

# Postgraduate Certificate

## Advanced Photoshop Editing





## Postgraduate Certificate

### Advanced Photoshop Editing

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

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/advanced-photoshop-editing](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/advanced-photoshop-editing)

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# 01

# Introduction

The conscientious and meticulous use of Adobe Photoshop is a skill that has now become a prerequisite in all professions related to digital communication and business. Knowing how to use Photoshop is almost as basic a skill as knowing how to use a comma or how to capitalize words. Therefore, this course is aimed at those who work in the many fields where image manipulation must be carried out with great skill and professionalism: artistry, photography, web design, marketing, editing, journalism, public relations, information agencies and audiovisual communication to name a few.





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*Knowing how to edit digital images will  
add immeasurable value to your resumé”*

Mastering Photoshop Editing is no longer a supplementary skill, but a curricular necessity. Companies demand multidisciplinary profiles capable of providing holistic answers to problems and projects. For this reason, more and more journalists and experts in marketing or advertising are looking for a skill that TECH also wants to promote through an academic program tailored to their needs.

Given the above, it is worth asking: How much time would you spend trying to figure out how to professionally edit images on your own? Probably a lot, and also without any certainty that it will yield optimal results. For this reason, the wisest option is to save yourself the trouble and turn to elite course like the one offered here.

In short, with this learning path designed entirely by TECH, following a very logical progression, the student will learn to master the entire post-production process for their digital photographs, accelerating and optimizing workflow, emphasizing creativity and quality, taking their photography to the next level.

This **Postgraduate Certificate in Advanced Photoshop Editing** contains the most complete and up-to-date academic program on the market. Its most notable features are:

- ♦ Case studies presented by experts in this in the field
- ♦ Graphic, schematic, and practical contents which provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the process of self-assessment can be used to improve learning
- ♦ A special emphasis on innovative 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



*A formidable Postgraduate Certificate to acquire all the necessary knowledge to edit images to the highest standard with Photoshop"*

“

*Being able to manipulate digital images to get the most out of them from a commercial perspective will make you a sought-after professional for all types of companies”*

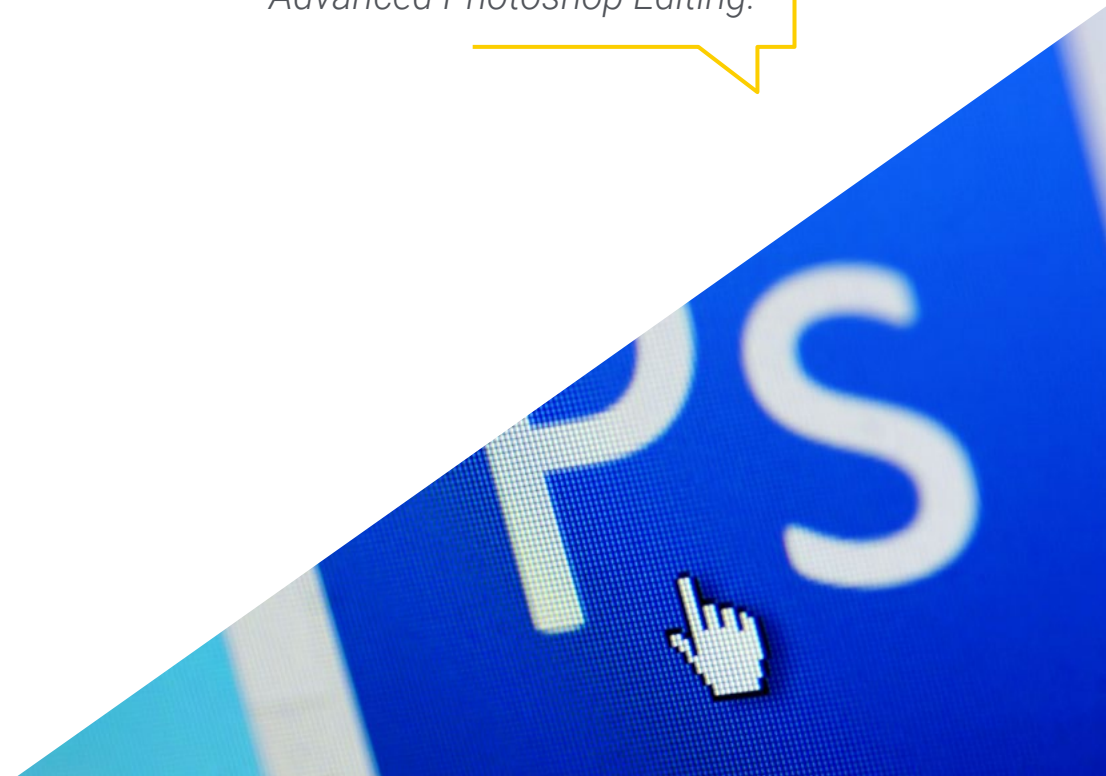
The program’s teaching staff includes professionals in the sector who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive learning designed for real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this, the professional will be assisted by an innovative system of interactive videos made by recognized experts with a wealth of professional experience.

