

Hybrid Professional Master's Degree

Digital Photography





Hybrid Professional Master's Degree Digital Photography

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/us/journalism-communication/hybrid-professional-master-degree/hybrid-professional-master-degree-digital-photography

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01

Introduction

Today, everyone has a camera in their pocket. The emergence of Apps such as Instagram is just one example of the importance of Digital Photography nowadays, far surpassing written or oral language. However, the art of light requires techniques and skills to capture the best shot for those who really want to captivate the public with their image, whether in conventional media or on social networks. The graduate who wishes to progress in the competitive field of Digital Photography, must have all the essential tools and knowledge. For this reason, this qualification consists of a 100% online theoretical phase and a practical phase where the best professionals in photography will guide them to expand their expertise and technical skills.





“

This program will turn you into the photography professional that every communication company is looking for. Enroll now”

The image has always captivated photographers and their subjects. However, new technologies have made it possible for humans to capture any moment, whether from the air with a drone or while walking down the street with a cell phone. In addition, photo editing programs provide thousands of creative possibilities for authors, who can disseminate their work more quickly through social networks.

A range of possibilities has opened up with Digital Photography, which, like traditional cameras, requires professionals who can master the technique of light, movement and framing, essential elements for success in the world of photography. This is why this Hybrid Professional Master's Degree provides students with the necessary keys to master Digital Photography. For this, there will be a theoretical phase in which you will explore the usability of the camera, the use of drones for photography, creativity techniques and the advanced use of Photoshop, and a practical part where you will complement your learning with the best professionals in the sector.

All this with innovative multimedia content in which TECH has used the latest academic teaching technology and simulations of case studies, which will help students to approach situations that they may experience in the course of their professional photography work. This theoretical part is combined with an exhaustive internship. For three weeks, the student will work in a real professional environment, surrounded by experts in Digital Photography who will guide them throughout the process. In this way, they will be able to test their skills.

The communication professional therefore has an excellent opportunity to acquire the requisite expertise to steer their career towards the field of photography or to build on their audiovisual knowledge. This, in addition, to a program taught exclusively online in its theoretical phase, where you will not have classes with fixed schedules, which will allow you to combine high-quality education with a flexible qualification. You will also get a practical and enriching learning experience in a leading audiovisual company, with specialized photographers who will show you how to progress in this growing field.

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

- ♦ More than 100 cases presented by professional Digital Photography
- ♦ 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
- ♦ It provides the technical tools and essential components required by a professional to take photographs using the most appropriate camera
- ♦ 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
- ♦ In addition, you will be able to do an internship in one of the best photography companies in the industry



Give your professional career the boost it needs in the world of audiovisual communication with this Hybrid Professional Master's Degree"

“

This program provides you with an intensive 3-week internship in a leading center where you will build on your knowledge with professional photographers”

This Professional Master's Degree program is aimed at communication professionals who wish to work in audiovisual communication companies. The contents are based on the latest scientific evidence and arranged in a didactic way to integrate theoretical knowledge in the practice of photography, and theoretical-practical elements that will facilitate the updating of knowledge and decision making in the capture of digital images and their post-production.

Thanks to multimedia content developed with the latest educational technology, professionals will enjoy a situated and contextual learning, i.e., a simulated environment that will provide immersive learning programmed to prepare professionals for real situations. This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise during the course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

In this Hybrid Professional Master's Degree, you will learn about all the essential accessories to use with your digital camera and get the best photographs.

Access the library of multimedia resources provided for this program from your computer or tablet 24 hours a day.



02

Why Study this Hybrid Professional Master's Degree?

In Digital Photography, trends are constantly renewing themselves. Therefore, it is not enough to master the theoretical considerations of this professional framework: practical knowledge is also required to demonstrate fluency and ability in the handling of complex creative tools. In this context, TECH has developed this program that combines didactic study with an intensive stay in prestigious audiovisual centers. Through this program, graduates achieve a high level of mastery of the technologies within their reach and their most innovative applications. As a result, they will be able to access increasingly competitive and demanding jobs.



“

This Hybrid Professional Master's Degree is a unique learning opportunity in which TECH will arrange an internship that will expand your experiences and enrich your personal resume”

1. Updating from the latest technology available

The students will master the development of Digital Photography from its different techniques and creative styles with the help of this academic training. At the same time, they will handle the most common online and offline editing tools in this sector. At the same time, they will examine the relevance that mobile technologies have achieved for this creative field.

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

This program offers students personalized support in two distinct phases. In the first phase, a faculty composed of experienced teachers will interact with the students to clarify doubts and concepts of interest. The second phase, dedicated to the practical stay, will be supported by a designated tutor who will be in charge of integrating the student in different projects and productive routines of the company where they are.

3. Entering first-class audiovisual environments

The careful selection of the centers where the Internship Programs of this degree will take place has been a priority for TECH. Thanks to this, students will be able to be linked to audiovisual institutions where the use of technological resources, considered the most updated in the market, is a priority. At the same time, they will be able to check the demands of a professional area considered among the most rigorous and exhaustive in the area of Digital Photography.





4. Combining the Best Theory with State-of-the-Art Practice

This program has 1,500 educational hours dedicated to the theoretical mastery of Digital Photography. At the same time, students will be able to apply what they have learned in a practical stay of 3 weeks. In this way, they will be able to develop their skills in a much faster and more flexible way.

5. Expanding the Boundaries of Knowledge

This Hybrid Professional Master's Degree is unique in its kind in the educational market as it facilitates students' access to select centers dedicated to the audiovisual field and provides them with a direct dialogue with the best professionals in that sector. This is possible thanks to the network of agreements and contacts available to TECH as the largest digital university of the moment.



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

03

Objectives

This Hybrid Professional Master's Degree has been designed to provide the most up-to-date and valuable knowledge to communication and journalism professionals who wish to work as professional photographers or who wish to expand their knowledge in this field. For this purpose, multimedia resources such as video summaries, detailed videos or specialized readings are available 24 hours a day and have been designed specifically by professionals in the photography and marketing sector.



“

This program will lead you to create excellent digital photographs by mastering light and learn about copyrights”



General Objective

- The general objective of the Hybrid Professional Master's Degree in Digital Photography is to ensure that, at the end of the 12 months of this program, professionals have mastered advanced level photographic technique, are able to create an audiovisual narrative and have obtained extensive knowledge of post-production. All this will allow the graduate to build a high-quality and high-impact portfolio in the market, deploy their creative talent and boost their personal brand

“

This program will guide you through photography and video recording with drones. Grow your expertise in a booming audiovisual sector”





Specific Objectives

Module 1. The Influence of Art in Today's Photography

- ♦ Explore the evolution of technique throughout history
- ♦ Discover the connections between photography and art
- ♦ Integrate new digital skills in photography
- ♦ Create valuable and iconic photographs with high impact in the sector
- ♦ Analyze the historical evolution of the art of photography

Module 2. Camera Usability

- ♦ Discover the photographer's primary tool
- ♦ Know the elements that make up the photographic camera
- ♦ Learning the different additional tools for the camera
- ♦ Analyze the types of lighting required for photography
- ♦ Develop the right attitude in front of the camera

Module 3. Light and Color in Photographic Composition

- ♦ Handling the main photographic technicalities
- ♦ Distinguish the different types of composition
- ♦ Understand how DEX works
- ♦ Understand camera operation
- ♦ Internalize the mechanisms of image creation

