

Postgraduate Certificate Specialization in Mobile Photojournalism





Postgraduate Certificate

Specialization in Mobile Photojournalism

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Official N° of hours: **150 h.**

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/specialization-mobile-photojournalism

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01

Introduction

Mobile photojournalism has been gradually making its way into the media. Due to advances in technology and the irruption of the Internet, with its demand for instantaneousness, smartphones have become a key tool in the daily work of the photojournalist. In this program, we will provide you with the keys to the quality development that this type of photojournalism can offer to professionals



“

Learn how to use smartphones for immediate, high-quality journalism that the media and the public demand and consume today”

Prejudice against mobile photography stems from the misuse of this device in the period when it was incorporated into society, as the responsibility was delegated to editors who had no knowledge of taking photos. In addition, the camera features had many shortcomings compared to SLRs. Nowadays, thanks to the evolution of the devices, they have achieved photographs with a quality worthy of being published in the media

In this Postgraduate Certificate we will examine the tools and advances that have been incorporated into mobile cameras, as well as which accessories are the best to complement the work of the photojournalist when using a cell phone

Comparing the advantages and disadvantages of working with a smartphone or with a camera is one of the notions that must be very clear in order to be efficient in this professional field. Knowing how to weigh up which situations require the use of the cell phone and when it is more valuable than a snapshot taken by the camera. Portability and instantaneity play a crucial role in certain circumstances

The incorporation of mobile photography in the multimedia era is a topic that will be explored in depth. Discover which applications are the most useful for editing and designing images destined for networks or media websites

Finally, we will take a look at the references of this specialization, investigating the pioneers of mobile photojournalism and studying the award-winning projects

This **Postgraduate Certificate in Specialization in Mobile Photojournalism** contains the most complete and up-to-date 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 course



A complete review of the new tools and applications that can become the best allies of the photojournalist and the media"

“

Gain a complete understanding of the characteristics that determine the suitability of images taken with a cell phone and how to take them to achieve the intended objectives”

The team of this Postgraduate Certificate 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 undergone by this sector, with the incorporation of new models of viewer 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 Postgraduate Certificate’s own methodology, in online format, allows breaking the barriers imposed by work obligations and the difficult reconciliation with personal life

All this 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

Meet the best in this field and learn the essential tips to turn your smartphone into the best professional tool

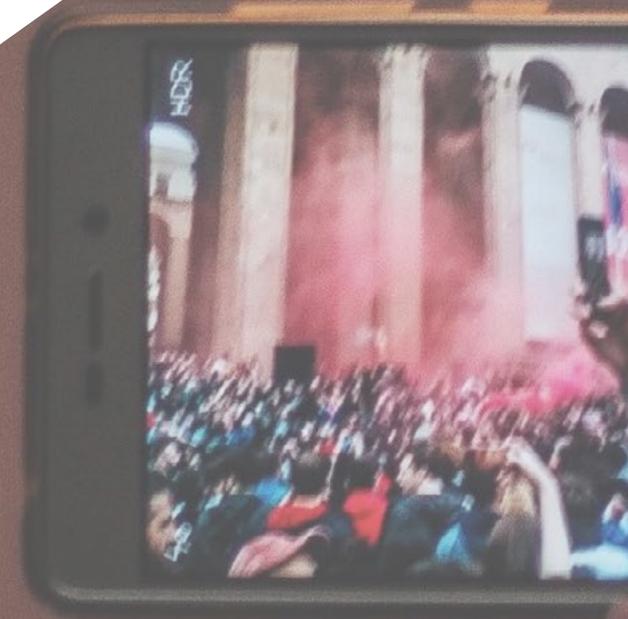
Complete, efficient and flexible, this program will allow you to learn everything you need in a methodical way, combining it perfectly with your professional life



02

Objectives

Acquire in just a few weeks, the theoretical and practical knowledge you need to use smartphones to get journalistic images of informative quality and visual impact. A challenge that you will meet thanks to the highest level of demand that we invest in all phases of the program





“

You will learn how to produce complete reports with a smartphone, bringing to the project the maximum quality and impact that journalistic work needs”



General Objectives

- ♦ Examine the characteristics of the mobile camera
- ♦ Compose a frame of references from which to draw inspiration and learn from
- ♦ Generate notions of editing and design
- ♦ Identify the main differences with SLR cameras

“

An intensive study that will give you a complete contextualization in this field, with the analysis of successful cases in mobile photojournalism that will give you the practical insight you need"





