

# Hybrid Professional Master's Degree

## Graphic Design





## Hybrid Professional Master's Degree

### Graphic Design

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

60 + 5 ECTS Credits

Website: [www.techtute.com/us/design/hybrid-professional-master-degree/hybrid-professional-master-degree-graphic-design](http://www.techtute.com/us/design/hybrid-professional-master-degree/hybrid-professional-master-degree-graphic-design)

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# 01

# Introduction

The correct presentation of a visual concept in the communication of a company or brand is essential for its success, so the role of the graphic designer is one of the most important within a creative team. Developing the right strategy, adapted to the proposed objectives from a marketing perspective, requires technical expertise in the visual projection of the message. For this reason, TECH has created this program in order to provide professionals with the latest tools and aesthetic trends in Graphic Design to promote their growth in this sector. In addition, once you have completed your theoretical learning phase 100% online, you will have a practical experience of 3 weeks in a relevant company, where you will transfer all the knowledge you have acquired to the real work environment.



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*In order to excel in the creative world, it is essential to update and master advanced knowledge. This program brings you everything you need to develop as a Graphic Design professional”*

In recent years, digital advances have led to the emergence of new concepts and visual communication techniques that graphic designers must handle to adapt to the requirements of their sector. In this line, updated psychological theories have been developed for the treatment of color or shapes that, with their proper use, allow playing with the viewer's mind to convey the desired intention. This has led to companies in many sectors to opt for acquiring the services of highly qualified graphic designers in order to extract the maximum performance from their creations, with the aim of enhancing the results of their advertising or marketing campaigns. For this reason, TECH has created this Hybrid Professional Master's Degree, which will provide students with the most cutting-edge theoretical and practical knowledge in Graphic Design to boost their professional growth in a field that is constantly booming.

Throughout this academic itinerary, the student will acquire the most useful skills to plan, develop and execute any graphic project. Thus, they will analyze the intricacies of editorial design for both print and digital publications or handle the most up-to-date and efficient design methodologies. In the same way, they will adopt the necessary skills to create their own artistic style or learn the best procedures to generate the corporate image of a company.

All the theoretical learning of this program will be developed through a 100% online methodology, an aspect that will allow students to make their education compatible with their personal or professional obligations. In addition, you will have access to high-level didactic resources in formats such as the explanatory video, the interactive summary or the evaluative tests, with the intention of adapting the study to your particular needs.

Also, as a complement to the theoretical evaluation of this Hybrid Professional Master's Degree, there is a practical phase of 3 weeks in a prestigious company in the field of Graphic Design. Surrounded by the best experts and accompanied by a specific tutor, students will apply all their knowledge in a real work environment, thus boosting their skills and professional growth.

This **Hybrid Professional Master's Degree in Graphic Design** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Development of more than 100 case studies presented by professional experts in the area of Graphic Design
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Comprehensive plans for systematized action to address the problems of the creative sector
- ♦ Presentation of practical workshops on Graphic Design
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- ♦ Practice and style guides on how to approach different formats used in the Graphic Design industry
- ♦ Special emphasis on trends in Graphic Design for the various updated formats
- ♦ All of this will be complemented by 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
- ♦ In addition, you will be able to do an internship in one of the best creative centers of reference



*TECH offers you a program designed by professional experts in the area of Graphic Design for you to raise your performance level in this area”*

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*A program that allows you to study from the comfort of any device with an internet connection, because its 100% online methodology based on Relearning provides efficient and agile teaching. In addition, it has a proper planning of the final internship of only 3 weeks”*

In this Professional Master's Degree proposal, of a professionalizing nature and blended learning modality, the program is aimed at updating professionals in the creative, marketing or communication areas who wish to broaden their knowledge in the field of Graphic Design and who require a high level of qualification. The contents are based on the latest evidence in the field, and oriented in a didactic way to integrate theoretical knowledge into professional practice, and the theoretical-practical elements will facilitate the updating of knowledge and allow decision making in uncertain environments.

Thanks to its multimedia content elaborated with the latest educational technology, they will allow the Graphic Design professional a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to train in real situations. This program is designed around Problem-Based Learning, whereby the physician must try to solve the different professional practice situations that arise during the course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*With this Hybrid Professional Master's Degree, you will master the new procedures and updated techniques to create the corporate image of a company.*

*Prepare yourself for the new challenges of developing as a Graphic Designer in the digital era, in order to make your projects stand out in such a competitive market.*



# 02

## Why Study this Hybrid Professional Master's Degree?

In the field of Graphic Design, it is as essential to know the latest trends and tools for artistic creation as it is to manage their implementation in the daily work methodology. Because of this, TECH has created this program, which will allow to combine an excellent theoretical learning in this field with a practical experience of 3 weeks in a prestigious company linked to Graphic Design. This will ensure that the student acquires a series of updated and applicable competencies in his or her professional life.





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*TECH offers you an excellent opportunity to achieve a great theoretical learning in Graphic Design and, subsequently, develop this knowledge in a business environment to enhance your professional skills”*

## tech 10 | Why Study this Hybrid Professional Master's Degree?

### 1. Updating from the latest technology available

The area of Graphic Design has evolved in recent years thanks to the emergence of new digital tools, design methodologies or creative techniques that allow to extract the maximum performance from each composition. Because of this, and with the intention that the designer dominates from a theoretical-practical perspective all these innovations, TECH has created this Hybrid Professional Master's Degree.

### 2. Gaining In-Depth Knowledge from the Experience of Top Specialists

The exceptional team of specialists in Graphic Design that will accompany the expert during his practical phase guarantees the immense quality of this program. With a private tutor, the student will use in a real work environment the innovative tools to undertake graphic projects, including these skills in their daily professional activity.

### 3. Entering first-class professional environments

TECH selects in detail all the centers available for the internships of this Hybrid Professional Master's Degree. Thanks to this, the expert will have guaranteed access to a prestigious company in the area of Graphic Design. In this way, you will be able to experience the day-to-day work in this area, always using the most up-to-date techniques and creative tools.





#### 4. Combining the Best Theory with State-of-the-Art Practice

In today's academic market, there are many educational programs whose teaching load is excessive and, moreover, lacks applicability in the work environment. For this reason, TECH has created this program, which allows the student to combine an excellent theoretical learning with a practical phase in a company dedicated to Graphic Design in order to adopt a series of efficient skills in their professional work.

#### 5. Expanding the Boundaries of Knowledge

TECH offers the possibility of carrying out this Internship Program in centers of international importance. In this way, the designer will be able to expand his frontiers and catch up with the best professionals, who work in first class Graphic Design companies and in different continents. A unique opportunity that only TECH, the largest online university in the world, could offer.

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*You will have full hands-on immersion  
at the center of your choice”*

# 03 Objectives

The design of this Hybrid Professional Master's Degree will allow students to acquire the necessary skills to update their knowledge in the profession, after deepening in the key aspects of Graphic Design based on practice. The knowledge poured in each of the points of the study plan will boost the good performance of the professional from a broad perspective, developing full faculties in a field that is key to different areas within Marketing and communication at a business level, guiding him/her towards excellence in a sector in constant evolution. To this end, TECH establishes a series of general and specific objectives to fulfill future graduates' expectations.