Module 4. The Digital Image

- ♦ Consolidate the technical knowledge acquired in Fundamentals of Photography I
- ♦ Work towards the acquisition of more advanced photographic technical concepts
- ♦ Understand the process of digital image elaboration
- ♦ Know and use workflow and digital processing in an optimal way
- ♦ Broaden your knowledge of photographic composition and take a critical view of the photographic professional

Module 5. Creativity Techniques

- ♦ Be familiar with and know how to apply creative techniques in the photographic creation process
- ♦ Find sources of inspiration
- ♦ Recognize the communicative and artistic value of the photographic document
- ♦ Learn how to create characteristic scenes and environments for photographic creations
- ♦ Spot creative opportunities in different environments

Module 6. Advanced Photoshop Editing

- ♦ Achieve proficiency in digital image-editing techniques using this software
- ♦ Discover the creative possibilities of the different tools provided by this program

Module 7. Audiovisual Communication in the Digital Environment

- ♦ Communicate effectively through images
- ♦ Identify the main lines of communication of the photographic project
- ♦ Discover how messages are interpreted
- ♦ Integrate modern photography channels
- ♦ Adopt the ten commandments of the skilled photographer





Module 8. Photographic Documentation

- ◆ Acquire a holistic view of photographic documentation
- ◆ Know the documentary processes for the preservation of the photo as a document
- ◆ Search the main image databases in the digital environment
- ◆ Understand the photo as data: metadata in a *Smart* context for searching and cataloging
- ◆ Learn about copyrights in the field of intellectual property
- ◆ Use or get to know the image and graphic content galleries related to cultural, journalistic or professional activities

Module 9. Post-Production of Digital Photography

- ◆ Discover the photographer's primary tool
- ◆ Know and use digital technical tools for editing and post-production
- ◆ Know and use the different platforms to create a portfolio
- ◆ Know the theoretical fundamentals of editing, set up and guidelines for corporate photography
- ◆ Know the latest digital retouching tools and techniques

Module 10. The Use of Drones for Photography

- ◆ Become familiar with the basic considerations for legality and safety with drones
- ◆ Learn how to plan a drone flight
- ◆ Learn the differences between traditional photography vs. Drone Photography
- ◆ Introduction to drone video recording
- ◆ Learn how to become a professional drone photographer

04 Skills

This Hybrid Professional Master's Degree provides students with an intensive approach to Digital Photography using the latest information about the image in this field. This will allow them to acquire and enhance competencies, abilities and technical skills that will help them to grow in the photography industry. The theoretical knowledge can also be put into practice in the internship phase of the program.





“

With this Hybrid Professional Master's Degree you will perfect light and movement techniques. Enroll now”



General Skills

- Conduct effective professional communication using appropriate dissemination channels
- Safeguard copyrights
- Adapt techniques to new audiovisual formats

“

TECH will allow you to achieve the most innovative professional skills in the market in Digital Photography”





Specific Skills

- ♦ Learn about the history of art relevant to the role of the digital photographer
- ♦ Know the ins and outs of the photographic camera and all the artistic possibilities its use offers
- ♦ Master the basic photography techniques
- ♦ Create all kinds of images with the camera
- ♦ Control composition, light or focus
- ♦ Execute each photographic technique perfectly
- ♦ Handle light and digital processing
- ♦ Carry out projects and creative photographic works and take advantage of resources that allow you to promote your personal work
- ♦ Master the editing and retouching tools provided in Photoshop
- ♦ Transmit messages effectively through image, taking into account the different aspects of communication, perception or photographic persuasion
- ♦ Know the practical applications of offline visual communication and digital applications for photography, professionalism and the limits and licenses of the profession
- ♦ Analyze the main photographic sources, the role of the photographer as a documentary analyst and the challenges presented by the digital society for professional photography
- ♦ Be aware of all issues relating to copyright protection and the use of photography on the Internet
- ♦ Apply modern digital post-production processes and techniques
- ♦ Optimally manage the main tools for publishing on social media
- ♦ Explore the narrative expressiveness of a project, as well as the way to initiate it
- ♦ Know how to create a photographic portfolio
- ♦ Master the basic concepts to know how to work with a drone safely
- ♦ Gain knowledge about the different types of drones and their different features
- ♦ Film with drones

05

Course Management

TECH has designed a Hybrid Professional Master's Degree with the main objective of offering students an education that allows them to grow professionally. To this end, it has assembled a management and teaching team with extensive knowledge in the fields of photography, communication, design and marketing. Their extensive knowledge in these areas, as well as their professional background, is a guarantee of high quality for the students who follow this academic program.





“

Professional experts in the fields of photography, communication and marketing will accompany you for 12 months to help you succeed in the world of Digital Photography"

International Guest Director

James Coupe is an internationally renowned artist whose work delves into themes of visibility, labor and Surveillance Capitalism. He works with a wide range of media, including Photography, Video, Sculpture, Installation and Digital Media.

His recent works include real-time public surveillance systems, deepfake interactive installations and collaborations with Amazon Mechanical Turk micro-workers. At the same time, reflecting on the impact of Big Data, immaterial labor and AI, his pieces explore searches, queries, automation, classification systems, the use of algorithmic narratives, surplus value and human affect. His ongoing investigations at the intersection of art, technology, human rights, ethics and privacy position him as a true visionary and a leader in the field of global critical-creative thinking.

James Coupe is Professor of Art and Experimental Media and Head of Photography at the Royal College of Art. Prior to assuming this position, he was a professor in the Department of Digital Art and Experimental Media (DXARTS) at the University of Washington in Seattle for nearly two decades. While there, he helped establish the DXARTS practice-based PhD program as one of the world's leading PhD programs in Digital Art.

His 2020 project, "Warriors," was a milestone in the use of deepfake technology in a mainstream art space. Beyond the technical infrastructure and machine learning models he uses to make his work, his interests in synthetic media transcend disciplinary boundaries: ethics and best practices for dealing with and detecting fake media, artistic exploration of deceptive, altered, and parafictional media, and emerging opportunities in filmmaking, algorithmic film, and narrative. His work, both solo and group, has been exhibited at renowned galleries such as the International Center of Photography in New York, Kunstraum Kreuzberg in Berlin, FACT Liverpool, Ars Electronica and the Toronto International Film Festival. At the same time, he has received numerous awards and prizes, such as those from Creative Capital, Ars Electronica, HeK Basel and Surveillance Studies Network.



Dr. Coupe, James

- Head of Photography at the Royal College of Art
- Former Professor, Department of Digital Art and Experimental Media, University of Washington
- Author of a dozen solo exhibitions and participant in twenty group shows
- D. in Digital Art and Experimental Media from the University of Washington-
Professional Master's Degree in Creative Technology from the University of Salford in Manchester (UK)
- Professional Master's Degree in Fine Art (Sculpture) from the University of Edinburgh (UK)

“

Thanks to TECH, you will be able to learn with the best professionals in the world”

Management



Dr. García Barriga, María

- ♦ PhD in Design and Marketing Data
- ♦ Communicator at RTVE
- ♦ Communicator at Telemadrid
- ♦ University Teacher
- ♦ Author of *The Pattern of Eternity: Creating a Spiral Identity for Automating Fashion Trends*
- ♦ Communication, Marketing and Social Campaigns. Arts Heritage - Digital Marketing
- ♦ Editor-in-Chief. Chroma Press
- ♦ Marketing and Social Media Account Executive. Servicecom
- ♦ Web Content Editor. Premium Difusión, Diario Siglo XXI and Magazine Of Managers
- ♦ PhD, Design and Marketing Data. Polytechnic University of Madrid
- ♦ Bachelor's Degree in Information Sciences, Communications, Marketing and Advertising. Complutense University of Madrid
- ♦ Postgraduate degree in Marketing and Communication in Fashion and Luxury companies. Complutense University of Madrid
- ♦ Certified in Data Analysis & Creativity with Python in China
- ♦ MBA Fashion Business School, the Fashion Business School of the University of Navarra

