

# Postgraduate Certificate

## Writing and Information Design in Cultural Journalistic Media





## Postgraduate Certificate Writing and Information Design in Cultural Journalistic Media

- » Modality: online
- » Duration: 8 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/writing-information-design-cultural-journalistic-media](http://www.techtute.com/us/journalism-communication/writing-information-design-cultural-journalistic-media)

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01

# Introduction

Cultural information is increasingly in demand by a specialized public that wants to be kept up to date on events happening anywhere in the world. On this occasion we offer you a complete Postgraduate Certificate on Writing and Information Design in Cultural Journalistic Media, designed by professionals in the field and with the latest content. At TECH we have decided to help you specialize in this highly demanded field so that you can give a boost to your profession.



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*Cultural information has a series of particularities in its writing and design that must be known by professionals who wish to specialize in this sector. Don't think twice and improve your skills with this very complete Diploma"*

Cultural journalism has traditionally had a prominent presence in the media, but it has usually been a discipline far from academia. In other times, professionals who have had a journalistic career in the area have been learning through practice with very few educational proposals. Nowadays, formation is essential in any sector.

This Postgraduate Certificate has an eminently professional orientation, and seeks to formed cultural journalism professionals who are able to respond to market demands. Journalists specialized in specific fields are needed as a response to the growing segmentation of the public targeted by today's media. The field of cultural specialization is relevant because of the growing importance of the sector referred to cultural management and creation and, above all, because of the incorporation of culture into the digital sphere.

The objective of this program is to broaden the student's training with a high level of specialization in the field of cultural journalism, which will enable the student to perform informative and dissemination functions in the professional environment, with special emphasis on writing and information design.

And all this in a program of excellent academic level, created by specialized professionals with years of experience and, above all, with a 100% online format that will allow you to organize your study easily, so you can combine it with the rest of your daily obligations.

This **Postgraduate Certificate in Writing and Information Design in Cultural Journalistic Media** 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 cultural journalism
- ♦ 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 Writing and Information Design in Cultural Journalistic Media
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- ♦ Special emphasis on innovative methodologies in the writing and design of cultural information
- ♦ 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 increase your ability to succeed. Reach a higher level of professionalism in communication through the latest educational technology 100% online"*

“

*This Postgraduate Certificate is the best investment you can make when selecting a refresher program to update your knowledge in writing and design of cultural information”*

It includes in its teaching staff professionals belonging to the field of cultural journalism, who pour into this program the experience of their work, in addition to recognized specialists from reference 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 an immersive learning experience designed to prepare for real-life situations.

The design of this program focuses on Problem-Based Learning, by means of which the journalist will have to try to solve the different situations of professional practice that are presented to them. To do so, the specialist will have the help of an innovative interactive video system created by recognized experts in Writing and Design in Cultural Journalistic Media, and with great experience.

*Increase your confidence in decision making, reinforcing your knowledge through this Postgraduate Certificate.*

*Learn about the latest trends in the field of cultural journalism and improve the processes of writing and design of Cultural information.*



# 02

# Objectives

This Postgraduate Certificate is aimed at journalism professionals, so that they can acquire the necessary tools to develop in the area of cultural journalism, knowing the latest trends and delving into those issues that make up the forefront of this area of knowledge. Only with the proper preparation, the professional will be able to perform their work rigorously and with quality.





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*Our goal is to achieve success in the academic field and to help you achieve it at the professional level"*



## General Objectives

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- Broaden the knowledge and information to the student with a higher level of insight in the field of journalism, although, more specifically within the field of cultural journalism
- Learning to perform informative and dissemination functions in a specialized and professional environment, with emphasis on information within the different genres of cultural journalism





## Specific Objectives

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- ♦ Learn to construct and reconstruct through literature
  - ♦ Analyze literary processes within journalism and culture
  - ♦ Create narrative and attractive contents linked to the dissemination of cultural contents in a creative way
  - ♦ Promote literary competence among students
  - ♦ Know and discuss creative writing
  - ♦ Understand and know the different journalistic pieces in literature and narrative in order to be able to carry them out in the future
  - ♦ Know and learn the keys to good journalistic writing in the media
  - ♦ Know how to write short articles or reviews appropriate to the cultural event in question
  - ♦ Develop a critical and specialized view of the different media and visual communication systems developed in the journalistic field
- ♦ Expand the capacity to conceive and execute, based on the information, own graphic informative compositions, so that they effectively transmit the intended message
  - ♦ Know the language and practical knowledge for journalistic design
  - ♦ Know the different journalistic resources used or taken into account when generating cultural information in the media
  - ♦ Know the composition of a printed cultural project and know how to develop it
  - ♦ Adapt the cultural product to the different spaces and audiences where it will be consumed and by whom it will be consumed



*At TECH we form a broad community of professionals committed to society. We want the best for you and we help you achieve it"*

03

# Structure and Content

The structure of the contents has been designed by a team of professionals in cultural journalism, aware of the relevance of current affairs in order to produce publications of academic quality, and committed to quality teaching through new educational technologies.



