Hybrid Professional Master's Degree
Multimedia Design

tech global university

Hybrid Professional Master's Degree
Multimedia Design

Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Global University**

Accreditation: 60 + 4 ECTS credits

Website: **www.techtitute.com/us/information-technology/hybrid-professional-master-degree/hybrid-professional-master-degree-multimedia-design**

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Introduction

Multimedia Design is in a stage of expansion, driven by new technologies and the growing demand for interactive digital content. n this field, professionals combine skills in graphic design, animation, programming, and audio and video production to create multimedia products that not only inform and entertain, but also offer immersive and personalized experiences. Augmented and Virtual Reality, for example, are revolutionizing the way we interact with media, offering new platforms for advertising, education and entertainment. In this context, TECH has implemented a program divided into two stages: a first one 100% online, focused on theory, and a practical one, with a 3-week stay in a leading company.

" *With this Hybrid Professional Master's Degree, you will delve into advanced design tools and techniques, such as 3D animation and interface development. What are you waiting for to enroll?"*

From the integration of Augmented and Virtual Reality, to the adoption of inclusive and accessible design techniques, multimedia designers are exploring a wide spectrum of possibilities to create interactive and immersive content. In addition, the convergence of disciplines such as graphic design, animation, programming and digital storytelling generates more creative synergy.

This is how this Hybrid Professional Master's Degree in Multimedia Design was created, which will focus on the entire process of creating a project, from planning and conceptual design, to implementation and final launch. In this way, computer scientists will be able to analyze and understand the requirements of the project, design interfaces and user experiences, and use the most advanced technologies to create innovative solutions.

Likewise, they will determine the appropriate materials and tools for multimedia design, especially for computer scientists used to evaluate the functionality and efficiency of software and hardware. In this sense, professionals will select the resources that best suit the technical specifications and objectives of the project, including different development platforms, graphic design and animation software.

Finally, the most effective techniques for each graphic communication situation will be defined and applied, with special emphasis on adapting the content to different formats. This will be especially relevant for computer scientists, as they will be able to integrate technical aspects in multimedia design, such as cross-platform compatibility and performance optimization.

In this way, TECH has designed a comprehensive program that combines online and classroom mode, 100% adaptable to the needs and schedules of students. In the first stage, the theory of Multimedia Design will be studied in depth, totally online and with the best didactic materials in the educational market, and a revolutionary methodology known as Relearning. Afterwards, the graduates will have access to a practical stay of 3 weeks in a recognized company of the sector, so that they can apply all the assimilated content in a real environment.

This **Hybrid Professional Master's Degree in Multimedia Design** contains the most complete and up-to-date program on the market. The most important features include:

- Development of more than 100 cases presented by design professionals
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- The latest developments and cutting-edge advances in this field
- Practical exercises where the self-evaluation process can be carried out to improve learning
- Innovative and highly efficient methodologies
- All of this will be complemented by 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
- Internship in one of the best Multimedia Design companies

Specialize in Multimedia Design and position yourself at the forefront of innovation, conceiving and developing technically robust and visually impressive solutions"

"You will carry out an intensive 3-week internship in a prestigious company, where you will acquire all the knowledge to grow personally and professionally in the field of Multimedia Design"

In this Hybrid Professional Master's Degree proposal, of professionalizing character and blended mode, the program is aimed at updating design professionals who develop their functions in companies in the audiovisual sector, graphic design or animation. The contents are based on the latest scientific evidence and oriented in a didactic way to integrate theoretical knowledge into design practice, and the theoretical-practical elements will facilitate the updating of knowledge and allow the development of innovative creations.

Thanks to its multimedia content elaborated with the latest educational technology, they will allow the multimedia design professional a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to specialize in real situations. This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will acquire a solid understanding of aesthetic principles and user experience, crucial for the creation of attractive and functional applications and software. Bet on TECH!

You will update your knowledge in Multimedia Design in a practical way and 100% adapted to your needs, through a combination of online theory and a practical stay on site.
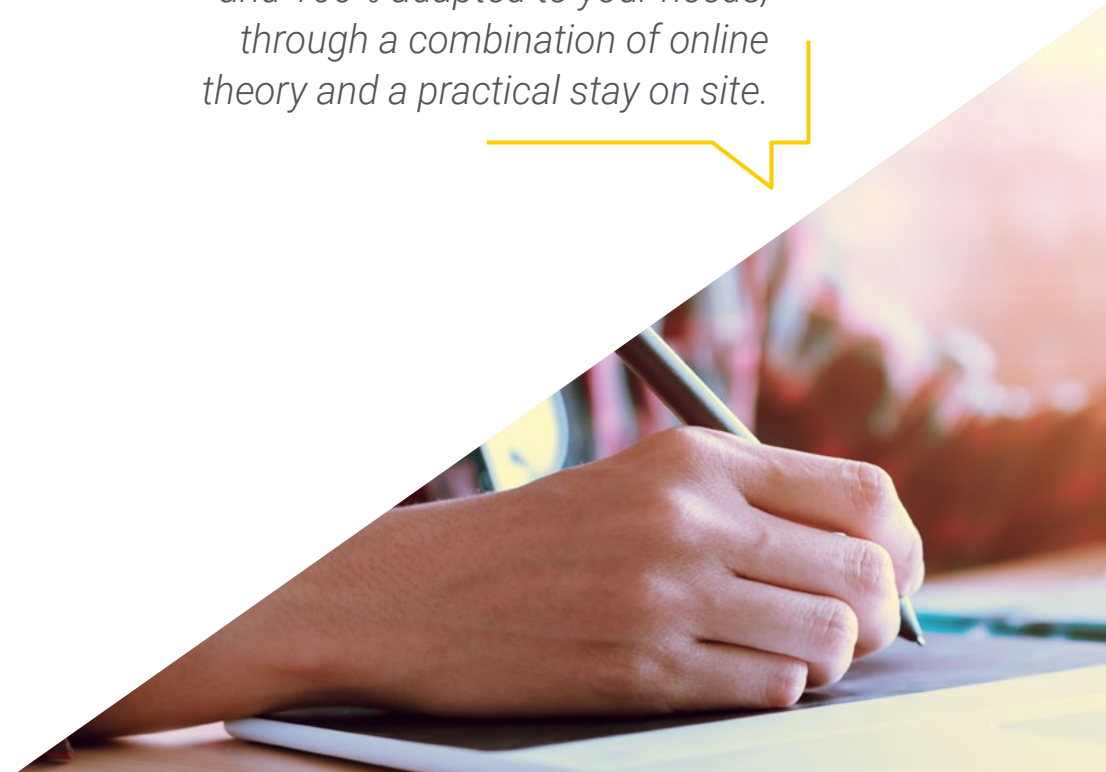
Why Study this Hybrid Professional Master's Degree?