Professors

Ms. Ruiz Arroyo, Rebeca

- ♦ Editor and Visual Content Creator of the Photography Section of the AS Newspaper
- ♦ Graduate in Audiovisual Communication and Journalism from CEU San Pablo University

Ms. Cordero Méndez, Carmen

- ♦ Artistic Photographer and Art Therapist
- ♦ Art therapist and artistic facilitator at the ASISPA Foundation
- ♦ Phototherapy specialist
- ♦ Freelance photographer specializing in auteur and documentary photography
- ♦ Press and communications photographer
- ♦ Graphic Design from the Granada School of Art
- ♦ Artistic Photography from the Granada School of Art
- ♦ Degree in Psychology
- ♦ Degree in Audiovisual Communication from the Complutense University Madrid
- ♦ Master in Art Therapy for Social Inclusion
- ♦ Master of Arts, Art Therapy and Art Education for Social Inclusion by the Autonomous University of Madrid
- ♦ Master's Degree in Psychotherapeutic Intervention, Clinical Psychology
- ♦ Master's Degree in Grief, Loss and Trauma, Clinical Psychology from the Universidad Miguel de Cervantes
- ♦ Professional Master's Degree in Coaching, Emotional Management and Mindfulness, Psychology by the University Isabel I
- ♦ Postgraduate Diploma in Anxiety and Work Stress in Health Institutions, Psychology, Psychology by the European University Miguel de Cervantes

Ms. Martín Zapata, Lucía

- ♦ Photography and Video Art Director, UX/UI Designer and Marketing Expert
- ♦ Lecturer in History of Photography, Street Style Photography and Basic Photography at EFTI, MadPhoto, Lens School of Visual Arts and the University of Burgos
- ♦ Director of Photography Studio
- ♦ Photographer at Exberliner Sugarhigh
- ♦ Photographer at Cyclops Festivals, Luna Land
- ♦ Photographer at Fashion Week NYC for Vanity
- ♦ Photographer at Desigual
- ♦ Photographer at Hablatumúsica, Mansolutely, Perrier
- ♦ Teacher at the European Institute of Design in Madrid
- ♦ Professional Master's Degree in Photography at International School of Photography
- ♦ Professional Master's Degree in Analogical/Artistic Photography at ARCO School. Lisbon

Mr. Nuevo Duque, Daniel

- ♦ Aerial Filming Expert
- ♦ CEO and founder of Operadrone
- ♦ Audiovisual Marketing, Photographer and Image Editor at Proddigia
- ♦ Commercial Photographer at Google Trusted Photographer
- ♦ Photographer and camera operator
- ♦ Responsible for Video of El Mundo en Autocaravana
- ♦ STS Drone Pilot at the Spanish Aviation Safety Agency
- ♦ Superior Technician of Photography at the School of Art and Design Mateo Inurria of Design Mateo Inurria
- ♦ Audiovisual Communication at the Carlos III University of Madrid

Ms. Rodríguez Flomenboim, Florencia

- ♦ Specialist in Fashion, Editorial and Trends
- ♦ Creative scenic of different theatrical works, focusing on the symbolism of the image
- ♦ Fashion Producer and Editor in several entities
- ♦ External Marketing and Branding Consultant in several entities
- ♦ Image consultant in several entities
- ♦ Management of *Showrooms* and roll-out of *Concept Stores*
- ♦ General Manager at Alvato
- ♦ Degree in Performing Arts from the Escuela Superior de Arte Dramático. Murcia
- ♦ Diploma in International Relations for Marketing from ITC Sraffa. Milan
- ♦ Professional Master's Degree in Fashion Production, Editorial and Fashion Design from the American Modern School of Design

Ms. García Barriga, Elisa

- ♦ Photographer Specialized in Social Media
- ♦ Dynamizer and Community Manager
- ♦ Responsible for campaigns in El Sapo Natural Cosmetics
- ♦ Image and photography consultant for private schools throughout Spain
- ♦ Photographer specialized in images for social networks, non-verbal language and creation of environments for school photography
- ♦ Graduate in Teaching

Ms. Forte López, Paula

- ♦ Fashion and Sound Communication Specialist
- ♦ Editor at Cadena Radial Ser. Elche
- ♦ Creator of campaigns and shootings for international brands
- ♦ Responsible for Corporate Photography and e-commerce at Unisa, Wonders, John Josef Freelance Photographer
- ♦ Training in Audiovisual Imaging for Camera Technicians and Directors of Artistic Photography by EASDO
- ♦ Higher Level Training Cycle Communication, Image and Sound at the City of Light

Ms. Alarcón, Patricia

- ♦ Communications Consultant
- ♦ Founder of the program Málaga Se Cuida on La Cope Málaga
- ♦ Contributor to the Health supplement of La Razón newspaper
- ♦ Project Manager at Palacio de Ferias and Congresos, Málaga
- ♦ Institutional Relations Manager at CIT
- ♦ Director of Communications at Quironsalud Group in Malaga
- ♦ Contributor to Psychologies
- ♦ Collaborator at AR
- ♦ Collaborator at Grupo Planeta
- ♦ Collaborator at Hearst Group
- ♦ Member of the Cadena Cope News Service Team
- ♦ America's Cup communications technician
- ♦ Master's Degree in Teacher Training
- ♦ Bachelor's Degree in Humanities at International University of La Rioja
- ♦ Degree in Journalism, University of Malaga



Ms. Moreno Rodríguez, Ana Belén

- ♦ Freelance Graphic Designer and Photographer
- ♦ Graphic Designer in the Marketing and Communication Department at Dealerbest
- ♦ Graphic Designer at Ceifor Estudios
- ♦ Freelance photographer
- ♦ Degree in Integral Design and Image Management at the Universidad Rey Juan Carlos
- ♦ Degree in Final Art of Graphic Design by the School of Art of Toledo

“ *The teachers of this Hybrid Professional Master's Degree will turn you into a renowned professional in journalism or communication with their innovative contents*”

06

Educational Plan

The curriculum of this Hybrid Professional Master's Degree has been designed with a multidisciplinary approach to offer the graduate the most advanced and practical knowledge in the field of Digital Photography. A syllabus consisting of 10 modules, where students can progress in a much more agile and dynamic way thanks to the Relearning system used by TECH in all its programs. This will allow you to build your knowledge of light, composition, camera, photographic documentation or photography with drones. In addition, students will complete their education with professionals working in a relevant audiovisual communication company.



