

Postgraduate Certificate

The Digital Image



Postgraduate Certificate

The Digital Image

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

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/digital-image

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01

Introduction

The internet has permeated virtually every professional field. One of the basic components of web content is the Digital Image. Knowing its attributes in detail allows the communication professional an excellent mastery of the entire content creation process, one of the indisputable pillars of a digital marketing campaign, for instance. Hence, TECH Technological University has launched a unique course to understand the properties of the Digital Image, something that will boost the curriculum of the student or professional in the field of communication.



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

An image can be defined, in a general way, as an area with a certain distribution of colors. Each point on it is characterized by an exact physical element, the color, which corresponds to the frequency and intensity of the electromagnetic radiation emitted or reflected by that point.

Thus, digital images are made up of millions of tiny squares called pixels. It could be said that they are descendants of the Byzantine mosaics formed by small tesserae or some impressionist artists of the 19th century painting on the canvas with the tip of their brushes. Like them, the computer or printer uses pixels to display images on the screen or print them on paper.

But why is the Digital Image important for a company? The answer lies in the business objectives connected to your marketing strategies. The simple fact is that the first thing an Internet user sees when entering a company or brand's website is images. If the quality of this is deficient in any way, it will send out a clear message: the product it sells or the service it offers will also be deficient, regardless of how successful and creative the marketing strategy implemented by the company is.

Hence the need for specialists and experts from different fields of communication, who can also master the intricacies of Digital Imaging. Aware of this, TECH has launched a specialized program designed to provide students with precise knowledge on this subject.

This **Postgraduate Certificate in The Digital Image** 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
- ♦ The graphic, schematic, and practical contents which they contain, 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



The ideal Postgraduate Certificate to resolve all the doubts that may arise regarding the Digital Image"



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 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 in Digital Imaging with a wealth of professional experience.

Add a professional edge to your communication skills with this Postgraduate Certificate in The Digital Image.

Start this TECH Postgraduate Certificate and become a multidisciplinary professional, capable of generating high-quality digital content.



02

Objectives

TECH Technological University, in its eagerness to provide elite university education, provides the communication professional an unparalleled professional development. Its aim: to teach the student to manipulate all types of Digital Images, and thus be able to contribute to the improvement of the brand image or the Marketing strategy of the company in which they work, or any other personal or business objective related to this area.





*This Postgraduate Certificate
is the ideal way to become a
master of The Digital Image"*



General Objectives

- ♦ 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

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You will be able to get up to date in a continuously evolving field in a practical way and adapted to your needs”





Specific Objectives

- ♦ Consolidate the technical knowledge acquired in Fundamentals of Photography I
- ♦ Work towards the acquisition of more advanced photographic technical concepts
- ♦ Understand the process of digital image elaboration
- ♦ Know and use workflow and digital processing in an optimal way
- ♦ Broaden your knowledge of photographic composition and take a critical view of the photographic professional



03

Course Management

This Digital Image program has a small but highly experienced teaching team. The 150 hours will be coordinated and directed by an expert in journalism with years of experience in different fields where image is everything. At the same time, an expert photographer with a long career in the media world will give a large dose of elite teaching.



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TECH is supported by professionals with wide-ranging careers to deliver its qualifications. Don't miss the opportunity to learn with the best”

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)

“

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. Ruiz Arroyo, Rebeca

- ♦ Photography section at Diario As: editor and creator of visual content
- ♦ Graduate in Audiovisual Communication and Journalism from San Pablo – CEU University

Ms. Moreno Rodríguez, Ana Belén

- ♦ Finalisation of Graphic Design Intermediate Degree
- ♦ Degree in Integral Design and Image Management
- ♦ Graphic Designer at CEIFOR Estudios
- ♦ Freelance photographer

Ms. Forte López, Paula

- ♦ Editor at Cadena SER Elche
- ♦ Creator of campaigns and shoots for Mustang, Maria Mare, Sixty, Pikolinos, Martinelli, Hawkers among others
- ♦ Responsible for corporate photography and e-commerce at Unisa, Wonders, John Josef
- ♦ 10 years as a freelancer in different fields such as food photography, Street Art, Street Style, interior design photography, events, etc
- ♦ Audiovisual Imaging Training for Camera Technicians and Directors of Photography
- ♦ Artistic photography at EASDO
- ♦ Higher Level Training Cycle (Communication, Image and Sound) in Ciudad de la Luz

04

Structure and Content

The contents that make up this academic program is organized into 10 topics that will immerse the student in all the concepts needed for mastery of The Digital Image. Starting with an exhaustive analysis of the formal aspects of the Digital Image, the syllabus will take the student on a journey through the editing techniques in the production and post-production stages, as well as the correct handling of workflows.



