

# Postgraduate Certificate Creative Techniques





## Postgraduate Certificate Creative Techniques

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/creative-techniques](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/creative-techniques)

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01

# Introduction

Creativity is one of the most desirable qualities for all kinds of artists, but few are capable of unleashing it. This is not due to its scarcity or even its non-existence, but rather to an accumulation of factors that block it, such as fear, cloistering in work routines or, curiously, the pressure of having to be creative. Thus, becoming so requires a process of unlearning that makes room for a true understanding of the various techniques and methods that exist and to enhance this inherent capacity of the human being.





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

Creativity is one of the basic elements of photography. Getting stuck in the same style due to lack of ideas or lack of courage to see them through will end up generating a professional stagnation in the photographer that, later on, could degenerate into a loss of interest in the profession. The best *Feedback* a photographer can receive is the feeling of satisfaction that they themselves receive when capturing an original image, capable of feeding the hunger for expression that led them to this profession.

And so, what makes each shot personal and allows the viewer to distinguish it from those of other photographers are the emotions that are captured in it. At the moment they shoot, the artist does so aiming at the muse, at the sensations that this specific and unrepeatable portion of space-time has stirred in their soul. In that instant, as if aided by the mysterious magic that must have created the light and all that it reveals, a photograph is born, a unique photograph, with its own DNA.

In this sense, getting into the habit of trying something new, to develop one's creativity, can be very useful and can open the door to many new styles, especially if the goal is to take more creative shots. However, contrary to common opinion about this much-pursued attribute, creativity can be learned, or at least fostered through a certain kind of theoretical knowledge.

With this course, TECH Global University seeks to teach the professional photographer the most effective Creative Techniques, from a primarily theoretical perspective but subsequently focused on the practical work of the profession.

This **Postgraduate Certificate in Creative Techniques** contains the most complete and up-to-date 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



*An ideal course to learn how to get the most out of what you already know about photography"*

“

*Being able to create quality audiovisual content will make you a sought-after professional by all types of companies in the communication industry"*

The program includes, in its teaching staff, professionals from the sector who bring their work experience to this course, in addition to recognized specialists from prestigious reference societies and 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 programmed to prepare students for real situations.

This program is designed around Problem-Based Learning, whereby the Communication Management must try to solve the different professional practice situations that arise during the course. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Stand out by honing your artistic talents with a Postgraduate Certificate entirely dedicated to teaching you how to discover and use your creativity.*

*Start this TECH Postgraduate Certificate and become a professional capable of generating original and unrepeatable visual content.*



# 02

# Objectives

TECH Global University provides communication professionals with an unparalleled course. The aim is to teach students to become aware of their own creativity, an aptitude that every human being possesses, but that few learn to stimulate, and apply to photography. All this while keeping in mind the demands of a sector, that of communication, with huge demand across the board for professionals capable of standing out through the visual content they create.





“

*This Postgraduate Certificate is ideal for those who wish to learn how to boost their own creativity”*



## 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



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





## Specific Objectives

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- ♦ Explore 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

# 03

# Course Management

In order to provide its students with nothing less than an elite university education, TECH Global University has recruited two professionals in photography and the world of art. On the management side, the course is led by María García Barriga, current PhD candidate in Fashion Trend Creation and author of *El patrón de la eternidad: creación de una identidad en espiral para la automatización de tendencias de moda* (The pattern of eternity: creating a spiral identity for the automation of fashion trends), and Florencia Rodríguez, a specialist in fashion trend analysis, artistic creation and performing arts.



“

*Unleash your creativity by  
learning from two professionals  
with recognized backgrounds”*

## 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)

“

*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. Rodríguez Flomenboim, Florencia

- ♦ Scenic creator for different plays, focusing on the image symbolism
- ♦ She has a wide range of work experience, from image consulting, Showrooms management and implementation of Concept Stores, Coolhunting, to the roles of producer and fashion editor in different editorials, agencies and firms
- ♦ Degree in Performing Arts, ESAD of Murcia
- ♦ Diploma in International Relations, ITC Sraffa, Milan
- ♦ Master's Degree in Fashion Editorial Production and Fashion Design, American Modern School of Design, Buenos Aires, Argentina