“

Acquire practical learning aligned with the field of Digital Photography thanks to this Hybrid Professional Master's Degree. Enroll now"

Module 1. The Influence of Art in Today's Photography

- 1.1. Training the View
 - 1.1.1. Visual Representation
 - 1.1.2. Photography and Art
 - 1.1.3. Perception: Learning to Look at and Evaluate Cultural Heritage
- 1.2. The Bison: The Graphic Representation of Society
 - 1.2.1. Drawing as a Technique
 - 1.2.2. The Need to Represent Concepts
 - 1.2.3. Icons, the Iconic Image and the Iconosphere
- 1.3. Leonardo da Vinci's Students
 - 1.3.1. Italian Art During the Renaissance
 - 1.3.2. Leonardo da Vinci's Legacy
 - 1.3.3. Lorenzo Cesariano and the Camera Obscura
- 1.4. The 19th Century: The Image on Paper
 - 1.4.1. Niépce at the Academy of Sciences and Fine Arts of France
 - 1.4.2. The Kodak Camera
 - 1.4.3. The Daguerreotype
- 1.5. The Age of Color and the Avant-Garde
 - 1.5.1. Prokudin Gorski: Color Photography and the Polaroid Camera
 - 1.5.2. The Artistic Avant-Garde
 - 1.5.3. The New Way of Understanding Reality
- 1.6. War Photography and the Masters of Photography
 - 1.6.1. Documentary photography in the U.S. and photojournalism
 - 1.6.2. Great Photographers: Robert Capa, Larry Burrows and Alfred Stieglitz
 - 1.6.3. Photography and Propaganda during Nazism
- 1.7. Commercial Photography
 - 1.7.1. Persuasion: A Product in Images
 - 1.7.2. North American advertising agencies: from illustration to photography
 - 1.7.3. Intention: Types of Advertising Photography
- 1.8. Cinema and Television: The Moving Image
 - 1.8.1. The Photogram
 - 1.8.2. The First Silent Films
 - 1.8.3. Photographs with Voice: The Audiovisual Format

- 1.9. The Appearance of Digital Photography
 - 1.9.1. Digitizing Images: The Electronic Sensor
 - 1.9.2. Megapixels and Digital Imaging Software
 - 1.9.3. Virtual Reality
- 1.10. Photography in Social Networks
 - 1.10.1. Cell Phones: The New Camera
 - 1.10.2. Personal Brands
 - 1.10.3. Marketing of the Photographer's Portfolio

Module 2. Camera Usability

- 2.1. The Photographic Camera
 - 2.1.1. The Photographic Camera
 - 2.1.2. Types of Cameras
 - 2.1.3. Camera Modes
- 2.2. The Diaphragm
 - 2.2.1. Diaphragm Aperture
 - 2.2.2. Focal Length and Perspective
 - 2.2.3. Zoom
- 2.3. Sensors
 - 2.3.1. Sensitivity
 - 2.3.2. Megapixels
 - 2.3.3. Sensor Ratio
- 2.4. Objective:
 - 2.4.1. Objective:
 - 2.4.2. Lens Types: Telephoto, Wide-Angle and Fisheye Lenses
 - 2.4.3. Decentralized Lenses: Catadioptric Lenses
- 2.5. Attitude and Position in Front of the Camera
 - 2.5.1. Hand Grip and Co-Ordination
 - 2.5.2. Protective Caps
 - 2.5.3. The Purpose of the Photo Shoot
- 2.6. Trepidation and Motion
 - 2.6.1. The Shutter
 - 2.6.2. Exposure Speed
 - 2.6.3. Trepidation

- 2.7. Use of Flash, Natural Light and Strobist
 - 2.7.1. Additional Lighting
 - 2.7.2. Use of Flash in Daylight Environments
 - 2.7.3. Strobist Technique to Save Equipment
- 2.8. Camera Modes
 - 2.8.1. Automatic
 - 2.8.2. Semiautomatic
 - 2.8.3. Manual
- 2.9. Camera Accessories
 - 2.9.1. The Photometer
 - 2.9.2. The Tripod
 - 2.9.3. The Monopod
- 2.10. Concealment Accessories
 - 2.10.1. Hide
 - 2.10.2. Rain Covers
 - 2.10.3. Underwater Casings

Module 3. Light and Color in Photographic Composition

- 3.1. Light
 - 3.1.1. Light
 - 3.1.2. Natural light
 - 3.1.3. Artificial Light
- 3.2. Focus
 - 3.2.1. Focal Length and Depth of Field
 - 3.2.2. Focusing Methods
 - 3.2.3. Selective Focus
- 3.3. The Exposition
 - 3.3.1. The Histogram
 - 3.3.2. ISO Values
 - 3.3.3. Overexposure and Underexposure: Relationship Between ISO, Aperture and Shutter Speed
 - 3.3.4. Backlighting and Creative Exposure

- 3.4. Color
 - 3.4.1. Whites
 - 3.4.2. Filters
 - 3.4.3. Contrast and Harmony
- 3.5. Speed
 - 3.5.1. The Shot
 - 3.5.2. Bracketing
 - 3.5.3. Trigger
- 3.6. Composition I: Geometry and Spatial Arrangement
 - 3.6.1. The Rule of Thirds and the Golden Ratio
 - 3.6.2. Symmetry
 - 3.6.3. Vanishing Point
- 3.7. Composition II: Balance and Proportion
 - 3.7.1. Horizontal and Vertical Lines
 - 3.7.2. Balance: Image Distribution
 - 3.7.3. Master Lines
- 3.8. Composition III: Perspective
 - 3.8.1. Background
 - 3.8.2. Height
 - 3.8.3. Order of Spaces
- 3.9. Composition IV: Framing and Proportion
 - 3.9.1. Framing Formats
 - 3.9.2. Framing and Negative Space
 - 3.9.3. Point of Interest: Directing the Gaze
- 3.10. Photographic Contextualization
 - 3.10.1. The Environment and Situation
 - 3.10.2. Transmission of Emotions
 - 3.10.3. The Photographic Sequence

Module 4. The Digital Image

- 4.1. Compositional Atmosphere
 - 4.1.1. The Air of a Photograph: Balances and Framing
 - 4.1.2. Space and Perspective
 - 4.1.3. Color or B/W Photography
- 4.2. Light: Advanced lighting in Digital Image and File
 - 4.2.1. Photographic Light
 - 4.2.2. Control and Use of Light
 - 4.2.3. Photographic References
- 4.3. The Digital Image
 - 4.3.1. Image in Bits
 - 4.3.2. Processing and Storage of Different Digital Formats
 - 4.3.3. Image Resolution: RAW or JPEG
- 4.4. Parameters to be taken into Account for a Digital Image
 - 4.4.1. Exposure and ISO Sensitivity
 - 4.4.2. Aperture and Shutter Speed
 - 4.4.3. Noise: Digital Grain
- 4.5. The Digital Environment I: Workflow
 - 4.5.1. Workflow
 - 4.5.2. Digital Processing Steps
 - 4.5.3. File Management
- 4.6. The Digital Environment II: Image Recording and Storage
 - 4.6.1. Digital Registry
 - 4.6.2. Image Storage
 - 4.6.3. Initial Processing
- 4.7. Digital Color
 - 4.7.1. Color Spaces
 - 4.7.2. Color Management Systems
 - 4.7.3. Profiling: Calibration and Characterization of Devices
- 4.8. Introduction to the Main Image Editors
 - 4.8.1. Adobe Photoshop RAW Camera
 - 4.8.2. All-in-One Programs Adobe Lightroom
 - 4.8.3. Adobe Bridge for Digital Processing
 - 4.8.4. Other Modern Image Editors





- 4.9. Advanced Photographic Workflow Processing and Management
 - 4.9.1. Printing and Presentation of Photographs
 - 4.9.2. Specialized Printing Program and RIP
 - 4.9.3. Creation of Contact Sheets
- 4.10. Professional Photography with Smartphones
 - 4.10.1. RAW
 - 4.10.2. Mobile Applications
 - 4.10.3. Photographic References

