

# Postgraduate Certificate Portfolio Building





## Postgraduate Certificate Portfolio Building

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/design/postgraduate-certificate/portfolio-building](http://www.techtitute.com/us/design/postgraduate-certificate/portfolio-building)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Structure and Content

---

*p. 12*

04

Methodology

---

*p. 16*

05

Certificate

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*p. 24*

01

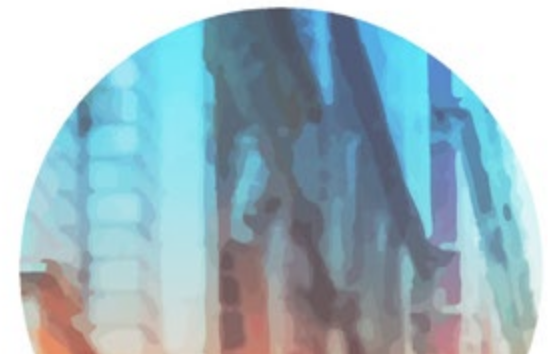
# Introduction

Graphic designers must know how to adapt to the environment in which they work and, above all, distinguish themselves from their competitors. For this reason, it is necessary for the professional to be able to make their work known in the right way. This program is designed to specialize professionals in this field. This qualification will enable the professional to carry out their daily work with rigor.



SERVICES

SOLUTIONS





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

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

Making a graphic designer's work known through a portfolio is better than any resume, since it is the perfect way for future clients to really know the quality of the work they have done and their experience. To this end, this Postgraduate Certificate aims to give the student the keys to be able to create this "cover letter" of their work that can become the professional portfolio of the designer.

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 Portfolio Building** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ Practical cases presented by experts in Portfolio Building
- ◆ 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 Portfolio Building
- ◆ 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 Portfolio Building 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 update your existing knowledge of Portfolio Building*”

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 knowledge programmed to learn 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 created by renowned and experienced experts in Portfolio Building and extensive 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 Portfolio Building 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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*This is the best option to learn about the latest advances in Portfolio Building”*



## General Objective

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- ◆ Know techniques, methods, tools and networks to promote personal work

“ Take the step to get up to date on the latest developments in Portfolio Building”





## Specific Objectives

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- ◆ Create audiovisual narratives correctly applying usability and interactivity criteria
- ◆ Identify the figure of the designer in the labor market
- ◆ Understand the ethical protocol to be followed in professional practice
- ◆ Be able to identify strengths and weaknesses in oneself
- ◆ Know how to economically value one's own work

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. Portfolio Building

- 1.1. The Portfolio
  - 1.1.1 The Portfolio as Your Cover Letter
  - 1.1.2 The Importance of a Good portfolio
  - 1.1.3 Orientation and Motivation
  - 1.1.4 Practical Advice
- 1.2. Characteristics and Elements
  - 1.2.1 The Physical Format
  - 1.2.2 The Digital Format
  - 1.2.3 The Use of Mockups
  - 1.2.4 Common Errors
- 1.3. Digital Platforms
  - 1.3.1 Continuous Learning Communities
  - 1.3.2 Social Networks Twitter, Facebook, Instagram
  - 1.3.3 Professional Networks: LinkedIn, Infojobs
  - 1.3.4 Cloud Portfolios Behance
- 1.4. The Designer in the Labor Market
  - 1.4.1 Career Opportunities for a Designer
  - 1.4.2 Design Agencies
  - 1.4.3 Corporate Graphic Design
  - 1.4.4 Success Stories
- 1.5. How Do I Show Myself Professionally?
  - 1.5.1 Keeping Updated, in Constant Recycling
  - 1.5.2 The Curriculum Vitae and Its Importance
  - 1.5.3 Common Mistakes in a Curriculum Vitae
  - 1.5.4 How to Create a Good Curriculum Vitae?
- 1.6. The New Consumers
  - 1.6.1 Perception of Value
  - 1.6.2 Defining the Target Audience
  - 1.6.3 Empathy Map
  - 1.6.4 Personal Relationships





- 1.7. My Personal Brand
  - 1.7.1 Entrepreneurship: The Search for Meaning
  - 1.7.2 Turn Your Passion into a Job
  - 1.7.3 The Ecosystem Around Your Activity
  - 1.7.4 The Canvas Model
- 1.8. Visual Identity
  - 1.8.1 Naming
  - 1.8.2 Values of a Brand
  - 1.8.3 The Major Topics
  - 1.8.4 Moodboard. Use of Pinterest
  - 1.8.5 Analysis of Visual Factors
  - 1.8.6 Analysis of Temporal Factors
- 1.9. Ethics and Responsibility
  - 1.9.1 Ethical Decalogue for the Practice of Design
  - 1.9.2 Copyrights
  - 1.9.3 Design and Conscientious Objection
  - 1.9.4 The "Good" Design
- 1.10. The Price of My Work
  - 1.10.1 Do You Need Money to Live?
  - 1.10.2 Basic Accounting for Entrepreneurs
  - 1.10.3 Types of Expenses
  - 1.10.4 Your Hourly Rate Retail Price

