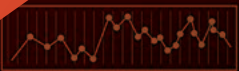


# Postgraduate Diploma Photographic Technique





**tech** technological  
university

## Postgraduate Diploma Photographic Technique

Course Modality: **Online**

Duration: **6 months**

Certificate: **TECH Technological University**

Official N° of Hours: **600 h.**

Website: [www.techtute.com/journalism-communication/postgraduate-diploma/postgraduate-diploma-photographic-technique](http://www.techtute.com/journalism-communication/postgraduate-diploma/postgraduate-diploma-photographic-technique)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 10*

03

Course Management

---

*p. 14*

04

Structure and Content

---

*p. 18*

05

Methodology

---

*p. 26*

06

Certificate

---

*p. 34*

# 01

# Introduction

The goal of every photographer or photojournalist is to convey an idea, situation or reality to the consumer of his or her photograph simply by looking at the image taken. This program will lay the foundations necessary for the photographer or photojournalist to build the perfect photograph. For which, first we will explain what that perfect photograph consists of and then the techniques to achieve it.



“

*Learn everything you can get out of your camera, until you achieve an efficiency that makes it practically a part of your person, allowing you to acquire the maximum speed of reaction and professional thinking"*



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

In order to create images that match reality or what the photographer or photojournalist wants to portray, 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 wearer must be prepared to shoot at any time without having to stop and think about how their device 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 covers some of the photographic material that a professional may need for the correct development of his activity.

A photograph that makes an impact must be technically perfect and visible to the viewer. And secondly, the photographer or photojournalist must know how to analyze the situation to be photographed to know from where and in what way it is best to capture what is happening in a way that makes an impact, causes a reaction in the viewer or at least catches their attention.



The rules and laws of composition are a key point of this module, since they are the basis from which the professional creates images that, as has been said, make an impact on the viewer.

It will also cover how to use light for the benefit of a perfect image, as well as how to play with contrast and balance so that the photograph does not go unnoticed.

Finally, this module focuses on a more abstract part, but equally important in photography, which is the way to transmit an idea thanks to the symbology and psychology behind it. The use of perspective, points of view and color, or lack thereof, in creating perfect photographs will be discussed.

In order to establish and visualize all these concepts and to be able to apply them in real situations, we will study real cases of the use of all the above and their communicative intention, as well as their successes and mistakes.

The work of the photojournalist can reach a great diversity. Although a large part of their activity is performed outdoors, capturing graphic evidence of newsworthy events, it is also important that they know and masters the photographic studio and all the equipment and accessories found in it.

Portraying the protagonist of an interview, showing the product being studied in a reportage, or photographing for the editorial of a publication are some examples of cases in which studio work becomes essential.

Photographic studios have changed substantially in recent years, as much as the technology used in them has evolved. Some turning points have been the change from analog to digital photography or the replacement of traditional lighting with LED lighting.

In this module, you will study the theoretical and practical fundamentals necessary to develop in a photographic studio, starting with the creation of your own studio, followed by the use of the necessary tools, and the staging of lighting techniques with continuous light and light with additional flash. Finally, a review will be made of some of the most commonly used software tools in the different tasks performed in the study.

In another section, the keys to digital development will be discussed, as well as the main software and tools to achieve a professional result. In order to proceed with



its development, a structure will be proposed that will start from the context of this photographic development and its limits and applications in the journalistic profession.

This will be followed by a linear explanation of the most appropriate process for effective development in terms of both time and quality. For this reason, we will include an introduction to *Adobe Bridge* as a file organization software, where you will learn about its main functionalities and the possibilities it opens up when combined with other programs such as *Photoshop* or *Lightroom*.

*Adobe Photoshop* will be one of the essential parts, as it is the software par excellence for developing, editing and retouching photographs. These three pillars will be studied in a segmented and organized way according to the needs of the professional when carrying out any modification for editorial or design purposes in a photograph. The program will be introduced, its highlights and interface will be explained, and its practical application will always be discussed at times when it might be necessary to use this Adobe program.

In addition, special attention will be paid to two specific digital development tools, *Adobe Lightroom* and *Capture One*. In this case, special emphasis will be placed on the formulas of these two development options, their most important settings, and how the parameters should be modified in each software to obtain the optimum result within the ethical limits of photojournalism. In addition, students will be introduced to creating their own editing styles as presets to achieve greater speed in their work as photojournalists.

