

Postgraduate Certificate Visual Communication



Postgraduate Certificate

Visual Communication

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

Website: www.techtute.com/in/journalism-communication/postgraduate-certificate/visual-communication

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01

Introduction

The choice of images to accompany a publication is an important process, since the image accompanies and adds information to the text. For this reason, this Visual Communication program is designed to specialize Journalism professionals in this area and to promote mastery, techniques and the most current trends.





“

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 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 field 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 Visual Communication. 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 curriculum deals with the origin and evolution of Visual Communication, graphic design, persuasion through images, typography, choice of light and color, etc. In short, everything related to the image and Visual Communication of information.

This program is the most complete and addressed so that the professional in the field of Journalism reach a higher level of performance, based on the fundamentals and latest trends in the media. 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 Visual Communication** 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 Visual Communication
- ♦ 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
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies in Visual Communication
- ♦ 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 program will allow you to improve your skills and become a successful journalist"

“

Work with the best teaching professionals in this Postgraduate Certificate which will help you achieve excellence"

Don't miss the opportunity to increase your skills in Visual Communication.

Join our community of students and acquire the most advanced knowledge in your career.

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 professional to contextual and situated learning, i.e. a simulated environment that will provide immersive learning 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 professional will be assisted by an innovative interactive video system developed by renowned experts in the field of Visual Communication and with great experience.



02 Objectives

This Postgraduate Certificate is aimed at professional journalists, so that they can acquire the necessary tools to develop in the field, learning about the latest trends and delving into the topics that are at the forefront of this branch of knowledge.





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Develop your skills to become a versatile journalist at the forefront of the the latest trends”



General Objective

- ♦ Achieve the necessary knowledge to choose the most appropriate images, layouts and formats for each piece of information



Enroll in the best Postgraduate Certificate of Visual Communication of the current university scenario"





Specific Objectives

- ♦ Organize complex communicative knowledge in a coherent manner and its relationship with other social and human sciences
- ♦ Relate the main milestones and trends in the history of communication to their impact and influence on society
- ♦ Understand the nature and communicative potential of images
- ♦ Know the determinants of effective communication to large and small audiences, including nonverbal communication and the use of body language
- ♦ Analyze the persuasiveness of advertising through images
- ♦ Have an in-depth knowledge of editorial and journalistic design



03

Structure and Content

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

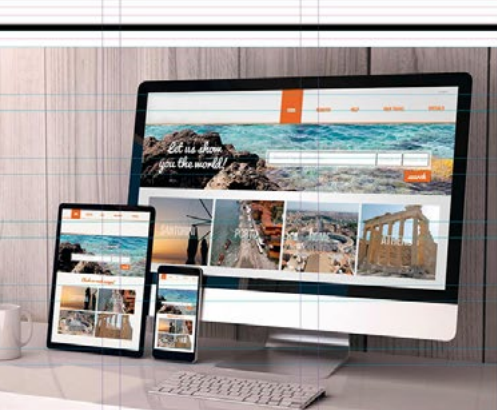


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We have the most complete and up-to-date program on the market. We strive for excellence and for you to achieve it too"