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*Seeing first-hand the results of a creative process in industry benchmark centers will allow you to broaden your vision and perspective, beyond theory, of what it means to be a Graphic Designer today”*



## General Objective

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- ♦ This Hybrid Professional Master's Degree in Graphic Design has among its general objectives to enhance the creative skills of the professional, with knowledge of new trends in design, applied to different areas of interest. Thus, they will be able to develop a complete project from the initial idea, determining the appropriate materials and techniques for its development according to each communicative situation, being able to adapt each piece to different formats



*An exclusive TECH program to update you in the most advanced studies on Graphic Design. With a 100% online methodology and a practical phase in the best creative centers. Enroll now”*





## Specific Objectives

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### Module 1. History of Design

- ◆ Understand essential aspects of human and social sciences and their application according to the needs of each design project
- ◆ Master the history of artistic Clinical Intership, contemporary design and everything around it, to adapt to the new issues and challenges of digital design
- ◆ Understand the relationship between heritage and design as a characteristic of contemporary culture

### Module 2. Introduction to Color

- ◆ Understand the importance of color in the visual environment
- ◆ Apply the psychological and semiotic foundations of color in design
- ◆ Capture, manipulate and prepare color for use on physical and online media

### Module 3. Introduction to Shape

- ◆ Understand the basic principles of composition and structure that articulate image, graphics, and sound over time, as well as the nature of image and motion graphics
- ◆ Design and produce visual communications with a clear and specific purpose, applying transformations and spatial-temporal effects with narrative intentions
- ◆ Develop spatial capacity, analyzing the shapes that are constructed in the environment
- ◆ Understand the importance of shape in the development of more complex procedures
- ◆ Visually identify the types of shapes in order to create new ones from them
- ◆ Understand and analyze the emotional component that is attributed to certain shapes

#### Module 4. Editorial Design

- ♦ Know the fundamentals of editorial design in the print and digital context, as well as their interrelation with other areas
- ♦ Analyze the scope and importance of the designer in the editorial field
- ♦ Master the specific terminology, techniques and languages applied to the design processes: prepress and printing systems, digital and multimedia techniques and supports
- ♦ Understand the graphic set and its elements of editorial publications
- ♦ Designing eye-catching visual communications that meet current graphic criteria
- ♦ Using tools such as Adobe InDesign to project your own graphic ideas

#### Module 5. Design Methodology

- ♦ Know the basic processes of scientific methodology in the history of design
- ♦ Identify problems related to design, collect and analyze the required information to evaluate and provide solutions according to efficiency criteria
- ♦ Learn to argue coherently and critically the development of a design project
- ♦ Understand how innovation works as a design driver
- ♦ Master the dynamics of design management, which allows the application of marketing and business administration knowledge to design projects
- ♦ Understand the practice of design as a research method in itself, based on creativity

#### Module 6. Graphic Design

- ♦ Manage the fundamentals of Graphic Design, as well as its interrelation with other areas
- ♦ Understand the basis, functions and value of Graphic Design
- ♦ Master the basic and formal elements in Graphic Design
- ♦ Learn how to use the most used digital tools in the field of Graphic Design
- ♦ Apply basic elements of project organization and management





**Module 7. Corporate Image**

- ♦ Understand the basic concepts of an organization's communication policy
- ♦ Know the strategic areas that a graphic manager must manage in the communicative process of the graphic and visual identity of brands
- ♦ Master the theoretical and practical tools and strategies for corporate and institutional communication management in all types of organizations
- ♦ Correctly selecting a method of information and communication organization for the proper use of a trademark
- ♦ Identify the most significant elements of the company-client, as well as their needs, in order to create communication strategies and messages
- ♦ Develop a regulated system of basic graphic standards based on visual identity/ brand elements

**Module 8. Creating a Portfolio**

- ♦ Correctly apply usability and interactivity criteria in audiovisual narrations
- ♦ Know the profile of the designer in the labor market
- ♦ Master techniques, methods, tools and networks to promote personal work
- ♦ Understand the ethical protocol that must be apply in professional practice
- ♦ Apply strengths and weaknesses analysis in the work developed

**Module 9. Ethics, Legislation and Professional Deontology**

- ♦ Gather and interpret relevant data to make judgments that include a reflection on ethical, environmental and social issues
- ♦ Carry out assignments in an ethical manner, respecting the law and in accordance with universal rights
- ♦ Acquire skills that demonstrate that problems can be solved through argumentation and constructive criticism

**Module 10. Typography**

- ♦ Become an expert in the syntactic principles of graphic language to clearly and accurately describe objects and ideas
- ♦ Apply the fundamental aesthetics of typography
- ♦ Mastering the correct arrangement of texts in the design object
- ♦ Carry out professional works based on typesetting

# 04 Skills

After having passed the evaluations of the Hybrid Professional Master's Degree in Graphic Design, the professional will have acquired the skills required for a correct performance of his functions within a company or creative group, as well as autonomously, being able to create complete graphic projects in any communicative context.



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*After passing this Hybrid Professional Master's Degree, the professional will open up a wide range of possibilities in the current and future labor field”*



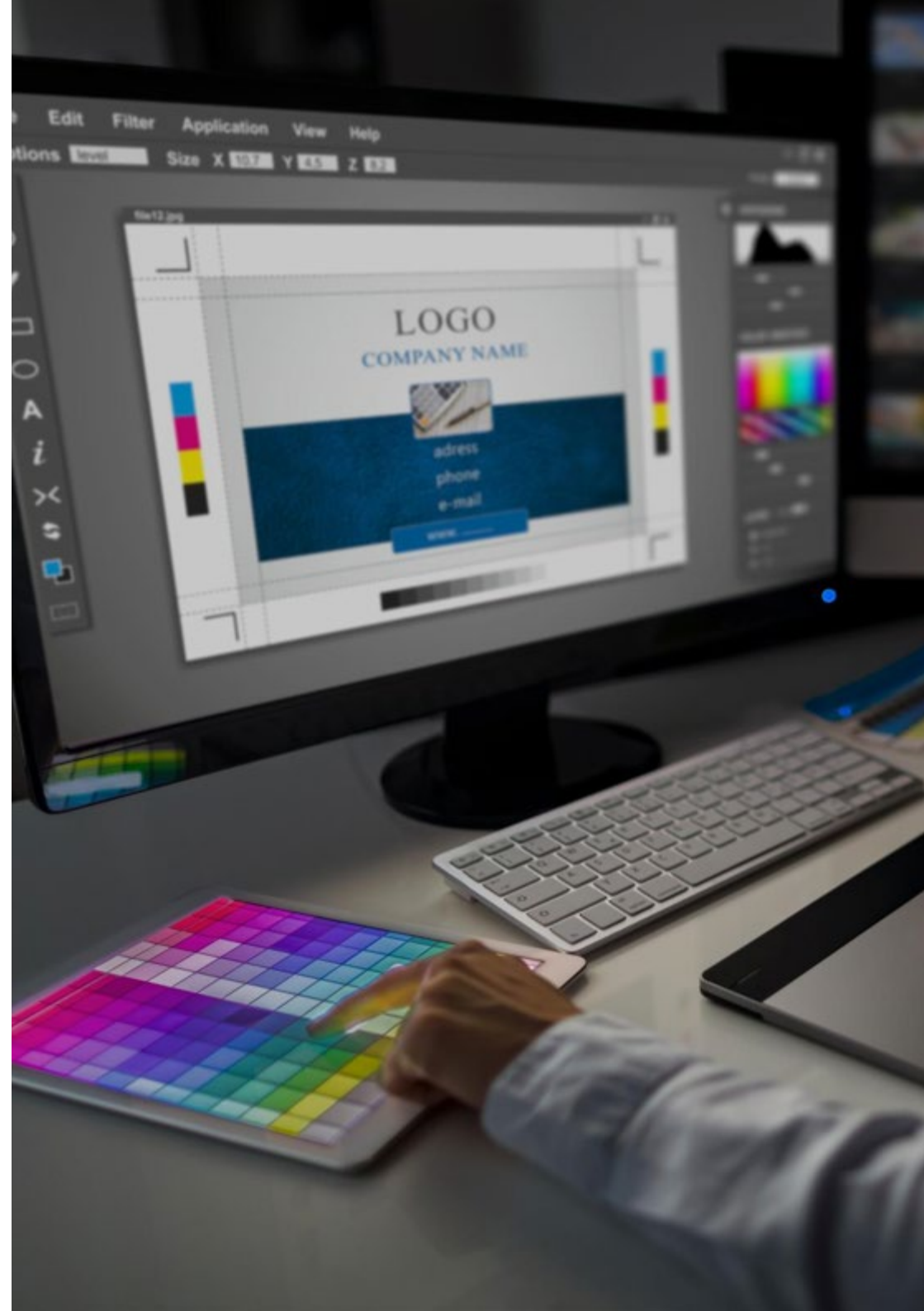
## General Skills

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- Create comprehensive graphic projects in any communicative context
- Analyze the co-existence of different plans
- Efficiently make an impact on target audiences
- Control the internal and external production processes of the pieces produced

