

Postgraduate Certificate

Advanced Photography in Photojournalism



Postgraduate Certificate

Advanced Photography in Photojournalism

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Official N° of hours: **150 h.**

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/advanced-photography-photojournalism

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01

Introduction

In order to achieve photographs that make an impact and place the professional at the forefront of the profession, it is essential to know and apply in an advanced way the rules and laws of photographic composition. In this program, you will acquire knowledge and control in a practical way, giving your way of working the boost you need to achieve the perfect photograph.





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Giving journalistic photographs a boost toward top quality starts with the perfect use of compositional rules. This program will allow you to advance towards the highest level of competence, backed by the most complete theoretical and practical knowledge"

The goal of every photographer or photojournalist is to convey an idea, situation or reality to the person looking at their photograph by simply observing the image. To do this, first of all, the photograph must be technically perfect and visible to the viewer. And secondly, the photographer or photojournalist must know how to analyze the situation to be photographed in order to know from where and in what way it is best to capture what is happening in a way that makes an impact, causes a reaction in the viewer or at least catches their attention.

This program will lay the necessary foundations for the photographer or photojournalist to take the perfect photograph. For which, first we will explain what that perfect photograph consists of and then the techniques to achieve it.

The rules and laws of composition are a key point of this module, as they are the basis from which the professional creates images that, as has been said, cause an impact on the viewer.

It will also cover how to use light for the benefit of a perfect image, as well as how to play with contrast and balance so that the photograph does not go unnoticed.

Finally, this program focuses on a more abstract part, but equally important in photography, which is the way to convey an idea thanks to the symbology and psychology behind it. To this end, the use of perspective, points of view and color or the absence of it will be discussed in order to create perfect photographs.

In order to establish and visualize all these concepts and to be able to apply them in real situations, we will study real cases of the use of all the above and their communicational intention, as well as their successes and mistakes.

This **Postgraduate Certificate in Advanced Photography in Photojournalism** contains the most complete and up-to-date educational program on the market. Its most notable features are

- ♦ The latest technology in online teaching software
- ♦ A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical cases presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Autonomous learning: full compatibility with other occupations
- ♦ Practical exercises for self-evaluation and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teacher and individual reflection work
- ♦ Availability of content from any device, fixed or portable, with Internet connection
- ♦ Complementary documentation banks permanently available, even after the course



Achieve your career goals with the most comprehensive program in journalistic imaging and boost your competitiveness"

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A very complete program in which, in addition to the use of the camera, you will learn to control the external factors that determine the quality of an image, to make the precise adjustments and the most appropriate measurements"

The team of this Postgraduate Certificate has extensive experience in teaching at university level, both in undergraduate and graduate programs, and extensive experience as working professionals, which allows them to know, first hand, the profound transformation undergone by this sector, with the incorporation of new models of viewer or receiver of messages, control of networks, etc. Their direct experience, their knowledge, as well as the analytical capacity of the faculty are the best source to grasp the keys to the present and the future of a vocational and exciting profession for those who love sports and communication.

The program's own methodology, completely online, allows breaking down the barriers imposed by work obligations and the difficult reconciliation with personal life.

All this makes this course a specialization that compiles all the aspects that are relevant and essential to turn the professional into a true expert in this profession.

Learn to recognize the angle, location and precise snapshot in each situation, to get the image that captures all the information you want to convey.

All the aspects you need to take technically perfect pictures, compiled in one high-quality program.



02

Objectives

This Postgraduate Certificate has the direct purpose of specializing our students in all the areas that determine the total quality of an image. For this, we offer all the practical knowledge you need for it, but above all, the practical application of these skills so that they can be applied in producing high-quality and impactful journalistic images. A challenge that we achieve through the pursuit of excellence with which we develop all phases of the program.





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Learn in a safe and efficient way how to apply the most up-to-date knowledge in taking high-quality journalistic photographs with the mastery of all the factors that can determine it"



General objectives

- ♦ Address the concept of the perfect photograph
- ♦ Analyze how to create the perfect photograph
- ♦ Examine real cases and determine their photojournalistic intent

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*Make the most of this opportunity
and acquire tools to enhance your
expertise in this field”*





Specific objectives

- ♦ Examine what aspects and materials are needed to create the perfect picture
- ♦ Analyze the concepts of depth of field and focus, the relationship between the two and their use to create the perfect photograph
- ♦ Recognize the rules of composition to apply them in real situations
- ♦ Use light for the benefit of better photography
- ♦ Differentiate between contrast, tension and balance in photography and use these concepts in real situations
- ♦ Address image symbology and how to use it in conjunction with perspective to convey ideas

03

Course Management

Expert teachers, who are also professionals in the field of communication, put their knowledge at the service of the students, through the quality of teaching that their vast experience in teaching at different levels and areas related to photojournalism allows them. A compendium of skills that make up a teaching staff of the highest quality in an exceptional specialization.