Finally, as an alternative to all the above, an exclusive topic will be dedicated to the set of free online resources for quality development. Some will be downloadable and can be worked with from the desktop, and others will require an internet connection, but all will be a solid alternative for those without the Adobe package or *Capture One* during photo coverage.

This **Postgraduate Diploma in Photographic Technique** contains the most complete and up-to-date academic course on the university scene. 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 learning of the theoretical and practical basics needed to perform in a photographic studio"*



“

*All the knowledge you need to face with confidence the different situations that arise in the exercise of this profession, giving you the agility you need to make quick decisions”*

The team of teachers of the Postgraduate Diploma in Photographic Technique 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 methodology of TECH Technology University's Postgraduate Diploma, 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 Diploma a high-quality compilation of all the aspects that are relevant and essential to turn the Journalism professional into an authentic expert in this profession.

*With the latest software and tools in digital development, you will learn how to implement the most effective advances in this work.*

*A complete tour with which you will end up mastering all aspects of the camera, from its physical characteristics to the technical part of its use.*



# 02

# Objectives

A complete tour through the most complete theoretical and practical knowledge in Photographic Technique that includes the necessary learning in each and every one of the areas of development of this field, including general and cultural knowledge that will allow you to interpret the professional landscape and adapt to every requirement, creating stunning and interesting images for any media.



“

*With a comprehensive training objective, this Postgraduate Diploma will take you to the highest level of proficiency in taking quality, impactful photographs”*









## Specific Objectives

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### Module 1: Photographic Technique in Photojournalism

- ♦ Examining the internal and external parts of a camera
- ♦ Make specialized use of the 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
- ♦ Measuring light in any situation
- ♦ Correct use of image extensions depending on what the image is to be used for
- ♦ Analyze existing camera accessories and their practical function

### Module 2: The Perfect Photograph in Photojournalism

- ♦ Examine what aspects and what materials are needed to create the perfect picture
- ♦ Analyze the concepts of depth of field and focus, the relationship between the two and their use to create the perfect photograph
- ♦ Recognize the rules of composition to apply them in real situations
- ♦ Using light for the benefit of better photography
- ♦ Differentiate between contrast, tension and balance in photography and use these concepts in real situations
- ♦ Address image symbology and how to use it in conjunction with perspective to convey ideas

### Module 3: Studio Photography in Photojournalism

- ♦ Determine the materials necessary for the construction of a photographic studio
- ♦ Recognize the lighting techniques required for each photographic project
- ♦ Identify the elements involved in the photographic capture process, assessing their suitability for the execution of the project
- ♦ Shoot a portrait, a fashion shoot, a still life and an advertising project

