

Postgraduate Certificate New Media Projects





Postgraduate Certificate New Media Projects

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

Website: www.techtute.com/us/design/postgraduate-certificate/new-media-projects

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01

Introduction

The new forms of media allow the development of cultural objects through networking and the new information and communication technologies have been the way to adapt to the digital revolution and, in this revolution, it is necessary to have qualified professionals. This program is designed to specialize professionals in this field. This qualification will enable the professional to carry out their daily work with rigor.

The YouTube logo, consisting of the letters 'YT' in white on a red rounded rectangle, is partially visible in the upper right section of the image.The Hulu logo, the word 'Hulu' in white, is centered in the middle section of the image.The SHOWTIME logo, featuring the letters 'SHO' in white inside a red circle, is located in the lower right section of the image.The word 'GO' in a bold, teal, sans-serif font is partially visible in the bottom left corner of the image.

**HBO
NOW**

HBO NOW

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Design professionals must continue learning throughout their employment to adapt to new developments in the field”

The Postgraduate Certificate in New Media Projects is designed to guide the professional of design, graphic arts and other related areas in all aspects related to this field.

The new media have come to revolutionize the way in which culture, advertising or information is consumed, thanks to the emergence of ICT (Information and Communication Technologies). Thanks to this Postgraduate Certificate, the student will study the trends and experiences of the different notions of culture, in order to develop a design project in this field. Knowing the new media and the current way of advertising on the network, with virality, memes, social networks and *influencer* marketing is another source of this program.

This program provides students with specific tools and skills to successfully develop their professional activity in the wide field of design and graphic art. It works on key skills such as knowledge of the reality and daily practice in this field and develops responsibility in the follow-up and supervision of their work.

Additionally, as it is a 100% online program, the student is not constrained by fixed timetables or the need to move to another physical location, but can access the contents at any time of the day, balancing their professional or personal life with their academic life.

This **Postgraduate Certificate in New Media Projects** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ Practical cases presented by experts in New Media Projects
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional development
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Special emphasis on innovative methodologies in New Media Projects
- ◆ 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



Do not miss the opportunity to study this Postgraduate Certificate in New Media Projects with TECH. It's the perfect opportunity to advance your career"

“ *This Postgraduate Certificate is the best investment you can make when choosing a refresher program to expand your existing knowledge of New Media Projects*”

It includes in its teaching staff professionals belonging to the field of multimedia design and graphic arts, who bring to this program the experience of their work, as well as recognized specialists from reference societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive training programmed to train in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system developed by recognized experts in new media projects and with great teaching experience.

This program comes with the best educational material, providing you with a contextual approach that will facilitate your learning.

This 100% online Postgraduate Certificate will allow you to combine your studies with your professional work while increasing your knowledge in this field.



02

Objectives

The objective of this Postgraduate Certificate in New Media Projects is to offer professionals a complete program to acquire knowledge and skills for professional practice in this sector, with the confidence of learning from the best and a form of learning based on practice that will allow the student to complete the program with the necessary knowledge to work with total confidence and competence.

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para una **nueva era**

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It is the best option to learn about the latest advances in New Media Projects”



General Objective

- ◆ Be able to adapt to the changes and technological evolution taking place in the field of design in order to carry out the work following the latest tools in this field



Take the step to get up to speed on the latest developments in New Media Projects"





Specific Objectives

- ◆ Know adequate computer tools for the development and execution of design projects
- ◆ Solve digital design problems by applying the optimization criteria
- ◆ Understand the importance, functions and current role of art direction
- ◆ Combine analog and digital techniques to achieve better graphic results
- ◆ Master the research methodology in the generation of projects, ideas and viable solutions

03

Structure and Content

The structure of the contents has been designed by the best professionals in the multimedia design and graphic arts sector, with extensive experience and recognized prestige in the profession.

