve learning
- Its special emphasis on innovative 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

The possibility of studying from anywhere and accessing innovative, high-quality content makes this Postgraduate Certificate the ideal option for your professional development in Digital Art and New Technologies"

You will transform your artistic creativity with the latest technologies. Thanks to this online Postgraduate Certificate you will master tools such as Artificial Intelligence and augmented reality"

Using a 100% online methodology, you will prepare to use new technologies to create powerful visual experiences. Enroll now and take your creativity to the next level!

Become a vanguard creator and unleash your artistic talent! With the support of a renowned teaching staff, you will learn about the digital tools that are revolutionizing the global art scene.

The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to prepare for real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the course. For this purpose, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it relies on an enormous faculty of more than 6,000 professors of the highest international renown.

Study at the world's largest online university and guarantee your professional success. The future starts at TECH"

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.

Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.

The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.

03

Syllabus

This qualification will offer specialists a deep and practical understanding of how to integrate digital tools into the artistic process, transforming their capacity for expression and their impact on the contemporary market. Through a carefully structured syllabus, they will be immersed in essential topics such as Generative Art, Augmented Reality, Interactive Design and 3D Animation. They will also learn to use specialized software and digital platforms that are standard in the global creative industry. In this way, graduates will be prepared to face real challenges in an increasingly competitive sector.

This educational experience will not only provide you with technical skills, but will also encourage you to master innovation and the ability to interpret trends in Contemporary Art. What are you waiting for to enroll?"

Module 1. Contemporary Art (III). Digital Art and New Technologies

1.1. Precedents of Digital Art and their Impact on Contemporary Art. Historical Context
- 1.1.1. Origins of Digital Art: From Electronic Art to the First Artworks of Computational Art
- 1.1.2. Pioneers of Digital Art and Their Impact on Contemporary Art
- 1.1.3. Evolution and Trends in Digital Art up to the 21st Century

1.2. Digital Photography in Contemporary Art
- 1.2.1. Transition from Analog to Digital Photography: Transformation in Technique and Concept
- 1.2.2. Digital Manipulation in Artistic Photography: Tools and Aesthetics
- 1.2.3. Conceptual Photography in the Digital Age: Themes and Critical Approaches

1.3. Virtual Reality (VR) in Current Artistic Practices
- 1.3.1. Virtual Reality in Artistic Creation: Tools and Applications
- 1.3.2. Immersive Experience in Art: Virtual Installations and Interactive Narratives
- 1.3.3. Examples of Artworks in VR: Analysis of Notable Artists and Projects

1.4. Augmented Reality (AR) and its Application in Art
- 1.4.1. Augmented Reality (AR) Tools in Art
- 1.4.2. Augmented Reality (AR) in Public Spaces: Urban Art and Augmented Art Experiences
- 1.4.3. Examples of Artworks in Augmented Reality (AR). Case Studies and Critical Analysis of Current Artworks

1.5. Generative Art and Algorithms in Contemporary Art
- 1.5.1. Generative Art: Algorithms, Code and Creativity
- 1.5.2. Languages and Tools for Generative Art: Processing, TouchDesigner P5.js
- 1.5.3. Examples of Generative Art and Analysis of Relevant Projects

1.6. Artificial Intelligence (AI) Applied to Art. Ethics and Technology
- 1.6.1. Artificial Intelligence (AI) in Artistic Creation: Types and Applications in Visual Art
- 1.6.2. Neural Networks and Art: GANs, Deep Learning and Visual Creation
- 1.6.3. Ethics, Aesthetics and Criticism of AI-Created Art: "Authorship" in Generative Art

1.7. Sound Art: Exploring the Auditory Dimension in Digital Art
- 1.7.1. Evolution of Sound Art in the Context of New Technologies
- 1.7.2. Digital Tools for the Creation of Sound Art: Synthesis, Sampling and Sound Design
- 1.7.3. Sound Exhibitions and Immersive Auditory Experiences: Sound as an Artistic Space

1.8. New Narratives and Immersive Experiences in Contemporary Art
- 1.8.1. The Role of Interactivity and Immersion in the Digital Artwork
- 1.8.2. Non-Linear and Participatory Narratives: Creating Stories in Digital Media
- 1.8.3. Examples of Immersive Experiences in Contemporary Art: Interactive Exhibitions

1.9. Digital art in Public Space and Social Media
- 1.9.1. The Digitalization of Public Space: Projections, Mapping and Digital Urban Art
- 1.9.2. Art on Social Media: Virality, Accessibility and the Role of the Spectator
- 1.9.3. Digital Art Platforms and Communities: The Impact of Instagram, TikTok and Other Media

1.10. Future of Digital Art and New Technologies
- 1.10.1. New Technologies Emerging in Art: Blockchain, NFTs and Their Possibilities
- 1.10.2. Projections for Digital Art: The Role of Technology in the Art of the Future
- 1.10.3. Intersection of Art and Technology

In this high-level Postgraduate Certificate you will train with experts in the field and take your artistic projects to new dimensions. Innovation and Art at your fingertips!"

