

Postgraduate Certificate Photographic Technique in Photojournalism



Postgraduate Certificate

Photographic Technique in Photojournalism

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Official N° of hours: **150 h.**

Website: www.techtute.com/pk/journalism-communication/postgraduate-certificate/photographic-technique-photojournalism

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01

Introduction

Photographic technique is the basis from which every professional photographer or photojournalist who wants to pursue a professional future in this field must develop their skills. To acquire sufficient technical skills, it is important to know the most theoretical part of this profession in order to build real working capacity, fluency, and flexibility to solve contingencies. This program has been created to provide you with all the theoretical and practical knowledge you need about the fundamental work base of the photojournalist.



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Acquire the broadest technical bases in photojournalism and work with confidence, giving an efficient response to all the needs of this area of work"

Photographic technique is the basis from which every photographer or photojournalist who wants to pursue a professional future in this field starts. It is for this reason that it is so important to know the most theoretical part of this profession that, in reality, is very practical.

In order to create images that fit reality or what the photographer or photojournalist wants to represent, it is necessary for the professional to have a perfect knowledge of the equipment in their hands. A good photograph is often the result of a situation that lasts only a thousandth of a second. The camera operator must be ready to shoot at any time without having to stop and think about how the camera works. That is one of the main objectives of this module: that the photographer or photojournalist feels that the camera is almost part of themselves and knows all its parts as if they were their own.

The same applies to the technical concepts that make up the photographic development of an image. When a photographer or photojournalist begins to take their first steps in this field, it is normal to have doubts about aspects such as the use of the histogram or white balance, or not knowing how to measure light correctly. This module covers all the concepts that a professional photographer must know in depth to be able to shoot quality images.

Knowing how to use a camera both in its physical part and in its technical settings is the essential basis that every photographer or photojournalist needs to develop their professional activity successfully.

Finally, this module also deals with some of the photographic material that a professional may need for the correct development of their activity.

This **Postgraduate Certificate in Photographic Technique in Photojournalism** contains the most complete and up-to-date program on the market. Its most notable features are

- ♦ 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 available from any fixed or portable device with an Internet connection
- ♦ Complementary documentation banks permanently available, even after the course



Good photographers have succeeded in making their cameras an extension of themselves, getting to know the machine in depth and getting the most out of it"

“*Acquire enough knowledge to use your camera almost instinctively, achieving brilliant results with just a moment's preparation*”

The program's team has extensive experience in teaching at university level, both in undergraduate and graduate programs, and extensive experience as working professionals, which allows them to know, first hand, the profound transformation that this sector is undergoing, with the incorporation of new models of spectator or receiver of messages, control of networks, etc. Their direct experience, their knowledge, as well as the analytical capacity of the faculty are the best source to grasp the keys to the present and the future of a vocational and exciting profession for those who love sports and communication.

The program's own methodology, in online format, allows breaking down the barriers imposed by work obligations and the difficult reconciliation with personal life.

All this educational compendium makes this Postgraduate Certificate a specialization that compiles all the aspects that are relevant and essential to turn the professional into a true expert in this profession.

With specific and broad learning about the specific language of sports photojournalism.

Learn the basic equipment needed, as well as the complementary tools necessary for working as a photojournalist.



02

Objectives

This Postgraduate Certificate in Photographic Technique in Photographic Journalism is a complete program that provides theoretical and practical knowledge in photographic technique, both in the physical aspects of the camera, as well as in the management of the conditions for taking photographs. A challenge achieved through the pursuit of excellence with which we develop all phases of the program.



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The theoretical and practical knowledge necessary to work safely and successfully when taking photographs, controlling the operation of the equipment in order to optimize its use and results"



General objectives

- ♦ Learn in depth how a camera works
- ♦ Develop the technical aspects of photography
- ♦ Learn how to choose the appropriate settings for each photographic situation



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





Specific objectives

- ♦ Examine the internal and external parts of a camera
- ♦ Make skilled use of camera buttons and settings
- ♦ Determine the relationship between exposure, speed and ISO to achieve technically correct photographs
- ♦ Analyze how to read the histogram and how to use it in real situations
- ♦ Measure light in any situation
- ♦ Correctly use image extensions depending on what the image is to be used for
- ♦ Analyze existing camera accessories and their practical function

03

Course Management

From their personal experience in photojournalism in the media, our teachers put their knowledge at the service of the students, through the quality of teaching that their extensive experience in teaching at different levels and areas related to photojournalism allows them. A compendium of skills that make up a teaching staff of the highest quality in an exceptional program.