### Module 4: Editing and Digital Development in Photojournalism

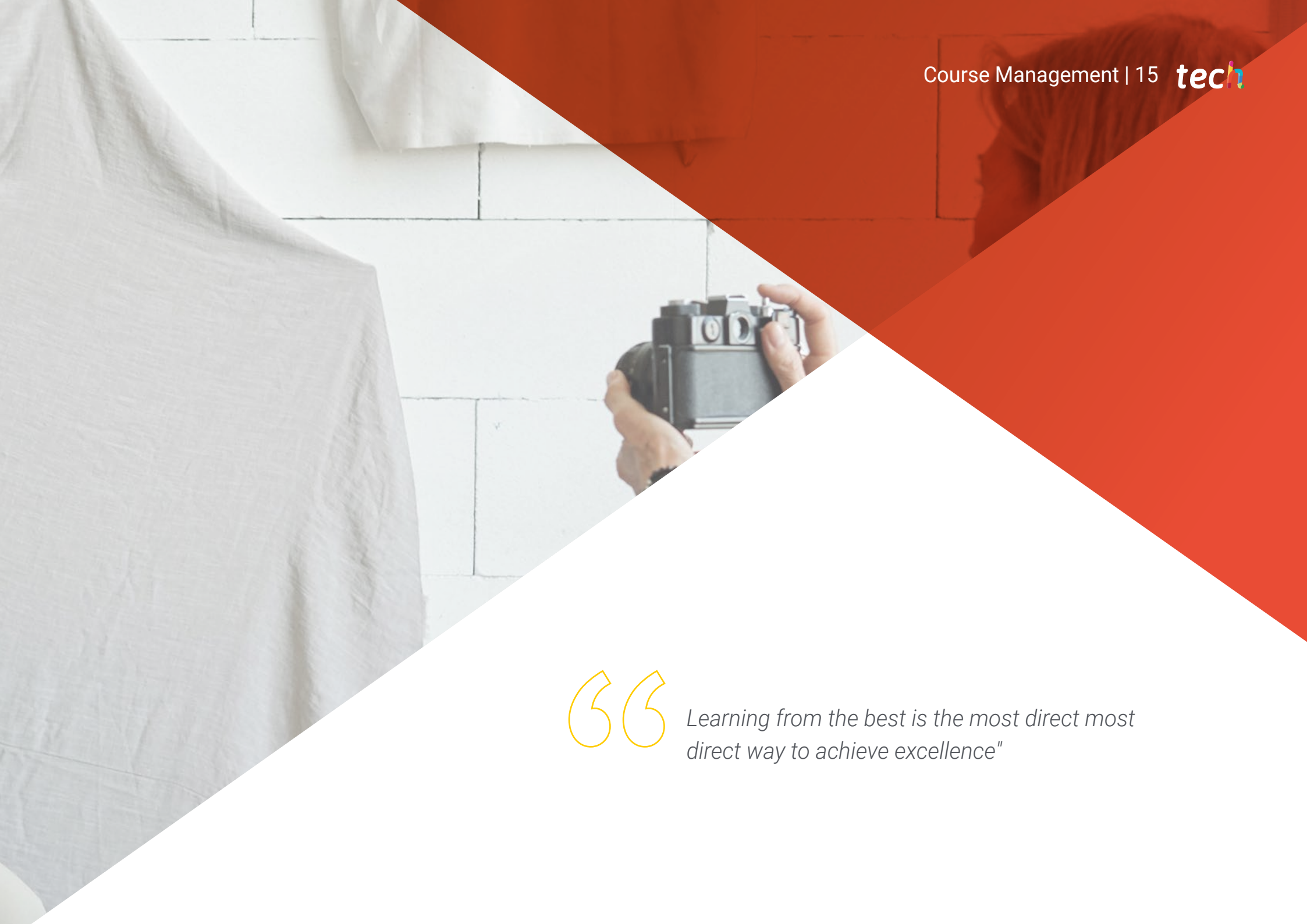
- ♦ Deepen the knowledge of the limits of retouching and development
- ♦ Analyze Adobe Bridge as file organization software
- ♦ Introduce main concepts of Adobe Photoshop
- ♦ Approach the development and retouching with Adobe Photoshop to make compositions or designs for editorial purposes
- ♦ Examine Adobe Lightroom and how it works
- ♦ Professional image development with Adobe Lightroom
- ♦ Laying the groundwork for Capture One as a developer software
- ♦ Professional image development with Capture One
- ♦ Establish the main free resources for photo development

# 03

# Course Management

Expert professionals in the areas of journalism, communication and photojournalism, chosen from among the best teachers in the industry, will be your teachers throughout this study. A teaching staff of the highest quality to take you to the highest level of competence.





“

*Learning from the best is the most direct most direct way to achieve excellence"*

## 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 celebrated at the University of Alicante 2019
- ♦ Doctoral Summer School celebrated at the University of Navarra 2018
- ♦ Photojournalism Teacher at the University of Malaga.
- ♦ Professor of the workshop "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.
- ♦ Professor of the workshop "Photojournalism: Ethics in the face of desolation" at the XIV International Conference of the University of Málaga on Security, Emergencies and Disasters
- ♦ Professor of the workshop "Verification in the Digital Era: Bulos, fake news and disinformation" of the University of Málaga
- ♦ 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
- ♦ Diario SUR Multimedia Correspondent
- ♦ Freelance at El País
- ♦ Director of the specialized media La Casa de EL
- ♦ Contributor in Radio 4G
- ♦ Contributor in Radio Pizarra
- ♦ ECC Ediciones
- ♦ Dolmen magazine article writer



## Professors

### Ms. Melendo, Eva

- ♦ 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 by 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, culture, events and university sections, among others.