Module 1. Visual Communication

- 1.1. Visual Communication
 - 1.1.1. Introduction
 - 1.1.2. Visual Communication and Visual Literacy
 - 1.1.2.1. Learning Visual Culture
 - 1.1.2.2. Natural Language or Arbitrary Language
 - 1.1.3. Qualities of Visual Communication
 - 1.1.3.1. Qualities of Visual Communication
 - 1.1.3.2. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing
 - 1.1.3.3. Degree of Complexity of the Message
 - 1.1.4. Definition of Visual Communication
- 1.2. Graphic Design
 - 1.2.1. Introduction
 - 1.2.2. The Design
 - 1.2.3. Graphic Design
 - 1.2.3.1. Graphics
 - 1.2.3.2. Design and Art
 - 1.2.4. Graphic Design and Communication
 - 1.2.5. Areas of Application of Graphic Design
- 1.3. Background and Evolution of Visual Communication
 - 1.3.1. Introduction
 - 1.3.2. The Problem of the Origin
 - 1.3.3. Prehistory
 - 1.3.4. The Ancient Age
 - 1.3.4.1. Greece:
 - 1.3.4.2. Rome
 - 1.3.5. The Middle Ages
 - 1.3.6. The Renaissance: the Rise of the Printing Press in Europe
 - 1.3.7. From the XVI to the XVIII Century
 - 1.3.8. The XIX Century and the First Half of the XX Century
- 1.4. The Meaning of Visual Messages
 - 1.4.1. Introduction
 - 1.4.2. The Image, the Signifying Object
 - 1.4.3. The Representational Quality of the Image: Iconicity
 - 1.4.3.1. Type, Pattern and Form
 - 1.4.4. The Plastic Quality of the Image
 - 1.4.4.1. The Plastic Sign
 - 1.4.5. The Symbolic Quality
 - 1.4.6. Other Visual Codes
- 1.5. Persuasion
 - 1.5.1. Introduction
 - 1.5.2. Advertising Persuasion
 - 1.5.3. Features
- 1.6. Elements Related to Image Representation
 - 1.6.1. Introduction
 - 1.6.2. Elements Related to Image Representation
 - 1.6.3. The Articulation of Image Representation
 - 1.6.3.1. The Concept of Representation
 - 1.6.3.2. The Articulation of Representation
 - 1.6.3.3. The Plastic Significance
 - 1.6.4. Morphological Elements of the Image
 - 1.6.5. Scalar Elements of the Image
 - 1.6.5.1. Size
 - 1.6.5.2. Scale
 - 1.6.5.3. The Proportion
 - 1.6.5.4. Format
- 1.7. The Composition
 - 1.7.1. Introduction
 - 1.7.2. Composition or Visual Syntax
 - 1.7.3. The Balance
 - 1.7.4. Dynamic Elements of Representation
 - 1.7.5. Normative Composition



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REALIDAD AUMENTADA

Las Tecnologías de la Información y la Comunicación han proporcionado un nuevo campo de investigación en la manera de enseñar a aprender a los alumnos. La implementación de imágenes esquemáticas realizadas a través de la Realidad Aumentada en los diferentes niveles y disciplinas, se hace posible gracias a la gran variedad de aplicaciones y programas que se están diseñando con un carácter didáctico y pedagógico, que enriquece al estudiante de manera que entienda el trabajo de forma más completa.

Como se realizan:

Para la creación y desarrollo de modelos 3D será necesaria la utilización de técnicas de modelización mediante alguno de los programas de modelado que existen en el mercado como Solid Works y Autodesk Inventor Professional u otros programas de desarrollo 3D como Maya, SketchUp, etc. Es normal pensar que la tecnología de realidad aumentada en educación tiene un potencial indudable, pero comparado con otros estudios o con otras tecnologías más arraigadas como contenidos multimedia, plataformas web interactivas, etc.

La realidad aumentada se encuentra en una primera fase o etapa para el uso de esquemas.

Estos instrumentos complementarios en el aula permiten al alumno la visualización y análisis en tres dimensiones, lo cual facilita la accesibilidad a objetos de estudio que en su versión real no estarían disponibles y en cuando a la economía, en función del espacio y los costos que implican tener los objetos en el aula.

Diseñar con el móvil

Las aplicaciones móviles van evolucionando a un ritmo vez ¿Hay que empezar a sumarlas a las herramientas de trabajo?

David Espinosa

Es definitivo: las aplicaciones móviles se aproximan cada vez más a la ubicuidad. El uso de Type, FontCandy, Instagram, Fisheye y un sin fin de otros nombres, plagan los dispositivos móviles tanto de diseñadores como de ciudadanos de a pie. ¿Podría ser considerado válido usar cualquier aplicación móviles para diseñar? Muchos de estas aplicaciones son bastante básicas. Ciertos filtros de color, algunas tipografías básicas y tal vez algunas herramientas para enmascarar con diversas formas. Si tenemos suficiente memoria recordaremos algunas «prototipaciones» nacidas en los ahora lejanos años 80, y que fueron creciendo con nosotros. Si, hablo específicamente de Photoshop, Illustrator y Corel, por nombrar algunos.

Pocos años después de su graduación. Llegaron las primeras computadoras de pantalla en escala de grises y windows 3.1. Y junto con ellos esa primerísima primera versión de Photoshop. Sus efectos, estaban a condes de la enorme colección de herramientas y efectos.

Las nuevas generaciones de diseñadores vieron el computador como lo que es realmente: una herramienta más. Así, la casi divina Adobe CS se convirtió en una herramienta poco menos que imprescindible para nuestra profesión, aunque nunca se abandonó del todo, el trabajo manual con papel y acrílico.

LA IMPORTANCIA DEL REALIDAD AUMENTADA GRÁFICAS DIDÁCTICAS

Los beneficios educativo a través de la realidad aumentada.



