

Postgraduate Certificate

Contemporary Art and Visual Communication





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Contemporary Art and Visual Communication

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

Website: www.techtute.com/pk/journalism-communication/postgraduate-certificate/contemporary-art-visual-communication

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01

Introduction

The audiovisual industry is one of the most closely connected to social trends that have some link to expression. This program will develop the influences that the art world exerts on the audiovisual, focusing specifically on contemporary art. The most complete program in this field, with a qualification of the highest quality; the hallmark of all TECH programs.





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Contemporary art and communication in the audiovisual sector, unraveled throughout a complete and exciting program”

Art and audiovisuals evolve constantly in harmony with the human events that determine the different epochs. As forms of communication and expression, both are nourished by the context in a direct way, becoming windows from which to understand the texts and subtexts of social events at all levels.

This determines not only the way of expressing and telling, but also the aesthetics that will be representative of each moment throughout history. Interpreting, adapting and creating quality products requires the professional to be aware of this evolution in order to take advantage of the best way of expression at any given moment.



A comprehensive overview of the relationship between art and visual communication in a program of the highest quality"

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

- » 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
- » Content that is accessible from any fixed or portable device with an Internet connection
- » Supplementary documentation databases are permanently available, even after the program

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We don't settle for theory: we take you to the most practical and competent qualification"

Our teaching staff is made up of working professionals. In this way TECH ensures to offer you the updating objective it intends. A multidisciplinary team of professors trained and experienced in different environments, who will develop theoretical knowledge in an efficient way, but, above all, will bring their practical knowledge derived from their own experience to the course: one of the differential qualities of this training.

This mastery of the subject is complemented by the effectiveness of the methodology used in the design of this course. Developed by a multidisciplinary team of *e-Learning* experts, it integrates the latest advances in educational technology. In this way, students will be able to study with a range of convenient and versatile multimedia tools that will give them the operational skills they need for their qualification.

The design of this program is based on Problem-Based Learning: an approach that views learning as a highly practical process. To achieve this remotely, TECH will use telepractice: with the help of an innovative interactive video system, and *learning from an expert*, the student will be able to acquire the knowledge as if they were facing the scenario being learned at that moment. A concept that will allow students to integrate and memorize what they have learnt in a more realistic and permanent way.

A contextualized and real educational program that will allow you to put your learning into practice through new skills.

Learn from the best professionals and with the most advanced teaching techniques in the sector.



02

Objectives

The objectives that TECH proposes in each of its programs are focused on achieving a global impulse to the development of its students, not only in the academic field, in which the highest quality standards are set, but also in the personal field. To this end, TECH offers a stimulating and flexible educational development that allows students to achieve the satisfaction of completing their goals in an effective manner.





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*Achieve your goals in a simple way by studying
in a contextual and realistic manner”*



General Objective

- » Know and analyze the links and interactions that occur between contemporary art and visual communication, in all its facets



We support your development by making your CV more competitive"





Specific Objectives

- » Know the main conceptions of the image
- » Identify the processes of perception of the visual image
- » Point out the basic elements of the grammar of the image
- » Analyze the role of the visual image in contemporary society
- » Analyze images in isolation and in a contextual or sequential manner
- » Relate the processes of design and production of visual messages to the exercise of journalistic activity and editorial design
- » Learn the fundamental principles governing the contemporary art world
- » Know the main trends in modern and contemporary art
- » Recognize the importance of the analysis of art in its historical, social, cultural and ideological context
- » Develop artistic sensitivity and critical and aesthetic judgment
- » Study the close relationship between art and the field of audiovisual communication

03

Structure and Content

The syllabus of the program is structured as a comprehensive tour through each and every one of the concepts required to understand and work in this field. With an approach focused on practical application that will allow the student to grow as a professional from the first moment of training





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A structured program with the highest quality standards to guarantee complete and effective learning"

