

Postgraduate Certificate

Camera Usability





Postgraduate Certificate

Camera Usability

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

Website: www.techtute.com/pk/journalism-communication/postgraduate-certificate/camera-usability

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01

Introduction

There is no doubt that one of the many skills that a communicator must have nowadays is the ability to take high-quality photos. A war correspondent, for example, will not be able to afford themselves the luxury of failing to document important events in the coverage of a conflict just because they don't know how to take photos of high technical and formal quality. Likewise, a trend spotter must be proficient with the camera if they are to do an effective job. There are many motives, and TECH, with this program, has set out to provide a solution to all of them.



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Knowing how to use a camera correctly is a basic prerequisite for a career in communication”

The importance of the visual format, that is to say, of the image, in all areas of communication obliges all those who work in this field to know how to handle a camera. The rapid advance in the technical quality of photos also poses the added difficulty of having to take extremely high-quality photos.

Digital media constantly demands new images on a wide variety of subjects, and what is most important is originality and quality. In this sense, the proliferation of free and paid image banks, although they have helped to streamline workflows within corporate Marketing departments, have progressively led to a standardization of visual content that often ends up being detrimental to the company's public relations. As a result, mastery of the camera has become a highly sought-after capability.

On the other hand, the democratization of high-end Smartphones, with built-in high-quality cameras, is also causing a disproportionate increase in images of a good artistic level but which nevertheless fail to compete with the camera for some functions.

Thus, the communication specialist needs to be proficient in the use of a camera, with an awareness of all its technical features. To this end, TECH Technological University has launched this course.

This **Postgraduate Certificate in Camera Usability** contains the most complete and up-to-date educational program on the market. The most important features include:

- ♦ 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 self-assessment process can be carried out 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



Acquire new skills and aspire to better positions. Learn how to use a Camera"

“*Being able to take high-end photos will open doors to employment that would otherwise remain closed*”

The program's teaching staff includes professionals in the sector who contribute their work experience to this training 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.

Stand out in your professional work through the advanced use of the Photographic Camera.

Take this course and achieve your professional goals.



02 Objectives

The main objective of this course is to teach the student how to optimize the use of each camera model. All of this with an emphasis on the ability to create concepts through the lens, allowing the graduate to find their own aesthetic and symbolic style. In order to do this, it will be imperative to master light, one of the most important elements of photography, but above all, to have the right mindset behind the camera.





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*This Postgraduate Certificate is
the perfect introduction to the
use of the photographic camera"*



General Objectives

- ♦ Master photographic techniques 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



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





Specific Objectives

- ♦ 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 mindset to the camera

03

Course Management

This course will be delivered by two teachers with vast experience in the world of photography and who are very involved in the academic world. In fact, the director, María García Barriga, has an extensive background in the media and is a PhD student in Fashion Trend Creation. She will also be accompanied by Elisa García Barriga, a professional with years of experience in marketing and advertising campaign management.





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Take advantage of this opportunity to learn with the support of two professionals with years of experience behind them"

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)

“

*You will have access to a
library of multimedia resources
7 days a week, 24 hours a day”*

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. García Barriga, María

- ♦ Dynamizer and Community Manager of a cosmetics company
- ♦ 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

“

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

04

Structure and Content

Since it is focused exclusively on the proper use of the photographic camera, this course has a specialized well delineated syllabus, which, nevertheless addresses the subject in great depth. It comprises 150 hours divided into 10 subjects that, once completed, will transform the student into a true expert in Photography. In short, the perfect qualification to introduce you to the use of the Camera, acquiring the requisite knowledge to master this skill.





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This Postgraduate Certificate is the ideal way to learn how to use all types of camera"

Module 1. Camera Usability

- 1.1. The Photographic Camera
 - 1.1.1. The Photographic Camera
 - 1.1.2. Types of Camera
 - 1.1.3. Camera Modes
- 1.2. The Diaphragm
 - 1.2.1. Diaphragm Aperture
 - 1.2.2. Focal Length and Perspective
 - 1.2.3. Zoom
- 1.3. Sensors
 - 1.3.1. Sensitivity
 - 1.3.2. Megapixels
 - 1.3.3. Sensor Ratio
- 1.4. Objective:
 - 1.4.1. Objective:
 - 1.4.2. Lens Types: Telephoto, Wide-angle and Fisheye Lenses
 - 1.4.3. Decentralized Lenses: Catadioptric Lenses
- 1.5. Attitude and Position in Front of the Camera
 - 1.5.1. Hand Grip and Co-ordination
 - 1.5.2. Protective Caps
 - 1.5.3. The Purpose of the Photo Shoot
- 1.6. Trepidation and Motion
 - 1.6.1. The Shutter
 - 1.6.2. Exposure Speed
 - 1.6.3. Trepidation
- 1.7. Use of Flash, Natural Light and Strobist
 - 1.7.1. Additional Lighting
 - 1.7.2. Use of Flash in Daylight Environments
 - 1.7.3. Strobist Technique to Save Equipment



- 1.8. Camera Modes
 - 1.8.1. Automatic
 - 1.8.2. Semiautomatic
 - 1.8.3. Manual
- 1.9. Camera Accessories
 - 1.9.1. The Photometer
 - 1.9.2. The Tripod
 - 1.9.3. The Monopod
- 1.10. Concealment Accessories
 - 1.10.1. Hide
 - 1.10.2. Rain Covers
 - 1.10.3. Underwater Casings



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

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.