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Photojournalism and communication professionals will be in charge of taking you through the necessary learning to master the photographic technique in all its aspects"

Management



Mr. Sedano, Jon

- ♦ Degree in Journalism (2017)
- ♦ Master's Degree in Research and new audiences (2018)
- ♦ Autumn Doctoral School in Communication held at the University of Málaga (2019)
- ♦ Doctoral Summer School at the University of Alicante 2019
- ♦ Doctoral Summer School at the University of Navarra 2018
- ♦ Photojournalism Teacher at the University of Malaga
- ♦ Teacher of the workshop "Fotoperiodismo" (photojournalism): Ethics in the face of biological risk and health emergencies" at the XIV International Conference of the University of Malaga on Security, Emergencies and Catastrophes
- ♦ Teacher of the workshop "Fotoperiodismo" (photojournalism): Ethics in the face of desolation" at the 14th International Conference of the University of Malaga on Security, Emergencies and Catastrophes
- ♦ Professor of the workshop "Verification in the Digital Era: Hoax, fake news and disinformation" at the University of Malaga
- ♦ Professor of the workshop "Communication and micro-narratives through Instagram" at the University of Malaga
- ♦ Production of audiovisual educational guides: narrative, technical and legal planning
- ♦ Multimedia correspondent at Diario SUR
- ♦ Freelance at El País
- ♦ Director of the specialized media La Casa de EL
- ♦ Collaborator in Radio 4G
- ♦ Contributor to Radio Pizarra
- ♦ Article writer at ECC Ediciones
- ♦ Article writer at Dolmen magazine



Professors

Ms. Melendo, Eva

- ◆ Degree in Journalism from the University of Malaga in 2019 Academic Background
- ◆ Environmental journalism workshop certified by the Association of Environmental Information Journalists (APIA)
- ◆ Middle East Journalism course certificate from Isabel Perez
- ◆ Member of the Assembly of Women Journalists of Malaga: Professional Experience
- ◆ Historical research and freelance writing services
- ◆ Photojournalist at Diario Sur Málaga for the local, cultural, events and university sections, among others

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The use of light, contrast and balance will also be addressed in a program created to specialize you in all the areas you need to master”

04

Structure and Content

A complete and well-structured Postgraduate Certificate, which will allow you to learn how to take the best journalistic photographs in a very complete program, which will train you in all the necessary areas to control your work in all its aspects, with quality and solvency. A complete review that will take you in a stimulating and intensive way to the highest level in your learning.





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A program that will allow you to assimilate all the concepts so that you can apply them in real situations with agility and success, achieving the best possible image in every circumstance”

Module 1. The Perfect Photo in Photojournalism

- 1.1. What is Perfect Photography?
 - 1.1.1. Technique, Creativity or Feeling
 - 1.1.2. Photographic Material
 - 1.1.3. Photographic References
 - 1.1.4. The Perfect Photograph Based on Your Objective
 - 1.1.5. Evolution of the Concept of Perfect Photography
 - 1.1.6. Need for Editing to Get the Perfect Picture
- 1.2. Depth of Field
 - 1.2.1. What is Depth of Field?
 - 1.2.2. What is Depth of Field for?
 - 1.2.3. Depth of Field Factors
 - 1.2.3.1. Diaphragm Opening
 - 1.2.3.2. Focusing Distance
 - 1.2.3.3. Focal Length
 - 1.2.3.4. Circle of Confusion
 - 1.2.4. Depth of Field and Sensor
 - 1.2.5. Depth of Field Types
 - 1.2.6. Hyperfocal Distance
 - 1.2.7. Bokeh and Blur
- 1.3. Focus
 - 1.3.1. What Is Focus?
 - 1.3.2. Methods of Focus
 - 1.3.3. Manual Method of Focus
 - 1.3.4. Autofocus Mode and Types
 - 1.3.5. Differences between Simple and Continuous Focus
 - 1.3.6. Focus Points
 - 1.3.6.1. What Are Focus Points?
 - 1.3.6.2. How to Use Focus Points
 - 1.3.6.3. Cross Type Focus Points
 - 1.3.7. Focus Areas
 - 1.3.8. Disassociate the Focus
 - 1.3.9. Focus Peaking
- 1.4. Framing
 - 1.4.1. What Is Framing?
 - 1.4.2. How Do you Use Framing?
 - 1.4.3. Types of Framing
 - 1.4.3.1. Depending on the Aspect Ratio
 - 1.4.3.2. According to Orientation
 - 1.4.4. Reframing
 - 1.4.5. Enhancing Framing
- 1.5. The Composition
 - 1.5.1. What Is Composition in Photography?
 - 1.5.2. Importance of Composition
 - 1.5.3. Where to Start Composing
 - 1.5.4. Elements and Tools of Composition
 - 1.5.5. Composition and Framing
 - 1.5.6. Composition in Film
 - 1.5.7. Phases of Composition
 - 1.5.7.1. Pre-composition: Observing, Establishing Relationships, Imagining the Result
 - 1.5.7.2. Composition: Division into Zones of Interest, Setting Depth of Field, Checking the Result
 - 1.5.7.3. Processing: Selection, Reflexion and Possible Editing Phases of Composition
- 1.6. Technical Elements of Composition
 - 1.6.1. Formal Elements: Point, Line, Shape and Contour
 - 1.6.2. Visual Elements: Volume, Textures, Patterns and Rhythm
 - 1.6.3. Perspective and Objectives

