

# Postgraduate Diploma Social Networks





## Postgraduate Diploma Social Networks

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

Website: [www.techtute.com/in/information-technology/postgraduate-diploma/postgraduate-diploma-social-networks](http://www.techtute.com/in/information-technology/postgraduate-diploma/postgraduate-diploma-social-networks)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Structure and Content

---

*p. 12*

04

Methodology

---

*p. 18*

05

Certificate

---

*p. 26*

01

# Introduction

Accessing the world of work efficiently nowadays requires mastering Social Networks as a window for promotion and communication. In order to achieve this in a simple way, we offer the opportunity to acquire the skills of a specialized professional through a program that will ensure job growth without problems of conciliation. A unique opportunity for development and promotion.





“

*A high-intensity program that will enable you to use social networks with the solvency of the best professionals in the sector"*

This Postgraduate Diploma in Social Networks has been created to offer an interesting, interactive and, above all, very effective process to learn everything related to the subject. To achieve this, a clear and continuous growth path is offered, which is also 100% compatible with other occupations.

Through an exclusive methodology, this Postgraduate Diploma will lead you to know all the characteristics that the professional needs to stay at the forefront and knowledge the changing phenomena of this form of communication.

Therefore, this program will address the aspects that a designer needs to know in order to plan, develop and finalize the online presence. A program that will help students to achieve success in the challenges of a first-class professional.

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

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

- ◆ Graphic, schematic, and highly practical contents
- ◆ The latest developments and cutting-edge advances in this field
- ◆ Practical Exercises where the Self-assessment Process can be Carried Out in Order to Improve Learning
- ◆ Innovative and highly efficient methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*This program will allow you to enhance your skills and update your knowledge in Social Networks"*

“

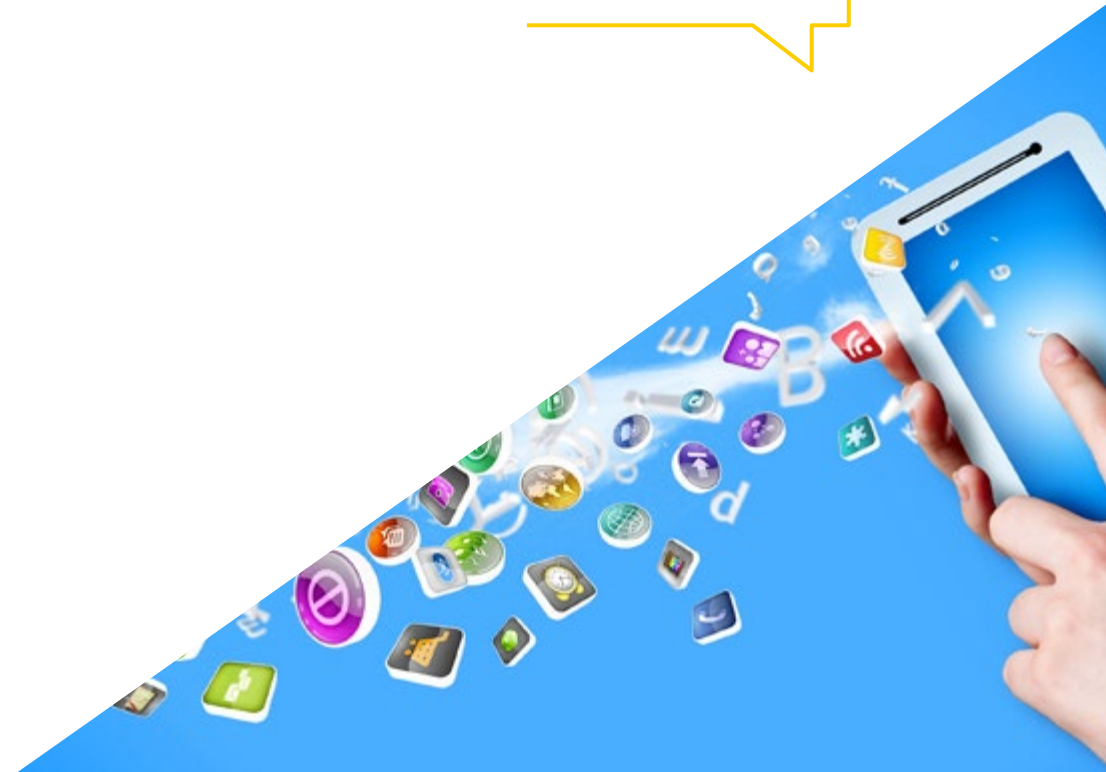
*All the necessary knowledge for the graphic designer in this field, compiled in a highly efficient Postgraduate Diploma which will optimize your effort with the best results”*