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Desktop-f

“

A syllabus designed to turn the student into a professional capable of dealing with the difficulties presented by digital images"

Module 1. The Digital Image

- 1.1. Compositional Atmosphere
 - 1.1.1. The Air of a Photograph: Balances and Framing
 - 1.1.2. Space and Perspective
 - 1.1.3. Color or B/W Photography
- 1.2. Light: Advanced lighting in Digital Image and File
 - 1.2.1. Photographic Light
 - 1.2.2. Control and Use of Light
 - 1.2.3. Photographic References
- 1.3. The Digital Image
 - 1.3.1. The Image in Bits
 - 1.3.2. Processing and Storage of Different Digital Formats
 - 1.3.3. Image Resolution: RAW or JPEG
- 1.4. Parameters to be taken into Account for a Digital Image
 - 1.4.1. Exposure and ISO Sensitivity
 - 1.4.2. Aperture and Shutter Speed
 - 1.4.3. Noise: Digital Grain
- 1.5. The Digital Environment I: Workflow
 - 1.5.1. Workflow
 - 1.5.2. Digital Processing Steps
 - 1.5.3. File Management
- 1.6. The Digital Environment II: Image Recording and Storage
 - 1.6.1. Digital Registry
 - 1.6.2. Image Storage
 - 1.6.3. Initial Processing





- 1.7. Digital Color
 - 1.7.1. Color Spaces
 - 1.7.2. Color Management Systems
 - 1.7.3. Profiling: Calibration and Characterization of Devices
- 1.8. Introduction to the Main Image Editors
 - 1.8.1. Adobe Photoshop RAW Camera
 - 1.8.2. All-in-one Programs Adobe Lightroom
 - 1.8.3. Adobe Bridge for Digital Processing
 - 1.8.4. Other Modern Image Editors
- 1.9. Advanced Photographic Workflow Processing and Management
 - 1.9.1. Printing and Presentation of Photographs
 - 1.9.2. Specialized Printing Program and RIP
 - 1.9.3. Creation of Contact Sheets
- 1.10. Professional Photography with Smartphones
 - 1.10.1. RAW
 - 1.10.2. Mobile Applications
 - 1.10.3. Photographic References

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A unique, key, and decisive experience to boost your professional development”

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

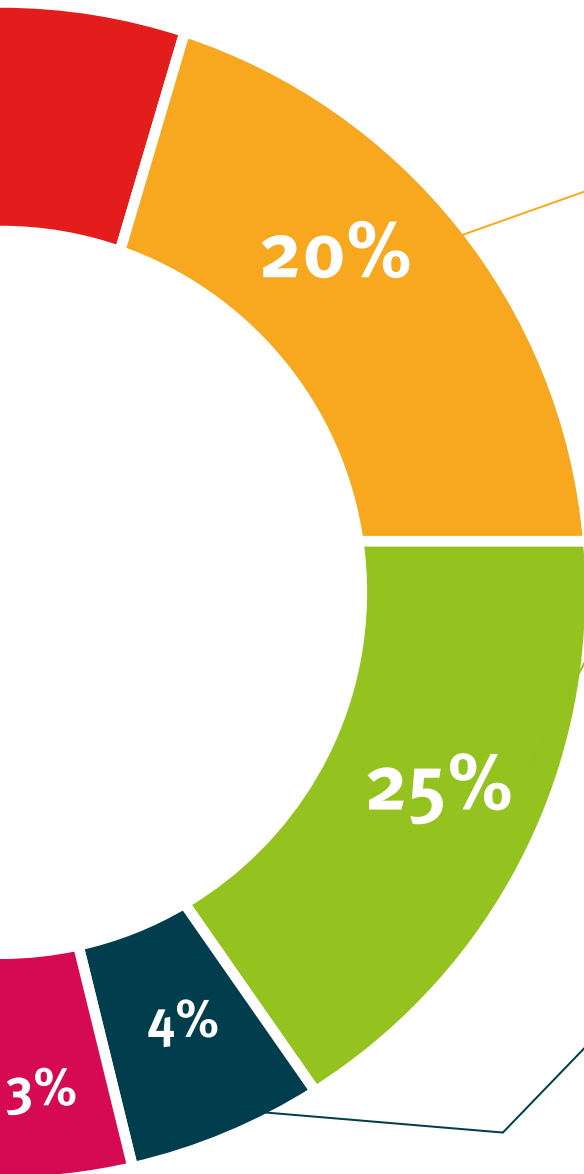
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 The Digital Image 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 The Digital Image** 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 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 The Digital Image**

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
development language
virtual classroom



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