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With many years of experience as teachers, professionals in photojournalism and communication will be in charge of taking you through the program to master the photographic technique in all its aspects"

Management



Mr. Sedano, Jon

- ♦ Degree in Journalism (2017)
- ♦ Master's Degree in Research and new audiences (2018)
- ♦ Autumn Doctoral School in Communication held at the University of Málaga (2019)
- ♦ Doctoral Summer School at the University of Alicante 2019
- ♦ Doctoral Summer School at the University of Navarra 2018
- ♦ Photojournalism Teacher at the University of Malaga
- ♦ Teacher of the workshop "Fotoperiodismo" (photojournalism): Ethics in the face of biological risk and health emergencies" at the XIV International Conference of the University of Malaga on Security, Emergencies and Catastrophes
- ♦ Teacher of the workshop "Fotoperiodismo" (photojournalism): Ethics in the face of desolation" at the 14th International Conference of the University of Malaga on Security, Emergencies and Catastrophes
- ♦ Professor of the workshop "Verification in the Digital Era: Hoax, fake news and disinformation" at the University of Malaga
- ♦ Professor of the workshop "Communication and micro-narratives through Instagram" at the University of Malaga
- ♦ Production of audiovisual educational guides: narrative, technical and legal planning
- ♦ Multimedia correspondent at Diario SUR
- ♦ Freelance at El País
- ♦ Director of the specialized media La Casa de EL
- ♦ Collaborator in Radio 4G
- ♦ Contributor to Radio Pizarra
- ♦ Article writer at ECC Ediciones
- ♦ Article writer at Dolmen magazine



Professors

Ms. Eva S. Melendo

- ♦ Degree in Journalism from the University of Malaga in 2019 Academic Background
- ♦ Environmental journalism workshop certified by the Association of Environmental Information Journalists (APIA)
- ♦ Middle East Journalism course certificate from Isabel Perez
- ♦ Member of the Assembly of Women Journalists of Malaga: Professional Experience
- ♦ Historical research and freelance writing services
- ♦ Photojournalist at Diario Sur Málaga for the local, cultural, events and university sections, among others

04

Structure and Content

Learn all the technical basics you need to master the process of making journalistic photographs in a very complete program, which will prepare you in all the necessary fields to control your work in all its aspects, with quality and solvency. A complete review that will take you in a stimulating and intensive way to the highest level in your learning.



“

From the essential theory to its practical application, with this program, you will acquire the ability to handle your equipment and image creation processes with the confidence of an expert”

Module 1: Photographic Technique in Photojournalism:

- 1.1. How a Camera Works
 - 1.1.1. Types of Cameras
 - 1.1.2. Interior of an Analog SLR Camera
 - 1.1.3. Interior of a Digital SLR Camera
 - 1.1.4. Parts of a Digital SLR Camera
 - 1.1.5. How a Digital SLR Camera Works
 - 1.1.6. Differences between Reflex and Mirrorless Cameras
 - 1.1.7. Triggering Modes
- 1.2. Pixels and Printing
 - 1.2.1. What Are Pixels and What Do They Indicate?
 - 1.2.2. Pixels and Resolution
 - 1.2.3. The Camera Sensor and Its Types
 - 1.2.4. Size and Sensor Proportion
 - 1.2.5. Sensibility of the Sensor
 - 1.2.6. Relationship between Resolution and Printing
 - 1.2.7. How to Choose a Sensor
- 1.3. Color Space
 - 1.3.1. The Visible Light Spectrum and Color Space
 - 1.3.2. Colorimetry and the Chromaticity Diagram
 - 1.3.3. RGB, CMYK, LAB: What Are They? Its Differences
 - 1.3.4. Other Color Modes
 - 1.3.5. The Profiles of Color
 - 1.3.6. Which Mode Is Best to Work with?
 - 1.3.7. Color Modes and Printing
- 1.4. Exposure, Speed and ISO
 - 1.4.1. The Exposure Triangle and Camera Modes
 - 1.4.2. The Opening
 - 1.4.3. The Speed
 - 1.4.4. ISO Sensitivity
 - 1.4.5. The Passage of Light
 - 1.4.6. The Law of Reciprocity
 - 1.4.7. Examples of Correct Exposure
- 1.5. Histogram
 - 1.5.1. What is a Histogram and What is it for?
 - 1.5.2. The Dynamic Range
 - 1.5.3. How Do you Read a Histogram?
 - 1.5.4. Exposure Compensation
 - 1.5.5. Exceptions to the Perfect Histogram
 - 1.5.5.1. High Key and Low Key
 - 1.5.5.2. High Contrast and Low Contrast
 - 1.5.6. Correcting a Histogram after the Fact
- 1.6. Light Measurement
 - 1.6.1. What is light Measurement?
 - 1.6.2. How Do You Measure Light?
 - 1.6.2.1. What is the Exposure Meter and How is it Used?
 - 1.6.3. Measurement Types: Incident and Reflected Light
 - 1.6.4. Measuring Modes and Differences between Canon and Nikon
 - 1.6.5. How to Measure Light Correctly
 - 1.6.6. Measurement in Mirror and Mirrorless Cameras