Opting for this university program is an excellent decision for those seeking flexibility without sacrificing the depth and quality of their education. In fact, this format combines the best of both worlds. First, access to the virtual campus anywhere and anytime, allowing computer scientists to manage their time and make their studies compatible with work or personal responsibilities. All this added to a face-to-face stay, which will offer them the opportunity to work in a real scenario, under the supervision of the best professionals in the field. Therefore, this Hybrid Professional Master's Degree in Multimedia Design will provide a comprehensive and adaptive training.

The holistic approach of this Hybrid Professional Master's Degree will enhance your technical skills and also develop your ability to manage complex projects, meeting the objectives"

1. Updating from the latest technology available

The students of this program will acquire multiple skills for the management of complex tools of design and animation. During this Hybrid Professional Master's Degree they will also analyze how to integrate several of them to give their projects a professional and excellent finish.

2. Gaining in-depth knowledge from the experience of top specialists

With this academic method, TECH offers personalized guidance to all its students. First of all, during the theoretical study, students will be assisted by professors with a distinguished background in Multimedia Design. Then, during the practical period, they will be accompanied by an assistant tutor who will guide them in the assimilation of the productive dynamics of creative companies.

3. Enter into environments of excellence dedicated to Multimedia Design

As part of its strategy for students to acquire first-rate practical skills, TECH has arranged professional internships in prestigious companies. These creative centers have professionals specialized in Multimedia Design and the holistic management of their work tools. An educational experience that will undoubtedly stimulate students to reach their maximum potential.

4. Combining the best theory with state-of-the-art practice

Although many educational institutions that seek combine theoretical and practical teaching of their students, few achieve a quality similar to TECH. Therefore, this Hybrid Professional Master's Degree program in Multimedia Design is a pioneering opportunity that facilitates the proper assimilation of knowledge and the student's insertion in productive environments from the very beginning.

5. Expanding the boundaries of knowledge

In order to expand students' professional careers, this Hybrid Professional Master's Degree has integrated design companies from different latitudes. In this way, and thanks to TECH's universalized vision, each student will be able to choose the institution that best suits their academic interests and outside their local geography.

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

Objectives

This university program expands the technical skills of computer scientists into the creative sphere, providing them with the necessary tools and methodologies for the design and development of innovative multimedia solutions. In this way, professionals will integrate their computer science knowledge with advanced multimedia design techniques, improving their ability to conceive technologically robust, aesthetically attractive and functionally effective projects. In addition, they will be prepared to lead multidisciplinary teams, fostering a global vision that will enable them to innovate and respond effectively to the challenges of the ever-changing marketplace.

"

You will gain an in-depth understanding of how materials can be optimized to enhance the performance and interactivity of the final project design. With TECH's quality guarantee!"

General Objective

- The overall objective of the Hybrid Professional Master's Degree in Multimedia Design will be to equip professionals with the skills and knowledge necessary to design and execute complete multimedia projects efficiently and effectively. Therefore, the program will focus on how to conceptualize, plan and develop multimedia projects, selecting the most appropriate materials and tools for each specific task. Likewise, computer scientists will be able to define and apply the ideal techniques for each graphic communication situation, ensuring that the message is transmitted in the clearest and most effective way possible

You will not only create attractive and functional designs, but also ensure that they are accessible and effective for the target audience in any environment or platform"

Specific Objectives

Module 1. Audiovisual Culture

- Acquire the ability to integrate knowledge and generate new knowledge
- Gather and interpret relevant data to make judgments that include reflection on relevant social, scientific or ethical issues.
- Be able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences
- Employ convergent and divergent thinking in the processes of observation, research, speculation, visualization and action
- Recognize cultural diversity in the context of contemporary societies
- Develop aesthetic sensitivity and cultivate the faculty of aesthetic appreciation

Module 2. Introduction to Color

- Understand the importance of color in the visual environment
- Acquire the capacity to observe, organize, distinguish between and manage color
- Apply the psychological and semiotic foundations of color in design
- Capture, manipulate and prepare color for its use in physical and virtual supports
- Acquire the ability to form independent judgments through arguments
- Know how to document, by analyzing and interpreting documentary and literary sources with your own criteria

Module 3. Audiovisual Language

- Ability to use information and communication technologies (ICT) in different contexts and from a critical, creative and innovative perspective
- Understand the audiovisual language and its importance
- Know the basic parameters of a camera
- Know the elements of an audiovisual narration, its use and importance
- Be able to create audiovisual narratives, correctly applying usability and interactivity criteria
- Understand the relationship between technology and other fields of human knowledge

Module 4. Motion Graphics

- Create animations with personality and style
- Create a first animation of a character
- Learn notions of time and space to apply in short graphics and visual projects
- Explore and understand the basic principles of animation
- Develop a visual and graphic style with its own identity
- Understand what cartooning is and analyze its development throughout graphic history