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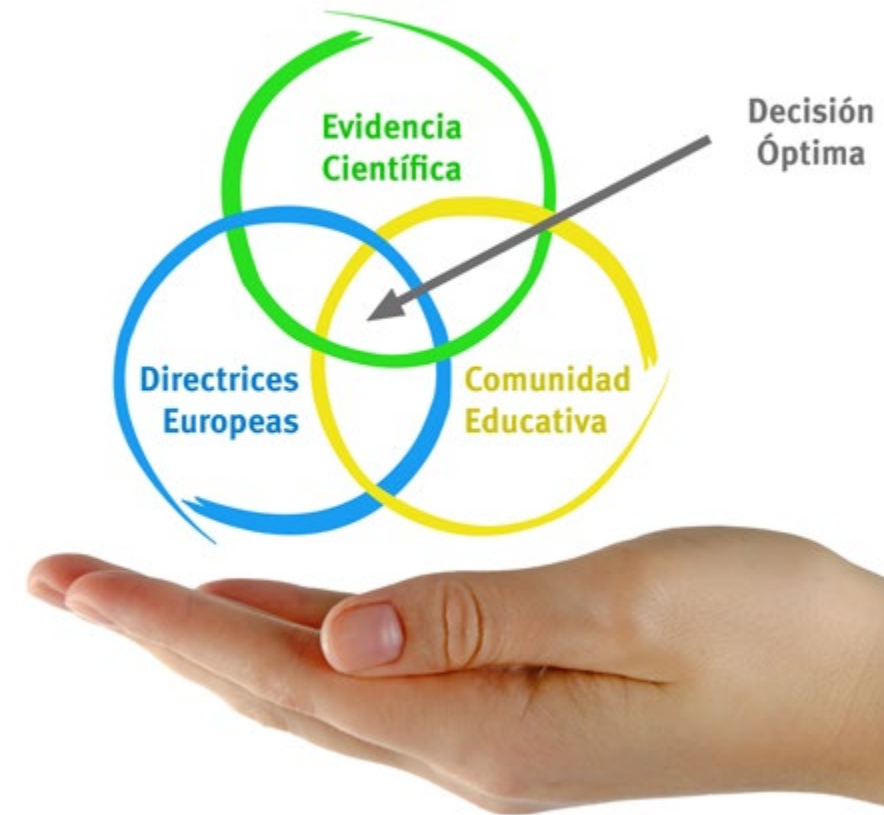
*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## 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.*



*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.

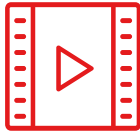
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

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.



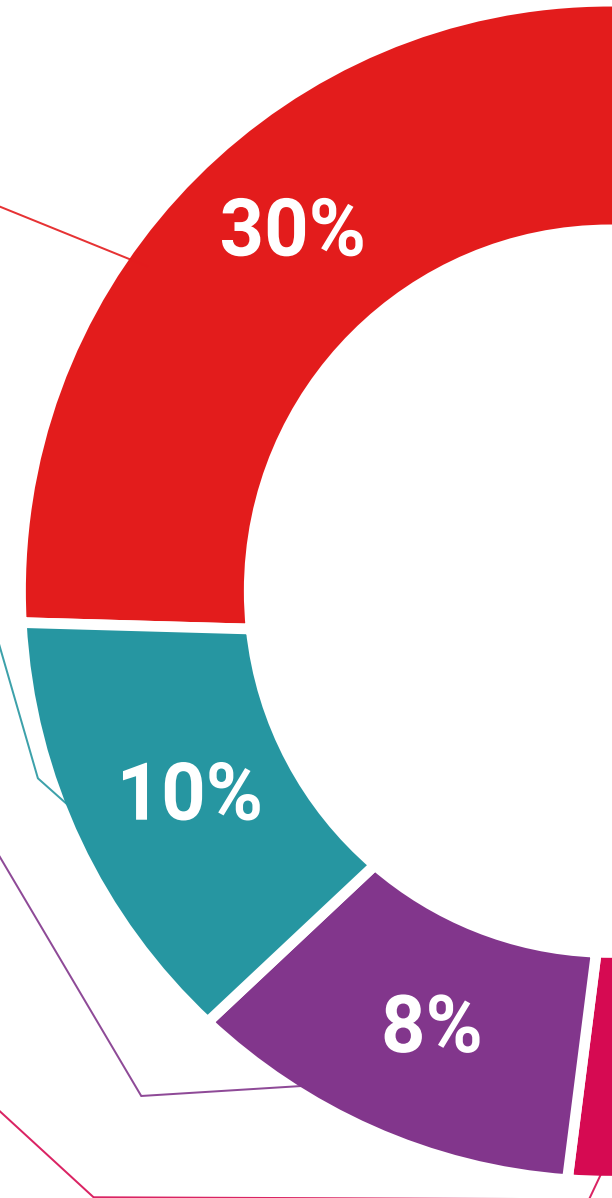
### Practising Skills and Abilities

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.



# 05 Certificate

The Postgraduate Certificate in Portfolio Building guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global 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 **Postgraduate Certificate in Portfolio Building** 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: **Postgraduate Certificate in Portfolio Building**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development language  
virtual classroom



## Postgraduate Certificate Portfolio Building

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