Module 5. Creativity Techniques

- 5.1. Creativity
 - 5.1.1. Dynamics of Creativity and Forms of Thought
 - 5.1.2. Difference Between Creativity and Innovation
 - 5.1.3. Creativity in Photography
- 5.2. Creative Thinking and the Biology of Creativity
 - 5.2.1. Creativity and Intelligence
 - 5.2.2. Characteristics of Creativity and the Creative Process (Creative Quantification, Phases, Taylor's Levels, Torrance Factors)
 - 5.2.3. Social Media and Creativity
- 5.3. Creativity Techniques
 - 5.3.1. The Creative Block
 - 5.3.2. Creativity and Techniques for Idea Generation: What is the purpose of creativity methods and techniques
 - 5.3.3. Creativity Techniques Brainstorming at the CRE-IN
- 5.4. Inspiration and Purpose of Photography
 - 5.4.1. Inspiration in the Creative Process
 - 5.4.2. Photographic Language Genre: Imaginary or Interpretation Photographic Genres Photographic Categories
 - 5.4.3. Documentary Values of Photographs The Importance of the Photograph as a Historical Document The Photograph as an Informative Text The Photograph as Representation. The Photograph as an Art Form

- 5.5. Environments I: Landscape and Nature
 - 5.5.1. Landscape Photography Explore or Locate
 - 5.5.2. Subjects of Landscape Photography
 - 5.5.3. Light as a Differential Element: Sunrise and Sunset, The Best Light, Seasons
- 5.6. Environments II: The City and Urban Atmosphere
 - 5.6.1. What is the Urban Landscape? Urban Environments Image, Atmosphere and Urban Landscape Urban Gestures
 - 5.6.2. Photography as an Indiscreet Window into Urban Environments Camera and City Urban Living in Photography
 - 5.6.3. The Three Great Masters of Urban Photography: Henri Cartier-Bresson, Eve Arnold, Robert Capa
- 5.7. Environments III: Portraits and Models
 - 5.7.1. The Portrait Historical Evolution of Portraits
 - 5.7.2. The Self Portrait
 - 5.7.3. Image Composition Photographic Planes Sketching Lighting environment. Backgrounds and costumes
- 5.8. Specific Settings: Fashion, Travel and Sports
 - 5.8.1. What is Fashion Photography? History and Concepts
 - 5.8.2. Travel Photography: The World in the Lens
 - 5.8.3. Sports Photography Features of a Sports Photo Shoot The Value of Photography in the Field of Sports New Trends: "Sportraits"
- 5.9. Creation of Customized Environments
 - 5.9.1. Democratization of Photography in the Digital Era Playing with Art
 - 5.9.2. Composition in Photography Create Atmospheres with Natural and Flash Light Capture Details
 - 5.9.3. Virtual Photography
- 5.10. Staging and Context
 - 5.10.1. What is Staging? Analysis of the Theoretical Framework
 - 5.10.2. Staging and Photography
 - 5.10.3. Image Perception Le Tableau Vivant (The Living Picture) The Photograph and the Problem of Representation

Module 6. Advanced Photoshop Editing

- 6.1. Main Features of the Program: Fundamental Tools
 - 6.1.1. Text:
 - 6.1.2. Shapes
 - 6.1.3. Trace
- 6.2. Editing with Layers
 - 6.2.1. Layer Styles
 - 6.2.2. Transform Layers
 - 6.2.3. Fusion Modes
- 6.3. Histogram
 - 6.3.1. Lighting: Shadows, Midtones, Highlights
 - 6.3.2. Color Balance: Hue, Saturation
 - 6.3.3. Exhibition
- 6.4. Color
 - 6.4.1. Foreground and Background Color
 - 6.4.2. Color Panel and Sample Panel
 - 6.4.3. Color Substitution
- 6.5. Painting and Editing Tools
 - 6.5.1. Brush
 - 6.5.2. Pencil
 - 6.5.3. Paint Pot and Gradients
- 6.6. Selection Tools
 - 6.6.1. Frames
 - 6.6.2. Links
 - 6.6.3. Magic Wand
- 6.7. Masks and Adjustments Layers
 - 6.7.1. Concept and Application of Layer Masks
 - 6.7.2. Adjustment Layers
 - 6.7.3. Masks Panel

- 6.8. Filters
 - 6.8.1. Filter Gallery
 - 6.8.2. Focus and Blur Filters
 - 6.8.3. Artistic Filters
- 6.9. Retouching Tools
 - 6.9.1. Cloning Buffer
 - 6.9.2. Focusing and Blurring
 - 6.9.3. Overexpose and Underexpose
- 6.10. Correction of Errors
 - 6.10.1. Red Eye
 - 6.10.2. Concealer Brush and Patch
 - 6.10.3. Camera Distortion Correction

Module 7. Audiovisual Communication in the Digital Environment

- 7.1. Audiovisual Language
 - 7.1.1. Multisensory Communication
 - 7.1.2. Dimensions of Audiovisual Language: Morphology and Syntax
 - 7.1.3. Semantics and Image Aesthetics
- 7.2. Communicating Without Words
 - 7.2.1. From Mass Communication to Globalization
 - 7.2.2. The Sender and the Receiver
 - 7.2.3. The Message, the Code and the Channel
- 7.3. Image Identity
 - 7.3.1. Individual Identity
 - 7.3.2. Message Projection
 - 7.3.3. Audiences and the Public
- 7.4. Graphic Attributes
 - 7.4.1. Attribute Adaptation
 - 7.4.2. Aesthetic Attributes
 - 7.4.3. Ethical Attributes
- 7.5. Shape, Color and Texture: The Visual Message
 - 7.5.1. The Visual Message
 - 7.5.2. Shape, Color and Texture
 - 7.5.3. Practical Applications

- 7.6. Viewer Psychology
 - 7.6.1. Perception, Interpretation and Subconscious Intuition
 - 7.6.2. Target Audience and Segmentation
 - 7.6.3. New Eyes Watching
- 7.7. Information, Photojournalism and Reporting
 - 7.7.1. The Image as a Source of Information
 - 7.7.2. The Photojournalist
 - 7.7.3. Report Structure and Composition
- 7.8. Advertising and Social Networks
 - 7.8.1. Image Dissemination Channels
 - 7.8.2. The Growth of the Audiovisual Format among Opinion Leaders
 - 7.8.3. Advertising in the Digital Environment: Banners
- 7.9. New Trends in the Audiovisual Field
 - 7.9.1. Consolidated Formats: Streaming, Laser Projection and 4K Resolution
 - 7.9.2. Virtual Reality: Gamification and Sensory Experience
 - 7.9.3. The Future of the Image
- 7.10. Ethics and Morality of the Photographic Profession
 - 7.10.1. The Photographer's Lifestyle
 - 7.10.2. Respect for the Profession and Artistic Style
 - 7.10.3. The Ten Commandments of Good Practice in the Photographic Profession

Module 8. Photographic Documentation

- 8.1. The Photograph as a Document
 - 8.1.1. Photography
 - 8.1.2. Links with Other Professions
 - 8.1.3. Paradigms and Challenges of Photographic Documentation in the Digital Society
- 8.2. Centers of Photographic Documentation
 - 8.2.1. Public and Private Centers: Functions and Cost-Effectiveness
 - 8.2.2. National Photographic Heritage
 - 8.2.3. Photographic Sources
- 8.3. The Photographer as Documentary Analyst
 - 8.3.1. The Various Dimensions of Photography: from Creation to Documentary Treatment