“

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

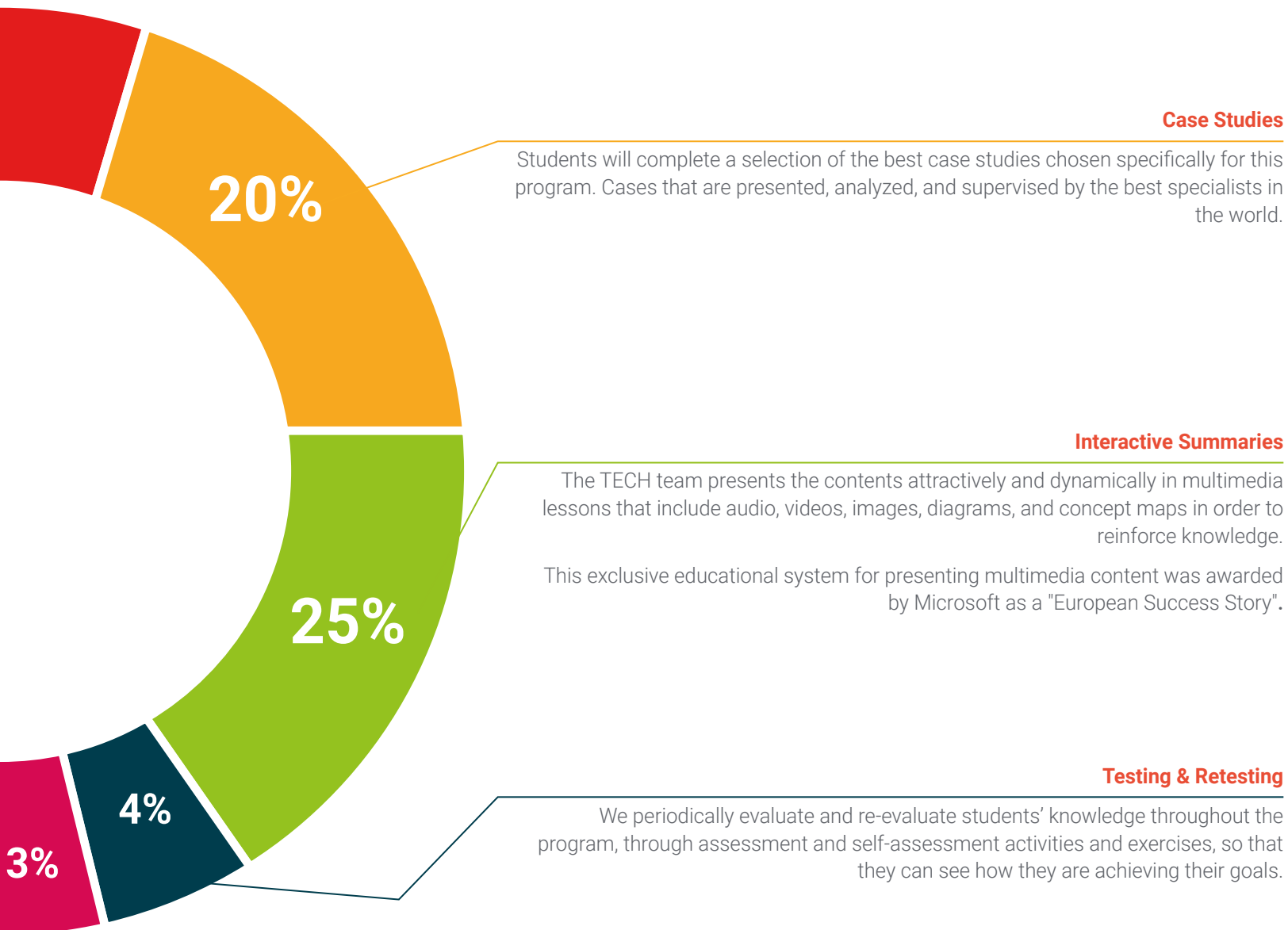
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 Camera Usability guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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

This **Postgraduate Certificate in Camera Usability** 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 certificate 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 Camera Usability**

Official N° of Hours: **150 h.**



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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- » Certificate: TECH Technological University
- » Dedication: 16h/week
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