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*Thanks to this program, you will master the most efficient creative techniques to develop a company's corporate image”*





## Specific Skills

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- ◆ Describe the different historical moments of Graphic Design
- ◆ Manage colors in their graphic application
- ◆ Understand the use of shape in Graphic Design
- ◆ Work in editorial design
- ◆ Use the different existing methodologies in Graphic Design
- ◆ Develop a corporate image
- ◆ Create a portfolio
- ◆ Know the professional ethics and the code of ethics of Graphic Design
- ◆ Efficient use of different fonts

# 05

## Educational Plan

The syllabus has been designed for the theoretical and practical learning of the fundamentals of Graphic Design and its correct application in different communicative environments. Adjusted to the online methodology, meeting the strict specifications of TECH with the innovative method of Relearning that, through the reiteration of concepts, allows a more agile and effective learning. In addition, it is combined with a final 3-week internship in a specialized center. Thus, establishing a curriculum divided into 10 well-detailed modules, which offer a broad perspective of Graphic Design.



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*The didactic resources that you will access in this program are available in different formats such as video or interactive summary, in order to provide you with an enjoyable and individualized learning”*

## Module 1. History of Design

- 1.1. Why Learn About the History of Design?
  - 1.1.1. Valuing History
  - 1.1.2. Anticipate the Future
  - 1.1.3. The Past Frees Us
  - 1.1.4. Conclusions
- 1.2. Considering the "History of Design" as a Discipline
  - 1.2.1. How Do We Make History Out of History?
  - 1.2.2. Background Information Considered
  - 1.2.3. Development of the Discipline: 70s, 80s and 90s
  - 1.2.4. The Object of Study in the History of Design
  - 1.2.5. Trends and Lines of Research
- 1.3. Industrial Revolution and Other Channels
  - 1.3.1. Consequences of the Industrial Revolution on Design
  - 1.3.2. Oriental Influence
  - 1.3.3. Arts and Crafts. William Morris
  - 1.3.4. Aestheticism
  - 1.3.5. Art Nouveau
- 1.4. Historical Overview I
  - 1.4.1. Viennese Secession
  - 1.4.2. Deutscher Werkbund
  - 1.4.3. Russian Constructivism
  - 1.4.4. The De Stijl Movement and Neoplasticism
- 1.5. Bauhaus
  - 1.5.1. What is the Bauhaus Movement?
  - 1.5.2. First stage
  - 1.5.3. Second Stage
  - 1.5.4. Third stage
  - 1.5.5. Basic Principles
  - 1.5.6. Influences
- 1.6. Historical Overview II
  - 1.6.1. Art Deco
  - 1.6.2. International Style
  - 1.6.3. Post-War Design
  - 1.6.4. The Ulm School
  - 1.6.5. Swiss Design
- 1.7. Functional and Functionalist
  - 1.7.1. The Functionalist View
  - 1.7.2. The Beautiful and the Practical
  - 1.7.3. Analogies of Functionalism
  - 1.7.4. Functionalism as a Style
- 1.8. Historical Overview III
  - 1.8.1. New York School
  - 1.8.2. American Aerodynamism
  - 1.8.3. Scandinavian Design
  - 1.8.4. Democratic Design
- 1.9. Other Trends
  - 1.9.1. Pop
  - 1.9.2. High-Tech
  - 1.9.3. Minimal
  - 1.9.4. Kitsch
- 1.10. The Digital Era
  - 1.10.1. Information Revolution
  - 1.10.2. Computer-Assisted Design
  - 1.10.3. Bidesign, Neobiomorphism, Eco-Friendly Design
  - 1.10.4. The Digital Image and New Typography



**Module 2. Introduction to Color**

- 2.1. Color, Principles and Properties
  - 2.1.1. Introduction to Color
  - 2.1.2. Light and Color: Chromatic Synaesthesia
  - 2.1.3. Color Attributes
  - 2.1.4. Pigments and Colorants
- 2.2. Colors in the Chromatic Circle
  - 2.2.1. Chromatic Circle
  - 2.2.2. Cool and Warm Colors
  - 2.2.3. Primary Colors and their Derivatives
  - 2.2.4. Chromatic Relationships: Harmony and Contrast
- 2.3. Color Psychology
  - 2.3.1. Construction of the Meaning of a Color
  - 2.3.2. Emotional Load
  - 2.3.3. Denotative and Connotative Values
  - 2.3.4. Emotional Marketing. The Charge of the Color
- 2.4. Color Theory
  - 2.4.1. A Scientific Theory. Isaac Newton
  - 2.4.2. Goethe's Theory of Colors
  - 2.4.3. Joining Goethe's Color Theory
  - 2.4.4. Psychology of Color According to Eva Heller
- 2.5. Insisting on Color Classification
  - 2.5.1. Guillermo Ostwald's Double Cone
  - 2.5.2. Albert Munsell's Solid
  - 2.5.3. Alfred Hicethier's Cube
  - 2.5.4. The CIE (International Commission on Illumination) Triangle
- 2.6. Individual Study of Colors
  - 2.6.1. Black and White
  - 2.6.2. Neutral Colors. The Gray Scale
  - 2.6.3. Monochrome, Bichrome, Polychrome
  - 2.6.4. Symbolic and Psychological Aspects of Colors
- 2.7. Color Models
  - 2.7.1. Subtractive Model. CMYK Mode
  - 2.7.2. Additive Model. RGB Mode
  - 2.7.3. HSB Model
  - 2.7.4. Pantone System. Pantone Color Charts
- 2.8. From Bauhaus to Murakami
  - 2.8.1. Bauhaus and its Artists
  - 2.8.2. Gestalt Theory of Color
  - 2.8.3. Josef Albers. The Interaction of Color
  - 2.8.4. Murakami: Connotations of the Absence of Color
- 2.9. Color in Project Design
  - 2.9.1. Pop Art. Color of Cultures
  - 2.9.2. Creativity and Color
  - 2.9.3. Contemporary Artists
  - 2.9.4. Analysis of Diverse Optics and Perspectives
- 2.10. Color Management in the Digital Environment
  - 2.10.1. Color Spaces
  - 2.10.2. Color Profiles
  - 2.10.3. Monitor Calibration
  - 2.10.4. What We Should Consider