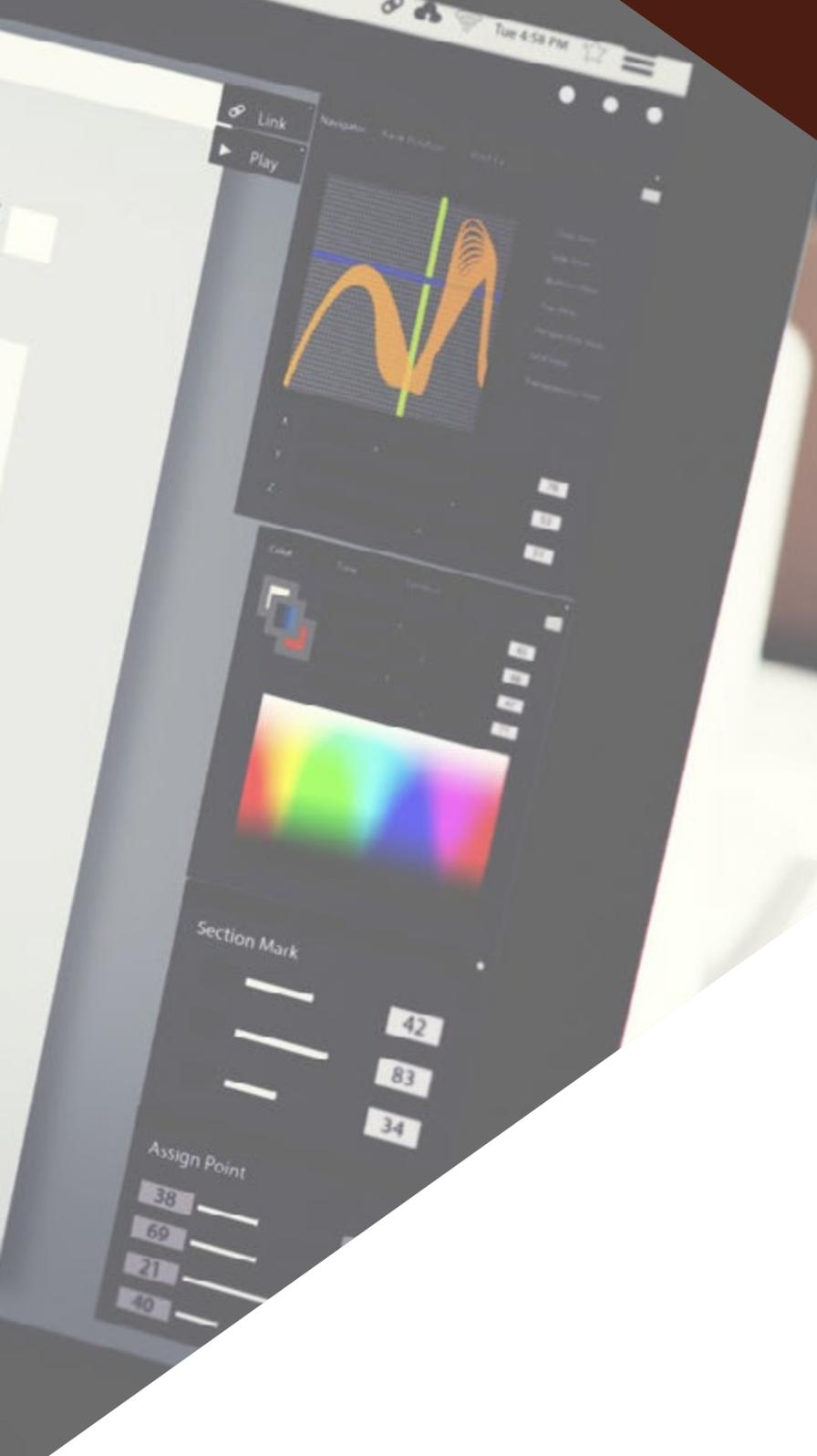


04

# Structure and Content

The academic path proposed for this course comprises a syllabus of 10 topics structured to cover the different Creative Techniques and the promotion of creative thinking. In addition, the student will learn about the different types and genres of photography, which will be essential to developing their own creativity within a given artistic context. In short, TECH Global University offers its students the perfect program to introduce them to creativity in photography.