04

Teaching Objectives

This Postgraduate Certificate is designed to provide a transformative academic experience that will enable specialists to integrate effectively into the world of technology-driven contemporary art. Through TECH's unique approach, this Postgraduate Certificate will prepare professionals to be able to use innovative digital tools and understand the cultural and artistic changes that these technologies generate on the global scene. Similarly, graduates will develop advanced skills in the use of design software, 3D modeling, Augmented Reality and other emerging technologies that are revolutionizing creative practices.

Thanks to this program, you will master technological tools and develop a professional and strategic perspective that will position you as a leader in the field of Digital Art and New Technologies"

General Objectives

- Understand the intersections between digital art and emerging technologies in the contemporary context
- Apply digital tools and specialized software in innovative artistic creation
- Develop skills to conceptualize artistic projects using new technologies
- Analyze global trends in digital art and their impact on culture and society
- Integrate advanced techniques of Virtual Reality, Augmented Reality and 3D modeling in creative projects
- Evaluate the role of Artificial Intelligence and Machine Learning in current artistic practices
- Collaborate in interdisciplinary projects involving art and technology to foster innovation
- Explore new forms of artistic expression on digital platforms and in virtual environments

Specific Objectives

- Analyze the main manifestations of digital art and its evolution in the contemporary context
- Explore the impact of new technologies on creative processes and on current works of art
- Identify emerging trends and key artists who use digital tools in their practices
- Evaluate the role of digital art in the transformation of traditional models of exhibition and cultural consumption

With the support of expert teachers in the artistic field and an online methodology that adapts to your pace, you will master the latest trends to generate relevant and impactful artistic proposals"

05

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

"At TECH you will NOT have live classes (which you might not be able to attend)"

The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

> *TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"*

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

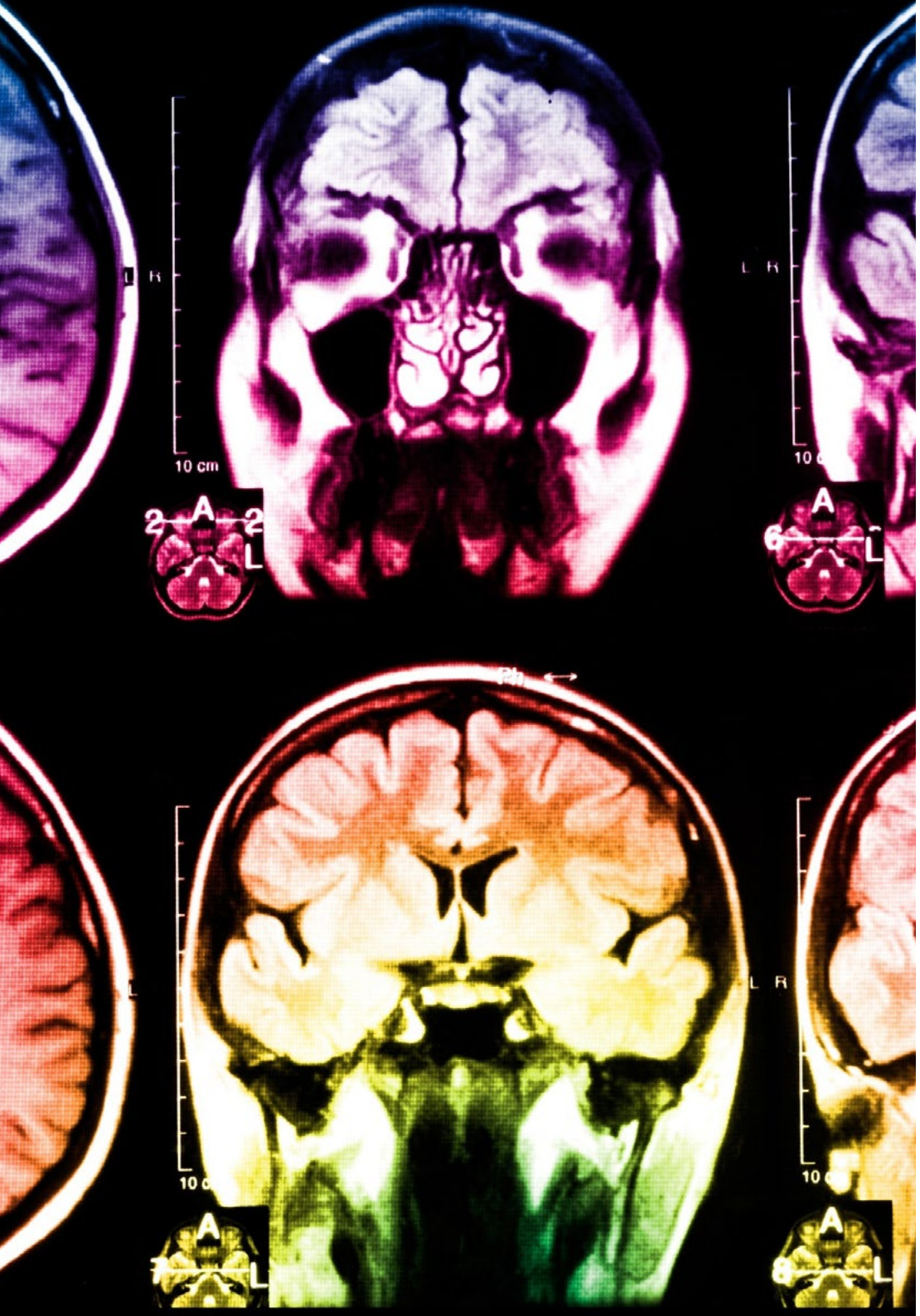
In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