Module 1. Visual Communication

- 1.1. Visual Communication
 - 1.1.1. Introduction
 - 1.1.2. Visual Communication and Visual Literacy
 - 1.1.2.1. Learning Visual Culture
 - 1.1.2.2. Natural Language or Arbitrary Language
 - 1.1.3. Qualities of Visual Communication
 - 1.1.3.1. Immediacy
 - 1.1.3.2. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing
 - 1.1.3.3. Degree of Complexity of the Message
 - 1.1.4. Definition of Visual Communication
- 1.2. Graphic Design
 - 1.2.1. Introduction
 - 1.2.2. The Design
 - 1.2.3. Graphic Design
 - 1.2.3.1. Graphics
 - 1.2.3.2. Design and Art
 - 1.2.4. Graphic Design and Communication
 - 1.2.5. Areas of Application of Graphic Design
- 1.3. Background and Evolution of Visual Communication
 - 1.3.1. Introduction
 - 1.3.2. The Problem of the Origin
 - 1.3.3. Prehistory
 - 1.3.4. The Ancient Age
 - 1.3.4.1. Greece
 - 1.3.4.2. Rome
 - 1.3.5. The Middle Ages
 - 1.3.6. The Renaissance: The Rise of the Printing Press in Europe
 - 1.3.7. From the XVI to the XVIII Century
 - 1.3.9. The XIX Century and the First Half of the XX Century





- 1.4. The Meaning of Visual Messages
 - 1.4.1. Introduction
 - 1.4.2. The Image, the Signifying Object
 - 1.4.3. The Representational Quality of the Image: Iconicity
 - 1.4.3.1. Type, Pattern and Form
 - 1.4.4. The Plastic Quality of the Image
 - 1.4.4.1. The Plastic Sign
 - 1.4.5. The Symbolic Quality
 - 1.4.6. Other Visual Codes
- 1.5. Persuasion
 - 1.5.1. Introduction
 - 1.5.2. Advertising Persuasion
 - 1.5.3. Features
- 1.6. Elements Related to Image Representation
 - 1.6.1. Introduction
 - 1.6.2. Elements Related to Image Representation
 - 1.6.3. The Articulation of Image Representation
 - 1.6.3.1. The Concept of Representation
 - 1.6.3.2. The Articulation of Representation
 - 1.6.3.3. The Plastic Significance
 - 1.6.4. Morphological Elements of the Image
 - 1.6.5. Scalar Elements of the Image
 - 1.6.5.1. Size
 - 1.6.5.2. The Scale
 - 1.6.5.3. The Proportion
 - 1.6.5.4. The Format
- 1.7. The Composition
 - 1.7.1. Introduction
 - 1.7.2. Composition or Visual Syntax
 - 1.7.3. The Balance
 - 1.7.4. Dynamic Elements of Representation
 - 1.7.5. Normative Composition

- 1.8. Color and Light
 - 1.8.1. Introduction
 - 1.8.2. Light, Color and Perception
 - 1.8.2.1. Light and the Visible Color Spectrum
 - 1.8.2.2. The Perception of Light and Colors
 - 1.8.2.3. The Adaptive Capacity of the Perceptual System
 - 1.8.2.4. Color Temperature of a Light Source
 - 1.8.3. Primary Colors
 - 1.8.4. Basic Color Reproduction Techniques
 - 1.8.5. Color Dimensions
 - 1.8.6. Harmony Types and Pallet Construction
 - 1.8.7. Plastic Functions of Color
- 1.9. Typography
 - 1.9.1. Introduction
 - 1.9.2. Formal Structure and Type Measurement
 - 1.9.3. Classification of Typefaces
 - 1.9.4. The Composition of the Text
 - 1.9.5. Issues Affecting Readability
- 1.10. Editorial Design and Infographics
 - 1.10.1. Introduction
 - 1.10.2. Editorial Design
 - 1.10.3. Infographics
 - 1.10.4. Journalistic Design Functions
 - 1.10.5. Final Note on the Term Journalistic Design
 - 1.10.6. Arbitrariness or Naturalness of Journalistic Design
 - 1.10.7. Articulation of the Visual Language of Journalistic Design