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*This Postgraduate Certificate will help you to stand out through the mastery of one of the most sought-after attributes in any professional photographer: creativity”*

## Module 1. Creative Techniques

- 1.1. Creativity
  - 1.1.1. Dynamics of Creativity and Forms of Thought
  - 1.1.2. Difference Between Creativity and Innovation
  - 1.1.3. Creativity in Photography
- 1.2. Creative Thinking and the Biology of Creativity
  - 1.2.1. Creativity and Intelligence
  - 1.2.2. Characteristics of Creativity and the Creative Process (Creative Quantification, Phases, Taylor's Levels, Torrance Factors)
  - 1.2.3. Social Media and Creativity
- 1.3. Creative Techniques
  - 1.3.1. Creative Block
  - 1.3.2. Creativity and Techniques for Idea Generation  
What Use Are Creativity Methods and Techniques?
  - 1.3.3. Creative Techniques: from Brainstorming to CRE-IN
- 1.4. Inspiration and Purpose of Photography
  - 1.4.1. Inspiration in the Creative Process
  - 1.4.2. Photographic Language Genre: Imaginary or Interpretation Photographic Genres Photographic Categories
  - 1.4.3. 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
- 1.5. Environments I: Landscape and Nature
  - 1.5.1. Landscape Photography Explore or Locate
  - 1.5.2. Subjects of Landscape Photography
  - 1.5.3. Light as a Differential Element: Sunrise and Sunset, The Best Light and Seasons.
- 1.6. Environments II: The City and Urban Atmosphere
  - 1.6.1. What is the Urban Landscape? Urban Environments Image, Atmosphere and Urban Landscape Urban Gestures
  - 1.6.2. Photography as an Indiscreet Window into Urban Environments. Camera and City Urban Living in Photography
  - 1.6.3. The Three Great Masters of Urban Photography: Henry Cartier-Bresson, Eve Arnold, Robert Capa





- 1.7. Environments III: Portraits and Models
  - 1.7.1. The Portrait Historical Evolution of Portraits
  - 1.7.2. The Self Portrait
  - 1.7.3. Image Composition Photographic Planes Sketching Lighting Environment Backgrounds and Dressing
- 1.8. Specific Settings: Fashion, Travel and Sports
  - 1.8.1. What is Fashion Photography? History and Concepts
  - 1.8.2. Travel Photography: The World in the Lens
  - 1.8.3. Sports Photography Features of a Sports Photo Shoot The Value of Photography in the Field of Sports New Trends: "Sportraits"
- 1.9. Creation of Customized Environments
  - 1.9.1. Democratization of Photography in the Digital Era Playing with Art
  - 1.9.2. Composition in Photography Create Atmospheres with Natural and Flash Light Capture Details
  - 1.9.3. Virtual Photography
- 1.10. Staging and Context
  - 1.10.1. What is Staging? Analysis of the Theoretical Framework
  - 1.10.2. Staging and Photography
  - 1.10.3. Image Perception Le Tableau Vivant (The Living Picture) The Photograph and the Problem of Representation

“ 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.



“

*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.

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*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.

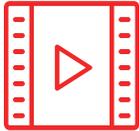
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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.