- 1.7. White Balance
 - 1.7.1. What Is White Balance?
 - 1.7.2. Need for White balance?
 - 1.7.3. The Color Temperature
 - 1.7.4. Modes of White Balance
 - 1.7.5. Non-Neutral White Balance
 - 1.7.6. Adjusting the White Balance (Depending on the Type of Light)
 - 1.7.7. Correcting White Balance in Post-Production
- 1.8. Optical
 - 1.8.1. What Is Optics?
 - 1.8.2. What Are Objectives?
 - 1.8.3. Physical Parts of an Objective
 - 1.8.4. Main Characteristics of the Objectives
 - 1.8.5. Types of Objectives
 - 1.8.5.1. According to Length Characteristics
 - 1.8.5.2. Special Needs
 - 1.8.5.3. According to Focal Length Characteristics
 - 1.8.6. Which Lens to Choose Depending on the Type of Photography
 - 1.8.7. Stabilizer, Focus Motor and Duplicator: Options to Consider
- 1.9. Image Extensions
 - 1.9.1. Image Types
 - 1.9.1.1. Bits Map
 - 1.9.1.2. Vectorial Images
 - 1.9.2. Compression in Image Formats
 - 1.9.3. Raster Image Formats
 - 1.9.4. Vector Image Formats
 - 1.9.5. Camera Shooting Formats
 - 1.9.6. RAW and JPG: Which Is Better?
 - 1.9.7. Image Extensions and Social Networking
- 1.10. Main Accessories
 - 1.10.1. Advantages of Accessories or Why Use Camera Accessories?
 - 1.10.2. External Battery
 - 1.10.3. Remote Trigger
 - 1.10.4. Flash and Flash Diffuser
 - 1.10.5. Filters
 - 1.10.6. Backpack
 - 1.10.7. Lens Hood
 - 1.10.8. Memory Card
 - 1.10.9. Tripod or Monopod



A truly exceptional program which will boost your competitiveness in the job market"

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.



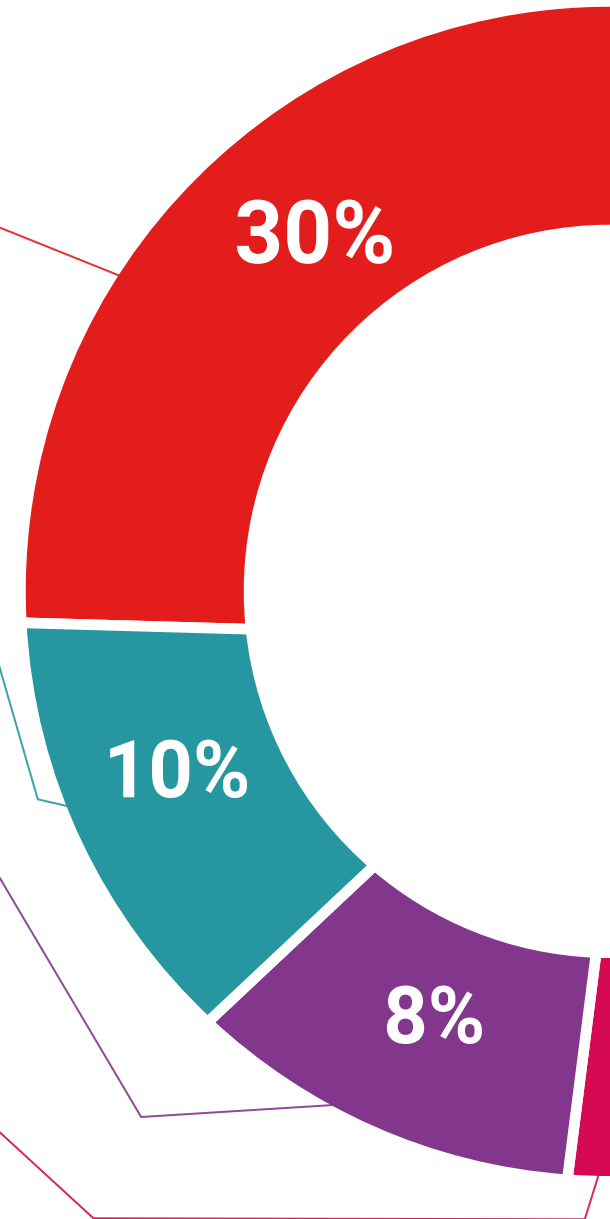
Practising Skills and Abilities

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 Photographic Technique in Photojournalism guarantees you, in addition to the most rigorous and updated training, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program
and receive your university degree
without travel or laborious paperwork”*

This **Postgraduate Certificate in Photographic Technique in Photojournalism** contains the most complete and updated 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 Photographic Technique in Photojournalism**

Official N° of hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper certificate 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 languages
virtual classroom



Postgraduate Certificate
Photographic Technique
in Photojournalism

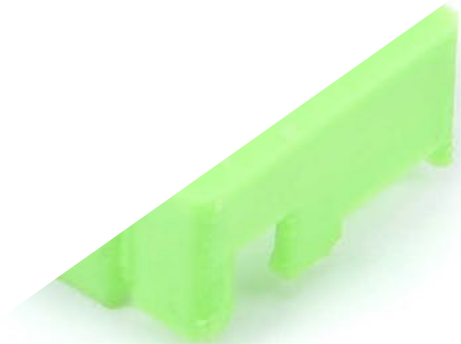
Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Official N° of hours: **150 h.**

Postgraduate Certificate Photographic Technique in Photojournalism



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