### Module 3. Introduction to Shape

- 3.1. The Shape
  - 3.1.1. Definition: What Is Shape?
  - 3.1.2. Qualities and Characteristics
  - 3.1.3. Contour, Silhouette, Figure and Profile, Aspects of the Same Reality
  - 3.1.4. Essential Representation
- 3.2. Typology of Shape. Aesthetics of Functional Shape
  - 3.2.1. Types of Shape According to their Origin
  - 3.2.2. Types of Shape According to their Configuration
  - 3.2.3. Types of Shape According to their Meaning
  - 3.2.4. Types of Shape According to their Relationship with Space
  - 3.2.5. Types of Shape According to their Figure-Ground Relationship
- 3.3. First Graphic Shapes
  - 3.3.1. Doodling
  - 3.3.2. Stain Shapes
  - 3.3.3. Dots and Lines
  - 3.3.4. Awakening Creativity Through Hirameki
  - 3.3.5. The Shape of Haiku
- 3.4. Composition of the Shape
  - 3.4.1. Open Shape and Closed Shape
  - 3.4.2. Shape Composition, Semi-Formal and Informal
  - 3.4.3. Symmetry
  - 3.4.4. Axes. Axial and Radial Symmetry
- 3.5. The Importance of Proportion in Shape
  - 3.5.1. The Proportion
  - 3.5.2. Golden Rectangle
  - 3.5.3. Scale
  - 3.5.4. Types of Scale
- 3.6. The Isms: A Practical Application
  - 3.6.1. Cubism
  - 3.6.2. Suprematism
  - 3.6.3. Constructivism
  - 3.6.4. Dadaism
- 3.7. The Human Being as a Measurement
  - 3.7.1. Canon
  - 3.7.2. Different Canons in the Human Figure
  - 3.7.3. Representation of the Human Figure in Art
  - 3.7.4. Ergonomy
- 3.8. Visual Perception and Shape
  - 3.8.1. Visual Perception
  - 3.8.2. Gestalt
  - 3.8.3. Visual Thought
  - 3.8.4. Interrelation of Shapes
- 3.9. Psychology of Shapes
  - 3.9.1. Circle
  - 3.9.2. Square
  - 3.9.3. Triangle
  - 3.9.4. Other Shapes
- 3.10. Introduction to Digital Shape
  - 3.10.1. From Analog to the Digital World
  - 3.10.2. Positive and Negative Shape
  - 3.10.3. Repetition and Reflection
  - 3.10.4. Combining Techniques

## Module 4. Editorial Design

- 4.1. Introduction to Editorial Design
  - 4.1.1. What Is Editorial Design?
  - 4.1.2. Types of Publications in Editorial Design
  - 4.1.3. The Editorial Designer and their Skills
  - 4.1.4. Factors of Editorial Design
- 4.2. History of Editorial Design
  - 4.2.1. Writing Research. Books in Ancient Times
  - 4.2.2. The Gutenberg Revolution
  - 4.2.3. The Bookstore of the Ancient Regime (1520-1760)
  - 4.2.4. The Second Book Revolution (1760 -1914)
  - 4.2.5. From the 19th Century to the Present Day
- 4.3. Fundamentals of Print and Digital Editorial Design
  - 4.3.1. Format
  - 4.3.2. The Grid
  - 4.3.3. Typography
  - 4.3.4. Color
  - 4.3.5. Graphic Elements
- 4.4. Printed Editorial Media
  - 4.4.1. Fields of Work and Formats
  - 4.4.2. Books and their Elements: Titles, Headlines, Headers, Body of Text, etc
  - 4.4.3. Handling: Folding and Binding
  - 4.4.4. Printing
- 4.5. Digital Editorial Media
  - 4.5.1. Digital Publications
  - 4.5.2. Aspects of Shape in Digital Publications
  - 4.5.3. Most Used Digital Publications
  - 4.5.4. Platforms for Digitally Publishing
- 4.6. Introduction to InDesign I: First Steps
  - 4.6.1. Workspace Interface and Personalization
  - 4.6.2. Panels, Preferences and Menus
  - 4.6.3. The Fat-Plan
  - 4.6.4. Options for Creating New Documents and Saving
- 4.7. Introduction to InDesign II: Delving into the Tools
  - 4.7.1. Publication Format
  - 4.7.2. The Grid in the Workspace
  - 4.7.3. The Base Grid and its Importance
  - 4.7.4. Use of Rulers and Guidelines Creation. Viewing mode
  - 4.7.5. The Panel and Page Tool. The Master Pages
  - 4.7.6. Working with Layers
- 4.8. Color and Image Management in InDesign
  - 4.8.1. Sample Palette. Creating Color and Shades
  - 4.8.2. Dropper Tool
  - 4.8.3. Gradients
  - 4.8.4. Image Organization and Color Management
  - 4.8.5. Use of Vignettes and Anchored Objects
  - 4.8.6. Creation and Configuration of a Table
- 4.9. Text in InDesign
  - 4.9.1. Text: Choosing Typographies
  - 4.9.2. Text Frames and their Options
  - 4.9.3. Character and Paragraph Panels
  - 4.9.4. Insert Footnotes. Tabulation
- 4.10. The Editorial Project
  - 4.10.1. Relationship of Editorial Designers: Projects
  - 4.10.2. Creating a First Project in InDesign
  - 4.10.3. What Elements Should be Included?
  - 4.10.4. Thinking of the Idea

## Module 5. Design Methodology

- 5.1. Methodology and Design
  - 5.1.1. What is the Design Methodology?
  - 5.1.2. Differences Between Method, Methodology and Technique
  - 5.1.3. Types of Methodology Techniques
  - 5.1.4. Deduction, Induction and Abduction
- 5.2. Introduction to Design Research
  - 5.2.1. Inheriting the Scientific Method
  - 5.2.2. General Concepts of Research Processes
  - 5.2.3. Main Phases of the Research Process
  - 5.2.4. Schedule
- 5.3. Some Methodological Proposals
  - 5.3.1. Bürdek Bernhard's Proposals for a New Methodology
  - 5.3.2. Bruce Archer's Systematic Approach for Designers
  - 5.3.3. Victor Papanek's Integrated Generalizing Design
  - 5.3.4. Bruno Munari's Design Method
  - 5.3.5. Bernd Löbach's Creative Problem-Solving Process
  - 5.3.6. Other Authors and Outlines of Other Methods
- 5.4. Defining the Problem
  - 5.4.1. Requirements Identification and Analysis
  - 5.4.2. What Is a Brief?
  - 5.4.3. What Should a Good Brief Contain?
  - 5.4.4. Tips for Preparing a Brief
- 5.5. Project Research
  - 5.5.1. Background Study
  - 5.5.2. Implication of the Project
  - 5.5.3. Study of the Target Audience
  - 5.5.4. Tools for the Target Audience Study
- 5.6. The Competitive Environment
  - 5.6.1. In Relation to the Market
  - 5.6.2. Competitive Analysis
  - 5.6.3. Value proposition
- 5.7. Viability study
  - 5.7.1. Social Viability. SWOT Analysis
  - 5.7.2. Technical Feasibility
  - 5.7.3. Economic Viability
- 5.8. Possible Solutions to a Brief
  - 5.8.1. Emotionality in Creative Processes
  - 5.8.2. Divergence, Transformation and Convergence
  - 5.8.3. Brainstorming
  - 5.8.4. Comparison of Ideas
- 5.9. Establishment of Objectives
  - 5.9.1. General Objective
  - 5.9.2. Specific Objectives
  - 5.9.3. Technical Objectives
  - 5.9.4. Aesthetic and Communicational Objectives
  - 5.9.5. Market Objectives
- 5.10. Idea Development
  - 5.10.1. Feedback in the Ideas Phase
  - 5.10.2. Sketches
  - 5.10.3. Presentation of Ideas
  - 5.10.4. Control Methods and Assessment Criteria