Specific Objectives

- ♦ Generate specialized knowledge on the use of mobile editing applications
- ♦ Construct a report using only a cell phone
- ♦ Determine which accessories help in the image acquisition
- ♦ Establish the most relevant indications to improve photography
- ♦ Examine the use of the dual camera
- ♦ Use innovating image presentation with design applications
- ♦ Inspire the final work in other projects
- ♦ Recognize situations in which it is more effective to use the mobile camera

03

Course Management

A high-quality teaching staff, experts in photojournalism and teaching will be at your disposal to help and support you throughout the program. A compendium of skills that make up a teaching staff of the highest quality in an exceptional program





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You will learn with the best professionals in the sector and gain knowledge about the profession at this precise moment"

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

Dr. Duque Serrano, Blanca

- ♦ Graduate in Journalism from the University of Malaga 2019
- ♦ Master's Degree in Media, Audiences and Practices Research
- ♦ Master's Degree in Research on Media, Audiences and Professional Practices in Europe (University of Malaga, 2019-2020)
- ♦ Professionals in Europe (University of Malaga, 2019-2020)
- ♦ Lines of Research: Photojournalism teaching in Spain, photojournalistic ethics, photojournalistic verification
- ♦ Photojournalistic disinformation during the Covid-19 pandemic at the XII International Congress of Cyberjournalism (University of the Basque Country 2020)
- ♦ Intern in the Quality Department of the University of Malaga, academic year 2018-2019
- ♦ Intern in the Department of Journalism at the University of Malaga, academic year 2019-2020

04

Structure and Content

A fully up-to-date program that will teach you how to use mobile devices in photojournalistic work in all its aspects, with quality and solvency. A complete review that will motivate you in a stimulating and intensive way to the highest level in your learning