*Enroll on this TECH Postgraduate Certificate and become a multidisciplinary professional, capable of creating images with advanced editing.*

*Add a professional edge to your communication skills with this Postgraduate Certificate in Advanced Photoshop Editing.*



# 02

# Objectives

The decision to offer this academic program comes from TECH's desire to help students make their work more effective, in an increasingly competitive market, where, due to social networks, images and image quality are measured against those of artists and editors from all over the world. Hence the desire to do better and better, to keep up with the times and the requirements of today's photo editing businesses.





“

*Extraordinary instruction on how to go from a novice to an expert in Photoshop editing in just a click"*



## General Objectives

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- ♦ Master photographic technique from basic to advanced level
- ♦ Create a concept with an audiovisual narrative structure
- ♦ Build a personal portfolio of high quality and high market impact
- ♦ Develop creative talent and a professional attitude
- ♦ Build a professional portfolio and a personal brand





### Specific Objective

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- ♦ Master digital image editing techniques using this software

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

03

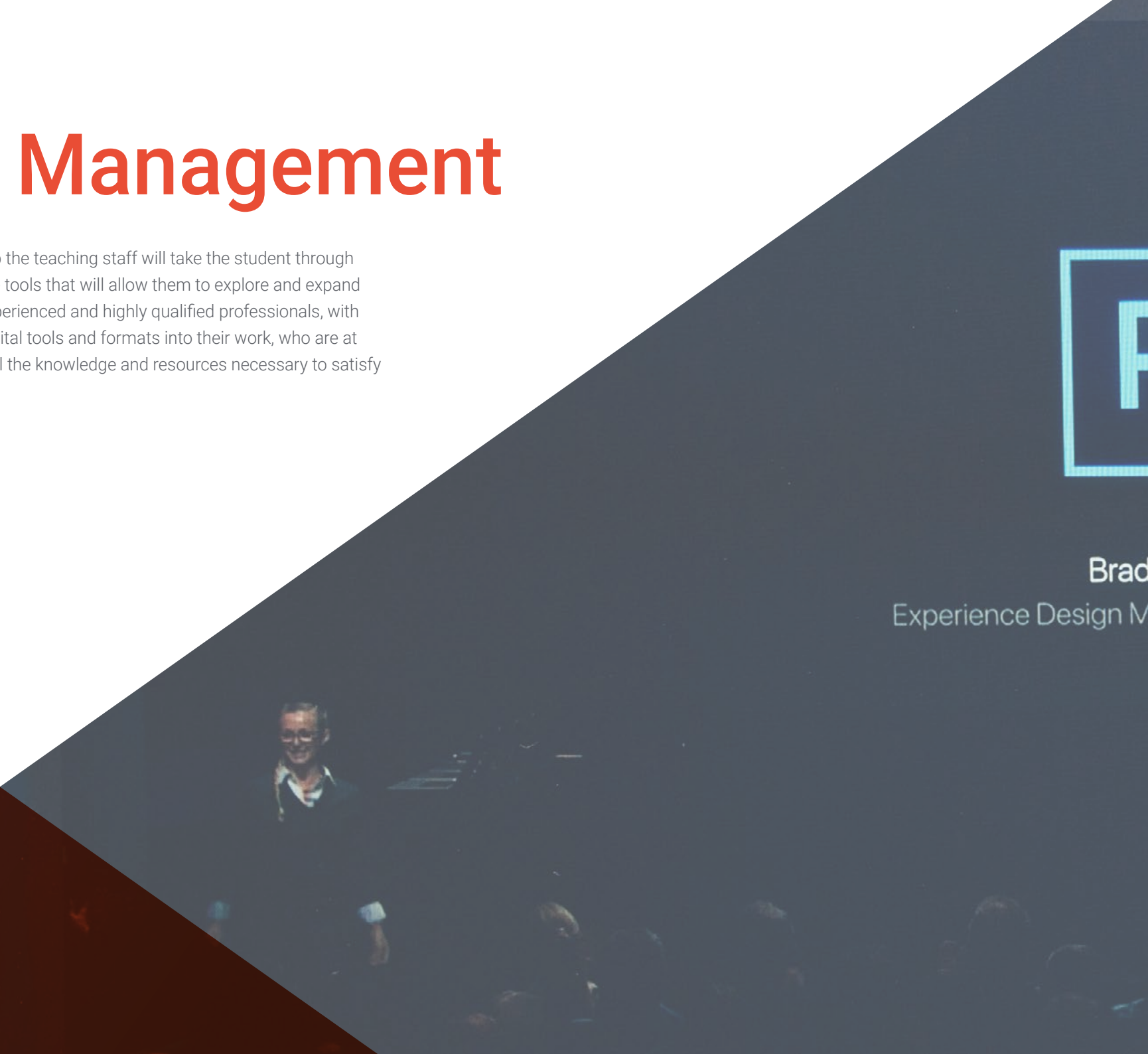
# Course Management

The two professionals that make up the teaching staff will take the student through a fascinating journey through all the tools that will allow them to explore and expand their creative potential. They are experienced and highly qualified professionals, with extensive experience integrating digital tools and formats into their work, who are at the student's disposal to transmit all the knowledge and resources necessary to satisfy their study needs and curiosity.



Brad

