

Postgraduate Certificate Publication Design





Postgraduate Certificate Publication Design

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

Website: www.techtitute.com/us/journalism-communication/postgraduate-certificate/publication-design

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Structure and Content

p. 12

04

Methodology

p. 16

05

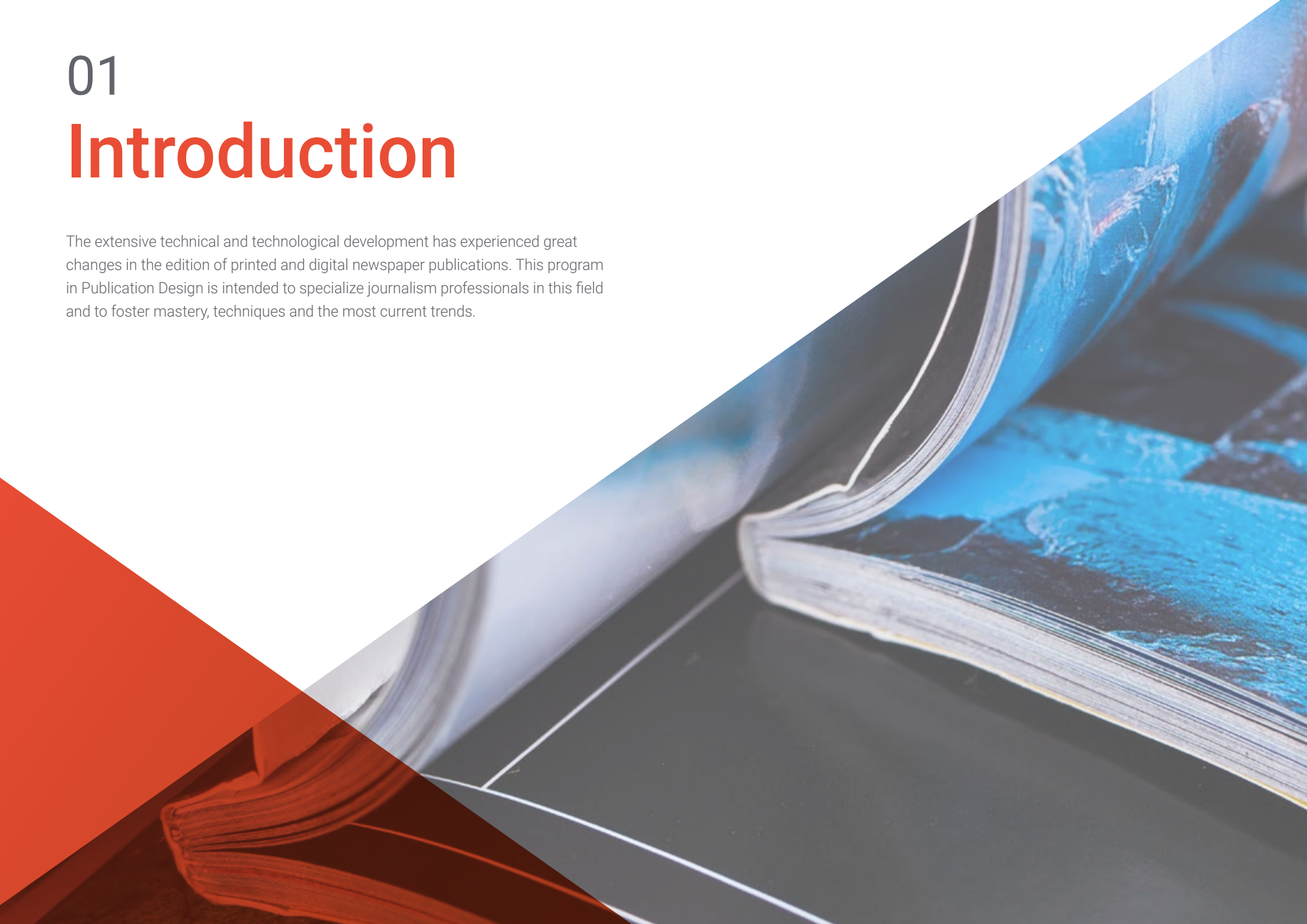
Certificate

p. 24

01

Introduction

The extensive technical and technological development has experienced great changes in the edition of printed and digital newspaper publications. This program in Publication Design is intended to specialize journalism professionals in this field and to foster mastery, techniques and the most current trends.



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*Become an excellent journalist and learn
how to tell what is happening in the world"*

Journalism studies are one of the most demanded in all universities, since this profession has a great influence on the population and has gained a great prominence since its beginnings. Journalism encompasses different branches: social, cultural, economic, sports, international, events, conflicts, etc. This makes it necessary for professionals in this sector to specialize in order to tell stories in the most appropriate way in each case.

Additionally, the transmission of information can be carried out through different media. Specifically, this program aims to specialize students in Publication Design. To do so, it is necessary to acquire a series of skills that allow you to put into practice all that has been learned.

The syllabus addresses the printing system, elements of journalistic design, images, color, typography, formats, communication, technological change and digitalization, for example.

This program is the most complete and directed so that the professionals in the field of Journalism and Communication reach a higher level of performance, based on the fundamentals and the latest trends in Publication Design. Take advantage of the opportunity and become a professional with solid foundations through this program and the latest educational technology 100% online.

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

- ♦ The development of practical cases presented by experts in Publication Design
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Latest innovations in Publication Design
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies in Publication design
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- ♦ 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



This Postgraduate Certificate is perfect for you to learn how to tell the story you want to tell and do it in a professional way"



Work with the best teaching professionals in this Postgraduate Certificate with curricular value of excellence"

Don't miss the opportunity to increase your competence in Publication Design.