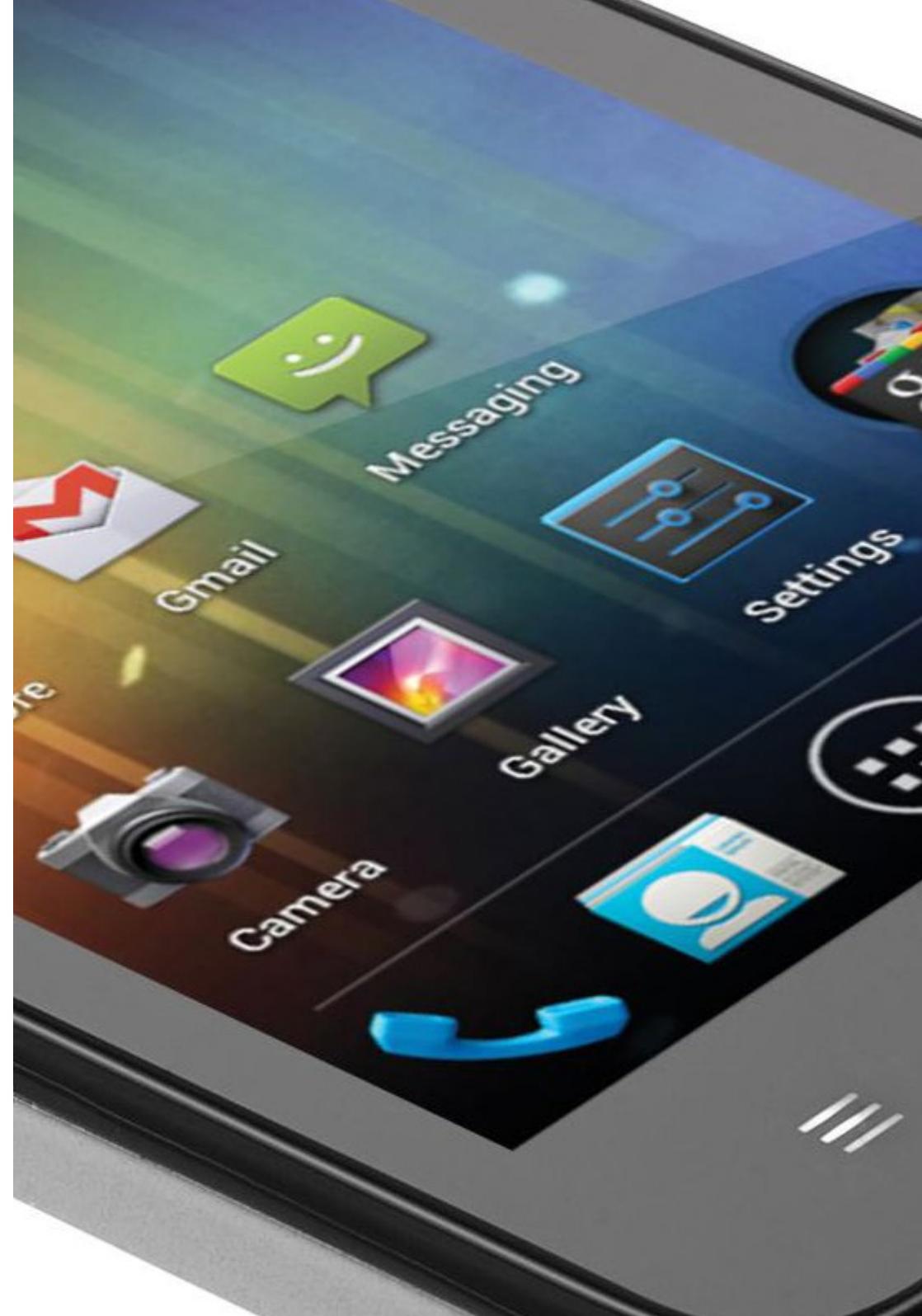


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Get to know all the possibilities you have at hand with your cell phone in a program that compiles all the knowledge that the competent professional needs to master, with the latest updates and advances and the most interesting apps of the moment"

Module 1. Specialization in Mobile Photojournalism

- 1.1. The Multimedia Era
 - 1.1.1. The Importance of Mobile Photojournalism
 - 1.1.2. The Presence of Mobiles in the Media
 - 1.1.3. Technological Advances in Devices
 - 1.1.4. Internet and Social Networks
 - 1.1.5. Mobile Photo Group
- 1.2. Technical Characteristics of Smartphones
 - 1.2.1. Pixels
 - 1.2.2. Focal Aperture
 - 1.2.3. Dual Camera
 - 1.2.4. Screen
 - 1.2.5. Camera Options
- 1.3. Pros and Cons of Mobile Photography
 - 1.3.1. Portability: Size and Weight
 - 1.3.2. Immediacy
 - 1.3.3. Image Quality
 - 1.3.4. Temporary Efficiency
 - 1.3.5. Flash
 - 1.3.6. Panoramic
 - 1.3.7. Zoom
 - 1.3.8. Photographs that Exist Thanks to Mobile Phones (Pandemic, Franco's Exhumation)
- 1.4. Accessories
 - 1.4.1. Adaptable Objectives
 - 1.4.2. Tripods
 - 1.4.3. Covers
 - 1.4.4. Flashes
 - 1.4.5. Printers
 - 1.4.6. Gimbal



- 1.5. Technique and Typology
 - 1.5.1. Lighting
 - 1.5.2. Grids
 - 1.5.3. Don't Use Zoom
 - 1.5.4. Creativity: New Challenges
 - 1.5.5. Street Photography
 - 1.5.6. Frame Photography
 - 1.5.7. Night Photography
- 1.6. Camera Applications
 - 1.6.1. Advantages
 - 1.6.2. Free and Paid
 - 1.6.3. Manual Camera: DSLR Professional Camera
 - 1.6.4. Open Camera
- 1.7. Editing Applications
 - 1.7.1. Advantages
 - 1.7.2. Free and Paid
 - 1.7.3. VSCO
 - 1.7.4. Pixlr
- 1.8. Snapseed
 - 1.8.1. Brightness, Light and Saturation
 - 1.8.2. Brush
 - 1.8.3. Blurring
 - 1.8.4. Curves
 - 1.8.5. Mark Removers
 - 1.8.6. Details
- 1.9. From Photography to Multimedia Presentation
 - 1.9.1. Design
 - 1.9.2. Free and Paid
 - 1.9.3. StoryChic
 - 1.9.4. Story Lab
 - 1.9.5. Mojo
 - 1.9.6. Story Maker
 - 1.9.7. Unfold
- 1.10. References
 - 1.10.1. Pioneers
 - 1.10.2. Awarded
 - 1.10.3. Projects



*A truly exceptional program which
will boost your competitiveness
on 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

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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