The Development of this Course is Focused on the Practice of the Proposed Theoretical Learning Through the most effective teaching systems, proven methods imported from the most prestigious universities in the world, you will be able to acquire new knowledge in a practical way. In this way, TECH strives to convert its efforts into real and immediate competencies.

The online system is another strength of the educational program. With an interactive platform that has the advantages of the latest technological developments, the most interactive digital tools made available. This way, it is possible to offer a way of learning that is totally adaptable to students' needs, so they can perfectly combine this program with their personal or working life.

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

*A training program created to allow you to implement your acquired knowledge into your daily practice in an almost immediate way.*



# 02

## Objectives

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





“

*Our goal is simple: to help you launch your business project as a graphic designer with a Postgraduate Diploma fully compatible with your work and personal obligations"*



### General Objective

---

- ◆ Learn all aspects of working with images and social networks in any type of media in which they can be used

“

*Enroll in the best Postgraduate Diploma in Social Networks in the current university panorama”*





## Specific Objectives

---

### Module 1. Portfolio Building

- ◆ Create audiovisual narratives correctly applying usability and interactivity criteria
- ◆ Identify the figure of the designer in the professional landscape
- ◆ Know the techniques, methods and networks for promoting personal work
- ◆ Understand the ethical protocol that must be followed in professional practice
- ◆ Be able to identify one's own strengths and weaknesses
- ◆ Know how to economically value your own work

### Module 2. Social Media Projects

- ◆ Learn how to make responsible use of Web 2.0 tools and social networks
- ◆ Know which tools are used for the management of social networks and the importance of planning and managing their content
- ◆ Have the tools to digitally integrate the results of the projects that have been carried out during the design program and those that will be developed in the future
- ◆ Learn about the new professions that are emerging as a result of the internet
- ◆ Understand marketing concepts in vogue: geomarketing, Branded Content, etc., in such a way that these tools can be used to promote one's own work
- ◆ Understand the importance of universal design in order to apply it in design projects

### Module 3. Ethics, Legislation and Professional Deontology

- ◆ Be able to gather and interpret relevant data to make judgments that include a reflection on ethical, environmental and social issues
- ◆ Carry out professional practice in an ethical manner, respecting the law and in accordance with universal rights
- ◆ Develop the learning skills necessary to undertake further studies with a high degree of autonomy
- ◆ Understand the professional relationship between designer and client
- ◆ Acquire skills that demonstrate that problems can be solved through argumentation and constructive criticism
- ◆ Develop the ability to decide in advance what needs to be done, who needs to do it, and how it should be done

### Module 4. Digital Photography

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

03

# Structure and Content

The structure of the contents has been designed by a team of professionals, aware of the current relevance of professional development in order to advance in the labor market with confidence and competitiveness, and to practice their profession with the excellence that only the best education can provide.