- 8.3.2. Roles of the Graphic Documentalist and Standards
- 8.3.3. Analysis of Photography: Technical, Academic and Professional Aspects
- 8.4. The Professional Photographer: Rights Protection
 - 8.4.1. Photography as a Commercial Activity
 - 8.4.2. Copyright and Intellectual Property
 - 8.4.3. The Use of Photography on the Internet: The Difference Between Photographic Works and Mere Photographs
- 8.5. Photo Localization: Search and Retrieval Systems
 - 8.5.1. Image Banks
 - 8.5.2. Standard Procedure for Photo Retrieval
 - 8.5.3. Evaluation of Results and Content Analysis
- 8.6. Metadata and Watermarks
 - 8.6.1. Photo Search and Metadata: the IPTC (International Press Telecommunications Council) Standard
 - 8.6.2. EXIF: Technical Metadata for Digital Camera Files
 - 8.6.3. Digital Watermarks
- 8.7. Image Databases
 - 8.7.1. Digitization: The New Challenge for Photographic Documentation
 - 8.7.2. Databases: Control of Information and its Dissemination
 - 8.7.3. Free or Paid Resources and Licenses
- 8.8. Photographic Selection
 - 8.8.1. Professional Photography Galleries: The Online Marketing of Artistic Artwork
 - 8.8.2. Digital Photo Galleries: Diversity and Richness
 - 8.8.3. Photography and the Promotion of Digital Cultural Activity
- 8.9. Photography as Discourse
 - 8.9.1. Photostory: Stories and Images
 - 8.9.2. Photo Galleries: from Cultural Activity to Commercial Purposes
 - 8.9.3. Photojournalism and Documentary Photography: The Impetus from Foundations
- 8.10. Photographic Documentation and Art
 - 8.10.1. Digital Cultural Activity and Photographic Art
 - 8.10.2. Preservation and Dissemination of Photographic Art in International Galleries
 - 8.10.3. Challenges of the Professional Photographer in the Digital Age

Module 9. Post-Production of Digital Photography

- 9.1. Post-Production: Limits to Photo Editing
 - 9.1.1. Improved Texture, Color and Density
 - 9.1.2. Blurring of an Image (BOKEH)
 - 9.1.3. Color and Temperature Balance
- 9.2. Retouching
 - 9.2.1. Selections and Layer Masks
 - 9.2.2. Fusion Modes
 - 9.2.3. Channels and Brightness Masks
- 9.3. Filters
 - 9.3.1. UV or Skylight
 - 9.3.2. Polarizer and Neutral Density
 - 9.3.3. Color Filters and Black and White Photography
- 9.4. Special Effects
 - 9.4.1. Neutral Density
 - 9.4.2. Fine Art
 - 9.4.3. Matte Painting
- 9.5. The Editing
 - 9.5.1. Photomontage
 - 9.5.2. Creative Retouching
- 9.6. Main Technological Editing Tools for Publishing on Social Networks
 - 9.6.1. Hootsuite
 - 9.6.2. Metricool
 - 9.6.3. Canva
- 9.7. Narrative Expressiveness
 - 9.7.1. Drawing on the Photographic Image
 - 9.7.2. Lighting
 - 9.7.3. Art Management
- 9.8. Creating Photographic Projects
 - 9.8.1. Idea and Documentation
 - 9.8.2. Script and Planning
 - 9.8.3. Equipment and Resources

- 9.9. Corporate Photography
 - 9.9.1. Lifestyle Photography
 - 9.9.2. E-commerce
 - 9.9.3. Corporate Photography in Studio
- 9.10. The Personal Portfolio
 - 9.10.1. Domain
 - 9.10.2. Hosting
 - 9.10.3. Wordpress/Behance

Module 10. The Use of Drones for Photography

- 10.1. New Tools for Digital Photography
 - 10.1.1. Drones
 - 10.1.2. Technical Composition of a Drone
 - 10.1.3. Types of Drones
- 10.2. Learn to Fly
 - 10.2.1. Flight System Stabilization
 - 10.2.2. Internal Aspects: Safety
 - 10.2.3. External Aspects: Meteorology
- 10.3. Legal and Geographic Limitations on the Use of Drones
 - 10.3.1. Europe
 - 10.3.2. The U.S. and Latin America
 - 10.3.3. Rest of the World
- 10.4. Planning and Locations
 - 10.4.1. Planning
 - 10.4.2. Search for Locations
 - 10.4.3. Applications and Checklists
- 10.5. Photographic Techniques Applied to Drones
 - 10.5.1. Perspectives
 - 10.5.2. Exhibition
 - 10.5.3. Other Adjustments
- 10.6. Photographic Composition with Drones
 - 10.6.1. Spatial layout
 - 10.6.2. Elements of the Image
 - 10.6.3. Color

- 10.7. Photographic Composition with Drones II
 - 10.7.1. Format
 - 10.7.2. Elements of the Image II
 - 10.7.3. Height
- 10.8. Special Techniques
 - 10.8.1. Panoramas
 - 10.8.2. Timelapse and Hyperlapse
 - 10.8.3. Others
- 10.9. Filming with Drones
 - 10.9.1. Technical Features of a Moving Film
 - 10.9.2. Elements of the Image
 - 10.9.3. Camera Movement
- 10.10. The Professional Drone Photographer
 - 10.10.1. Education
 - 10.10.2. Legal Aspects
 - 10.10.3. Career Opportunities



Broaden your career opportunities with this Hybrid Professional Master's Degree, which will give you the opportunity to complete a practical internship that will allow you to perfect your photographic technique"

07

Internship

The student must complete the online theoretical phase of this degree in order to have access to a practical phase, in which they will be able to apply all the knowledge acquired in a leading audiovisual communication company. A stage that will also serve to check in situ what the daily work of a true professional in the world of photography is like and explore the many possibilities offered by new technologies.





“

*Complete your internship in a leading
audiovisual communication company.
Learn from the best”*

Students who complete the internship will have a unique 3-week experience with professionals in the field of photography, which will allow them to grow professionally in this area. Thus, they will be working from Monday to Friday with 8-hour consecutive days in a relevant company, where they will also be able to demonstrate all their knowledge and skills in the handling of Digital Photography and image post-production.

A practical experience that is a plus for students, since this Hybrid Professional Master's Degree goes beyond the theory and practical cases provided by the teaching team, and provides the opportunity to acquire much more practical and realistic knowledge, which will allow them to advance in their professional career.

Throughout this internship, students will perfect their technique and mastery of Digital Photography, with the use of the digital cameras most commonly used today, as well as the computer programs most popular with professionals in the sector for editing, retouching and composition of photographs. Throughout this stage students will not be alone, since they will have not only a tutor in the company where they carry out the Practical Internship, but also a specialized teacher authorized by TECH will monitor this phase to ensure that the students achieve their objectives.

It is, without a doubt, an opportunity to learn by working in a sector that has boomed in recent years due to the improvement of technologies. For this reason, companies are increasingly demanding professionals with advanced knowledge of photography and audiovisual concepts.

The internship 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 photographic praxis (learning to be and learning to relate).



Learn in a company that will offer you all the knowledge you need to master Digital Photography techniques and post-production programs"



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

Module	Practical Activity
Usability strategies of the traditional and digital camera	Manage camera modes: automatic, semi-automatic and manual
	Handle different sensors: sensitivity, mega pixels and sensor ratio
	Apply the correct lighting for the photographic set
	Know the performance of telephoto, wide angle and fish eye lenses
	Master the different digital formats
	Incorporate the proper processing and storage of digital images
Tools for production, editing and post-production of the digital image	Mastering the different technologies that allow lighting control
	Use smartphones as innovative tools for professional photography
	Handling of the main image editors Adobe Photoshop, Adobe Lightroom, Adobe Bridge
	Apply post-production photographic strategies such as filters, retouching and editing
	Manage editing tools for networks: Hootsuit, Metricool, Canva
Trends in audiovisual communication in the digital environment	Use and control photographic techniques applied to drones
	Controlling the principles of multi-sensory communication
	Manage a correct identity of the image
	Manage form, color and texture to project a strong visual message
Creative techniques for Digital Photography	Develop advertising photographs, as well as create and market the photographer's portfolio and personal brand
	Apply a creative plan for each photograph
	Mastering photographic genres and categories
	Practice image composition: photographic planes, sketching, lighting environment, backgrounds and wardrobe

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 purchase 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 program at the center.