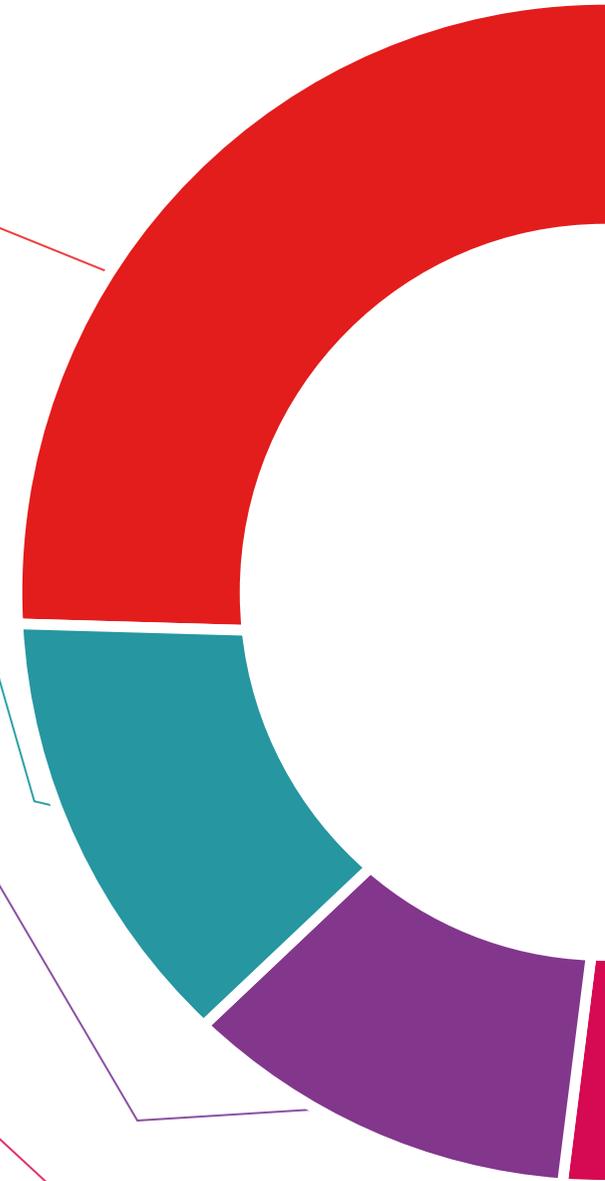
### Practising Skills and Abilities

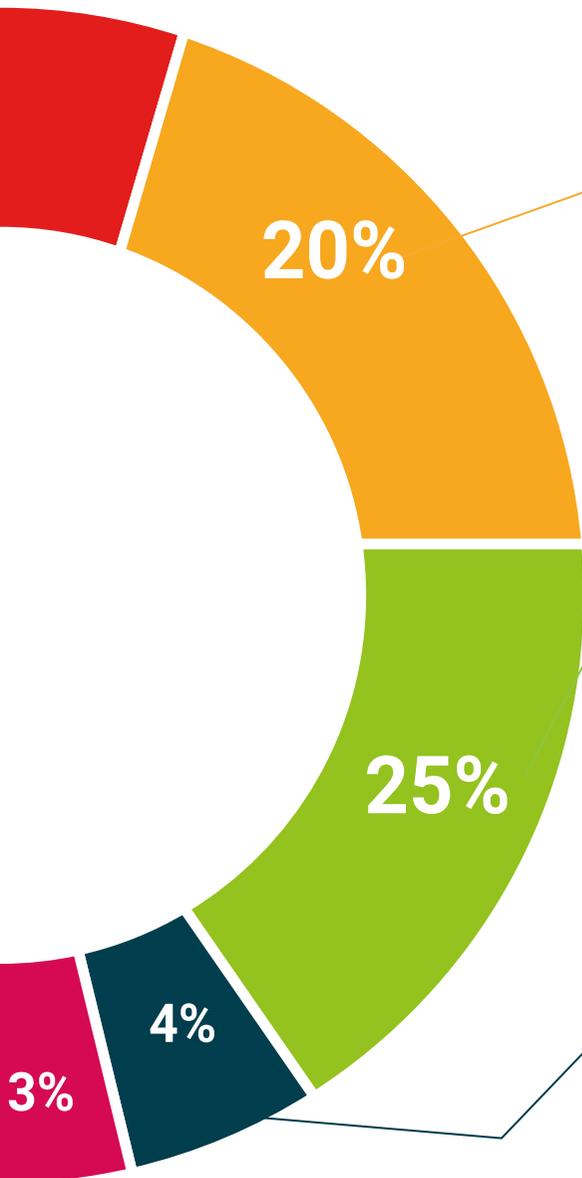
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 Creative Techniques guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University



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

This program will allow you to obtain your **Postgraduate Certificate in Creative Techniques** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Creative Techniques**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University 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  
development language  
virtual classroom



## Postgraduate Certificate Creative Techniques

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- » Exams: online

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