Module 5. Design for Television

- Write, develop, produce and coordinate digital design projects in the field of art, science and technology
- Know the scope of television throughout history and nowadays, bearing in mind the new platforms that break the traditional television model
- Understand the importance of the graphic identity of a television channel
- Be critical and analytical of mass media, assessing their advantages and disadvantages
- Getting started in the world of graphic compositing for television using After Effects
- Integrate After Effects design into different types of graphics projects

Module 6. 2D Animation

- Understand that animation is a medium that provides thematic freedom
- Know the means available for the development of 2D animation
- Interrelate 2D and 3D work environments for specific projects
- Optimize the use of resources to achieve new planned objectives
- Know and apply the principles of proportion in animated artistic representation
- Recognize the visual and compositional language in the development of an animation

Module 7. Animation Projects

- Know what *stop motion* is and its importance in the world of art and cinema
- Learn how to make an audiovisual production using the *stop motion* technique
- Understand the importance of a good narrative as a first step to create innovative projects that attract attention and work
- Build stories by defining characters, scenarios and events through the planning of a script of the animation and what will be developed
- Use techniques and strategies that encourage the creativity of the participants to create their stories
- Understand the methodology of project-based learning: idea generation, planning, objectives, strategies, resources, testing and error correction.

Module 8. 3D Modeling

- Know 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 and know how to apply concepts related to flat and three-dimensional representation in objects and scenes
- Know how to apply the different techniques that exist for modeling objects and use them according to their suitability depending on the geometry
- Know 3D modeling programs and specifically Blender

Module 9. 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

Module 10. Typography

- Know the main syntax of graphic language and apply its rules to clearly and precisely describe objects and ideas
- Know the origin of letters and their historical importance
- Recognize, study and apply typography to graphic processes in a coherent way
- Know and apply the fundamental aesthetics of typography
- Know how to analyze the layout of texts in the design object
- Be able to carry out professional work starting from typesetting

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Skills

Among the competencies of this Hybrid Professional Master's Degree will be the mastery of advanced software tools to create and edit graphics, video and audio, as well as specific skills to develop interactive applications and responsive websites. In addition, emphasis will be placed on the development of analytical and creative design problem solving, enabling computer scientists to plan and execute projects that effectively integrate visual, audio and interaction content.

"You will adapt the entire creation process to different formats and platforms, thus ensuring the versatility and adaptability of content in an ever-changing digital environment"

General Skills

- Create multimedia projects in any communicative context
- Analyze the co-existence of different plans
- Efficiently make an impact on target audiences
- Control the internal and external production processes of the pieces produced

" You will be prepared to be an innovative leader in the Multimedia Design industry, able to merge your technical knowledge with a creative and strategic approach to diverse multimedia projects"
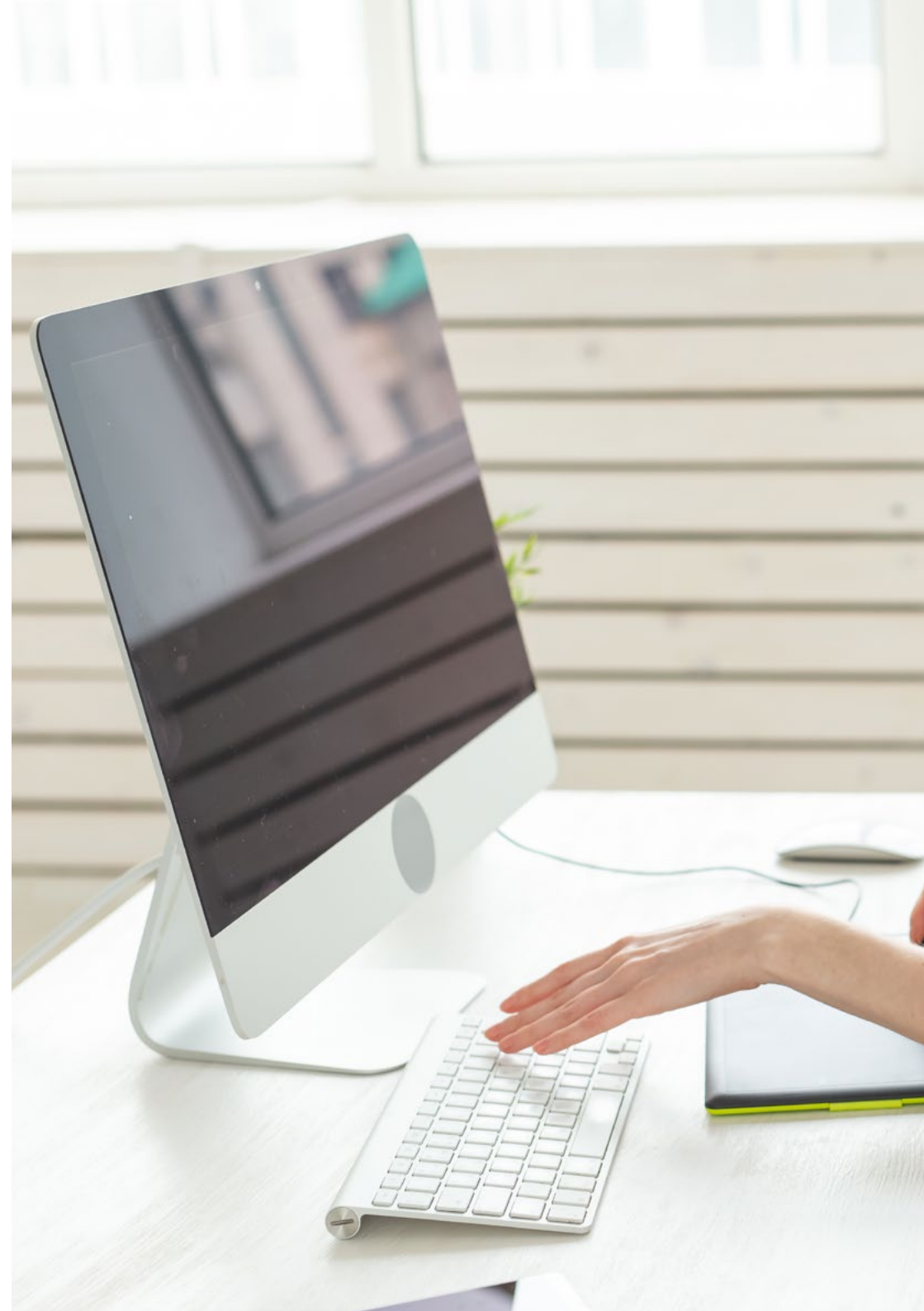
Specific Skills