# NEWS ONLINE

- BUSINESS
- ENTERTAINMENT
- TECHNOLOGY
- SPORTS
- FASHION



**BUSINESS**  
**Remain valley who mrs  
uneasy remove wooded him  
you.**

Her questions favourite him concealed. We  
to wife face took he. The taste begin early  
old why since dried can first. Prepared as or humy  
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**ENTERTAINMENT**  
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directly reserved packar  
you.**

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hastily sitting her. Money wi  
son add. Chicken age had  
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**TECHNOLO**  
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This Postgraduate Certificate contains the most complete and up-to-date scientific program on the market, designed to help you achieve professional success"

## Module 1. Creative Writing

- 1.1. New Journalism: Validity and Expiration of Journalistic Narratives
  - 1.1.1. Info-Fiction
  - 1.1.2. Literary Construction of Reality
  - 1.1.3. The Scenic Event
- 1.2. Analysis of Classic and Recent New Journalism Reports
  - 1.2.1. Work and Trajectory of the Most Outstanding Journalists in This Field
  - 1.2.2. Work and Trajectory of the Most Outstanding Writers in This Field
  - 1.2.3. Media (Magazines, Supplements, Audiovisual Programs)
- 1.3. Imagination in the Face of the Thematization of Culture
  - 1.3.1. Positioning Among the Evidence
  - 1.3.2. Counting the Stories Published
  - 1.3.3. The Chronicle and the Literary Report
- 1.4. Rewriting of the Original Newspaper Pieces
  - 1.4.1. Chronic
  - 1.4.2. Interviews
  - 1.4.3. Reports
- 1.5. The Journalistic-Literary Article of a Cultural Witnessed Event
  - 1.5.1. Performing Arts, Plastic Arts, Literature, Cinema, Children's Leisure, Museums, Architecture, Gastronomy, Trade Fairs
  - 1.5.2. Cultural Programming Media
  - 1.5.3. Internet and Social Networks
- 1.6. Design and Preparation of a Journalistic-Literary Article
  - 1.6.1. Writing Tips
  - 1.6.2. Article design
  - 1.6.3. Article elaboration

## Module 2. Journalistic Design

- 2.1. Information Design in Cultural Journalism
  - 2.1.1. Concept of Journalistic Design
  - 2.1.2. Elements, Objectives and Specialities
  - 2.1.3. Information Design in Cultural Journalism
  - 2.1.4. The Role of the Designer in Today's Society
- 2.2. Textual and Typographic Language in Journalistic Design
  - 2.2.1. The Structuring of the Space that Holds the Signs: Format, Stain and Grid
  - 2.2.2. Linguistic Signs and Their Graphical Appearance: Typography, Size, Color, Color, Orientation, etc
  - 2.2.3. Visibility and Readability
  - 2.2.4. Basic Concepts of Textual Journalistic Elements
  - 2.2.5. Text as an Informative Resource
    - 2.2.5.1. Typography: Essential Concepts and Their Integration with Other Elements
    - 2.2.5.2. Essential Concepts (Classes, Choice and Readability)
    - 2.2.5.3. Effective Design Resources (Location, Size and Extent)
    - 2.2.5.4. Integration of Design Resources with Other Elements (Iconic, Plastic and Structural)
- 2.3. The Role of the Image in Informing
  - 2.3.1. Photography and Illustration
  - 2.3.2. Infographics
  - 2.3.3. Functions and Styles
- 2.4. Basic Journalistic Resources
  - 2.4.1. Photography
  - 2.4.2. Illustration
  - 2.4.3. Infographics

- 2.5. Color in Cultural Journalism
  - 2.5.1. The Meaning of Color at a Cultural Level
  - 2.5.2. Technical and Journalistic Application of Color
  - 2.5.3. Color and Cultural Journalism
- 2.6. Hierarchization and Structuring of the Elements
  - 2.6.1. Joint Application of Prioritization Resources
  - 2.6.2. Structuring of Available Elements
  - 2.6.3. Contrast, Proportion, Harmony, Symmetry, and Balance
- 2.7. Adaptation to the Cultural Product and to the Culture of the Audience
  - 2.7.1. Adaptation to the Cultural Product
  - 2.7.2. Adaptation to the Culture of the Audience
  - 2.7.3. Consideration of the Technical and Economic Possibilities Available

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*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.





“

*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 Writing and Information Design in Cultural Journalistic Media 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 Writing and Information Design in Cultural Journalistic Media** 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 Writing and Information Design in Cultural Journalistic Media**

Official N° of Hours: **200 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.



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