Postgraduate Certificate
Urban Art and Public Space

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Postgraduate Certificate
Urban Art and Public Space

- 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/urban-art-public-space

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01

Introduction

In an increasingly urbanized society, Urban Art has evolved to become one of the most influential forms of cultural expression of the 21st century. This artistic phenomenon ranges from traditional graffiti to contemporary manifestations such as post-graffiti, muralism and urban installations, generating a significant impact on the perception and use of Public Space.

In this context, TECH has designed a university program that offers a comprehensive and detailed view of this artistic phenomenon, exploring its historical roots, its technical and stylistic evolution, and its impact on contemporary society. This program is delivered through a 100% online academic itinerary and the most innovative teaching methodology: Relearning.

With this 100% online university program, you will delve into the evolution of Urban Art: from its countercultural roots to its influence in contemporary digital environments"

Urban Art is defined as a set of artistic manifestations carried out in the Public Space that integrate varied techniques, discourses and styles. From graffiti, a pioneer in the streets of New York, to contemporary murals, Urban Art encompasses both the spontaneity of illegal interventions and institutional and community projects. For its part, the Public Space, understood as the collective environment of the city, becomes the perfect setting for the interaction between Art and society. It is here that artistic interventions contribute to the redefinition of the environment, fostering citizen participation and a sense of belonging.

According to the United Nations, art in public spaces is a driving force for urban revitalization, fostering social cohesion and promoting democratic access to culture. Likewise, reports from institutions such as the International Council on Monuments and Sites underline the value of urban art as intangible cultural heritage that should be preserved and studied.

In this context, TECH presents an avant-garde program that provides in-depth and structured knowledge about Urban Art and its interaction with Public Space. Throughout this academic itinerary, professionals will analyze the historical and contemporary impact of Urban Art, develop a critical analysis of its evolution, and understand the techniques used by artists to interact with urban and rural spaces. In turn, this university program includes the study of emblematic cases and debates on intellectual property and the protection of these manifestations.

These contents will be taught through case studies, videos, interactive summaries, among other multimedia resources, all accessible through an online virtual platform. This model, combined with the innovative Re-learning methodology pioneered by TECH, will enable graduates to develop key skills in the analysis of Urban Art and the dynamics of Public Space.

This **Postgraduate Certificate in Urban Art and Public Space** 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 contemporary artistic theory, criticism and production
- 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 self-assessment process can be carried out 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

Acquire the most innovative tools and excel in the field of Urban Art and Public Space”

You will gain a university qualification designed using the innovative Relearning methodology, which will guarantee the assimilation of knowledge in a dynamic and effective way"

You will master graffiti and post-graffiti techniques, analyzing their cultural, political and aesthetic impact in different urban contexts.

You will analyze how social networks have revolutionized the reach of Urban Art, transforming it into a global and participatory phenomenon.

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

The syllabus for this program offers a comprehensive overview of the evolution, techniques and sociocultural impacts of artistic expressions in the urban environment. Throughout this program, professionals will address everything from the analysis of precursors and historical movements to the influence of graffiti and contemporary muralism. In addition, they will delve into key aspects such as the ownership of Art in Public Space, the dynamics of gentrification and the impact of social networks.

You will delve into the history and evolution of Urban Art to examine its role in the transformation of public space on a global level"

Module 1. Contemporary Art II. Urban Art and Art in the Public Space

1.1. Art in the Public Space. Terminology, Context and Chronologies
- 1.1.1. Art in the Public Space
- 1.1.2. Urban Art
- 1.1.3. Urban Art Tactics and Techniques

1.2. Urban Art Before Urban Art
- 1.2.1. Precursors of Urban Art
- 1.2.2. Situationism and its Conception of Public Space
- 1.2.3. French Urban Artists in the 60s and 70s

1.3. Territorial Use of Graffiti by Gangs: From Marking Territory to Political Tool
- 1.3.1. Territorial Use of Graffiti by Gangs
- 1.3.2. Graffiti Explosion of May 68
- 1.3.3. Presence in Subculture: Punk

1.4. New York Graffiti and its Expansion. "It's All About Your Name"
- 1.4.1. Pioneers of New York Graffiti Tagging
- 1.4.2. Stylistic Evolution of New York Graffiti. From Getting Up to Blockbuster
- 1.4.3. New York Graffiti in the Galleries

1.5. Alternative Creativity in New York in the 70s and 80s: Artists Take the Streets
- 1.5.1. Street Interventions in New York in the 70s and 80s
- 1.5.2. Artists Connected to the World of Graffiti
- 1.5.3. The Rise of Exhibitions

1.6. The Rise of Postgraffiti in the 2000s: The Decade That Changed Everything
- 1.6.1. Postgraffiti and Culture Jamming
- 1.6.2. Leading Postgraffiti Artists of the Late 90s and 2000s
- 1.6.3. Media Overexposure of Postgraffiti: Exhibitions and Auctions