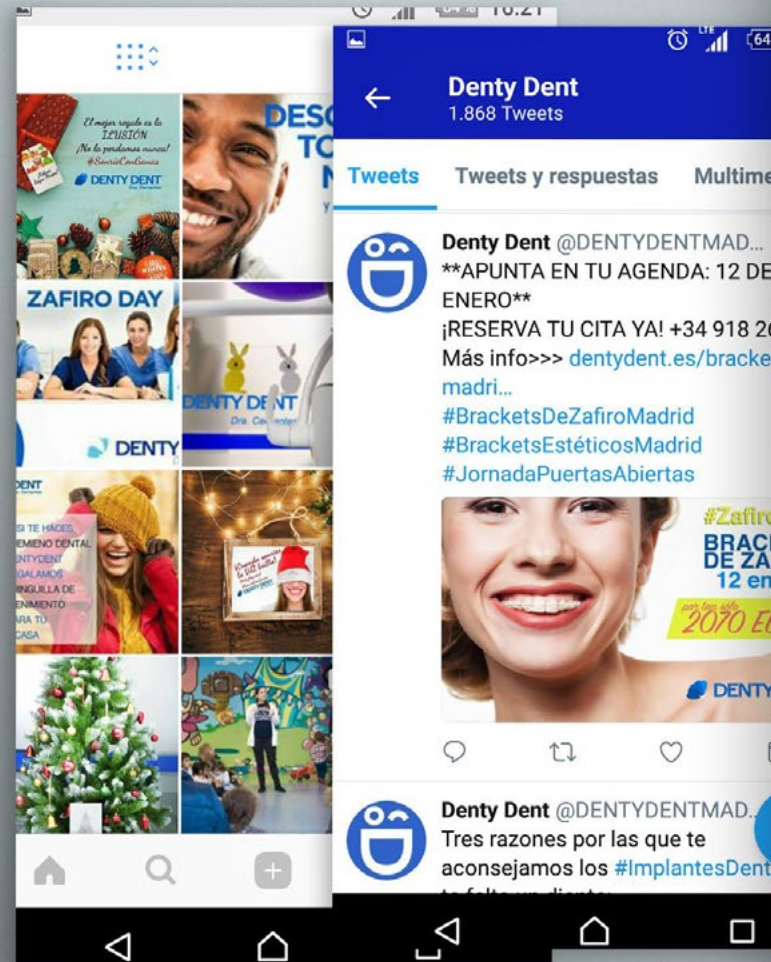


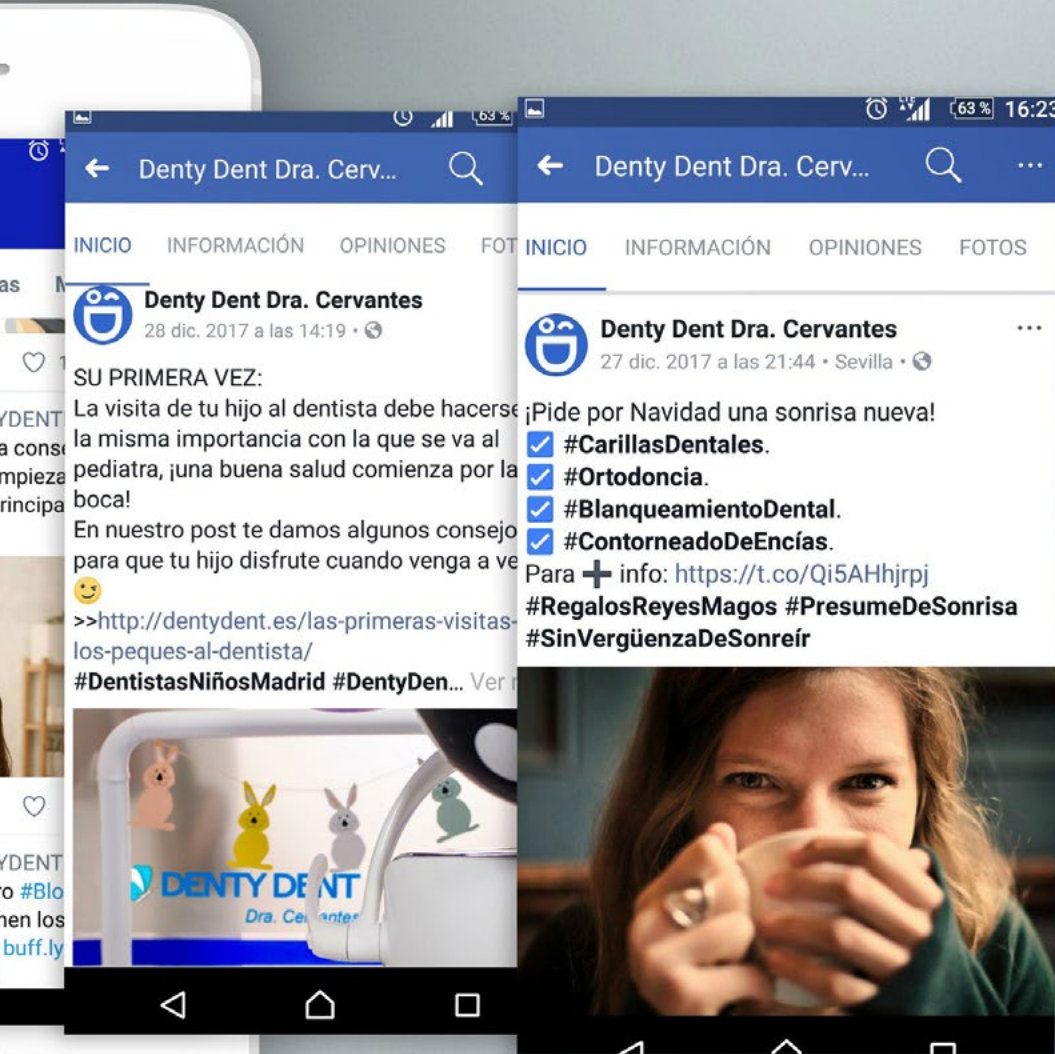
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We have the most complete and up-to-date program on the market. We strive for excellence and for you to achieve it too"