> *The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"*

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:

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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

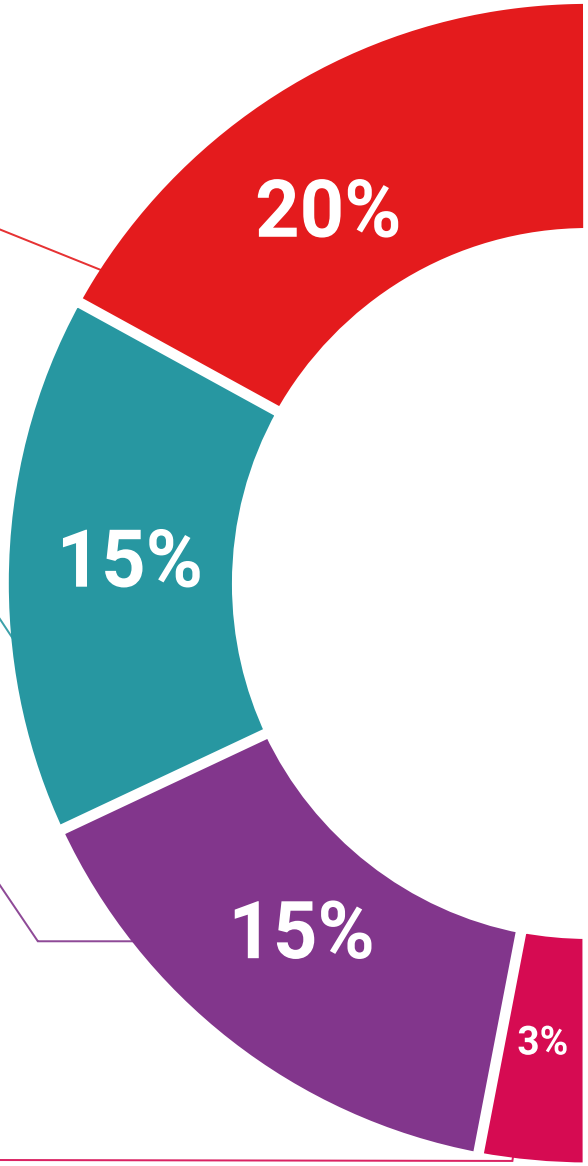
Interactive Summaries

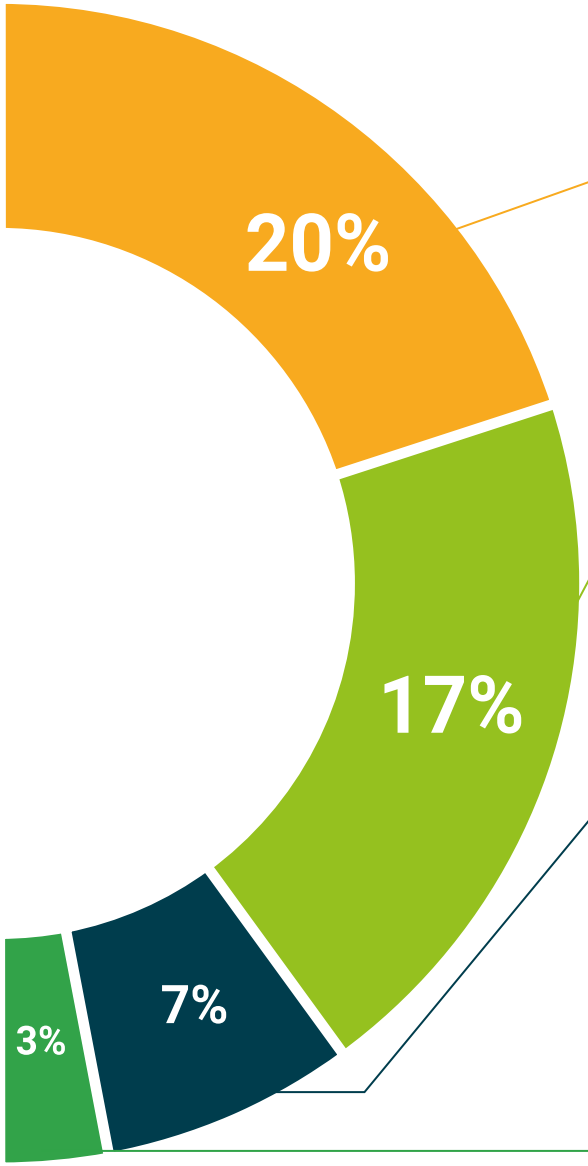
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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

Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

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 for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.

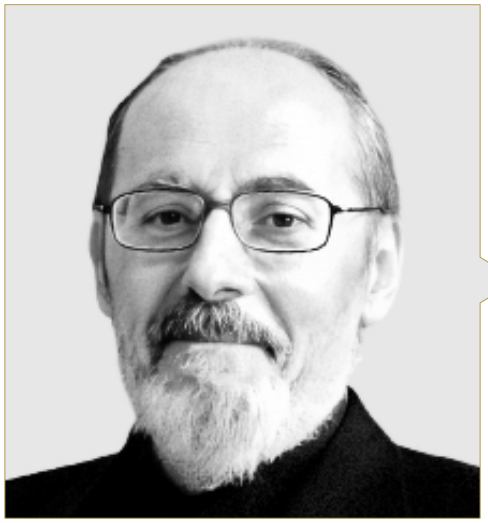
06

Teaching Staff

The teaching staff of this Postgraduate Certificate is made up of internationally renowned professionals who are at the forefront of the field of digital art and technological innovation. These experts, with outstanding academic and professional careers, have worked on cutting-edge projects that bring together technology and design. Thanks to their experience in museums, galleries and digital platforms, these mentors will offer a unique perspective, connecting theory with practice and ensuring up-to-date and relevant education.

With the support of expert teachers in the sector, this online program will enable you to master advanced digital tools and the Art of today"

Guest Director



Dr. Quiles García, Fernando

- Art History Expert
- Art History Specialist at the Pablo de Olavide University
- PhD in Art History from the University of Sevilla
- Master's Degree in Architecture and Historical Heritage from the University of Sevilla
- Bachelor's Degree in Geography and History, Art History from the University of Sevilla

Management

Dr. Díaz Mattei, Andrea

- Expert in Museology and Museography at the Museum of the History of the Carthusian Horse
- Art History Specialist at the Pablo de Olavide University
- Museology and Museography at the Museum of the History of the Carthusian Horse
- PhD in Society and Culture from the University of Barcelona
- Art History Specialist, Theory and Criticism: Catalan Art and International Relations
- Expert in Art Direction
- Degree in Psychology from the University of Buenos Aires
- Member of: Globalization Interculturality Art Research Network and Latin American Network of Visual Studies

Professors

Mr. Sánchez Pineda, Jesús Manuel

- Visual and Sound Artist
- Master's Degree in Art, Idea and Production from the University of Sevilla
- Master's Degree in Philosophy and Modern Culture from the University of Sevilla
- Degree in Fine Arts from the University of Sevilla
- Expert in Music Production and Sound

Take this opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

07

Certificate

The Postgraduate Certificate in Digital Art and New Technologies guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

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

This private qualification will allow you to obtain a **Postgraduate Certificate in Digital Art and New Technologies** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra ***(official bulletin)***. Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University private qualification**, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Digital Art and New Technologies**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**


tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Certificate in Digital Art and New Technologies

This is a private qualification of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

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 Global University will make the necessary arrangements to obtain it, at an additional cost.

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