1.7. Muralism as a Tool for Identity (I). Social Construction of Heritage
- 1.7.1. Mexican Muralism, a Global Benchmark
- 1.7.2. Awareness of the Neighborhood through Muralism in the Second Half of the 20th Century
- 1.7.3. Muralism in the First Two Decades of the 21st Century

1.8. Muralism (II). Ownership and Protection of Urban Art Forms
  1.8.1. Ownership of Interventions in Public Space
  1.8.2. Muralism in the Auction Market. If it Belongs to Everyone, it Belongs to No One
  1.8.3. Protection of Urban Art Forms
1.9. Urban Art and Gentrifying Dynamics
  1.9.1. Festivals: The Patina of Urban Art
  1.9.2. Dynamics and Counter-Dynamics of an Irreversible Process?
  1.9.3. Revitalization and Repositioning in the Rural Environment. Other Routes
1.10. Urban Art and Social Media
  1.10.1. Urban Art Influencers: Genesis of Viral Art
  1.10.2. Viral Art vs. *Art Hunting*
  1.10.3. Artists in Virtual Spaces: Painting a Lot for a Few or Painting Little for Many

You will understand both the legal and ethical implications of Urban Art, addressing issues such as intellectual property and the protection of public interventions"

04

Teaching Objectives

This TECH university qualification provides professionals with key skills to analyze, interpret and apply the principles of Urban Art in the Public Space. Through a comprehensive approach, this academic itinerary seeks to develop critical skills for understanding the cultural, historical and social dynamics that define this discipline, as well as practical skills for designing and managing artistic interventions that generate impact in diverse urban contexts.

You will develop the necessary skills to analyze and apply artistic techniques that transcend aesthetics, bringing meaning to the Public Space"

General Objectives

- Analyze the historical evolution of Urban Art and its relation to social and cultural movements
- Examine the dynamics of Public Space as a stage for artistic expression and social transformation
- Understand the techniques and styles of Urban Art, from traditional graffiti to contemporary interventions
- Evaluate the impact of Urban Art on processes such as gentrification and urban revitalization
- Delve into the legal, ethical and economic implications of art in Public Space
- Investigate the role of social networks and digital environments in the dissemination and evolution of Urban Art
- Identify the connections between Urban Art and global sociopolitical dynamics
- Develop a critical approach to the commodification of Urban Art and its presence in the art market

Specific Objectives

- Compare different trends and movements within urban art, establishing the differences and similarities in their evolution in different geographical and temporal contexts
- Analyze the techniques and materials most used by contemporary urban artists, explaining how these decisions impact the aesthetics and the message of the artworks
- Evaluate specific cases of artistic intervention in public space, analyzing the role of local policies and the response of communities to these interventions
- Develop critical proposals that argue how urban art can contribute to social cohesion or generate a change in the perception of certain public spaces

You will acquire a comprehensive vision of Art as an engine of cultural change and a tool for social intervention in the Public Space"

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.