## Module 6. Graphic Design

- 6.1. Introduction to Graphic Design
  - 6.1.1. What is Graphic Design?
  - 6.1.2. Graphic Design Functions
  - 6.1.3. Areas of Action in Graphic Design
  - 6.1.4. Value of Graphic Design
- 6.2. Graphic Design as a Professional Activity
  - 6.2.1. Influence of Technology on the Development of the Profession
  - 6.2.2. What is the Role of the Graphic Designer?
  - 6.2.3. Professional Fields
  - 6.2.4. The Designer as a Citizen
- 6.3. Basic Elements
  - 6.3.1. Point
  - 6.3.2. Line
  - 6.3.3. The Shape
  - 6.3.4. Texture
  - 6.3.5. The Space
- 6.4. Formal Elements
  - 6.4.1. Contrast
  - 6.4.2. The Balance
  - 6.4.3. The Proportion
  - 6.4.4. Rhythm
  - 6.4.5. Harmony
  - 6.4.6. The Movement
  - 6.4.7. Unit
- 6.5. Graphic Design References of the 20th and 21st centuries
  - 6.5.1. Graphic Designers Who Have Made a Mark in History
  - 6.5.2. Most Influential Designers
  - 6.5.3. Graphic Designers Today
  - 6.5.4. Visual References
- 6.6. Posters
  - 6.6.1. Advertising Poster
  - 6.6.2. Functions
  - 6.6.3. 19th Century Posters
  - 6.6.4. Visual References
- 6.7. Graphic Style
  - 6.7.1. Iconic Language and Mass Culture
  - 6.7.2. Graphic Design and its Relationship with Art
  - 6.7.3. Own Graphic Style
  - 6.7.4. Design Isn't a Profession, It's a Lifestyle
- 6.8. From the Streets to the Office
  - 6.8.1. Design as the Latest Avant-Garde
  - 6.8.2. Urban Art or Street Art
  - 6.8.3. Street Art Applied to Advertising
  - 6.8.4. Street Art and Brand Image
- 6.9. Most Used Digital Tools
  - 6.9.1. Adobe Lightroom
  - 6.9.2. Adobe Photoshop
  - 6.9.3. Adobe Illustrator
  - 6.9.4. Adobe InDesign
  - 6.9.5. CorelDRAW
- 6.10. Starting a Design Project
  - 6.10.1. The Brief
  - 6.10.2. Definition
  - 6.10.3. Justification
  - 6.10.4. Implications
  - 6.10.5. Objectives
  - 6.10.6. Methodology

## Module 7. Corporate Image

- 7.1. Identity
  - 7.1.1. Idea of Identity
  - 7.1.2. Why is Identity Sought?
  - 7.1.3. Types of Identity
  - 7.1.4. Digital Identity
- 7.2. Corporate Identity
  - 7.2.1. Definition. Why have a Corporate Identity?
  - 7.2.2. Factors Influencing Corporate Identity
  - 7.2.3. Corporate Identity Components
  - 7.2.4. Identity Communication
  - 7.2.5. Corporate Identity, Branding and Corporate Image
- 7.3. Corporate Image
  - 7.3.1. Characteristic of the Corporate Image
  - 7.3.2. What is Corporate Image for?
  - 7.3.3. Types of Corporate Image
  - 7.3.4. Examples:
- 7.4. Basic identifying signs
  - 7.4.1. The Name or Naming
  - 7.4.2. Logotypes
  - 7.4.3. Monograms
  - 7.4.4. Imagotypes
- 7.5. Identity Memorization Factors
  - 7.5.1. Originality
  - 7.5.2. The Symbolic Value
  - 7.5.3. Pregnancy
  - 7.5.4. Repetition
- 7.6. Methodology for the Brand Creation Process
  - 7.6.1. Study of the Sector and Competition
  - 7.6.2. Brief, Templates
  - 7.6.3. Define Brand Strategy and Personality. Values
  - 7.6.4. Target Audience
- 7.7. The Customer
  - 7.7.1. Understanding What the Customer is Like
  - 7.7.2. Customer Typologies
  - 7.7.3. The Meeting Process
  - 7.7.4. The Importance of Knowing the Customer
  - 7.7.5. Establish Budget
- 7.8. Corporate Identity Manual
  - 7.8.1. Construction Standards and Brand Application
  - 7.8.2. Corporate Typography
  - 7.8.3. Corporate Colors
  - 7.8.4. Other Graphic Elements
  - 7.8.5. Examples of Corporate Manuals
- 7.9. Identity Redesign
  - 7.9.1. Reasons to Choose an Identity Redesign
  - 7.9.2. Managing a Change in Corporate Identity
  - 7.9.3. Good practice. Visual References
  - 7.9.4. Malpractice. Visual References
- 7.10. Brand Identity Project
  - 7.10.1. Presentation and Explanation of the Project. Referrals
  - 7.10.2. Brainstorming Market Analysis
  - 7.10.3. Target Audience, Brand Value
  - 7.10.4. First Ideas and Sketches. Creative Techniques
  - 7.10.5. Establishment of the Project. Fonts and Colors
  - 7.10.6. Delivery and Correction of Projects

## Module 8. Creating a Portfolio

- 8.1. Portfolio
  - 8.1.1. The Portfolio as your Letter of Introduction
  - 8.1.2. The Importance of a Good Portfolio
  - 8.1.3. Orientation and Motivation
  - 8.1.4. Practical Advice
- 8.2. Characteristics and Elements
  - 8.2.1. Physical Format
  - 8.2.2. Digital Format
  - 8.2.3. Use of Mockups
  - 8.2.4. Common Errors
- 8.3. Digital Platforms
  - 8.3.1. Continuous Learning Communities
  - 8.3.2. Social Networks: Twitter, Facebook, Instagram
  - 8.3.3. Professional Networks: LinkedIn, InfoJobs
  - 8.3.4. Cloud Portfolios: Behance
- 8.4. The Designer in the Labor Scheme
  - 8.4.1. Career Opportunities for a Designer
  - 8.4.2. Design Agencies
  - 8.4.3. Business Graphic Design
  - 8.4.4. Success Stories
- 8.5. How Do I Present Myself Professionally?
  - 8.5.1. Keep Up-to-Date, and Constantly Recycle Knowledge
  - 8.5.2. The CV and Its Importance
  - 8.5.3. Common Errors in CVs
  - 8.5.4. How to Create a Good CV
- 8.6. The New Consumer
  - 8.6.1. Value Perception
  - 8.6.2. Defining Your Target Audience
  - 8.6.3. Empathy Map
  - 8.6.4. Personal Relations
- 8.7. My Personal Brand
  - 8.7.1. Entrepreneurship: The Search for Meaning
  - 8.7.2. Convert your Passion into a Career
  - 8.7.3. The Ecosystem Around your Activity
  - 8.7.4. The Canvas Model
- 8.8. Visual Identity
  - 8.8.1. The Naming
  - 8.8.2. Brand Values
  - 8.8.3. The Big Topics
  - 8.8.4. Moodboard. Use of Pinterest
  - 8.8.5. Visual Factors Analysis
  - 8.8.6. Time Factors Analysis
- 8.9. Ethics and Responsibility
  - 8.9.1. Ethical Decalogue for the Practice of Design
  - 8.9.2. Copyrights
  - 8.9.3. Design and Conscientious Objection
  - 8.9.4. The "Good" Design
- 8.10. The Price of my Work
  - 8.10.1. Do you Need Money to Live?
  - 8.10.2. Basic Accounting for Entrepreneurs
  - 8.10.3. Types of Costs
  - 8.10.4. Your Price per Hour. Retail Price