Experience Design M





Lee Evans  
Manager, Adobe Photoshop



*TECH only includes the best  
teachers among its ranks"*

## 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

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- 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)

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

## Management



### **Ms. García Barriga, María**

- ♦ Digital Marketing Professional
- ♦ More than 15 years of experience in content generation of various kinds: logistics and distribution, fashion and literature or artistic heritage conservation
- ♦ She has worked in major media outlets such as RTVE and Telemadrid
- ♦ Graduate in Information Sciences, UCM
- ♦ Postgraduate course in Marketing and Communication in Fashion and Luxury Companies, UCM
- ♦ MBA from ISEM Fashion Business School, the Fashion Business School of the University of Navarra
- ♦ PhD Candidate in Fashion Trend Creation
- ♦ Author of *The Pattern of Eternity: Creating a Spiral Identity for Automating Fashion Trends*





## Professors

### Ms. Martín Zapata, Lucía

- ♦ Teacher of History of Photography, Street Style Photography and Basic Photography at EFTI, MadPhoto, Lens School, University of Burgos
- ♦ Photography studio director
- ♦ Photographer in 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
- ♦ Master's Degree in Analogical/Artistic Photography at ARCO School of Lisbon



*You will take your post-production skills to the next level on a program with excellent academic credentials"*

# 04

# Structure and Content

The syllabus of this TECH course focuses exclusively on all technical know-how relating to Advanced Editing in Photoshop. Starting with an exhaustive analysis of the key areas, the syllabus will take the student on a journey through the different editing techniques in which countless examples and case studies will be used to acquire knowledge quickly and, above all, effectively.