Learn the latest trends in Publication Design and be the best in this field.

Its teaching staff includes professionals from the world of journalism, who bring to this program the experience of their work, as well as renowned specialists from prestigious reference societies and universities.

Its multimedia content, developed with the latest educational technology, will enable the professionals to contextual and situated learning, i.e., a simulated environment that will provide immersive learning programmed to prepare in 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 purpose, the professionals will be assisted by an innovative interactive video system developed by renowned experts in the field of Publication Design and with great experience.



02

Objectives

This Postgraduate Certificate is oriented towards the Journalism professionals, so that they can acquire the necessary tools to develop in this specific field, knowing the latest trends and delving into those topics that make up the forefront of this field.



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The Postgraduate Certificate in Publication Design will allow you to specialize in this broad sector of communication”



General Objective

- Write periodical publications both in paper and digital format

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Enroll in the best Postgraduate Certificate in Publication Design on the current university scenario”





Specific Objectives

- ♦ Make decisions related to informative tasks, production and editing, which come up in the search for the latest information
- ♦ Know the tradition and historical background of written communication technology and journalistic design
- ♦ Get to know the initial forms of writing
- ♦ Assess the suitability of new periodical publications

03

Structure and Content

The structure of the contents has been designed by a team of professionals in journalism, aware of the relevance in the current events, relevance of education in order to delve into the area of knowledge, to perform professional quality work through the new tools available.





“

We have the most complete and up-to-date program on the market”

Module 1. Publication Design

- 1.1. Manual Communication Technology and Written Information
 - 1.1.1. Introduction
 - 1.1.2. The Initial Forms of Writing
 - 1.1.3. The Supports of Manual Writing
 - 1.1.4. Levels of Graphic Representation in Early Writing
 - 1.1.5. General Classification of Writing Signs
 - 1.1.6. The Birth and Development of the Alphabet: The Independence of the Written Sign
 - 1.1.7. Writing, Information Memory
 - 1.1.8. The Forms of the Latin Alphabetic Writing: Diachronic Observation
 - 1.1.9. Images in the World of Handwriting
- 1.2. Printing System
 - 1.2.1. Introduction
 - 1.2.2. From Manual Reproduction to Mechanized Reproduction of Handwriting
 - 1.2.3. Imitation, Common Denominator of the First Mechanical Copies of Information
 - 1.2.4. Background of the Mechanized Reproduction of Information in Antiquity
 - 1.2.5. Xylography, the Closest Precedent to Gutenberg's Technology
 - 1.2.6. Pre-Existing Knowledge and Technological Elements Necessary for Gutenberg's Printing Press
 - 1.2.7. The Gutenberg Printing Press
 - 1.2.8. The Development of the Phases of Composition and Printing of Written Information
- 1.3. Forms and Functions of the Elements of Journalistic Design
 - 1.3.1. Introduction
 - 1.3.2. What Is Journalistic Design of Written Communication and Information
 - 1.3.3. The Elements of Journalistic Design
- 1.4. Images
 - 1.4.1. Introduction
 - 1.4.2. Journalistic Images
 - 1.4.3. Infographics: Nature, Characteristics, Functions and Forms
 - 1.4.4. Non-Textual and Non-Iconic Graphic Resources
- 1.5. Color
 - 1.5.1. Introduction
 - 1.5.2. Nature, Function and Processes of Color Synthesis
 - 1.5.3. Color Separation in Graphic Arts
 - 1.5.4. Functions and Expressive Possibilities of Color in a Written Media
 - 1.5.5. Characteristics of Spot Colors
- 1.6. Typefaces: Identity and Use
 - 1.6.1. Introduction
 - 1.6.2. What Is Typography
 - 1.6.3. Character Morphology: Semantic Implications
 - 1.6.4. Classifications of Typographic Characters
 - 1.6.5. The Functions of Typography
 - 1.6.6. Computer Typography
- 1.7. Formats and Journalistic Information Design
 - 1.7.1. Introduction
 - 1.7.2. Diachronic Evolution of the Journalistic Design of Print Media
 - 1.7.3. The Format, the First Spatial Circumstance
 - 1.7.4. The Distribution and Architecture of the Page Space
 - 1.7.5. Modular Design
 - 1.7.6. The Gutenberg Diagram
 - 1.7.7. The VIC



- 1.8. Journalistic Design and Communication. Order and Hierarchy
 - 1.8.1. Introduction
 - 1.8.2. The Fundamental Objective of Journalistic Design
 - 1.8.3. Criteria for the Distribution of Information
 - 1.8.4. Basic Page Layout Structures
 - 1.8.5. Balance Systems in the Expression of Informative Significance
 - 1.8.6. Basic Principles Applicable in Journalistic Design
 - 1.8.7. The Front Page
 - 1.8.8. The Inside Pages of the Newspaper
- 1.9. Technological Change in Communication Processes
 - 1.9.1. Introduction
 - 1.9.2. The Technological Change in Communication and Written Information Processes Immediately Prior to Digitization
 - 1.9.3. Digitization, a Change of Gear in the Development of Written Communication and Information
- 1.10. Digital Mediation in Today's Journalism
 - 1.10.1. Introduction
 - 1.10.2. Digital Mediation in Today's Journalism
 - 1.10.3. Written Information in Digital Publishing Journalism



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

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 adapted in 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.



Practicing Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic field. 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 assess and re-assess 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 in Publication Design 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 Publication Design** contains the most complete and up-to-date 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 Publication Design**

Official No. 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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