## Module 9. Ethics, Legislation and Professional Deontology

- 9.1. Ethics, Morals, Law and Professional Deontology
  - 9.1.1. Basic Questions on Ethics. Some Moral Dilemmas
  - 9.1.2. Conceptual Analysis and Etymological Origin
  - 9.1.3. Differences Between Morals and Ethics
  - 9.1.4. The Connection Between Ethics, Morals, Law and Deontology
- 9.2. Intellectual Property
  - 9.2.1. What is Intellectual Property?
  - 9.2.2. Types of Intellectual Property
  - 9.2.3. Plagiarism and Copyright Infringement
  - 9.2.4. Anticopyright
- 9.3. Practical Aspects of Current Ethics
  - 9.3.1. Utilitarianism, Consequentialism and Deontology
  - 9.3.2. Acting Consistently vs. Acting on Principles
  - 9.3.3. Dynamic Efficiency of Acting Based on Principles
- 9.4. Legislation and Morality
  - 9.4.1. Concept of Legislation
  - 9.4.2. Concept of Morality
  - 9.4.3. Connection Between Law and Morality
  - 9.4.4. From Fairness to Unfairness based on Logical Reasoning
- 9.5. Professional Conduct
  - 9.5.1. Dealing with the Customer
  - 9.5.2. The Importance of Agreeing Terms and Conditions
  - 9.5.3. Customers Don't Buy Design
  - 9.5.4. Professional Conduct
- 9.6. Responsibilities Toward Other Designers
  - 9.6.1. Competitiveness
  - 9.6.2. Prestige of the Profession
  - 9.6.3. Impact on the Rest of the Professions
  - 9.6.4. Relationship with Other Colleagues from the Profession. Criticism
- 9.7. Social Responsibility
  - 9.7.1. Inclusive Design and Its Importance
  - 9.7.2. Characteristics to Consider
  - 9.7.3. Change of Mentality
  - 9.7.4. Examples and References
- 9.8. Responsibilities with the Environment
  - 9.8.1. Ecodesign. Why Is It So Important?
  - 9.8.2. Characteristics of Sustainable Design
  - 9.8.3. Environmental Implications
  - 9.8.4. Examples and References
- 9.9. Ethical Conflicts and Decision-Making
  - 9.9.1. Responsible Conduct and Clinical Internship in the Workplace
  - 9.9.2. Best Clinical Internship of the Digital Designer
  - 9.9.3. How to Resolve Conflicts of Interest
  - 9.9.4. How to Deal with Gifts
- 9.10. Free Knowledge: Creative Commons Licenses
  - 9.10.1. What are they?
  - 9.10.2. Types of Licences
  - 9.10.3. Symbology
  - 9.10.4. Specific Uses



## Module 10. Typography

- 10.1. Introduction to Typography
  - 10.1.1. What is Typography?
  - 10.1.2. The Role of Typography in Graphic Design
  - 10.1.3. Sequencing, Contrast, Shape and Contrashape
  - 10.1.4. Relationship and Differences between Typography, Calligraphy and Lettering
- 10.2. Multiple Origins of Writing
  - 10.2.1. Ideographic Writing
  - 10.2.2. The Phoenician Alphabet
  - 10.2.3. The Roman Alphabet
  - 10.2.4. The Carolingian Reform
  - 10.2.5. The Modern Latin Alphabet
- 10.3. The Beginnings of Typography
  - 10.3.1. The Printing Press, a New Era. First Typographies
  - 10.3.2. The Industrial Revolution: Lithography
  - 10.3.3. Modernism: The Beginnings of Commercial Typography
  - 10.3.4. The Avant-Garde
  - 10.3.5. Interwar Period
- 10.4. The Role of Design Schools in Typography
  - 10.4.1. Bauhaus
  - 10.4.2. Herbert Bayer
  - 10.4.3. Gestalt Psychology
  - 10.4.4. Swiss Design
- 10.5. Current Typography
  - 10.5.1. 1960-1970, Precursors to the Revolution
  - 10.5.2. Post-modernism, Deconstructivism and Technology
  - 10.5.3. In What Direction is Typography Going?
  - 10.5.4. Typographies that Mark Trends
- 10.6. The Typographic Form I
  - 10.6.1. Anatomy of Letters
  - 10.6.2. Measurements and Attributes of the Type
  - 10.6.3. Typographic Families
  - 10.6.4. High Box, Low Box and Small Caps
  - 10.6.5. Difference between Typography, Font and Typeface Family
  - 10.6.6. Fillets, Lines and Geometric Elements
- 10.7. The Typographic Form II
  - 10.7.1. The Typographic Combination
  - 10.7.2. Typeface Formats (PostScript-TrueType-OpenType)
  - 10.7.3. Typographic Licenses
  - 10.7.4. Who Should Buy the License? The Client or the Designer?
- 10.8. Typographic Correction. The Composition of the Text
  - 10.8.1. Spacing Between Letters. Tracking and Kerning
  - 10.8.2. Space Between Words. Quad
  - 10.8.3. Line Spacing
  - 10.8.4. The Body of the Text
  - 10.8.5. Attribute of the Text
- 10.9. The Drawing of the Letters
  - 10.9.1. Creative Process
  - 10.9.2. Traditional and Digital Materials
  - 10.9.3. The Use of the Graphic Tablet and the iPad
  - 10.9.4. Digital Typography: Contours and Bitmaps
- 10.10. Typographic Posters
  - 10.10.1. Calligraphy as a Basis for the Drawing of Letters
  - 10.10.2. How to Create a Typographic Composition that Makes an Impact?
  - 10.10.3. Visual References
  - 10.10.4. Doodle Phase
  - 10.10.5. Project

06

# Clinical Internship

After passing the online learning period, the program includes an internship phase in a creative center of reference in the area of Graphic Design, where the professional will learn to transfer the theoretical knowledge acquired to a real working environment, together with the best experts in this field.





“

*Having access not only to the best online training, but also to an internship in a prestigious center where you can interact with renowned design professionals, is only possible thanks to TECH”*

The practical phase of this program consists of an intense 3-week learning journey in a specialized Graphic Design center. The stay will be from Monday to Friday, 8 continuous hours. This ensures that the professional can acquire and reinforce his or her knowledge without interruption, in a fluid manner.

In this training proposal, completely practical in nature, the activities are aimed at developing and perfecting the skills necessary for the development of the latest techniques in Graphic Design adjusted to market trends and according to the different sectors, and which are oriented to the specific training for the exercise of the activity.

It is undoubtedly a great opportunity to learn by working, putting into practice knowledge and skills with the possibility of seeing the procedures used in professional centers for Graphic Design first hand, by means of state-of-the-art equipment and the best specialized personnel.

The practical teaching will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of Graphic Design (learning to be and learning to relate).



*This Hybrid Professional Master's Degree in Graphic Design will enable you to create complete graphic projects in any communicative context"*

The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:

Module	Practical Activity
Introduction to Color	Create different graphic pieces, using different colors based on the emotions to be conveyed by each one
	Design graphic pieces, applying the different color theories in each one of them
Editorial Design	Generate a graphic work oriented to printed editorial media
	Create a graphic composition intended for digital editorial media
	Creating an editorial project from scratch with InDesign
Design Methodology	Create your own work methodology, based on a series of objectives that you wish to achieve
	Resolve any problems that may arise in the work methodology, establishing a needs analysis for this purpose
	Perform and prepare a design briefing
Graphic Design	Undertake Graphic Design works oriented to different sectors of the activity
	Create your own Graphic Design style
	Use the most popular Graphic Design tools such as Adobe Lightroom or Adobe Photoshop
Corporate Image	Create and modify the design sketches of the corporate image of a company
	To design the final corporate image of a company, taking into account the message and the perception it wishes to convey
	Manage the corporate identity manual, detecting construction standards and relevant graphic elements

## Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this educational entity undertakes to take out civil liability insurance to cover any eventuality that may arise during the stay at the internship center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. In this way, the professional will not have to worry in case he/she has to face an unexpected situation and will be covered until the end of the practical program at the center.



## General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

**1. TUTOR:** During the Hybrid Professional Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

**2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

**3. ABSENCE:** If the students does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

**4. CERTIFICATION:** Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

**7. DOES NOT INCLUDE:** The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

07

# Where can I do the Internship?

In order to provide an elite education for all its students, this Hybrid Professional Master's Degree includes a 3-week internship in a prestigious creative center. Thanks to TECH's exhaustive selection process, students will apply their knowledge in practice with real cases and expert professionals.