SAMSUNG

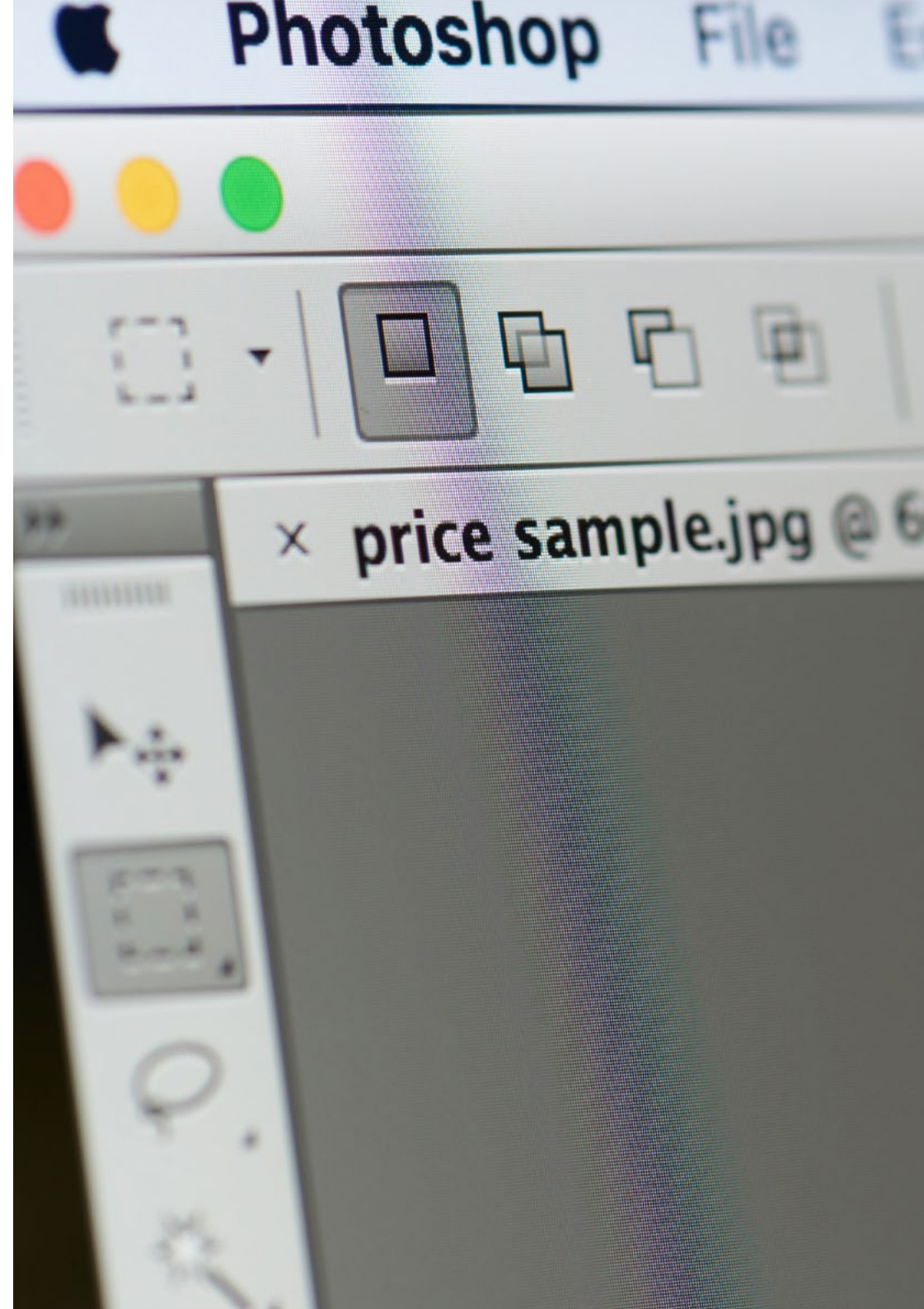
“

*A syllabus designed to create professional editors, Photoshop wizards”*

OP

## Module 1. Advanced Photoshop Editing

- 1.1. Main Features of the Program: Fundamental Tools
  - 1.1.1. Text
  - 1.1.2. Shapes
  - 1.1.3. Trace
- 1.2. Editing with Layers
  - 1.2.1. Layer Styles
  - 1.2.2. Transform Layers
  - 1.2.3. Fusion Modes
- 1.3. Histogram
  - 1.3.1. Lighting: Shadows, Midtones and Highlights
  - 1.3.2. Color Balance: Hue and Saturation
  - 1.3.3. Exhibition
- 1.4. Color
  - 1.4.1. Foreground and Background Color
  - 1.4.2. Color Panel and Sample Panel
  - 1.4.3. Color Substitution
- 1.5. Painting and Editing Tools
  - 1.5.1. Brushes
  - 1.5.2. Pencil
  - 1.5.3. Paint Pot and Gradients
- 1.6. Selection Tools
  - 1.6.1. Frames
  - 1.6.2. Links
  - 1.6.3. Magic Wand
- 1.7. Masks and Adjustments Layers
  - 1.7.1. Concept and Application of Layer Masks
  - 1.7.2. Adjustment Layers
  - 1.7.3. Mask Panel



- 1.8. Filters
  - 1.8.1. Filter Gallery
  - 1.8.2. Focus and Blur Filters
  - 1.8.3. Artistic Filters
- 1.9. Retouching Tools
  - 1.9.1. Cloning Stamp
  - 1.9.2. Focusing and Blurring
  - 1.9.3. Overexpose and Underexpose
- 1.10. Correction of Errors
  - 1.10.1. Red Eye
  - 1.10.2. Concealer Brush and Patch
  - 1.10.3. Camera Distortion Correction

“

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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.



“

*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.



06

# Certificate

The Postgraduate Certificate in Advanced Photoshop Editing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 Certificate in Advanced Photoshop Editing** contains the most complete and up-to-date academic 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 Photoshop Editing**

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  
development language  
virtual classroom



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Photoshop