Beneficios que trae:

La Realidad Aumentada es de ayuda en áreas de conocimiento que necesitan del lenguaje gráfico orientado a la representación de detalles, como por ejemplo para la medicina, ingeniería, casos de anatomía arquitectónica, etc. de esta forma estos esquemas aportan una rápida asimilación de procedimientos de aprendizaje, incrementa la motivación intrínseca y la búsqueda de respuestas pedagógicas y muy creativas. Conforme se va desarrollando la globalización y se generan nuevas

tecnologías, es necesaria la formación en tiempo una de estas tecnologías los dispositivos más se puede tener acceso las diversas aplicaciones porcionan sus sistemas donde Android, es siendo utilizado para Considero que estas técnicas favorecen el descubrimiento, información disponible, posibilidad de estudio difíciles de conseguir



- 1.8. Color and Light
 - 1.8.1. Introduction
 - 1.8.2. Light, Color and Perception
 - 1.8.2.1. Light and the Visible Color Spectrum
 - 1.8.2.2. The Perception of Light and Colors
 - 1.8.2.3. The Adaptive Capacity of the Perceptual System
 - 1.8.2.4. The Color Temperature of a Light Source
 - 1.8.3. Primary Colors
 - 1.8.4. Basic Color Reproduction Techniques
 - 1.8.5. Color Dimensions
 - 1.8.6. Harmony Types and Pallet Construction
 - 1.8.7. Plastic Functions of Color
- 1.9. Typography
 - 1.9.1. Introduction
 - 1.9.2. Formal Structure and Type Measurement
 - 1.9.3. Classification of Typefaces
 - 1.9.4. The Composition of the Text
 - 1.9.5. Issues Affecting Readability
- 1.10. Editorial Design and Infographics
 - 1.10.1. Introduction
 - 1.10.2. Editorial Design
 - 1.10.3. Infographics
- 1.11. Journalistic Design From the Point of View of Image Theory
 - 1.11.1. Introduction
 - 1.11.2. Functions of Journalistic Design
 - 1.11.3. Final Note on The Term Journalistic Design
 - 1.11.4. Arbitrariness or Naturalness of the Journalistic Design
 - 1.11.5. Articulation of the Visual Language of Journalistic Design

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 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.