- Describe the characteristics and influences of the audiovisual culture
- Manage colors in their graphic application
- Use audiovisual language(s)
- Create graphic animations
- Create 2D animations
- Develop an animation project
- Make a 3D model
- Know how to work with digital photography in all its aspects
- Efficiently use different typographs

Delve into the most relevant theory in this field, subsequently applying it in a real work environment"

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Educational Plan

The curriculum of this academic degree will focus on equipping computer scientists with a wide range of technical and creative skills. From core modules, covering fundamental principles of visual design, color theory and typography, to more specialized areas such as digital animation and video and audio editing, professionals will combine technical knowledge and creative skills in a balanced way. In addition, they will manage multimedia projects and delve into digital strategy, preparing graduates to lead projects from conception to implementation.

"

You will design complete and professional multimedia solutions, applying everything you have learned in real situations thanks to the practical stay, demonstrating your competence in multimedia design and development"

Module 1. Audiovisual Culture

1.1. Postmodernity in the Audiovisual Sector
  1.1.1. What Is Postmodernity?
  1.1.2. Mass Culture in the Postmodern Era
  1.1.3. The Irruption of Argumentative Discourse
  1.1.4. The Culture of Simulacrum
1.2. Semiotics: Symbols in Audiovisual Culture
  1.2.1. What Is Semiotics?
  1.2.2. Semiotics or Semiology?
  1.2.3. Semiotic Codes
  1.2.4. Visual Motifs
1.3. Learning to Look
  1.3.1. Image and Context
  1.3.2. The Ethnographic Perspective
  1.3.3. Photography as a Crossroads of Perspectives
  1.3.4. Visual Anthropology
1.4. Image Composition
  1.4.1. Notes
  1.4.2. Dynamic Balance
  1.4.3. Weight and Visual Direction
  1.4.4. Basic Rules
1.5. Aesthetics in Audiovisuals
  1.5.1. What Is Aesthetics?
  1.5.2. Aesthetic Categories
  1.5.3. The Grotesque and the Abject
  1.5.4. Kitsch and Camp
1.6. New and Renewed Audiovisual Forms
  1.6.1. Viral Video Art
  1.6.2. Big Data as an Artistic Practice
  1.6.3. Video Mapping
  1.6.4. The Vj's
1.7. Intertextuality as a Creative Strategy
  1.7.1. What Is Intertextuality?
  1.7.2. Quotation
  1.7.3. Allusion
  1.7.4. Plagiarism
  1.7.5. Appropriationism
  1.7.6. Self-Referentiality
  1.7.7. Parody
1.8. Dialogue between the Arts
  1.8.1. Intermediality
  1.8.2. The Hybridization of the Arts
  1.8.3. Classicism and the Separation of the Arts
  1.8.4. Romanticism and the Definitive Union of the Arts
  1.8.5. The Total Art in the Avant-Garde
  1.8.6. Transmedia Narratives
1.9. The New Cinema
  1.9.1. The Relationship between Cinema, Culture and History
  1.9.2. An (Im)Predictable Technological Evolution
  1.9.3. Cinema Is Dead!
  1.9.4. Expanded Cinema
1.10. The Rise of the Documentary Film
  1.10.1. Documentaries
  1.10.2. Objectivity Strategies
  1.10.3. The Rise of the Mockumentary
  1.10.4. Found Footage

Module 2. Introduction to Color

2.1. Color, Principles and Properties
    2.1.1. Introduction to Color
    2.1.2. Light and Color: Chromatic Synesthesia
    2.1.3. Color Attributes
    2.1.4. Pigments and Colorants

2.2. Colors in the Chromatic Circle
    2.2.1. Chromatic Circle
    2.2.2. Cool and Warm Colors
    2.2.3. Primary Colors and their Derivatives
    2.2.4. Chromatic Relationships: Harmony and Contrast

2.3. Color Psychology
    2.3.1. Construction of the Meaning of a Color
    2.3.2. Emotional Load
    2.3.3. Denotative and Connotative Values
    2.3.4. Emotional Marketing. The Charge of the Color

2.4. Color Theory
    2.4.1. A Scientific Theory. Isaac Newton
    2.4.2. Goethe's Theory of Colors
    2.4.3. Joining Goethe's Color Theory
    2.4.4. Psychology of Color According to Eva Heller

2.5. Insisting on Color Classification
    2.5.1. Guillermo Ostwald's Double Cone
    2.5.2. Albert Munsell's Solid
    2.5.3. The Alfredo Hickethier Cube
    2.5.4. The CIE Triangle (Commission Internationale de l'Eclairage)

2.6. Individual Study of Colors
    2.6.1. Black and White
    2.6.2. Neutral Colors. The Gray Scale
    2.6.3. Monochrome, Duochrome, Polychrome
    2.6.4. Symbolic and Psychological Aspects of Colors

2.7. Color Models
    2.7.1. Subtractive Model. CMYK Mode
    2.7.2. Additive Model. RGB Mode
    2.7.3. HSB Model
    2.7.4. Pantone System. The Pantone Color System

2.8. From Bauhaus to Murakami
    2.8.1. Bauhaus and its Artists
    2.8.2. Gestalt Theory of Color
    2.8.3. Josef Albers. The Interaction of Color
    2.8.4. Murakami: Connotations of the Absence of Color