General Conditions for Practical Training

The general terms and conditions of the internship program agreement shall be 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.

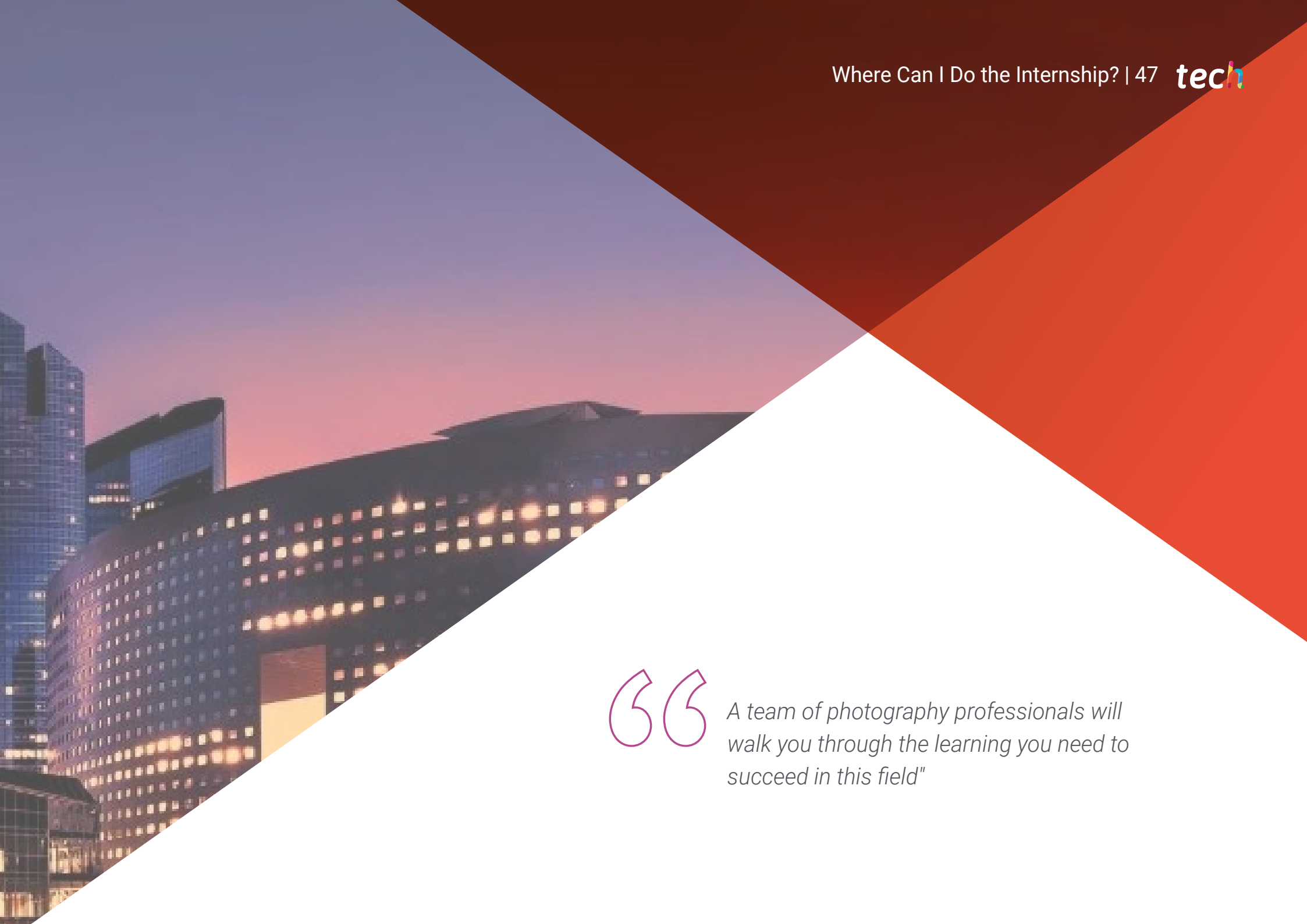
However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

08

Where Can I Do the Internship?

The itinerary of this Hybrid Professional Master's Degree program includes a practical internship in a renowned audiovisual company. Experience in the audiovisual field and in the creation of photographic content will serve the graduate to acquire the essential learning needed to progress in their professional field.





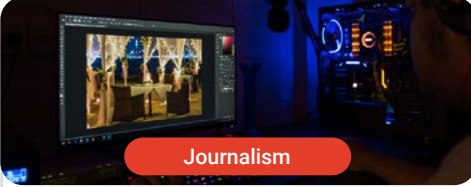
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A team of photography professionals will walk you through the learning you need to succeed in this field"

tech 48 | Where Can I Do the Internship?