“

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

## Module 1. Portfolio Building

- 1.1. Portfolio
  - 1.1.1. The Portfolio as Letter of Introduction
  - 1.1.2. The Importance of a Good Portfolio
  - 1.1.3. Orientation and Motivation
  - 1.1.4. Practical Advice
- 1.2. Characteristics and Elements
  - 1.2.1. Physical Format
  - 1.2.2. Digital Format
  - 1.2.3. The Use of Mockups
  - 1.2.4. Common Errors
- 1.3. Digital Platforms
  - 1.3.1. Continuous Learning Communities
  - 1.3.2. Social Networks Twitter, Facebook, Instagram
  - 1.3.3. Professional Networks: LinkedIn, InfoJobs
  - 1.3.4. Cloud Portfolios: Behance
- 1.4. The Designer in the Labor Scheme
  - 1.4.1. Career Opportunities for a Designer
  - 1.4.2. Design Agencies
  - 1.4.3. Corporate Graphic Design
  - 1.4.4. Success Stories
- 1.5. How Do I Present Myself Professionally?
  - 1.5.1. Keeping Updated, in Constant Recycling
  - 1.5.2. The CV and Its Importance
  - 1.5.3. Common Errors in the CV
  - 1.5.4. How to Create a Good CV
- 1.6. The New Consumer
  - 1.6.1. Value Perception
  - 1.6.2. Defining Your Target Audience
  - 1.6.3. Empathy Map
  - 1.6.4. Personal Relations
- 1.7. My Personal Brand
  - 1.7.1. Entrepreneurship: The Search for Meaning
  - 1.7.2. Convert your Passion into a Career
  - 1.7.3. The Ecosystem Around your Activity
  - 1.7.4. The Canvas Model
- 1.8. Visual Identity
  - 1.8.1. The Naming
  - 1.8.2. Brand Values
  - 1.8.3. The Big Topics
  - 1.8.4. Moodboard. Use of Pinterest
  - 1.8.5. Visual Factors Analysis
  - 1.8.6. Time Factors Analysis
- 1.9. Ethics and Responsibility
  - 1.9.1. Ethical Decalogue for the Practice of Design
  - 1.9.2. Copyrights
  - 1.9.3. Design and Conscientious Objection
  - 1.9.4. The "Good" Design
- 1.10. The Price of my Work
  - 1.10.1. Do you Need Money to Live?
  - 1.10.2. Basic Accounting for Entrepreneurs
  - 1.10.3. Types of Costs
  - 1.10.4. Your Price per Hour. Retail Price



## Module 2. Social Media Projects

- 2.1. Introduction to Social Networks
  - 2.1.1. Web 3.0
  - 2.1.2. Web 3.0 Tools
  - 2.1.3. References
  - 2.1.4. Social Media
- 2.2. New Job Openings
  - 2.2.1. The Emergence of New Professional Figures
  - 2.2.2. Community Manager
  - 2.2.3. The Social Media Strategist
  - 2.2.4. The Content Curator
  - 2.2.5. The Influencer
- 2.3. Geomarketing
  - 2.3.1. The Concept
  - 2.3.2. Variables
  - 2.3.3. Social Network Geomarketing
  - 2.3.4. Uses of Geolocalization
- 2.4. Branded Content
  - 2.4.1. The Concept
  - 2.4.2. Differences with Conventional Advertising
  - 2.4.3. Differences with Content Marketing?
  - 2.4.4. Differences with Product Placement
  - 2.4.5. Advantages
  - 2.4.6. Examples:
- 2.5. How to Manage Social Networks?
  - 2.5.1. What Is Social Media Management?
  - 2.5.2. Purpose of Managing Social Networks
  - 2.5.3. Tools: Hootsuite, Google Analytics, Google Ads
  - 2.5.4. Techniques for Gain Followers
- 2.6. Visual Storytelling on Instagram
  - 2.6.1. What Is Visual Storytelling?
  - 2.6.2. The Types of Content on Instagram
  - 2.6.3. Optimizing a Profile on Instagram
  - 2.6.4. Visual References Profiles

- 2.7. Define a Style
  - 2.7.1. Thematic Choice
  - 2.7.2. Define a Style
  - 2.7.3. Planning and Materials
  - 2.7.4. Practice: What Do I Want to Convey?
- 2.8. Creating Content
  - 2.8.1. Photographs Editing and Filters
  - 2.8.2. Videos
  - 2.8.3. Capture Audience
  - 2.8.4. What, How and When?
- 2.9. Narrative Photographs
  - 2.9.1. Extending the Time of a Post
  - 2.9.2. Mistakes to Avoid
  - 2.9.3. Project: Narrative Photographs
  - 2.9.4. Project Analysis
- 2.10. Universal Design
  - 2.10.1. Concept and Principles
  - 2.10.2. European Position on Universal Design
  - 2.10.3. The Future of Accessibility
  - 2.10.4. Examples:

**Module 3. Ethics, Legislation and Professional Deontology**

- 3.1. Ethics, Morals, Law and Professional Deontology
  - 3.1.1. Basic Questions on Ethics: Some Moral Dilemmas
  - 3.1.2. Conceptual Analysis and Etymological Origin
  - 3.1.3. Differences Between Morals and Ethics
  - 3.1.4. The Connection Between Ethics, Morals, Law and Deontology
- 3.2. Intellectual Property
  - 3.2.1. What is Intellectual Property?
  - 3.2.2. Types of Intellectual Property
  - 3.2.3. Plagiarism and Copyright Infringement
  - 3.2.4. Anticopyright

- 3.3. Practical Aspects of Current Ethics
  - 3.3.1. Utilitarianism, Consequentialism and Deontology
  - 3.3.2. Acting Consistently vs. Acting on Principle
  - 3.3.3. Dynamic Efficiency of Acting on Principles
- 3.4. Legislation and Morality
  - 3.4.1. Concept of Legislation
  - 3.4.2. Concept of Morality
  - 3.4.3. Connection Between Law and Morality
  - 3.4.4. From Fairness to Unfairness based on Logical Reasoning
- 3.5. Professional Conduct
  - 3.5.1. Dealing with the Customer
  - 3.5.2. The Importance of Agreeing Terms and Conditions
  - 3.5.3. Customers Don't Buy Design
  - 3.5.4. Professional Conduct
- 3.6. Responsibilities Toward Other Designers
  - 3.6.1. Competitiveness
  - 3.6.2. Prestige of the Profession
  - 3.6.3. Impact on the Rest of the Professions
  - 3.6.4. Relationship with Other Colleagues from the Profession. Criticism
- 3.7. Social Responsibility
  - 3.7.1. Inclusive Design and Its Importance
  - 3.7.2. Characteristics to Consider
  - 3.7.3. Change of Mentality
  - 3.7.4. Examples and References
- 3.8. Responsibilities with the Environment
  - 3.8.1. Ecodesign: Why Is It So Important?
  - 3.8.2. Characteristics of Sustainable Design
  - 3.8.3. Environmental Implications
  - 3.8.4. Examples and References
- 3.9. Ethical Conflicts and Decision-Making
  - 3.9.1. Responsible Conduct and Practices in the Workplace
  - 3.9.2. Best Practices of the Digital Designer
  - 3.9.3. How to Resolve Conflicts of Interest
  - 3.9.4. How to Deal with Gifts



- 3.10. Free Knowledge: Creative Commons Licenses
  - 3.10.1. What are they?
  - 3.10.2. Types of Licences
  - 3.10.3. Symbology
  - 3.10.4. Specific Uses

## Module 4. Digital Photography

- 4.1. Introduction to the Contemporary Photographic Medium
  - 4.1.1. Origins of Photography: The Camera Obscura
  - 4.1.2. Fixing Images Milestones: The Daguerreotype and the Calotype.
  - 4.1.3. Pinhole Camera
  - 4.1.4. The Photographic Snapshot Kodak and the Popularization of the Medium
- 4.2. Principles of Digital Photography
  - 4.2.1. Street Photography: Photography as a Social Mirror
  - 4.2.2. Digital Image Fundamentals
  - 4.2.3. JPG and RAW
  - 4.2.4. Digital Laboratory
- 4.3. Concepts, Equipment and Photography Techniques
  - 4.3.1. Camera: Visual Angle and Lenses
  - 4.3.2. Exposure Meter Exposure Adjustment
  - 4.3.3. Image Control Elements
  - 4.3.4. Practice I: Controlling the Camera
- 4.4. Lighting
  - 4.4.1. Natural Light and Its Importance
  - 4.4.2. Properties of Light
  - 4.4.3. Continuous Light and Modeling Light
  - 4.4.4. Lighting Schemes
  - 4.4.5. Accessories to Manipulate Light
  - 4.4.6. Backgrounds Commercial Tools
- 4.5. Flash
  - 4.5.1. Main Functions of a Flash Unit
  - 4.5.2. Types of Flash
  - 4.5.3. Torch Flash
  - 4.5.4. Advantages and Disadvantages
- 4.6. Photography with Professional Camera
  - 4.6.1. Lifestyle Photography Searching for Corners
  - 4.6.2. Practice II: Light Effects
  - 4.6.3. Practice III Negative Spaces
  - 4.6.4. Practice IV: Capture Emotion
- 4.7. Mobile Photography: Introduction
  - 4.7.1. Our Pocket Camera and Other Materials
  - 4.7.2. Achieving the Best Quality
  - 4.7.3. Composition Tricks
  - 4.7.4. Creating Ambience
- 4.8. Mobile Photography: Project
  - 4.8.1. Flat Lay
  - 4.8.2. Indoor Photography
  - 4.8.3. Creative Ideas Where to Start?
  - 4.8.4. Practice VI: First Photographs
- 4.9. Mobile Photography: Editing
  - 4.9.1. Editing Photos with Snapseed
  - 4.9.2. Editing Photos with VSCO
  - 4.9.3. Editing Photos with Instagram
  - 4.9.4. Practice IV: Editing Your Photographs
- 4.10. The Creative Photography Project
  - 4.10.1. Reference Authors in Contemporary Photographic Creation
  - 4.10.2. The Photographic Portfolio
  - 4.10.3. Visual Portfolio References
  - 4.10.4. Build Your Results Portfolio