### Ms. Guerrero García, Virginia

- ♦ Graduated in Audiovisual Communication from the University of Malaga in 2004
- ♦ Superior Technician in Image by the IES Jesús Marín de Málaga 2003
- ♦ Master's Degree in Journalistic Communication Research from the University of Malaga 2013
- ♦ Member of ECREA (European Communication Research and Education Association), IAMCR (International Association for Media and Communication Research), AE-IC (Spanish Association for Communication Research)
- ♦ Technical Professor of Vocational Training of the specialty "Techniques and Procedures of Image and Sound" since 2010 Specialist teacher in the Higher Degree Cycle of 3D Animation, Games and Interactive Environments, in the professional module: Color, lighting and 2D and 3D finishes
- ♦ Teaching in the following professional modules: Management of television and radio projects (Higher Cycle of Audiovisual and Show Production), Audiovisual

and Show Production Project (Higher Cycle of Audiovisual and Show Production), Multimedia Production (Higher Cycle of Audiovisual and Show Project Production), Television production (Higher Cycle of Audiovisual, Radio and Show Production), Development of photosensitive supports (Medium Cycle of Image Laboratory), Digital Image Treatment (Medium Cycle of Image Laboratory) and Photographic Image Processes (Medium Cycle of Image Laboratory)

- ♦ Head of the Image and Sound Department at IES Ángel de Saavedra (Córdoba) since 2019
- ♦ Doctoral researcher at the University of Malaga in the area of Photojournalism and Active Audiences
- ♦ From 2002 to 2010 editor of fixed and mobile images for the City Council of Malaga (2008-2010)
- ♦ Production assistant at Supermedia S.L. (2007-2008)
- ♦ News Editor at Sohail Tv (Fuengirola) (2006-2007)
- ♦ Image and continuity technique in Estival Tv (Estepona) (2006)



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

# 04

## Structure and Content

The content of this Postgraduate Diploma will allow you to learn everything you can achieve with the technical means available for the realization of photographs. Through the different disciplines involved in this area you will go through a very complete and well-structured study program that will lead you to the highest standards of quality and success. A complete review that will take you in a stimulating and intensive way to the highest level in your learning



“

*An intensive study organized in such a way that your learning is constant, stimulating and very efficient, converting your effort into real work capacity"*

## Module 1. Photographic Technique in Photojournalism

- 1.1. How a Camcorder 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
  - 1.1.3. 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
  - 1.2.3. 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
  - 1.3.3. 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
  - 1.4.3. The Law of Reciprocity
  - 1.4.7. Examples of Correct Exposure
- 1.5. Histogram
  - 1.5.1. What Is 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. Nigh 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. What Is the Exposure Meter and How is it Used?
  - 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
  - 1.7.3. Adjusting the White Balance (Depending on the Type of Light)
  - 1.7.7. Correcting White Balance in Post-Production
- 1.8. Optics
  - 1.8.1. What Is Optics?
  - 1.8.2. What Are the Objectives?
  - 1.8.3. Physical Parts of a Target
  - 1.8.4. Main Characteristics on the Objectives



- 1.8.5. Types of Objectives
  - 1.8.5.1. According to Focal 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. Bit Maps
    - 1.9.1.2. Vector 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
  - 1.9.3. 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
  - 1.10.3. Bag
  - 1.10.7. Lens Hood
  - 1.10.4. Memory Card
  - 1.10.9. Tripod or Monopod