- 1.7. Rules and Laws of Composition
 - 1.7.1. The Rule of the Thirds
 - 1.7.2. The Rule of the Horizon
 - 1.7.3. Use of Lines
 - 1.7.4. The Vanishing Point
 - 1.7.5. The Rule of the Look
 - 1.7.6. The Movement Rule
 - 1.7.7. Negative Space
 - 1.7.8. Element Repetition
 - 1.7.9. Interest in Groups of Three
 - 1.7.10. The Natural Framework
 - 1.7.11. Symmetry
 - 1.7.12. The Golden Rule
- 1.8. The Use of Light
 - 1.8.1. Properties of Light
 - 1.8.1.1. Light Quality
 - 1.8.1.2. Light Direction
 - 1.8.1.3. Light Intensity
 - 1.8.1.4. Light Color
 - 1.8.2. Light Sources
 - 1.8.3. Light Measurement
 - 1.8.4. Means of Light Control
 - 1.8.5. Interior and Exterior Lighting
 - 1.8.6. Special Techniques
 - 1.8.6.1. High-Contrast Photography
 - 1.8.6.2. Long Exposition
 - 1.8.6.3. Lightpainting
- 1.9. Contrast and Balance
 - 1.9.1. The Duality of Reality and its Impact on our Photographic Vision
 - 1.9.2. What Is Contrast?
 - 1.9.2.1. Types of Contrast
 - 1.9.2.2. Most Common Contrasts
 - 1.9.3. What Is Balance?
 - 1.9.3.1. Types of Balance
 - 1.9.4. Tension in Photography
 - 1.9.5. Visual Weight
 - 1.9.6. Applying Contrast and Balance to Achieve the Perfect Photograph
- 1.10. Symbolism and Psychology
 - 1.10.1. Psychology and Photography
 - 1.10.2. Color Psychology
 - 1.10.3. The Use of White and Black
 - 1.10.4. Points of View or Angulation
 - 1.10.5. The Use of Perspective
 - 1.10.5.1. Types of Perspectives
 - 1.10.5.2. Creative Perspective
 - 1.10.6. Creativity and Photojournalism
 - 1.10.7. Case Studies
 - 1.10.7.1. "The American Way of Life", Margaret Bourke-White
 - 1.10.7.2. Trump in Times and EFE
 - 1.10.7.3. Emilio Morenatti and the Telephoto Lens



A truly exceptional program which will boost your competitiveness in the job market"

05

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.



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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.

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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.