Module 2. Contemporary Artistic Movements

- 2.1. Introduction
 - 2.1.1. The Search for Modernity in Contemporary Architecture after the Overcoming of Artistic Styles
 - 2.1.2. Western Architecture from the Mid-19th Century to the First World War
- 2.2. The Modern Movement in Architecture
 - 2.2.1. Architectural Trends in Interwar Europe
 - 2.2.2. Rationalism, Functionalism and Avant-Gardes
 - 2.2.3. International Style and Constructivism
- 2.3. Architecture after World War II (1945-1965)
 - 2.3.1. The Spread of the International Style in the U.S. and Post-War Reconstruction in Europe
 - 2.3.2. The Evolution of CIAMs and Rationalist Urbanism
 - 2.3.3. Organic Architecture From the Prairie Houses to the Guggenheim in NYC
- 2.4. Deconstruction and Recycling Architecture (1965)
 - 2.4.1. The Postmodern Condition Overcoming the Modern Movement
 - 2.4.2. High-Tech
 - 2.4.3. Deconstruction
 - 2.4.4. The Era of Dispersion
- 2.5. Impressionism and the Origins of Modern Art I
 - 2.5.1. Color as a Tool for Transforming Painting
 - 2.5.2. The Historical Avant-Garde: Post-Impressionism, Pointillism, Neo-Impressionism, Fauvism Revolutionary Origins of Modern Art
- 2.6. Impressionism and the Origins of Modern Art II
 - 2.6.1. The Analytical Way: Cubism and the Transformation of Art from the Volume of Things Futurism
 - 2.6.2. The Spiritual Route: Kandinsky, Malevich, Mondrian and Abstraction
 - 2.6.3. The Subjective Way: Expressionism and Surrealism



- 2.7. The New System of Art after World War II The Institutionalization of the Avant-Garde
 - 2.7.1. The Intellectual Route: Duchamp, from Dadaism to Conceptual Art
- 2.8. Pop Art: Popular Taste and Kitsch vs. High Culture
 - 2.8.1. The Ironic Route: Warhol and Pop Art
 - 2.8.2. Influences of Pop Art in Cinema
- 2.9. Minimal and Conceptual Art
 - 2.9.1. Towards the Dematerialization of the Work of Art
 - 2.9.2. The Artist as a Work of Art or the Arts of Action Art and Social Commitment
 - 2.9.3. Arts of Action: Performance, Happening, Body-Art, Land-Art. Criticism of the System
- 2.10. Postmodernity The Return to Painting: Transavantgarde and Neo-Expressionism
 - 2.10.1. Conceptual and Critical Postmodernity Activism, Appropriationism and Photography
 - 2.10.2. Art and Post-Structuralism Video Art and Net-Art



This program will allow you to advance in your career comfortably"

04

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



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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.