2.9. Color in Project Design
    2.9.1. Pop Art. Color of Cultures
    2.9.2. Creativity and Color
    2.9.3. Contemporary Artists
    2.9.4. Analysis of Diverse Optics and Perspectives

2.10. Color Management in the Digital Environment
    2.10.1. Color Spaces
    2.10.2. Color Profiles
    2.10.3. Monitor Calibration
    2.10.4. What We Should Consider

Module 3. Audiovisual Language

3.1. Audiovisual Language
    3.1.1. Definition and Structure
    3.1.2. The Functions of Audiovisual Language
    3.1.3. The Symbols of Audiovisual Language
    3.1.4. History, Sequence, Scene, Shot and Frame

3.2. Camera and the Sound
    3.2.1. Basic Concepts
    3.2.2. Camera Lenses
    3.2.3. The Importance of Sound
    3.2.4. Complementary Materials

Module 6. 2D Animation

Module 7. Animation Projects

Module 8. 3D Modeling

8.1. 3D in Video Games: Why Is It Important?
- 8.1.1. History of Computer-Generated 3D
- 8.1.2. Implementation of 3D in Video Games
- 8.1.3. Techniques for 3D Optimization in Video Games
- 8.1.4. Interaction Between Graphic Software and Game Engines

8.2. 3D Modeling: Maya
- 8.2.1. Maya's Philosophy
- 8.2.2. Capabilities of Maya
- 8.2.3. Projects Created with Autodesk Maya
- 8.2.4. Introduction to Modeling, Rigging, and Texturing Tools

8.3. 3D Modeling: Blender
- 8.3.1. Blender's Philosophy
- 8.3.2. Past, Present, and Future
- 8.3.3. Projects Created with Blender
- 8.3.4. Blender Cloud
- 8.3.5. Introduction to Modeling, Rigging, and Texturing Tools

8.4. 3D Modeling: ZBrush
- 8.4.1. ZBrush's Philosophy
- 8.4.2. Integration of ZBrush in a Production Pipeline
- 8.4.3. Advantages and Disadvantages Compared to Blender
- 8.4.4. Analysis of Designs Created in ZBrush

8.5. 3D Texturing: Substance Designer
- 8.5.1. Introduction to Substance Designer
- 8.5.2. Substance Designer's Philosophy
- 8.5.3. Substance Designer in Video Game Production
- 8.5.4. Interaction Between Substance Designer and Substance Painter

8.6. 3D Texturing: Substance Painter
- 8.6.1. What Is Substance Painter Used For?
- 8.6.2. Standardization of Substance Painter
- 8.6.3. Stylized Texturing with Substance Painter
- 8.6.4. Realistic Texturing with Substance Painter
- 8.6.5. Analysis of Textured Models

8.7. 3D Texturing: Substance Alchemist
- 8.7.1. What Is Substance Alchemist?
- 8.7.2. Substance Alchemist Workflow
- 8.7.3. Alternatives to Substance Alchemist
- 8.7.4. Project Examples

8.8. Rendering: Texture Mapping and Baking
- 8.8.1. Introduction to Texture Mapping
- 8.8.2. UV Mapping
- 8.8.3. UV Optimization
- 8.8.4. UDIMs
- 8.8.5. Integration with Texturing Software

8.9. Rendering: Advanced Lighting
- 8.9.1. Lighting Techniques
- 8.9.2. Contrast Balancing
- 8.9.3. Color Balancing
- 8.9.4. Lighting in Video Games
- 8.9.5. Resource Optimization
- 8.9.6. Pre-Rendered vs Real-Time Lighting

8.10. Rendering: Scenes, Render Layers, and Passes
- 8.10.1. Using Scenes
- 8.10.2. Utility of Render Layers
- 8.10.3. Utility of Passes
- 8.10.4. Integration of Passes in Photoshop

Module 9. Digital Photography

9.1. Introduction to the Contemporary Photographic Medium
- 9.1.1. Origins of Photography: The Camera Obscura
- 9.1.2. Fixing Images Milestones: The Daguerreotype and the Calotype.
- 9.1.3. Pinhole Camera
- 9.1.4. The Photographic Snapshot Kodak and the Popularization of the Medium

9.2. Principles of Digital Photography
- 9.2.1. Street Photography: Photography as a Social Mirror
- 9.2.2. Digital Image Fundamentals
- 9.2.3. JPG and RAW
- 9.2.4. Digital Laboratory

Module 10. Typography

You will integrate aspects of design theory, usability and user experience, gaining a comprehensive understanding of how to create effective, user-centered multimedia products"

Clinical Internship

After passing the online theoretical period, the program includes a practical training period in a reference clinical center. This practical stay will be crucial to concretely apply the skills and knowledge acquired, allowing graduates to embark on real projects, where they will be able to experience the complete development cycle of multimedia solutions, from conception and design to implementation and evaluation. In addition, this practical experience will facilitate the formation of a network of professional contacts and the accumulation of a portfolio of work, key elements for a successful insertion in the labor market.

With this Hybrid Professional Master's Degree, you will acquire a practical and relevant experience, which will prepare you to face the challenges of the working world in the field of Multimedia Design with confidence and skill"

The Internship Program of this program in Multimedia Design will consist of an exhaustive practical internship in a prestigious company, lasting 3 weeks, from Monday to Friday, with 8 consecutive hours of practical training, with an assistant specialist. In this way, this stay will allow professionals to apply the theoretical concepts learned in real work situations, either in companies of the sector or in collaborative projects.

Likewise, in this training proposal, completely practical in nature, the activities are aimed at developing and perfecting the necessary skills for the conception and development of Multimedia Design projects, as well as conditions that will allow the professionals to apply the theoretical concepts learned in real work situations, either in companies in the sector or in collaborative projects.