## Module 2. The Perfect Photograph in Photojournalism

- 2.1. What Is Perfect Photography?
  - 2.1.1. Technique, Creativity or Feeling
  - 2.1.2. Photographic Material
  - 2.1.3. Photographic References
  - 2.1.4. The Perfect Photograph Based on Your Objective
  - 2.1.5. Evolution of the Concept of Perfect Photography
  - 2.1.3. Need for Editing to Get the Perfect Picture
- 2.2. Depth of Field
  - 2.2.1. What Is Depth of Field?
  - 2.2.2. What Is Depth of Field Is for?
  - 2.2.3. Depth of Field Factors
    - 2.2.3.1. Diaphragm Opening
    - 2.2.3.2. Focusing Distance
    - 2.2.3.3. Focal Length
    - 2.2.3.4. Circle of Confusion
  - 2.2.4. Depth of Field and Sensor
  - 2.2.5. Depth of Field Types
  - 2.2.3. Hyperfocal Distance
  - 2.2.7. Bokeh and Blur
- 2.3. Focus
  - 2.3.1. What Is Focus?
  - 2.3.2. Methods of Focus
  - 2.3.3. Manual Method of Focus
  - 2.3.4. Autofocus Mode and Types
  - 2.3.5. Differences between Simple and Continuous Focus
  - 2.3.3. Focus Points
    - 2.3.3.1. What Are Focus Points?
    - 2.3.3.2. How to Use Focus Points?
    - 2.3.3.3. Cross Type Focus Points
  - 2.3.4. Focus Areas
  - 2.3.5. Disassociate the Focus
  - 2.3.6. Focus Peaking

- 2.4. Framing
  - 2.4.1. What Is Framing?
  - 2.4.2. How Do you Use Framing?
  - 2.4.3. Types of Framing
    - 2.4.3.1. Depending on the Aspect Ratio
    - 2.4.3.2. According to Orientation
  - 2.4.4. Reframing
  - 2.4.2. Enhancing Framing
- 2.5. Composition
  - 2.5.1. What Is Composition in Photography?
  - 2.5.2. Importance of Composition
  - 2.5.3. Where to Start Composing?
  - 2.5.4. Elements and Tools of Composition
  - 2.5.5. Composition and Framing
  - 2.5.3. Composition in Film
  - 2.5.7. Phases of Composition
    - 2.5.7.1. Precomposition: Observing, Establishing Relationships, Imagining the Result
    - 2.5.7.2. Composition: Division into Zones of Interest, Setting Depth of Field, Checking the Result
    - 2.5.7.3. Processing: Selection, Reflexion and Possible Editing
- 2.6. Technical Elements of Composition
  - 2.6.1. Formal Elements: Point, Line, Shape and Contour
  - 2.6.2. Visual Elements: Volume, Textures, patterns and Rythm
  - 2.6.3. Perspective and Objectives
- 2.7. Rules and Laws of Composition
  - 2.7.1. The Rule of the Thirds
  - 2.7.2. The Law of the Horizon
  - 2.7.3. Use of Lines
  - 2.7.4. The Vanishing Point
  - 2.7.2. The Law of the Look
  - 2.7.3. The Movement Rule
  - 2.7.7. Negative Space
  - 2.7.4. Element Repetition
  - 2.7.9. Interest in Groups of Three
  - 2.7.10. The Natural Framework
  - 2.7.11. Symmetry
  - 2.7.12. The Golden Rule
- 2.8. Using Light
  - 2.8.1. Light Properties
    - 2.8.1.1. Light Quality
    - 2.8.1.2. Light Direction
    - 2.8.1.3. Light Intensity
    - 2.8.1.4. Light Color
  - 2.8.2. Light Sources
  - 2.8.3. Light Measurement
  - 2.8.4. Means of Light Control
  - 2.8.5. Interior and Exterior Lighting
  - 2.8.3. Special Techniques
    - 2.8.3.1. High Contrast Photography
    - 2.8.3.2. Long Exposition
    - 2.8.3.3. Lightpainting
- 2.9. Contrast and Balance
  - 2.9.1. The Duality of Reality and its Impact on our Photographic Vision
  - 2.9.2. What Is Contrast?
    - 2.9.2.1. Types of Contrast
    - 2.9.2.2. Most Common Contrasts
  - 2.9.3. What Is Balance?
    - 2.9.3.1. Types of Balance
  - 2.9.4. Tension in Photography
  - 2.9.5. Visual Weight
  - 2.9.6. Applying Contrast and Balance to Achieve the Perfect Photograph

