Internship Program
Multimedia Design

tech *global university*

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Index

01
Introduction

Multimedia Design arises from the fusion between communication tools, design, advertising and modern technology, which has allowed the creation of more convincing and visually attractive marketing campaigns, distributed on digital platforms. Therefore, the high demand for professionals in this field is due to its enormous potential, although staying competitive in the area requires constant updates and practical skills, due to the rapid technical advances and emerging market trends. For this reason, TECH offers an internship in a leading entity in the sector, giving professionals the opportunity to immerse themselves in a creative environment and keep abreast of the latest developments in the field.

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This TECH Internship Program will allow you to integrate your computer skills with visual design techniques, increasing the value and functionality of the digital products you develop"

In recent years, the communicative power of the image has been amplified thanks to the use of graphic design software, which facilitates the creation of 2D and 3D animations with a strong visual and commercial impact. For this reason, it is essential for the multimedia designer to master the main tools and software. This type of professional, whose work is multidisciplinary, needs to have a great creative capacity and be informed about the latest trends in the sector.

In this context, TECH has launched an Internship Program aimed at equipping graduates with the necessary skills to excel in the field of Multimedia Design. In this way, during an intensive stay in a renowned creative company with global reach, they will develop key skills. These will include the use of updated strategies for the selection of colors and typographies adapted to each audiovisual project. They will also analyze contemporary trends in language, culture and digital photography, and will delve into the integration of designs using Adobe After Effects, among other programs of varying complexity.

The duration of this stay will be 3 weeks, during which time students will be guided by specialists who have an in-depth knowledge of the concepts and techniques necessary to create successful multimedia projects. In fact, the participating companies stand out for having the most advanced software and the most effective creative tools in the field of Multimedia Design, offering an exceptional environment for professional growth in an expanding industry.

02
Why Study an Internship Program?

This Internship Program will be invaluable for computer scientists who wish to expand their versatility and innovative capacity in an increasingly developed technological market. As such, this program will provide professionals with essential skills to design intuitive and aesthetically appealing interfaces, which is crucial in the creation of software, applications and web systems. With this idea in mind, TECH has designed a unique and disruptive academic product in the current pedagogical landscape, which will allow the expert to enter a real environment where to participate in Multimedia Design projects. During 3 intensive weeks, you will be integrated into a multidisciplinary work team, where you will see firsthand, both the latest techniques and tools of design and animation, and how to apply them to their daily practice.

You will master Multimedia Design tools, which will allow you to work side by side with Marketing and Design teams, ensuring that the technical aspects are aligned with the aesthetic objective."

1. Updating from the Latest Technology Available

Through this program, the student will handle different computer applications dedicated to character animation. Among them, Adobe After Effect stands out, as well as Blender, for the creation of 3D characters for short and feature films. You will also master the integration of several of these design tools to develop much more finished projects.

2. Gaining In-depth Knowledge from the Experience of Top Specialists

During this hands-on learning opportunity, students will acquire professional skills alongside the best experts in Multimedia Design. These specialists have a distinguished track record in the creation of animated short films and other audiovisual projects. In this way, students will gain a deep understanding of the scope of this work discipline.

3. Entering First-Class Multimedia Design Environments

For its Internship Programs, TECH meticulously chooses the institutions where it will send its students for 3 weeks of intensive learning. In these companies, students will delve into the dynamics that define the daily work practice of a professional area as demanding, rigorous and exhaustive as Multimedia Design.

4. Putting the Acquired Knowledge into Daily Practice from the Very First Moment

In order to facilitate the assimilation of professional skills for its students, TECH has configured a 100% practical learning model. This program is a complete departure from other academic curricula where long hours of theory are the norm. Therefore, the skills acquired will be of great use to the student in his or her future work practice immediately.

5. Expanding the Boundaries of Knowledge

This TECH Internship Program can be carried out from centers of international scope. In this way, the students will extend their horizons from the holistic understanding of the productive routines of this sector in other continents. This opportunity, unique of its kind, is only possible thanks to the wide network of contacts and agreements available to the largest digital university in the world.

You will have full practical immersion at the center of your choice"

03
Objectives

The objectives of this Internship Program will be to equip computer scientists with the skills necessary to create audiovisual narratives that are not only aesthetically appealing, but also highly functional and oriented towards usability and interactivity. In this way, they will be able to design animations that reflect a unique style and personality, suitable for communicating effectively in a variety of digital contexts. In addition, professionals will master advanced aesthetic techniques, as well as the efficient use of state-of-the-art technological resources, to develop a visual and graphic style with its own identity, crucial to stand out in the competitive market of design and technology.