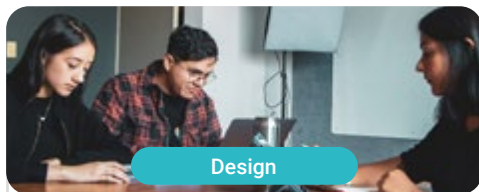
A city skyline at sunset with a teal and white geometric overlay. The image shows a dense urban landscape with numerous skyscrapers, some of which are illuminated with lights. The sky is a mix of orange, pink, and blue, indicating the time is either dawn or dusk. The foreground is dominated by a large, white, triangular shape that points towards the bottom right, set against a dark teal background that also forms a large triangle on the right side of the page.

“

*During 3 weeks, you will work with experts in the field of Graphic Design and you will live an intense experience of learning and putting into practice”*



The student will be able to take the practical part of this Hybrid Professional Master's Degree in the following centers:



Design

### Goose & Hopper México

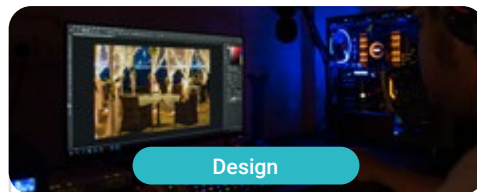
Country: Mexico  
City: Michoacán de Ocampo

Address: Avenida Solidaridad Col. Nueva Chapultepec Morelia, Michoacan

Advertising, design, technology and creative agency

**Related internship programs:**

- Digital Communication and Reputation Management
- Organic 3D Modeling



Design

### Happy Studio Creativo

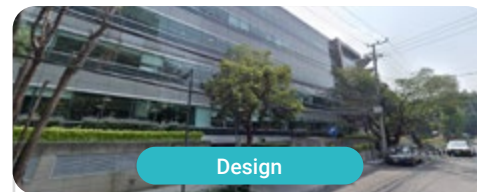
Country: Mexico  
City: Mexico City

Address: Limantitla 6A Santa Úrsula Xitla Tlalpan 14420 CDMX

Creative company dedicated to the audiovisual and communication world.

**Related internship programs:**

- Digital Photography
- Audiovisual Screenwriting



Design

### Break Point Marketing

Country: Mexico  
City: Mexico City

Address: Calle Montes Urales 424 4to piso lomas- Virreyes, Lomas de Chapultepec, Miguel Hidalgo C.P 11000 CDMX

Creative company specialized in Digital Marketing and communication

**Related internship programs:**

- MBA in Digital Marketing
- Graphic Design



Design

### Tribalo

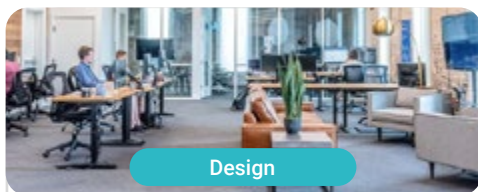
Country: Mexico  
City: Querétaro de Arteaga

Address: Ignacio Pérez Sur N°49 El Carrizal Querétaro

Advertising and Digital Marketing Agency

**Related internship programs:**

- MBA in Digital Marketing
- Advertising Communication



Design

### Estudio 630

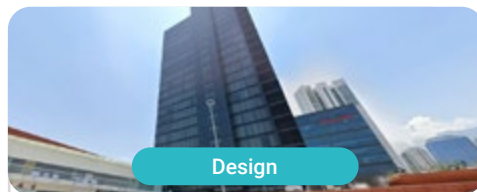
Country: Mexico  
City: Mexico City

Address: Av. Santa Fe 428-Piso 15, Lomas de Santa Fe, Contadero, Cuajimalpa de Morelos, 05300 Ciudad de México, CDMX, México

Creative company for digital media

**Related internship programs:**

- Graphic Design
- Website Management Engineering



Design

### Futurité

Country: Mexico  
City: Nuevo León

Address: Av. José Vasconcelos 345 piso 21 Col. Santa Engracia San Pedro Garza García Monterrey Nuevo León

Web analytics, graphic design and software company

**Related internship programs:**

- MBA in Digital Marketing
- Graphic Design



Design

### Grupo Neo

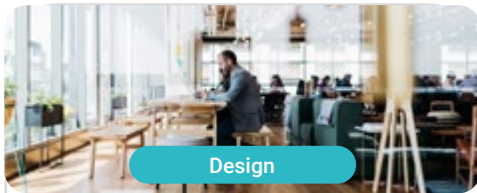
Country: Mexico  
City: Querétaro de Arteaga

Address: Fernando Soler 118 Col. La Joya Querétaro C.P. 76180

Company specialized in Graphic Design and creative works.

**Related internship programs:**

- MBA in Digital Marketing
- Graphic Design



Design

### The We Company

Country: Mexico City  
City: Querétaro de Arteaga

Address: Juan N. Frías 19, del Parque, Constituyentes, 76147 Santiago de Querétaro, Qro., México

Digital Marketing Agency

**Related internship programs:**

- Graphic Design
- Social Media Management: Community Manager



Design

### Innovación Gráfica

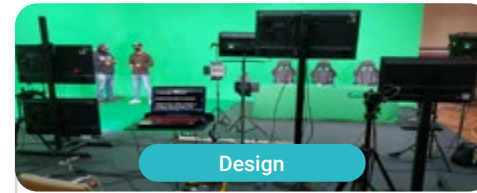
Country: Mexico City  
City: Mexico City

Address: Calle Juan de Dios Peza N° 115, Col Obrera, CP. 06800, CDMX

Entity specialized in marketing and commercial architecture

**Related internship programs:**

- Graphic Design
- Sales and Marketing Management



Design

### Gaming Partners

Country: Mexico City  
City: Mexico City

Address: Poniente 75 Col. 16 de septiembre Alcaldía Miguel Hidalgo

Company specialized in gaming marketing and videogame development.

**Related internship programs:**

- People Management
- Sales and Marketing Management



Design

### Coppel

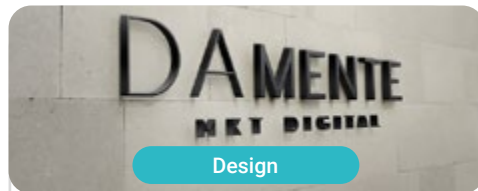
Country: Mexico City  
City: Sinaloa

Address: República 2855 Los Alamos, Col. Recursos Hidráulicos 80105 Culican Rosales Sinaloa

Company specialized in financial and advisory services

**Related internship programs:**

- MBA in Digital Marketing
- Graphic Design



Design

### Damente Digital

Country: Mexico City  
City: Mexico City

Address: Av. Coyoacán 931 Col. Del Valle Centro, Benito Juárez C.P. 03100 CDMX

Digital Marketing, communication and advertising agency

**Related internship programs:**

- Graphic Design
- MBA in Digital Marketing



Design

### Grupo Fórmula

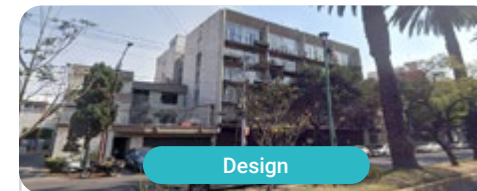
Country: Mexico City  
City: Mexico City

Address: Cda. San Isidro 44, Reforma Soc, Miguel Hidalgo, 11650 Ciudad de México, CDMX

Leading company in multimedia communication and content generation

**Related internship programs:**

- Graphic Design
- People Management



Design

### Amperson

Country: Mexico City  
City: Mexico City

Address: Dr. Vertiz 652, int 302, Narvarte Poniente, Benito Juárez, 03023, Ciudad de México, México