Module 1. New Media Projects

- 1.1. Art Direction
 - 1.1.1. What Is Art Management?
 - 1.1.2. Functions
 - 1.1.3. The Art Director in Their Daily Work
 - 1.1.4. Referents
- 1.2. Digital Watercolor Project
 - 1.2.1. Watercolor as a Current Trend
 - 1.2.2. Explaining the Project
 - 1.2.3. Visual References
 - 1.2.4. Search for References
- 1.3. Color Tool in Photoshop
 - 1.3.1. What Color Tools Are Available to Us?
 - 1.3.2. The Digital Brush, How to Use It?
 - 1.3.3. Watercolor Textures: Analogical Process
 - 1.3.4. Watercolor Textures: Digital Process
- 1.4. Creative and Drawing Process
 - 1.4.1. Creating a Moodboard
 - 1.4.2. Create a Composition
 - 1.4.3. Drawing a Composition
 - 1.4.4. Finalizing Drawing Details
- 1.5. Color Process
 - 1.5.1. Base Color
 - 1.5.2. Coloring Secondary Elements
 - 1.5.3. Shades
 - 1.5.4. Finalizing Details
- 1.6. Textures, Filters and Exporting the Project
 - 1.6.1. Application of Textures
 - 1.6.2. Application of Filters and Effects
 - 1.6.3. Efficient Export
 - 1.6.4. Presentation and Project Analysis





- 1.7. Viral and Advertising
 - 1.7.1. Viral Marketing
 - 1.7.2. Influencer Marketing
 - 1.7.3. References
 - 1.7.4. Practice: Reference Search and Argumentation
- 1.8. Creation of Augmented Reality
 - 1.8.1. Testing Applications
 - 1.8.2. Project: Create Your Own Augmented Reality Filter
 - 1.8.3. What Are Instagram Filters?
 - 1.8.4. Project Moodboard
- 1.9. Project Development
 - 1.9.1. Necessary Supplies
 - 1.9.2. Sketches
 - 1.9.3. Adding Color
 - 1.9.4. Digitization
- 1.10. Spark AR
 - 1.10.1. Interface
 - 1.10.2. Interface Elements I
 - 1.10.3. Interface Elements II
 - 1.10.4. Export and Publish Filter



This program will allow you to advance in your career comfortably"

04

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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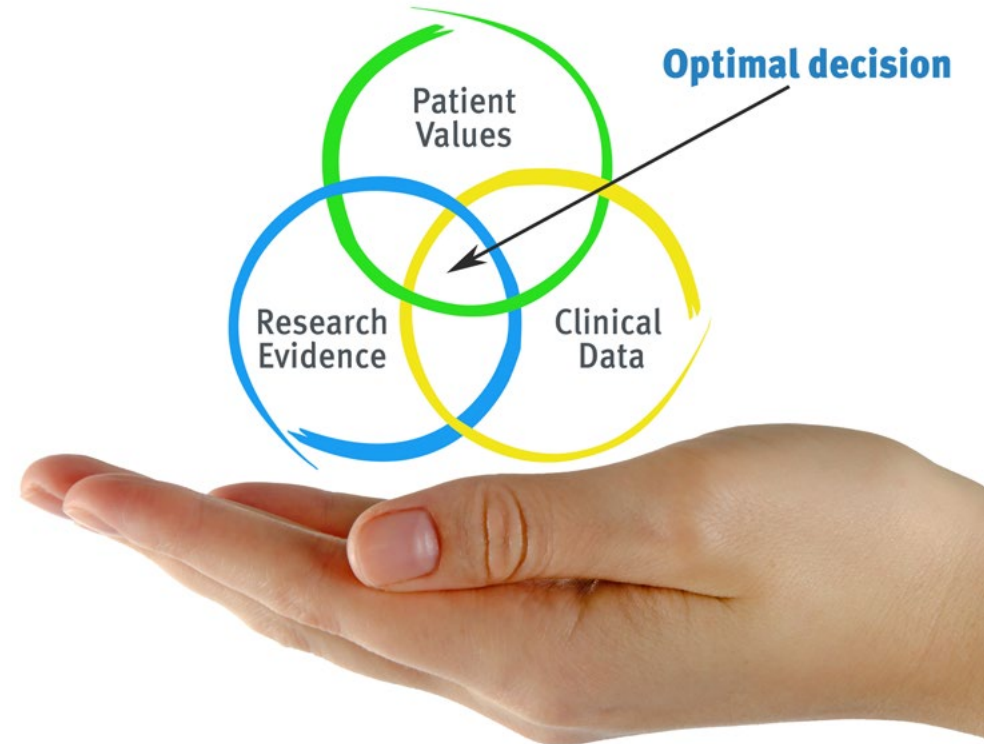
Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.



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.



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 student will learn to solve complex situations in real business environments through collaborative activities and real cases.

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.



05 Certificate

The Postgraduate Certificate in Social Media Projects guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This **Postgraduate Certificate in New Media Projects** contains the most complete and up-to-date educational program on the market.

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

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

Title: **Postgraduate Certificate in New Media Projects**

Official N° of Hours: **150 h.**



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



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