- 2.10. Symbolism and Psychology
  - 2.10.1. Psychology and Photography
  - 2.10.2. Color Psychology
  - 2.10.3. The Use of White and Black
  - 2.10.4. Points of View or Angulation
  - 2.10.5. The Use of Perspective
    - 2.10.5.1. Types of Perspectives
    - 2.10.5.2. Creative Perspective
  - 2.10.6. Creativity and Photojournalism
  - 2.10.7. Case Studies
    - 2.10.7.1. "The American Way of Life", Margaret Bourke-White
    - 2.10.7.2. Trump in Times and EFE
    - 2.10.7.3. Emilio Morenatti and the Telephoto Lens
- 3.5. Continuous Light Vs. Flash Light
  - 3.5.1. Introduction
  - 3.5.2. Hand Flash
  - 3.5.3. Measurement Modes: Manual, TTL, Bounce and Remote *Strobist*
  - 3.5.4. Studio Lighting Studio Flash
  - 3.5.5. Mixed Lighting
- 3.6. Filters for Photography
  - 3.6.1. Introduction
  - 3.6.2. Types of Filters
- 3.7. Methods to Controlling Light: Lighting Accessories
  - 3.7.1. Introduction
  - 3.7.2. Accessories for Light Reflexion
  - 3.7.3. Accessories for Light Diffusion
  - 3.7.4. Accessories for Light Clipping
  - 3.7.5. Other Light Accessories

### Module 3. Studio Photography in Photojournalism

- 3.1. The Photography Studio: Setting up Your Own Studio
  - 3.1.1. Introduction
  - 3.1.2. The Photography Studio: Background
  - 3.1.3. Set-up and Dismantling of the Photo Studio
- 3.2. The Photographic Shot
  - 3.2.1. Introduction
  - 3.2.2. Configuration of the Technical Parameters of the Pickup Device
  - 3.2.3. Optics and Focal Lengths: Depth of Field and Selective Focusing
- 3.3. Tools for Measuring and Controlling Light
  - 3.3.1. Introduction
  - 3.3.2. Photometric Quantities and Units
  - 3.3.3. Measurement Devices
  - 3.3.4. Adjustment Charts
- 3.4. Basic Concept of Lighting for the Photography Studio
  - 3.4.1. Introduction
  - 3.4.2. The Basic Lighting Scheme
  - 3.4.3. Basic Lighting Styles
- 3.8. Studio Photography I: Portrait and Fashion Projects
  - 3.8.1. Evolution and Trends in Portrait and Fashion Photography
  - 3.8.2. Portrait Styling
  - 3.8.3. Lighting Techniques in Portrait and Fashion
- 3.9. Studio Photography II: Still Life and Advertising Projects
  - 3.9.1. Staging Techniques for Still Life and Advertising Photography Projects
  - 3.9.2. Staging Techniques for Still Life and Advertising Photography Projects
  - 3.9.3. Techniques for Capturing and Illumination of Small Dimensional Elements
- 3.10. Usability of Applications for Studio Photography:
  - 3.10.1. Tools for the Creation of Lighting Schematics/Sketches
  - 3.10.2. Tools for Measuring Light