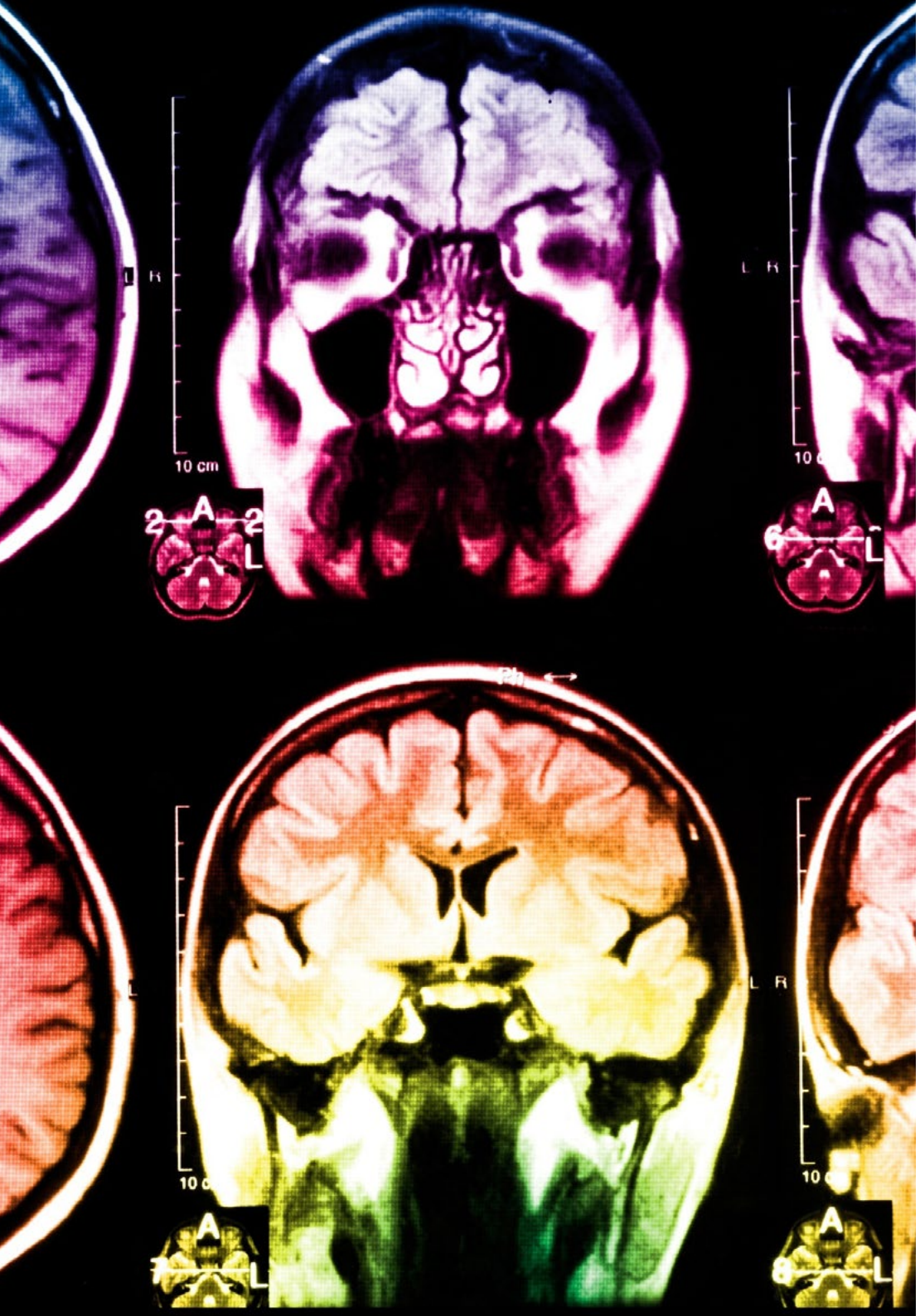
In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

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.