Digital Marketing and Communication Agency

**Related internship programs:**

- Graphic Design
- MBA in Advertising and Public Relations Management



Design

### Piensamarketing

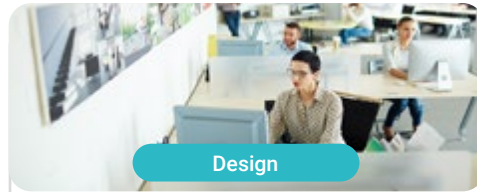
Country: Argentina  
City: Río Negro

Address: Campichuelo 580 (8400),  
Ciudad de Bariloche, Río Negro

Social and digital marketing and communication  
agency

**Related internship programs:**

- Creation and Entrepreneurship in Digital Business
- MBA in Digital Marketing



Design

### Amplifica

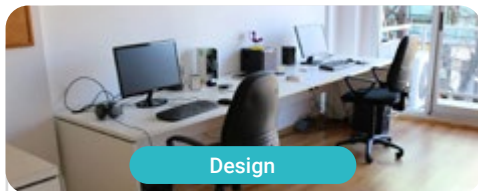
Country: Argentina  
City: Autonomous City of Buenos Aires

Address: Chile 576, C1098AAL CABA, Argentina

SEO agency for effective communication and  
positioning promotion

**Related internship programs:**

- Advertising Communication
- Graphic Design



Design

### Buppa

Country: Argentina  
City: Autonomous City of Buenos Aires

Address: Palpa 3088, piso 1 Ciudad  
Autónoma de Buenos Aires

Digital marketing and communication studio

**Related internship programs:**

- Graphic Design
- Multimedia Design





### Goose & Hopper España

Country	City
Spain	Valence

Address: La Marina de Valencia, Muelle de la Aduana S/N Edificio Lanzadera 46024

Advertising, design, technology and creative agency

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**Related internship programs:**

- Digital Communication and Reputation Management
- Organic 3D Modeling



*Take advantage of this opportunity to surround yourself with expert professionals and learn from their work methodology”*

08

# 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 to solve complex situations in real business environments through collaborative activities and real cases.*

### 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 is the most widely used learning system in the best faculties in the world. 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.

With this methodology we have 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, markets, and financial 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.

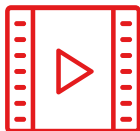
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

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.



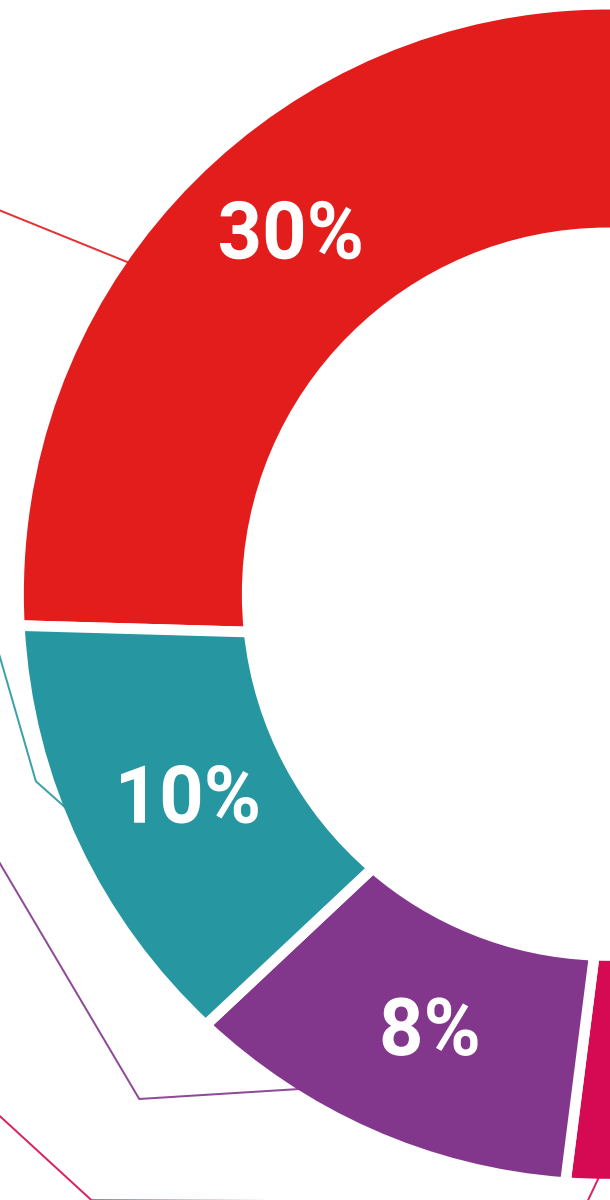
### Practising Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic 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.



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# Certificate

The Hybrid Professional Master's Degree in Graphic Design guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Professional Master's Degree diploma 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 program will allow you to obtain your **Hybrid Professional Master's Degree diploma in Graphic Design** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

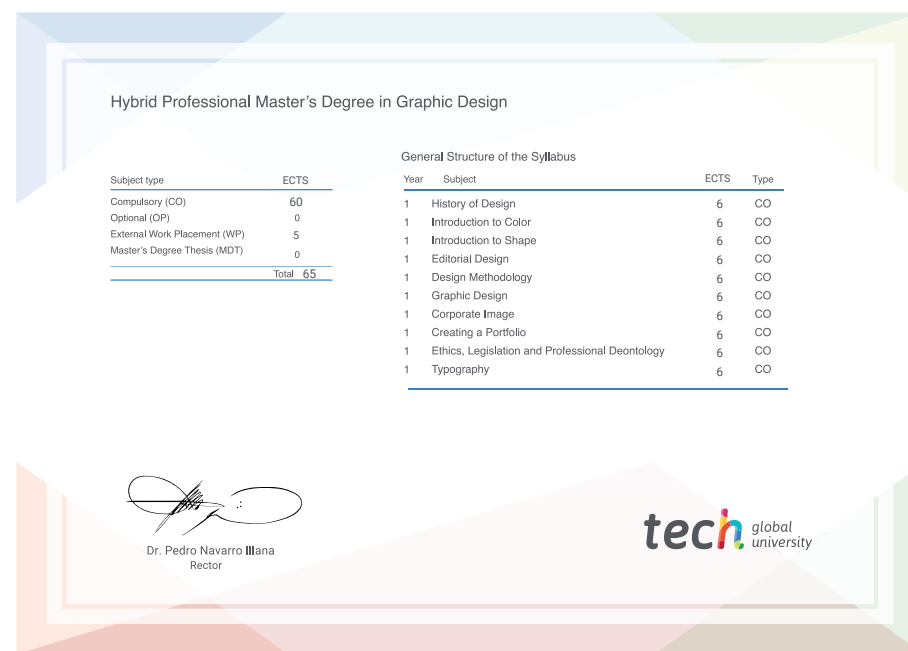
Title: **Hybrid Professional Master's Degree in Graphic Design**

Course Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Global University**

Recognition: **60 + 5 ECTS Credits**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



This **Hybrid Professional Master's Degree in Graphic Design** contains the most complete and up-to-date program on the professional and educational field.

After the student has passed the assessments, they will receive their corresponding Hybrid Professional Master's Degree diploma issued by TECH Technological University via tracked delivery\*.

In addition to the diploma, students will be able to obtain an academic transcript, as well as a certificate outlining the contents of the program. In order to do so, students should contact their academic advisor, who will provide them with all the necessary information.

Title: **Hybrid Professional Master's Degree in Graphic Design**

Course Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 h.**



## Hybrid Professional Master's Degree

### Graphic Design

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

60 + 5 ECTS Credits

# Hybrid Professional Master's Degree

## Graphic Design