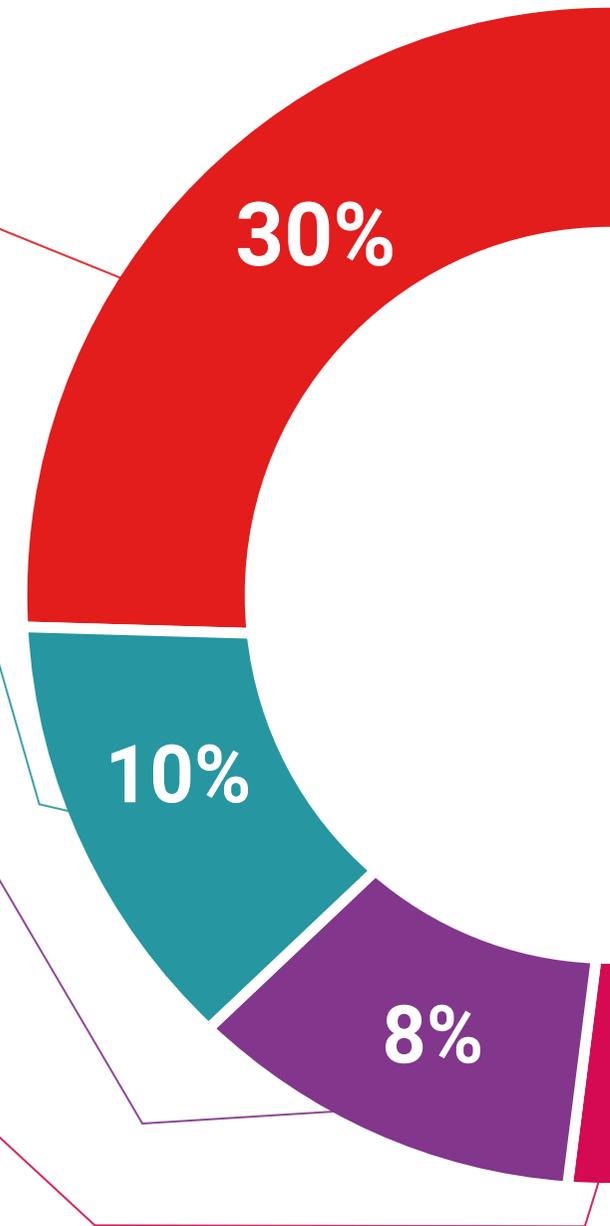
Practising Skills and Abilities

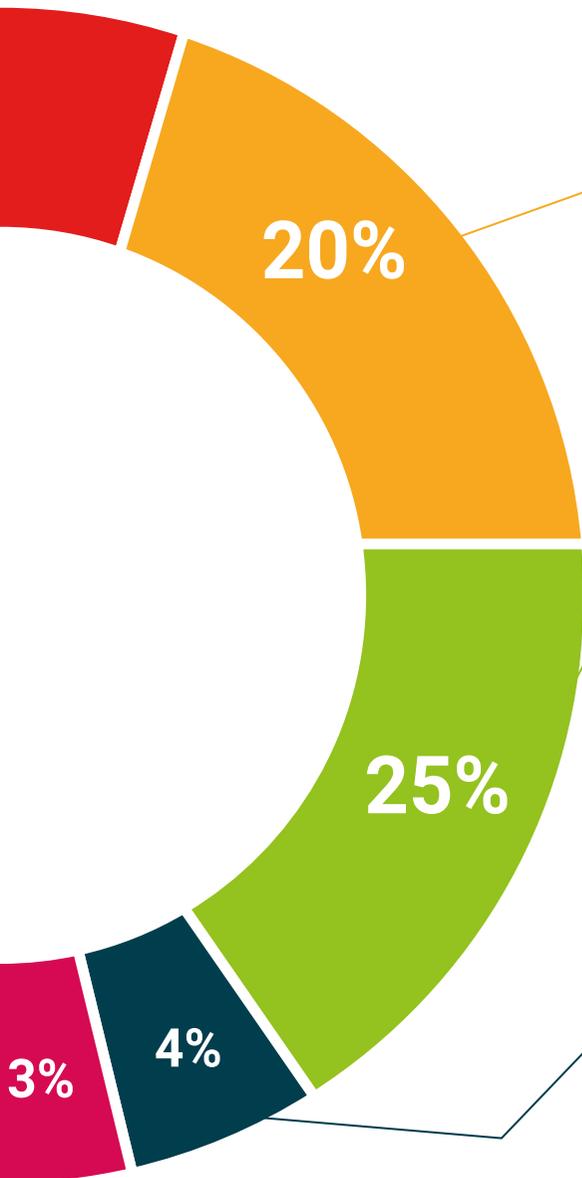
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.



06

Certificate

The Postgraduate Certificate in Advanced Photography in Photojournalism guarantees students, in addition to the most rigorous and updated education, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program
and receive your university degree
without travel or laborious paperwork”*

This **Postgraduate Certificate in Advanced Photography in Photojournalism** 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 Certificate** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Certificate in Advanced Photography in Photojournalism** Official
Official N° of hours: **150 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.

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



Postgraduate Certificate
Advanced Photography
in Photojournalism

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Official Nº of hours: 150 h.

Postgraduate Certificate

Advanced Photography in Photojournalism

