

Internship Program

Editorial Design



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01 Introduction

The graphic design industry has grown exponentially in recent years due to technological advances. Within this field is the specialization in Editorial Design, where the role of the graphic professional is increasingly important to capture the attention of readers in different formats. This eminently practical training is aimed at professionals who wish to learn about the latest developments in the sector in a benchmark company with specialists in this industry. To this end, they will be provided with a comprehensive, 100% practical and intensive program in a first-class internship.



Develop your daily professional practice with the up-to-date practical tools that will allow you to master this Internship Program in Editorial Design at TECH”





With the new digital technologies, the field of Editorial Design is growing exponentially. The sector, based on the complex tools at its disposal, is increasingly betting on innovative creative trends that are only within the reach of experts with a holistic mastery of the technologies and work methodologies in this area. An example of this is that more and more magazines and media websites are selecting specialists versed in generating illustrations and three-dimensional figures to graph their articles. The aim is also to enable these professionals to design intelligent, addictive and fun visuals for all audiences.

Aware of this reality, TECH has developed an educational program that promotes the development of immediate skills among its students. Through an innovative learning model, 100% practical, students will learn about the latest developments in the world of software used for layout, aesthetics and typography of Editorial Design projects. At the same time, you will examine the techniques and methodologies applied to organize and optimize the production process in traditional magazines and digital pages that demand the skills of a graphic designer.

This Internship Program will take place from Monday to Friday, for 8 hours, and until completing 3 weeks of intensive internship. During this period, students will be provided with the necessary technological resources to increase their level of knowledge. Also, they will be supervised at all times by a designated tutor who will monitor the students' academic progress at all times. In addition, this figure will be in charge of helping the student to comprehensively manage all the materials and technological tools available to them. Likewise, it will value and manage its link with the productive routines of the work area in question. In addition, this academic modality facilitates the access of graduates to centers of international prestige.

02

Why Study an Internship Program?

This learning modality, 100% practical, is ideal for all those professionals who already have a trajectory in the Editorial Design sector. This Internship Program will allow them to avoid long periods of theoretical content with which they are already more or less familiar, while at the same time they will be directly linked to the development of practical skills that are essential for their personal updating. This internship, which lasts only 3 weeks, will take place in a highly prestigious center and each graduate will be able to complete their studies with a holistic update of the most select work techniques and resources within their reach.



TECH offers you a high-level practical specialization in the most modern digital tools for the layout and final artwork of Editorial Design projects”

1. Updating from the Latest Technology Available

The most advanced software for choosing fonts, colors and content layout will be analyzed during this Internship Program. In addition, students will be able to manage other highly complex softwares, which are applied for the compatibility of graphics and properties when exporting files or applying the most distinguished final art techniques of modern Editorial Design.

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

This program strengthens the link between students and great professionals in the field of Editorial Design. During 120 practical hours, students will be able to talk with specialists about doubts and skills of interest. In addition, they will rub elbows with these experts, learning continuously how they perform in their daily work. They will also be supervised by a designated tutor who will guarantee their involvement in concrete projects.

3. Enter into environments of excellence in Editorial Design.

For this type of studies, TECH has carefully selected internationally renowned centers that will host its students for 3 weeks. These facilities have extensive experience in Editorial Design and, at the same time, handle the most up-to-date technological tools. Upon completion of this Professional Internship Program, graduates will have an in-depth knowledge of work dynamics and practical experience that will enhance their personal résumé.



4. Putting the acquired knowledge into daily practice from the very first moment

TECH is aware that many educational programs fail to allow students to combine their professional interests with a quick and feasible assimilation of practical knowledge. For this reason, it has devised this program in which students will develop skills in an agile and flexible way by the hand of the most active and comprehensive experts in the field of Editorial Design.

5. Expanding the Boundaries of Knowledge

This TECH Internship Program is unique of its kind in the educational market since it extends the student's horizons on an international scale. Thanks to the network of agreements and collaborators of this program, students will be able to link up with institutions located in different latitudes and, thus, obtain a complete vision of the international standards that govern Editorial Design as a professional discipline.



*You will have full practical immersion
at the center of your choice"*

03

Objectives

With this Internship Program, TECH offers the professional a learning experience very close to the current reality of the sector, bringing them closer to a reference company in this field, which will allow them to develop their full potential while acquiring new technical knowledge and trends in the Editorial Design sector. All this in order to achieve their career progression goals.