General Objectives

- Create audiovisual narratives, correctly applying usability and interactivity criteria, as well as animations with their own personality and style
- Master the aesthetic techniques and technological resources of design, which can develop a visual and graphic style with its own identity
- Carry out professional works starting from the typographic, chromatic and photographic composition of a specific project

Specific Objectives

- Write, develop, produce and coordinate digital design projects in the field of art, science and technology
- Master graphic compositing for television using After Effects
- Integrate After Effects design into different types of graphics projects
- Understand what cartooning is and analyze its development throughout graphic history
- Manage the means available for the development of 2D animation
- Interrelate 2D and 3D work environments for specific projects
- Learn how to make an audiovisual production using the stop motion technique.
- Identify the basic characteristics of 3D rendering systems
- Model, illuminate and texture 3D objects and environments
- Apply the fundamentals on which the different types of projection are based to the modeling of three-dimensional objects
- Know 3D modeling programs and specifically Blender
- Handle the basic lighting and measuring equipment in photography
- Apply the fundamental aesthetics of typography
- Analyze the layout of texts in the design object

04
Educational Plan

The professional who participates in this Internship Program in Multimedia Design will have the opportunity to immerse themselves in an enriching professional environment, which will provide them with the essential knowledge to progress in their career. During a three-week stay, with 8-hour days from Monday to Friday, students will be guided by experts from a leading company in the sector, mentors who will instruct them on the most effective techniques and tools for the development and design of graphic projects.

In this training proposal, each activity is designed to strengthen and refine the key competencies required for specialized practice in this field. In this way, the professional profile will be enhanced, driving a strong, efficient, and highly competitive performance.

Therefore, the professional will have a unique opportunity to learn directly from the experts in this field, keeping up to date with the latest trends in audiovisual language, understanding the quality necessary for a successful project and improving their creative and technical skills, in an ideal environment to improve their skills in Multimedia Design.

The student will actively participate by performing activities and procedures related to each area of competence (learning to learn and learning to do), with the support and guidance of the teachers and other classmates to facilitate teamwork and multidisciplinary integration as transversal skills for the practice of multimedia design (learning to be and learning to relate to others).

The procedures described below will be the basis of the practical part of the course, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:

Module	Practical Activity
Current Trends in Audiovisual Culture and Language	Create audiovisual narratives correctly, applying usability and interactivity criteria
	Use information and communication technologies (ICT) in different contexts and from a critical, creative and innovative perspective
	Develop aesthetic sensitivity and cultivate the faculty of aesthetic appreciation
	Write, develop, produce and coordinate digital design projects in the field of art, science and technology
Animation Techniques Related to Multimedia Design	Learn how to make an audiovisual production using the *stop motion technique*
	Build stories by defining characters, scenarios and events through the planning of a script of the animation and what will be developed
	Manage the methodology of project-based learning: idea generation, planning, objectives, strategies, resources, testing, error correction.
	Interrelate 2D and 3D work environments for specific projects
	Recognize the visual and compositional language in the development of an animation
Technological Tools for Innovative Applications in Multimedia Design	Integrate After Effects design into different types of graphics projects
	Manipulate 3D modeling programs and specifically Blender
	Model, illuminate and texture 3D objects and environments

Module	Practical Activity
Current Strategies for the Choice of Colors and Typography in Multimedia Design	Capture, manipulate and prepare color for its use in physical and virtual supports
	Apply the psychological and semiotic foundations of color in design
	Implement typography to graphic processes in a coherent way
	Manage the main syntax of graphic language and apply its rules to clearly and precisely describe objects and ideas
Digital Photography in Multimedia Design	Capture, manipulate and prepare the image for use in different media
	Create photographs for multimedia environments based on the fundamentals of photographic and audiovisual technology
	Apply the language and expressive resources of photography and audiovisuals

Be part of an institution that will provide you with all the opportunities you are looking for, with a cutting-edge academic program and a team dedicated to developing your full potential"

05
Where Can I Do the Internship Program?

The Multimedia Design Internship Program can be completed in a wide range of companies and organizations, which value the integration of technological and creative skills. Technology and software companies, graphic and digital design studios, advertising agencies, as well as media and entertainment companies are ideal for this type of training. In addition, organizations operating in the education sector and web development companies also offer valuable opportunities to apply multimedia design skills in real projects.

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Undertaking this program will not only provide you with significant hands-on experience, but will also allow you to develop a robust portfolio, gaining visibility in your areas of interest"

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The student will be able to do this program at the following centers:

IT specialist

Ogilvy Barcelona

Country | City
Spain | Barcelona

Address: Calle Bolivia 68-70, 08018, Barcelona

Ogilvy is a pioneer in Pervasive Advertising, Marketing and Corporate Communications.