*A unique, key, and decisive educational experience to boost your professional development*

# 04

# 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.



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.



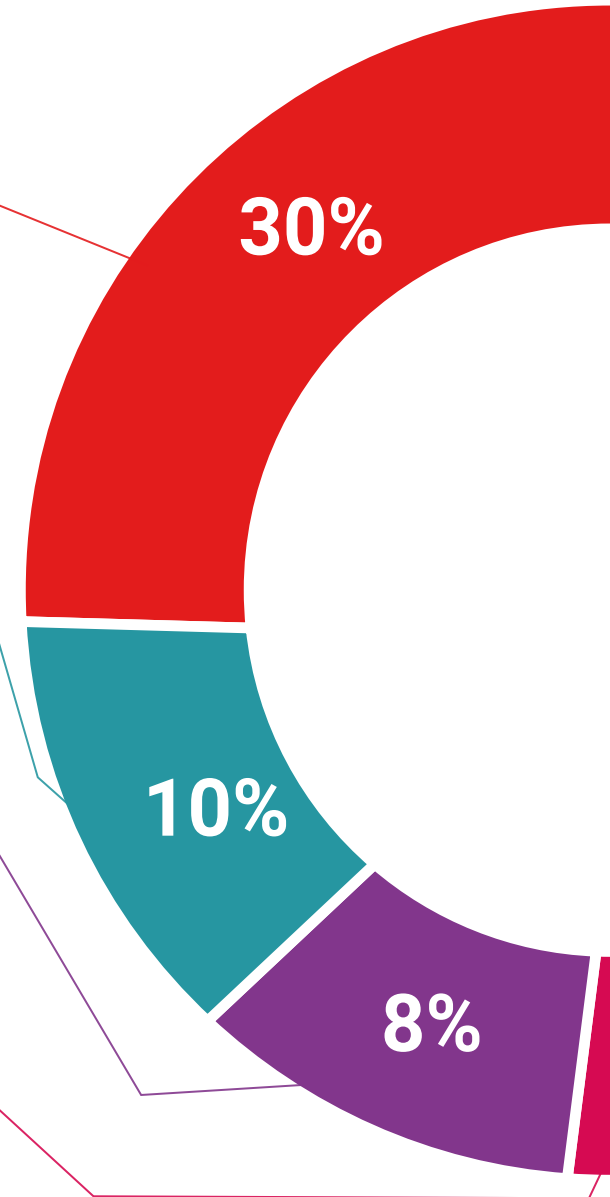
#### Practising Skills and Abilities

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.







#### 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.



# 05 Certificate

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



“

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

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

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

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

Title: **Postgraduate Diploma in Social Networks**

Official N° of Hours: **600 h.**



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

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development language  
virtual classroom



## Postgraduate Diploma Social Networks

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

# Postgraduate Diploma Social Networks