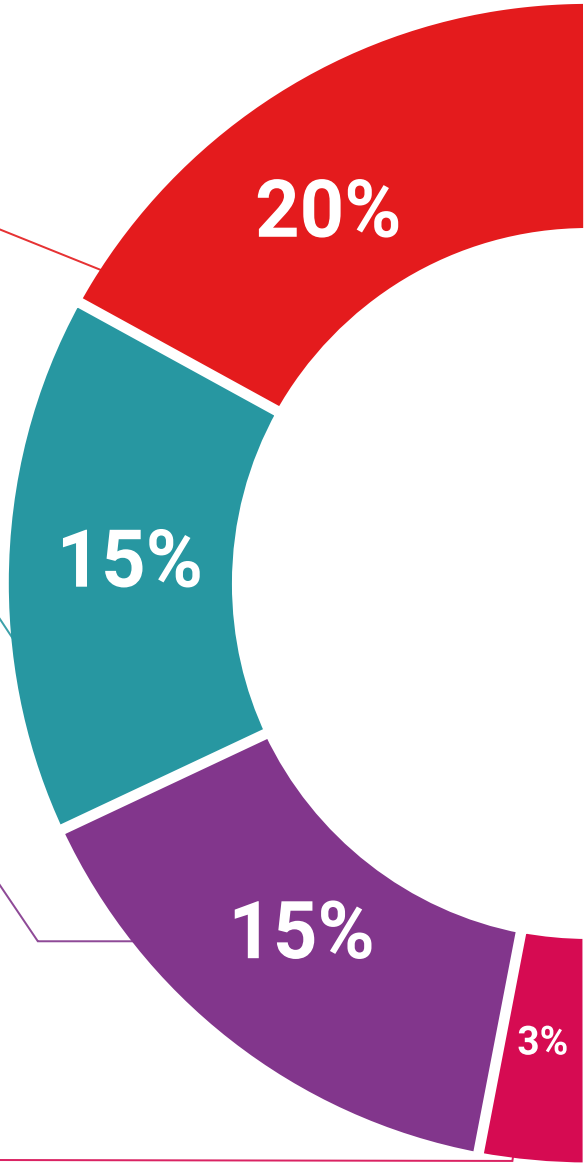
Interactive Summaries

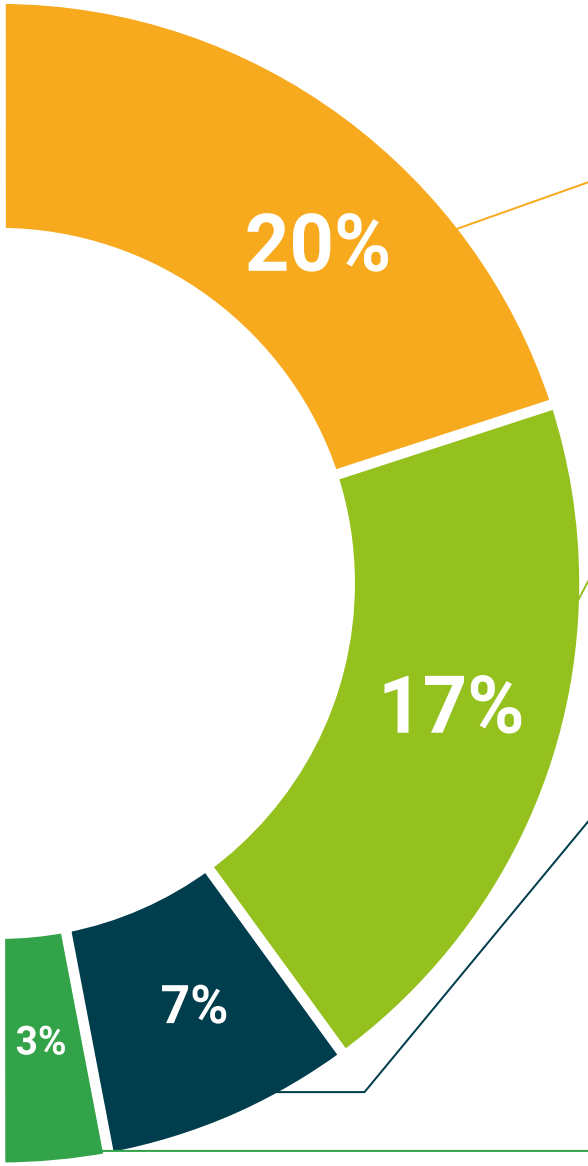
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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.

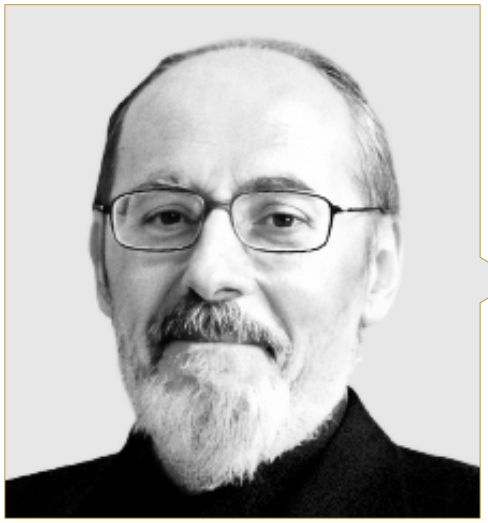
06

Teaching Staff

The teaching staff of this university program is made up of internationally renowned professionals and academics with extensive experience in the analysis, creation and management of artistic interventions in the Public Space. Thanks to their interdisciplinary approach, these professionals provide a comprehensive vision that combines theoretical knowledge, innovative techniques and a deep understanding of the cultural and social dynamics surrounding Urban Art.

You will benefit from the most innovative content, taught by specialists who are at the forefront of global trends in Urban Art and Culture"

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

Dr. Navarro Morcillo, Pablo

- Documentalist and Cartographer in the Provincial Delegation of Culture of the Regional Government of Andalucía
- Protection Technician in the Regional Ministry of Culture of the Regional Government of Andalusia
- PhD in History and Humanistic Studies from the Pablo de Olavide University
- Bachelor's Degree in Art History from the University of Sevilla
- Master's Degree in Art, Museums and Historical Heritage Management from the Pablo de Olavide University
- Master's Degree in Cultural Management from the University of Sevilla
- Expert in Historical Heritage Management

All the lecturers on this program have extensive experience, offering you an innovative perspective on the main advances in this field of study"

06

Certificate

The Postgraduate Certificate in Urban Art and Public Space 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 Urban Art and Public Space** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, es una Universidad Oficial Europea reconocida públicamente por el Gobierno de Andorra ***(boletín oficial)***. Andorra forma parte del Espacio Europeo de Educación Superior (EEES) desde 2003. El EEES es una iniciativa promovida por la Unión Europea que tiene como objetivo organizar el marco formativo internacional y armonizar los sistemas de educación superior de los países miembros de este espacio. El proyecto promueve unos valores comunes, la implementación de herramientas conjuntas y fortaleciendo sus mecanismos de garantía de calidad para potenciar la colaboración y movilidad entre estudiantes, investigadores y académicos.

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 Urban Art and Public Space**

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 Urban Art and Public Space

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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