## Module 4. Editing and Digital Development in Photojournalism

- 4.1. Digital Development
  - 4.1.1. Definition of Digital Development in Journalism
  - 4.1.2. When Is Digital Development Necessary in Journalism
  - 4.1.3. Limits of Digital Development in Journalism
  - 4.1.4. Main Professional Programs or Packages
  - 4.1.5. Examples of Practical Applications of Digital Development in Journalism
  - 4.1.6. Bibliography
- 4.2. *Adobe Bridge*
  - 4.2.1. General Characteristics of *Adobe Bridge*
  - 4.2.2. Main Uses of *Adobe Bridge*
  - 4.2.3. Basic Program Interface
  - 4.2.4. Organization and File Filtration
  - 4.2.5. Basic File Editing
  - 4.2.6. Combination of *Adobe Bridge* with Other Adobe Software
  - 4.2.7. Exporting and Publishing Files and Batches
- 4.3. *Adobe Photoshop*
  - 4.3.1. Main Features of *Adobe Photoshop*
  - 4.3.2. Main Uses of *Adobe Photoshop*
  - 4.3.3. Photographic Interface of the Program
  - 4.3.4. Image Importing
  - 4.3.5. Exporting and Publishing Images
- 4.4. Digital Development in *Adobe Photoshop*
  - 4.4.1. The Concept of Photoshop Editing
    - 4.4.1.1. Setting up the Workspace
    - 4.4.2. Main Image Settings
  - 4.4.3. Editing an Image: Brightness, Levels and Curves
  - 4.4.4. Editing an Image: Intensity, Hue and Saturation
  - 4.4.5. Editing an Image: Other Resources
- 4.5. *Adobe Photoshop* Retouching Techniques
  - 4.5.1. The Concept of Photoshop Retouching
  - 4.5.2. Main Retouching Tools
  - 4.5.3. Most Common Retouching
    - 4.5.3.1. Surface Removal for Compositions
    - 4.5.3.2. Face Blurring
    - 4.5.3.3. Shape Trimming
    - 4.5.3.4. Facial Retouching
  - 4.5.4. Creative Retouching
    - 4.5.4.1. Caricatures
    - 4.5.4.1. Special
  - 4.5.5. Creation and Use of Presets in Photoshop
- 4.6. *Adobe Lightroom*
  - 4.6.1. General Characteristics of *Adobe Lightroom*
  - 4.6.2. Main Uses of *Adobe Lightroom*
  - 4.6.3. Interface of the Program in Depth
  - 4.6.4. Importing and Classification of Images
  - 4.6.5. Basic Image Development
    - 4.6.5.1. Cutting Images
  - 4.6.6. Exporting Image
    - 4.6.6.1. Recommended Export Formats
    - 4.6.6.2. Adding Watermarks



- 4.7. Digital Developing Techniques in *Adobe Lightroom*
  - 4.7.1. Introduction to Development Panel
  - 4.7.2. Histogram Editing
  - 4.7.3. Editing the 'Basic' Panel
  - 4.7.4. Editing the 'Tone Curve
  - 4.7.5. Hue, Saturation and Luminance Editing
  - 4.7.6. Tone and Detail Division
  - 4.7.7. Lens Corrections
  - 4.7.4. Other Resources Transform', 'Effects' and 'Calibration'
  - 4.7.9. Editing an Image in Black and White
  - 4.7.10. Creation and Use of Presets in Lightroom
- 4.8. *Capture One*
  - 4.8.1. General Characteristics in *Capture One*
  - 4.8.2. Main Uses of *Capture One*
  - 4.8.3. Interface of the Program in Depth
  - 4.8.4. Image Importing
  - 4.8.5. Importing a Catalog from Lightroom
  - 4.8.6. Metadata and Image Organization
  - 4.8.7. Exporting Image
- 4.9. Digital Development in *Capture One*
  - 4.9.1. Introduction to *Capture One* Development
  - 4.9.2. Concept of Layers and Masks
  - 4.9.3. Exposition, Histogram and Other Values
  - 4.9.4. Color Editing
  - 4.9.5. Focus and Noise Editing
  - 4.9.6. Lens Editing and Cropping
  - 4.9.7. Styles and Pre-established Settings

- 4.10. Free Resources in Digital Development
  - 4.10.1. *Pixrl*
  - 4.10.2. *GIMP*
  - 4.10.3. *PhotoFiltre*
  - 4.10.4. *PhotoScape*
  - 4.10.5. *Darktable*
  - 4.10.6. *Photoshop Express*
  - 4.10.7. *Ribbet*
  - 4.10.4. *BeFunky*
  - 4.10.9. *InPixio*



*You will get the security that only the most up-to-date knowledge can offer the professional"*

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 Diploma in Photographic Technique guarantees, in addition to the most rigorous and up-to-date training, access to a Postgraduate Diploma qualification issued by TECH Technological University.



“

*Successfully complete this training program  
and receive your diploma without travel or  
laborious paperwork”*

This **Postgraduate Diploma in Photographic Technique** is the most up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets requirements commonly demanded by labor exchanges, competitive examinations, and professional from career evaluation committees.

Title: **Postgraduate Diploma in Photographic Technique**

Official N° of Hours: **600 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

online training

development language

virtual classroom

**tech** technological  
university

Postgraduate Diploma

Photographic Technique

Course Modality: Online

Duration: 6 months

Certificate: TECH Technological University

Official N° of Hours: 600 h.



# Postgraduate Diploma Photographic Technique