General Objectives

- ♦ Master the latest techniques and application of the latest technologies in the field of Editorial Design
- ♦ Manage the daily work practice based on the management of the most current trends of the creative sector in question
- ♦ Understand the development of Editorial Design as an integration of different disciplines: art, contemporary culture, philosophy, sociology, linguistics and semiotics





Specific Objectives

- ◆ Acquire the capacity to observe, organize, distinguish between and manage color
- ◆ Know the fundamentals of Editorial Design in the printed and digital context, as well as its interrelation with other areas
- ◆ Understand how innovation works as a design driver
- ◆ Understand the basis, functions and value of graphic design
- ◆ Acquire the ability to gather and interpret relevant data to make judgments that include a reflection on ethical, environmental and social issues
- ◆ Know the basics of photographic and audiovisual technology
- ◆ Know and apply the fundamental aesthetics of typography
- ◆ Develop an editorial language to advertise a product or service, with a clear and specific purpose
- ◆ Learn about printing alternatives that are governed by sustainability principles and to use them in the process of conceiving a design project from scratch



Improve your professional career in the design field thanks to the specialists who will accompany you in this program”

04

Educational Plan

TECH has developed an Internship Program in which students will be present for 3 weeks, that is, 120 hours in a leading company in the graphic design sector and that has among its team professionals in this field specialized in the publishing field. Therefore, in this program, students will be at the company from Monday to Friday with 8-hour consecutive days, acquiring the most recent knowledge of the industry with the objective of achieving their professional goals.

This program consists of a minimum number of hours in which students must develop activities focused on the deployment of their technical and artistic skills in the field of design, whether for daily publications, periodicals or in different formats such as traditional paper or digital. All this using the most innovative concepts of layout, typography, photography or color and in accordance with the requirements demanded by the industry.

In this training proposal, of a completely practical nature, the activities are aimed at developing and perfecting the skills necessary for the provision of graphic design services, which require a high level of technical knowledge and are oriented towards specific training for the exercise of the activity, in a professionalizing environment.

An opportunity in which the design professional will not be alone, because while learning from a team of experts in the creative studio, a teacher of this program will be helping them at all times to achieve the best learning and according to the requirements that can be found in any other company in the sector: a highly constructive stage where the quality of teaching will be one of the goals.

The student will actively participate by performing activities and procedures related to each area of competence (learning to learn and learning to do), with the support and guidance of the teachers and other classmates to facilitate teamwork and multidisciplinary integration as transversal skills for the practice of graphic design (learning to be and learning to relate to others).



Receive specialized education in an institution that can offer you all these possibilities, with an innovative academic program and a human team that will help you develop your full potential”



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
Graphic Design and corporate image for the Editorial field	Compose a good Graphic Design within the Editorial Design attending to textures, spaces, contrast, balance, proportions, etc
	Create functional posters in digital or traditional format with modern visual references
	Correctly start the Editorial Design project through a briefing, with a definition, justification and adequate objectives
	Build a corporate image strategy to establish specific guidelines for Editorial Design
Methodologies and techniques of Editorial Design	Integrate images and color in a practical way in the Editorial Design, respecting the underlying journalistic intent
	Create a predetermined format when preparing the Editorial Design, adapting to the needs of the information and the work itself
	Analyze the market and competitive environment to establish realistic general, specific and technical objectives
Colors and typographies of major relevance for Editorial Design	Apply different types of typography, adapting it to the work required and the required and the medium in which it will be published
	Using digital elements such as tablets or iPads to produce good digital typography
	Manage the use of color in a practical digital and Editorial Design project
Layout and final artwork in Editorial Design	Layout the texts and images in a good composition, according to the business strategy
	Create a layout suitable for the social media environment
	Creating complex layouts in InDesign
	Adjust the final format of the work according to the medium in which it will be published

05 Where Can I Do the Internship Program?

In its philosophy of offering the student an optimal and high quality education, TECH provides students with a practical training in which they can acquire a renewed technical knowledge in the graphic editorial environment. An experience in which students will be able to witness in situ the work carried out by specialists in the sector from whom they can learn on a daily basis about design focused on the publishing sector.



*Get closer to Editorial Design
with an on-site experience
with the best professionals”*





The student will be able to do this program at the following centers:



Design

Goose & Hopper España

Country
Spain

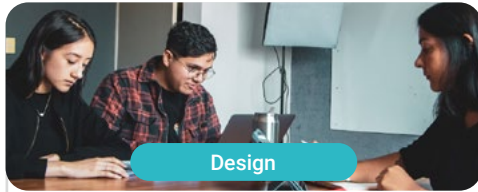
City
Valencia

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

Advertising, design, technology and creative agency

Related internship programs:

- Digital Communication and Reputation Management
- Organic 3D Modeling



Design

Goose & Hopper México

Country City
Mexico 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

Grupo Fórmula

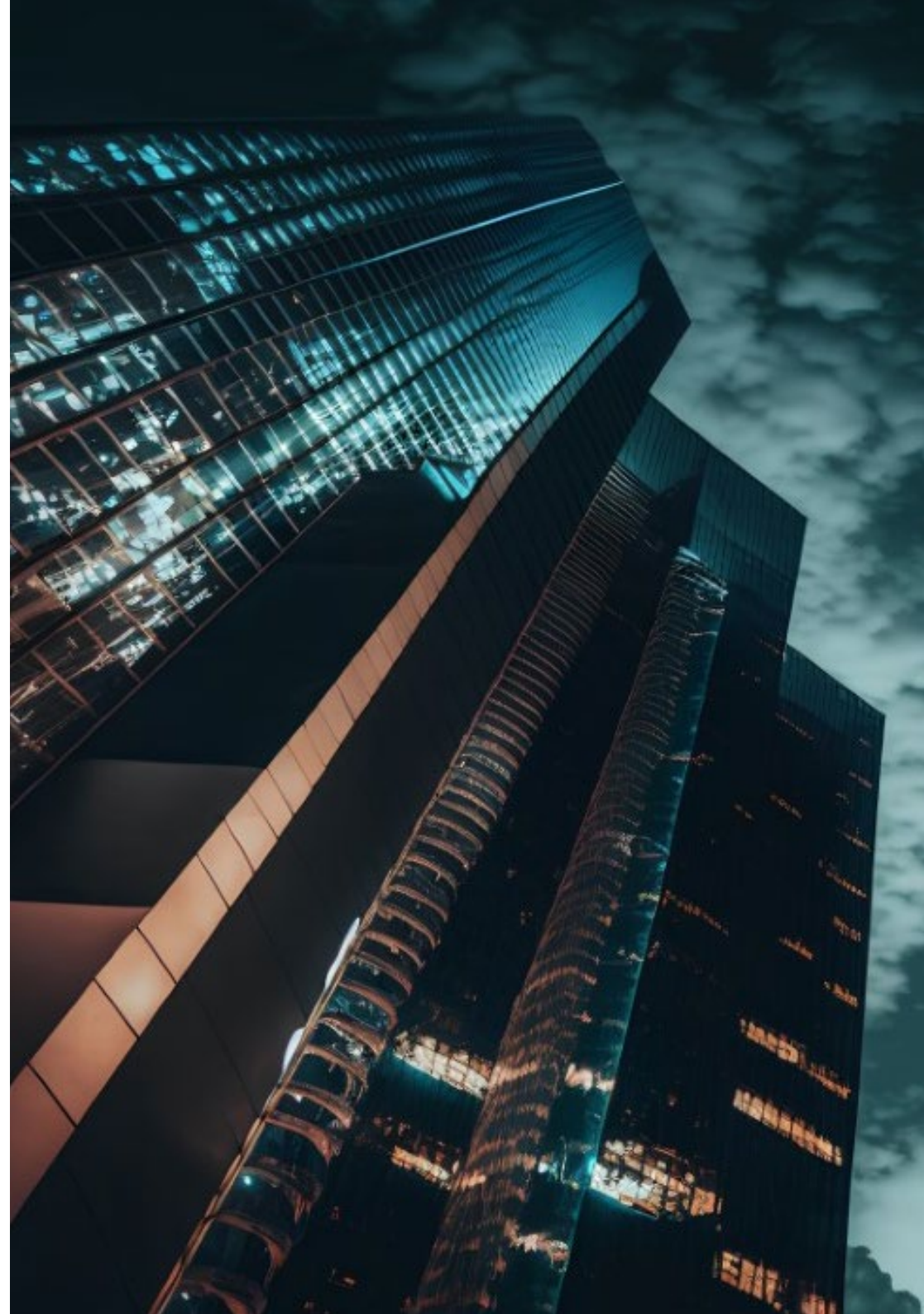
Country City
Mexico Mexico City

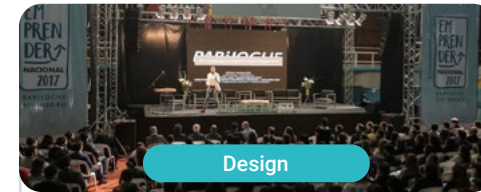
Address: Cda. San Isidro 44, Reforma Soc, Miguel Hidalgo, 11650 Ciudad de México, CDMX

Leading company in multimedia communication and content generation

Related internship programs:

- Graphic Design
- People Management





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



Make the most of this opportunity to surround yourself with expert professionals and learn from their work methodology”

06 General Conditions

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 entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship 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 Internship Program, 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 Internship Program, 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 Internship Program will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: The Internship Program shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Internship Program. 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 Internship Program 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 Certificate

This **Internship Program in Editorial Design** contains the most complete and up-to-date program on the professional and academic scene.

After the student has passed the evaluations, they will receive their corresponding TECH Internship Program issued by TECH Technological University via tracked delivery.

The certificate issued by TECH will reflect the grade obtained in the test.

Title: **Internship Program in Editorial Design**

Duration: **3 weeks**

Course Modality: **Monday to Friday, 8-hour consecutive shifts**

Total Hours: **120 h. of professional practice**



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