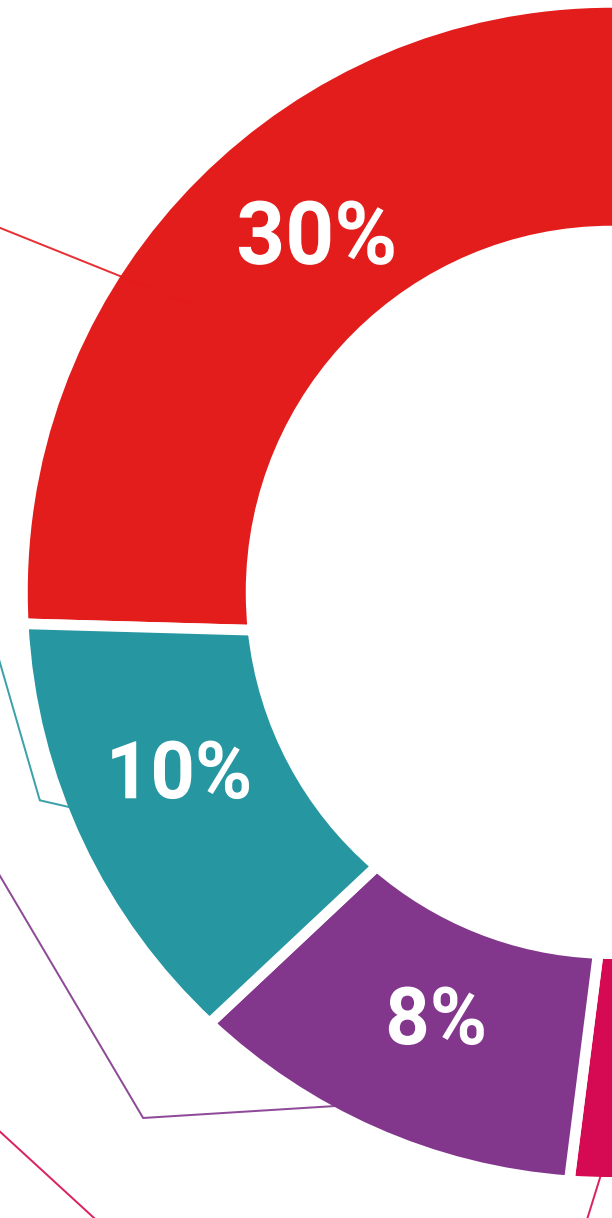
Practising Skills and Abilities

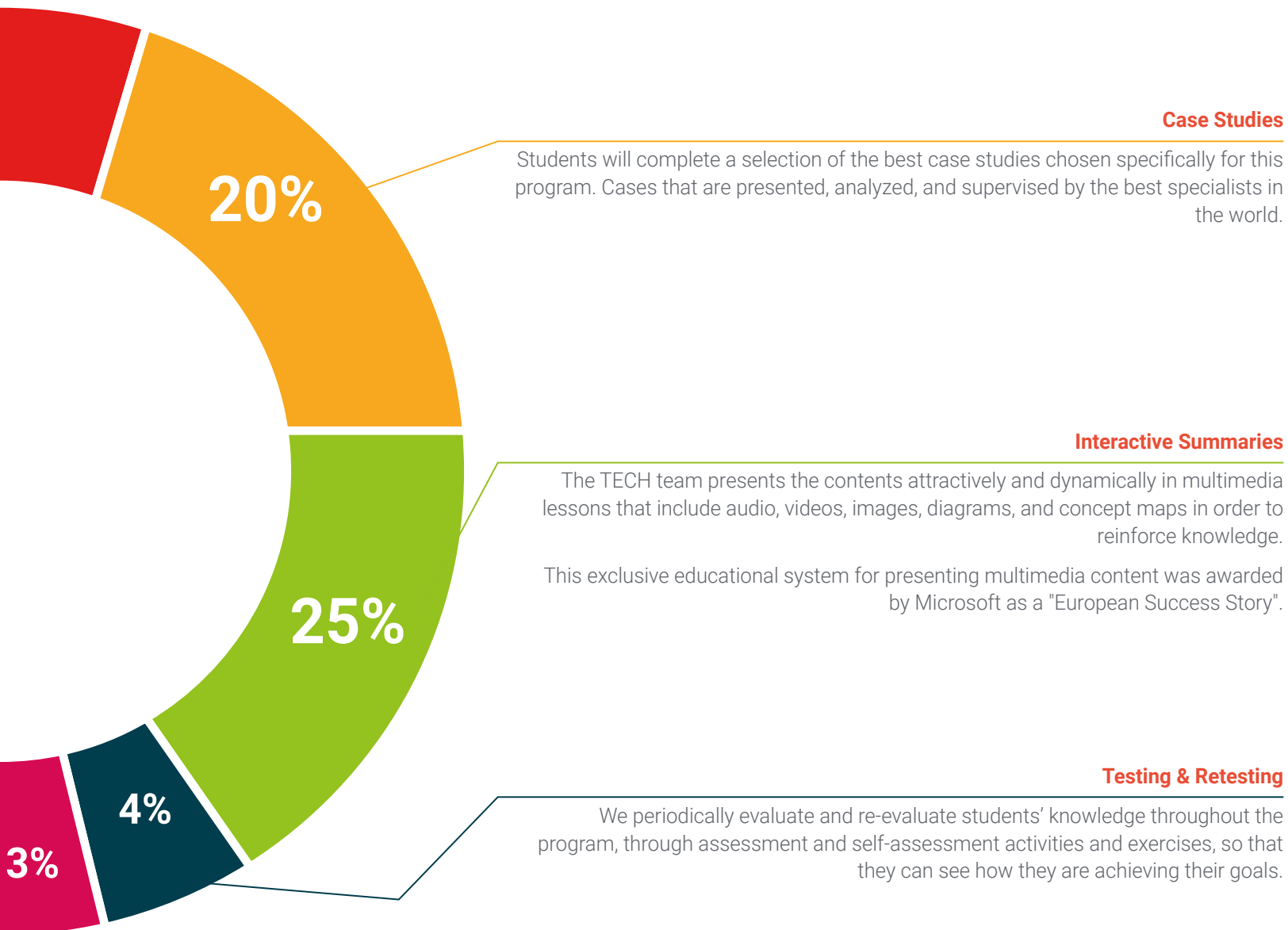
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.



05 Certificate

The Postgraduate Certificate in Visual Communication, 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 Visual Communication** 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 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 Visual Communication**

Official N° of Hours: **150 h.**





Postgraduate Certificate
Visual Communication

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

Postgraduate Certificate Visual Communication