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



Journalism

Happy Studio Creativos

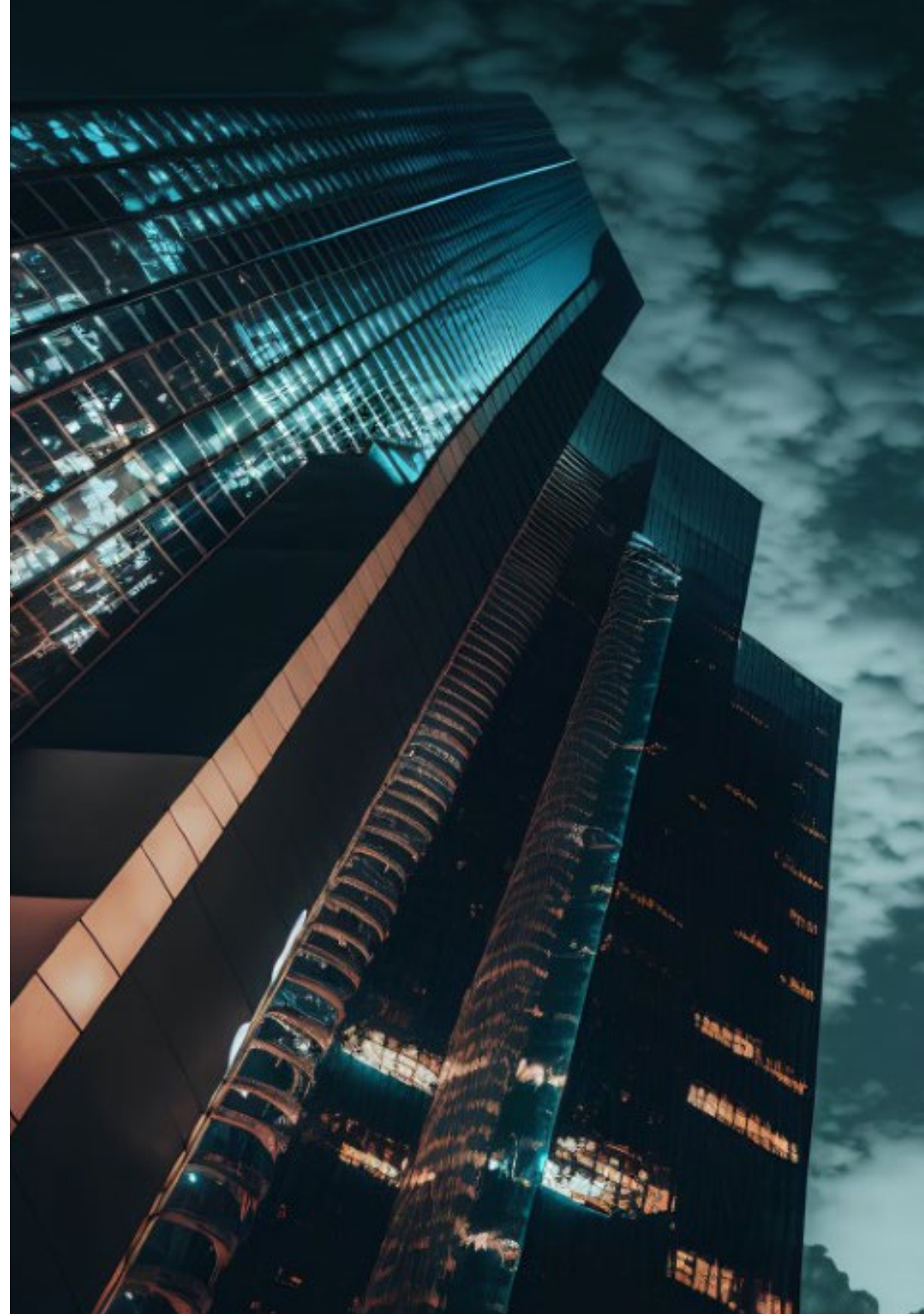
Country	City
Mexico	Mexico City

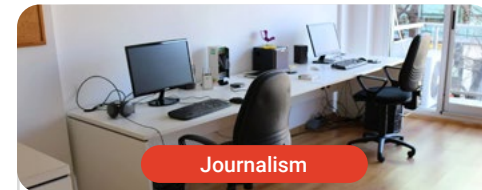
Address: Limantitla 6A Santa Úrsula Xitla
Tlalpan 14420 CDMX

Creative company dedicated to the audiovisual world
and communication

Related internship programs:

- Digital Photography
- Audiovisual Screenwriting





Journalism

Buppa

Country

Argentina

City

Ciudad Autónoma de Buenos Aires

Address: Palpa 3088, piso 1 Ciudad Autónoma de Buenos Aires

Digital marketing and communication studio

Related internship programs:

Graphic Design

Multimedia Design

09

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, through collaborative activities and real cases, how to solve complex situations in real business environments.

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 business 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 we face in the case method, an action-oriented learning method. Throughout the program, the studies 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 8 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to 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

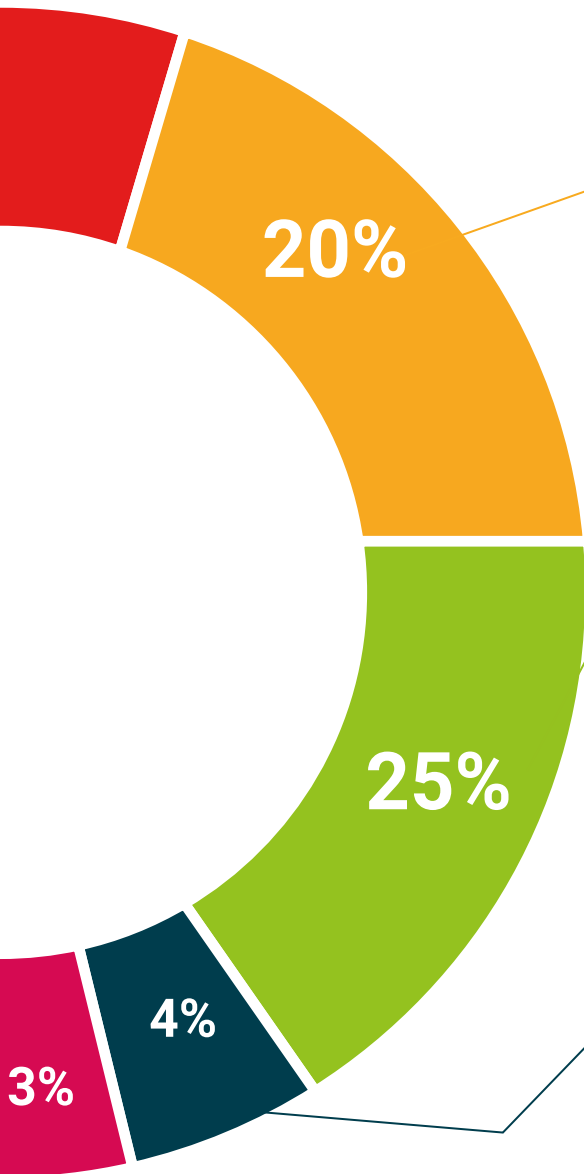
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.



10 Certificate

This Hybrid Professional Master's Degree in Digital Photography guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Professional Master's Degree 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 **Hybrid Professional Master's Degree in Digital Photography** contains the most complete and up-to-date program on the professional and educational field.

After the student has passed the assessments, they will receive their corresponding Hybrid Professional Master's Degree diploma issued by TECH Technological University via tracked delivery*.

In addition to the diploma, students will be able to obtain an academic transcript, as well as a certificate outlining the contents of the program. In order to do so, students should contact their academic advisor, who will provide them with all the necessary information.

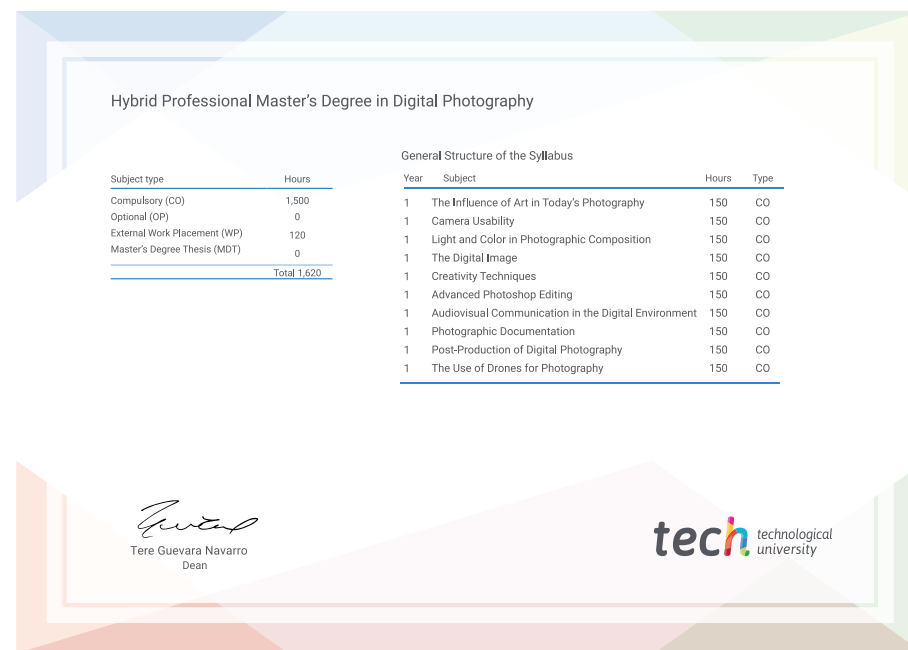
Title: **Hybrid Professional Master's Degree in Digital Photography.**

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

Duration: **12 months**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 h.**



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



Hybrid Professional Master's Degree Digital Photography

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Hybrid Professional Master's Degree

Digital Photography