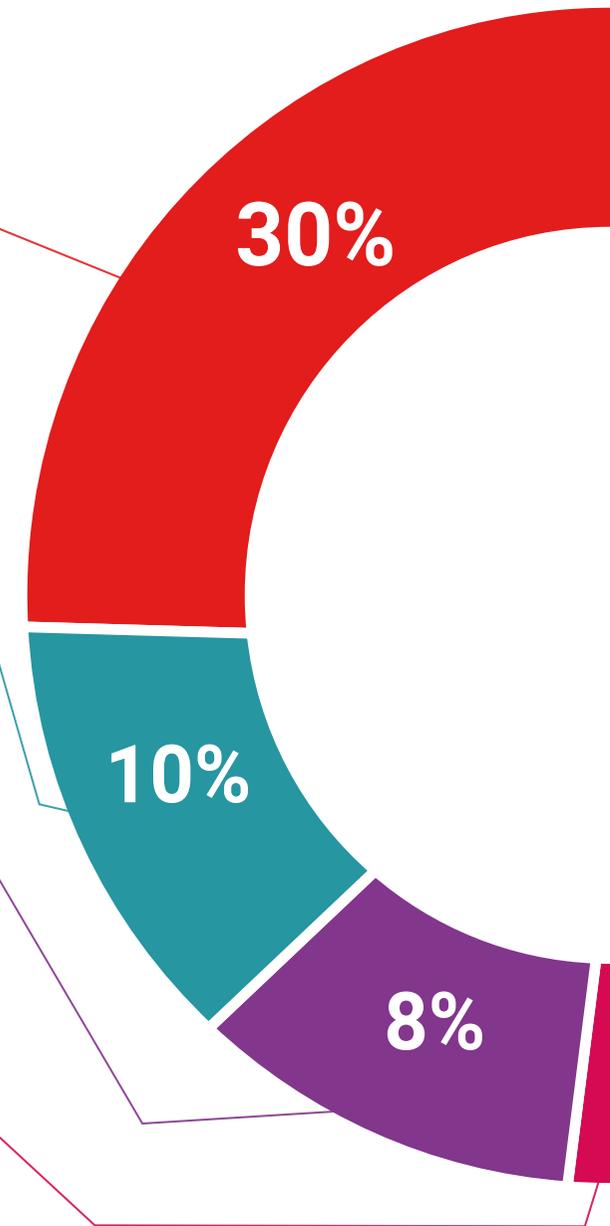
Practising Skills and Abilities

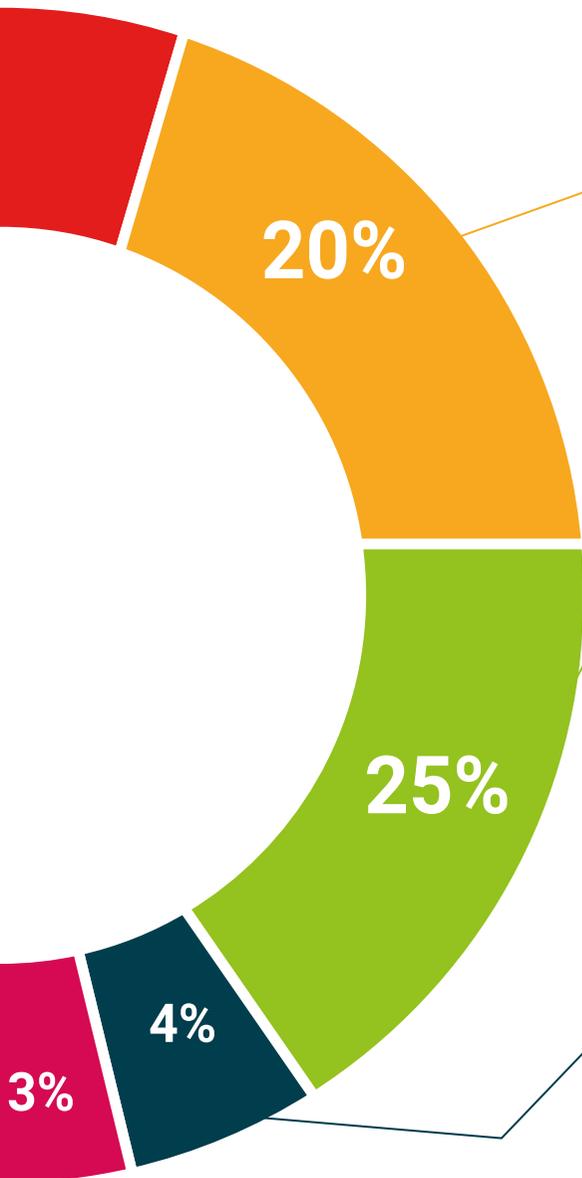
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing



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



06

Certificate

The Postgraduate Certificate in Specialization in Mobile Photojournalism guarantees you, in addition to the most rigorous and up-to-date 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 Specialization in Mobile Photojournalism** 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 Specialization in Mobile Photojournalism**

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 quality
development languages
virtual classroom



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