Related internship programs:
- Artificial Intelligence in Design
- Personal Brand Construction

Make the most of this opportunity to surround yourself with expert professionals and learn from their work methodology"
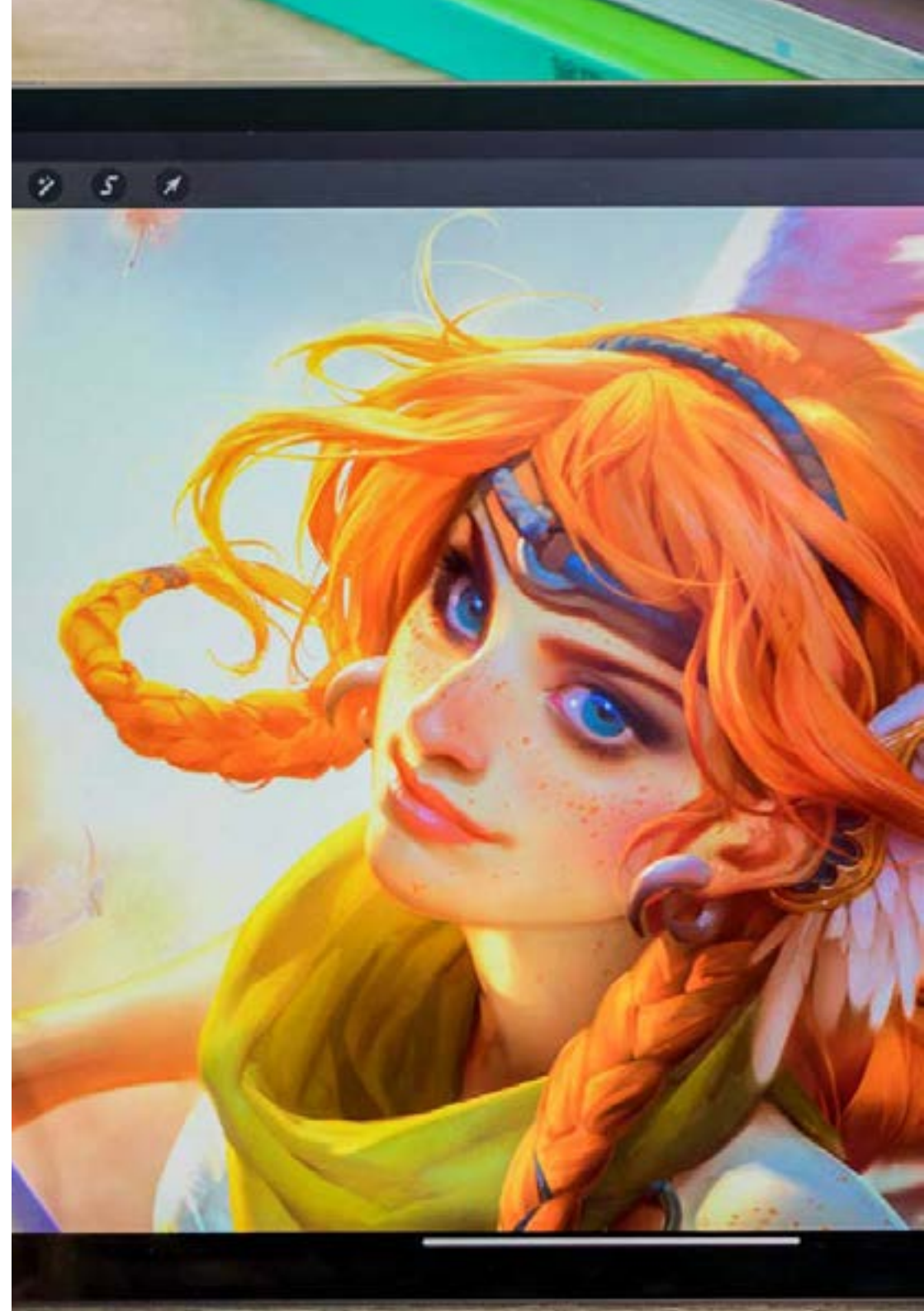
06
General Conditions

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical learning period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the Internship Program at the center.

General Conditions of the Internship Program

The general terms and conditions of the internship program agreement shall be as follows:

1. TUTOR: During the Internship Program, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor, whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

3. ABSENCE: If the students does not show up on the start date of the Internship Program, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: Professionals who pass the Internship Program will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: The Internship Program shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Internship Program. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

7. DOES NOT INCLUDE: The Internship Program will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

07
Certificate

This private qualification will allow you to obtain a **Internship Program diploma in Multimedia Design** 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: **Internship Program in Multimedia Design**

Duration: **3 weeks**

Attendance: **Monday to Friday, 8-hour shifts, consecutive shifts**

Accreditation: **4 ECTS**

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

Internship Program in Multimedia Design

This is a private qualification of 120 hours of duration equivalent to 4 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

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