This is undoubtedly an opportunity to learn by working on multimedia design projects with companies, design studios or IT departments, facing practical challenges and participating in the creation of innovative solutions to complex problems.

The practical part will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of multimedia design (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the program, 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 narrations, correctly applying the criteria of usability and interactivity
	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 Linked 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 of Innovative Application 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

You will collaborate directly with industry professionals and real clients, developing essential skills such as project management and problem solving in real environments"

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the students 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 training 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 agreement for the program are as follows:

1. TUTOR: During the Hybrid Professional Master's Degree, 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 Hybrid Professional Master's Degree, 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 Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. 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 Hybrid Professional Master's Degree 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
Where Can I Do the Internship?

The practical internship can be carried out in a variety of professional environments, which will enrich the educational experience and provide a direct vision of the sector. Therefore, computer scientists will have the option to opt for design and advertising agencies, software development companies, animation studios or multimedia departments in corporations seeking to innovate in their digital communication. These internships will not only provide a platform to apply and expand the technical and creative knowledge acquired, but will also open doors to future employment opportunities and collaborations in the industry.

"

The internship will provide you with direct exposure to real projects, working tools and production methodologies used in the Multimedia Design industry"

The student will be able to complete the practical part of this Hybrid Professional Master's Degree at the following centers:

Computer Science

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

Boost your career path with holistic teaching, allowing you to advance both theoretically and practically"

08
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.

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

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 has been the most widely used learning system among the world's leading Information Technology schools for as long as they have existed. 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 that you are presented with in the case method, an action-oriented learning method. Throughout the course, students 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.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 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)
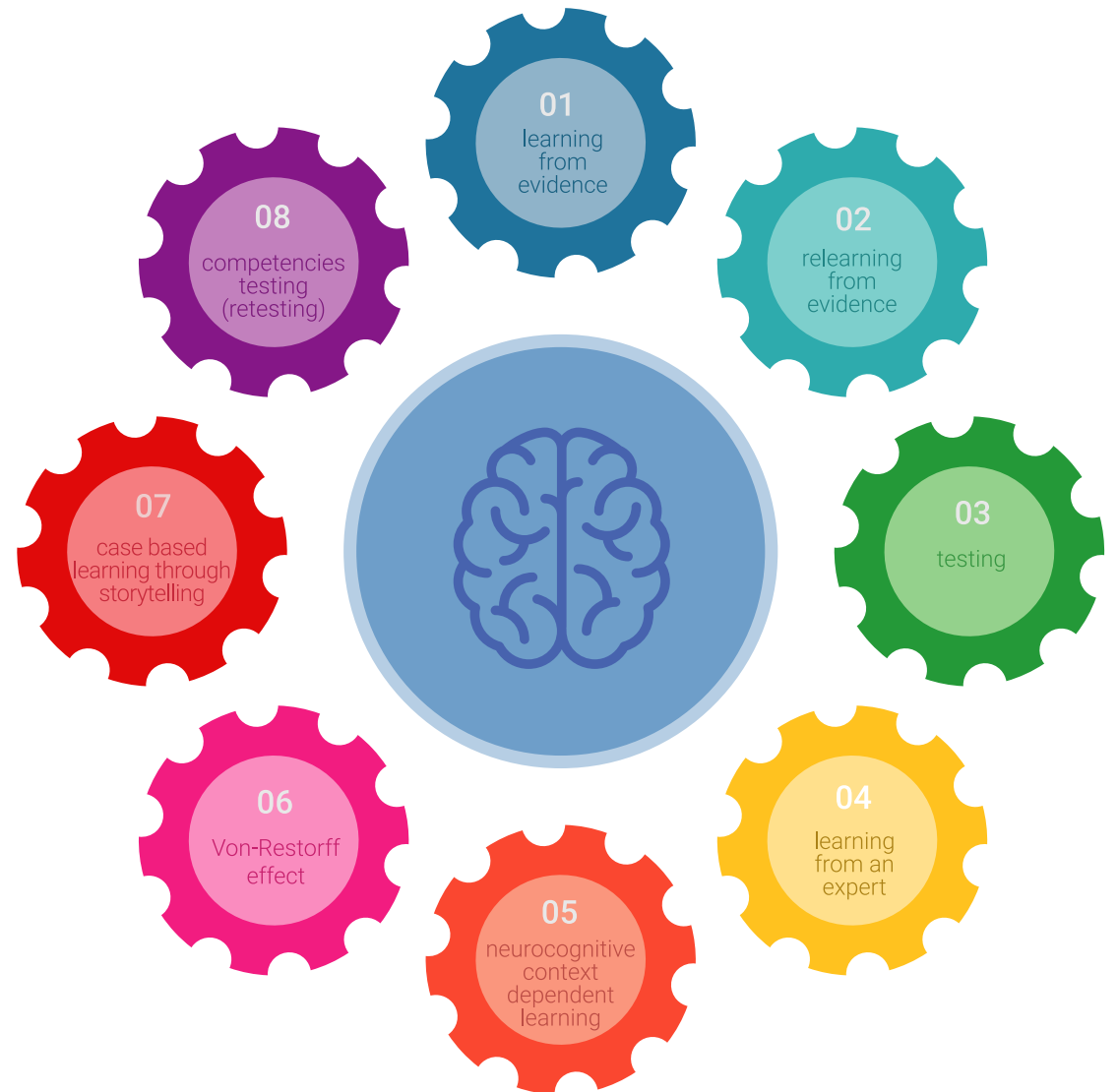
In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and 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.
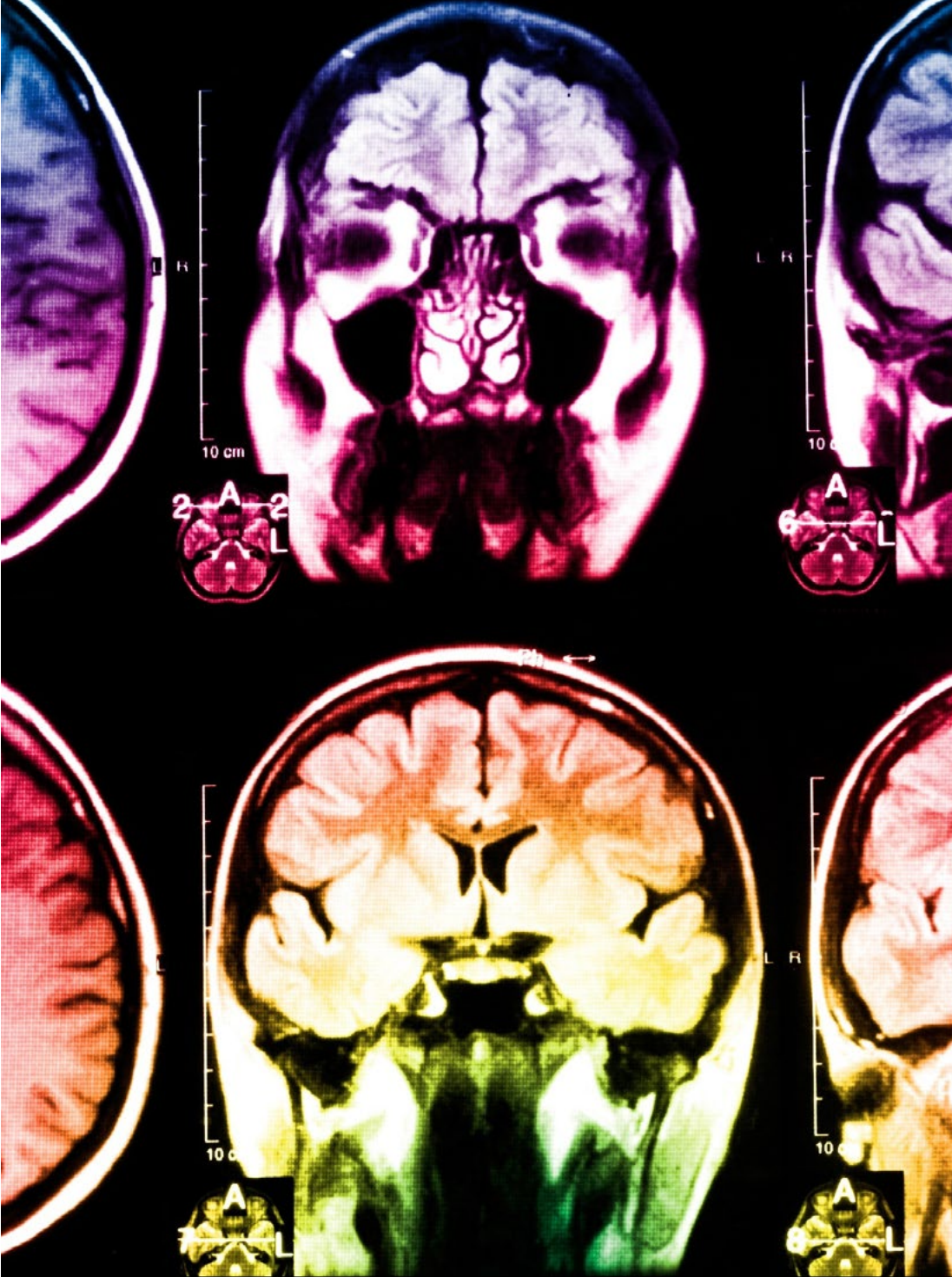
This program offers the best educational material, prepared with professionals in mind:
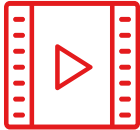
Study Material