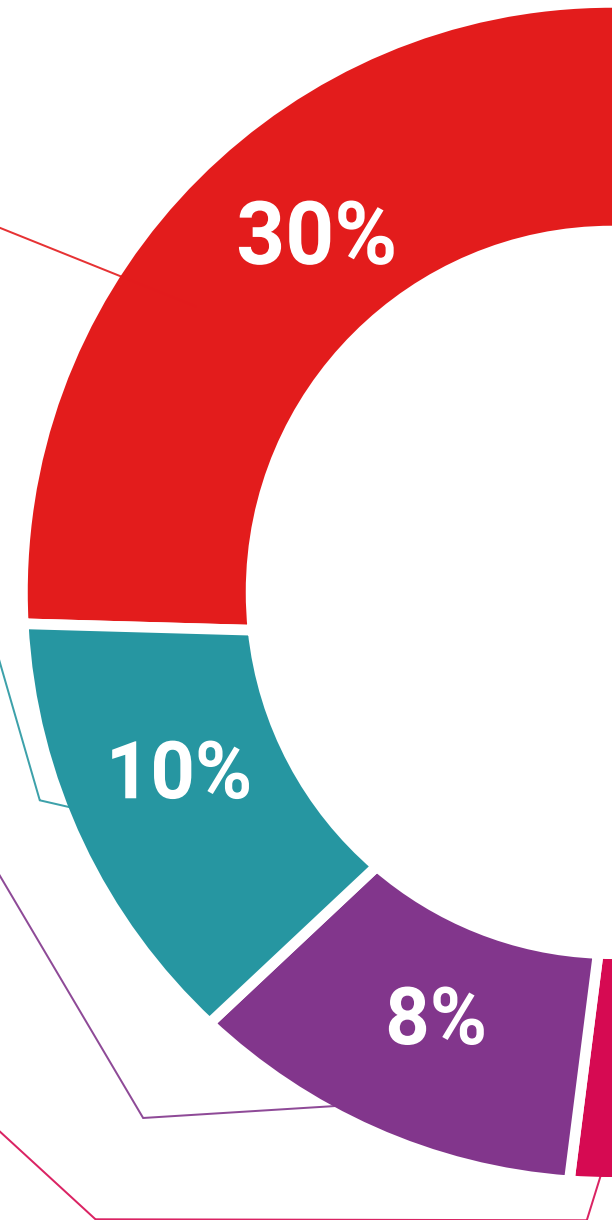
Practising Skills and Abilities

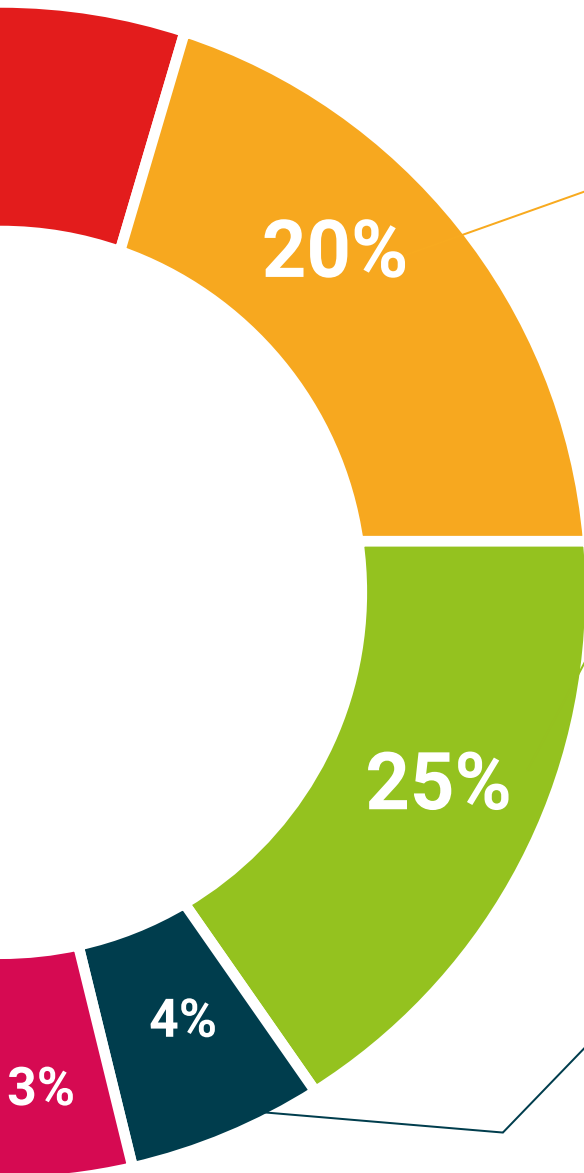
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.



05

Certificate

The Postgraduate Certificate in Contemporary Art and Visual Communication guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma 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 Contemporary Art and Visual Communication** contains the most complete and up-to-date educational 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 Contemporary Art and Visual Communication**

Official N° of Hours: **300 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.



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