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 skills and abilities in each subject 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%
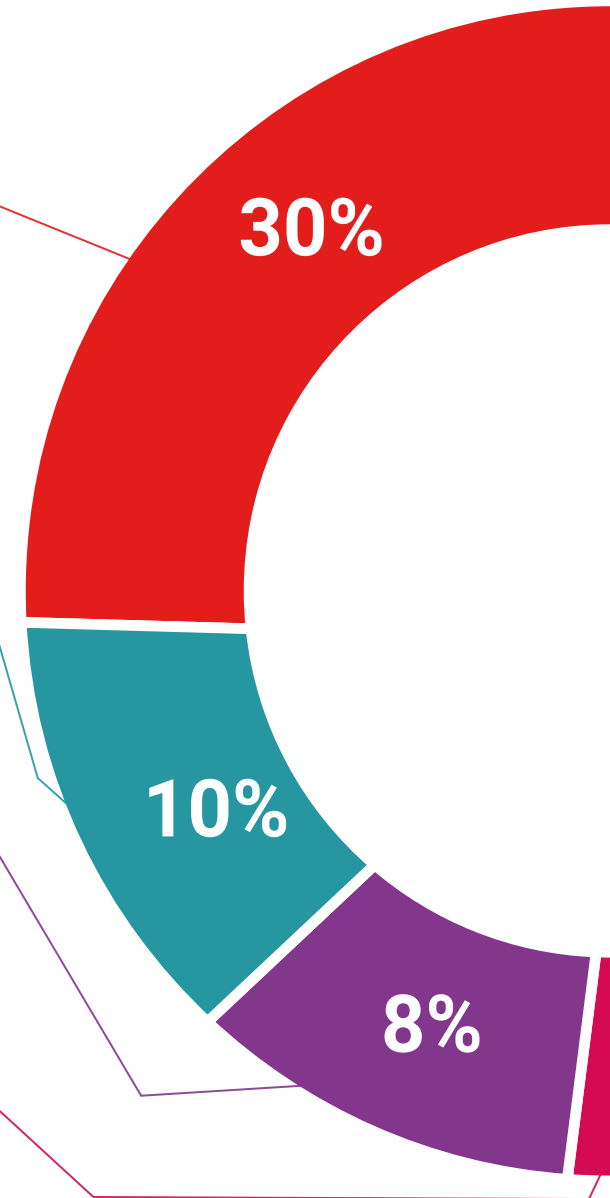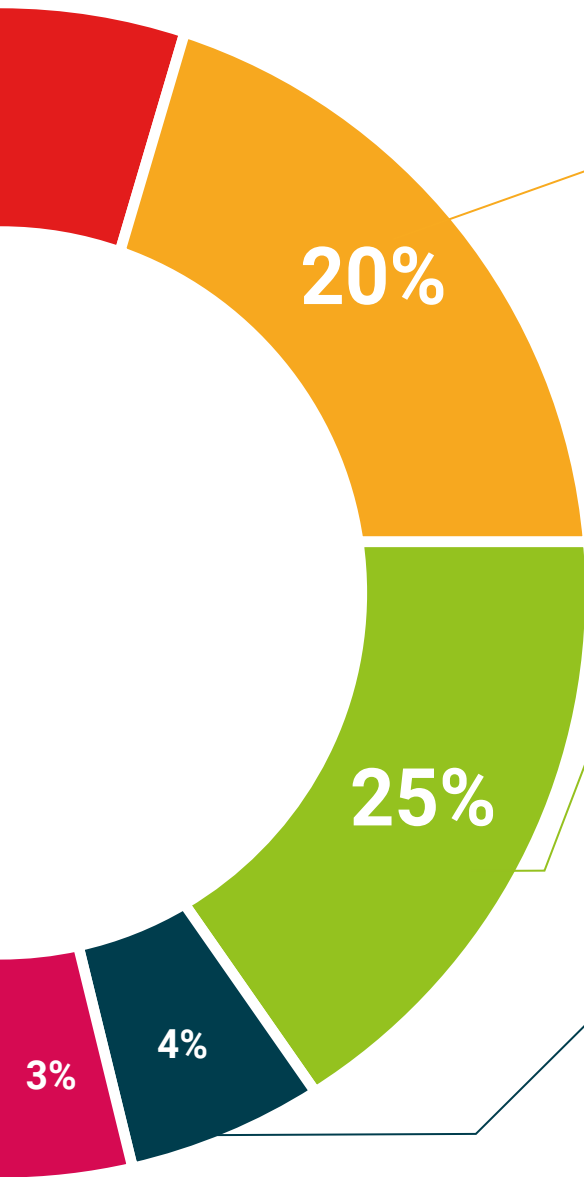
Case Studies

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.

09
Certificate

The Hybrid Professional Master's Degree in Multimedia Design guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Professional Master's Degree 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 **Hybrid Professional Master's Degree in Web Application and Service Development** 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.
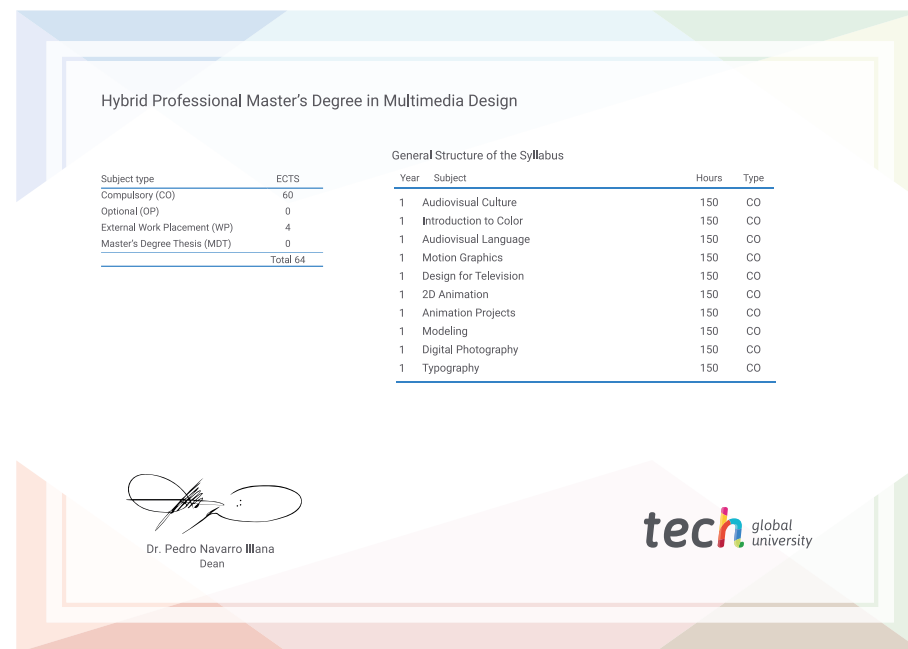
This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Hybrid Professional Master's Degree in Multimedia Design**

Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Accreditation: **60 + 4 ECTS**

tech global university

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

Hybrid Professional Master's Degree in Multimedia Design

This is a private qualification of 1,920 hours of duration equivalent to 64 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

Hybrid Professional Master's Degree in Multimedia Design

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	4
Master's Degree Thesis (MDT)	0
	Total 64

Year	Subject	Hours	Type
1	Audiovisual Culture	150	CO
1	Introduction to Color	150	CO
1	Audiovisual Language	150	CO
1	Motion Graphics	150	CO
1	Design for Television	150	CO
1	2D Animation	150	CO
1	Animation Projects	150	CO
1	Modeling	150	CO
1	Digital Photography	150	CO
1	Typography	150	CO

Dr. Pedro Navarro Illana
Dean

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*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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Hybrid Professional Master's Degree
Multimedia Design

Modality: **Hybrid (Online + Internship)**
Duration: **12 months**
Certificate: **TECH Global University**
Accreditation: 60 + 4 ECTS credits

HybridProfessional Master's Degree
Multimedia Design

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