Postgraduate Diploma
Graphic Entrepreneurship

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Postgraduate Diploma
Graphic Entrepreneurship

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Credits: **24 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/design/postgraduate-diploma/postgraduate-diploma-graphic-entrepreneurship**

Index

01
Introduction

Freelancing is one of the most interesting options for graphic designers. This program, created specifically for professionals in this sector, will lead you to achieve the necessary skills to develop your own business with confidence and solvency. To this end, the opportunity is offered to acquire the skills of a specialized professional through a program that will ensure job growth without problems of conciliation. A unique opportunity for development and promotion.

A high-intensity course that will enable you to use Graphic Entrepreneurship and images in your designs with the solvency of the best professionals in the sector"

This Postgraduate Diploma in Graphic Entrepreneurship has been structured to offer an interesting, interactive and, above all, very effective process of specialization in everything related to the implementation of your own project. To achieve this, a clear and continuous growth path is offered, which is also 100% compatible with other occupations.

Through an exclusive methodology, this Postgraduate Diploma will lead you to know all the characteristics entrepreneurship that the professional needs to stay at the forefront and to know the changing phenomena of this form of communication.

Therefore, this program will address the aspects that a designer needs to know to plan, develop and finalize corporate projects. An educational program that will scale the student's skills to help them achieve the challenges of a top professional.

The Postgraduate Diploma in Graphic Entrepreneurship is presented as a viable option for a professional who decides to work independently but also to be part of any organization or company An interesting avenue of professional development that will benefit from the specific knowledge that we now make available to you in this program.

This **Postgraduate Diploma in Graphic Entrepreneurship** contains the most complete and up-to-date program on the market. The most important features include:

- Development of a large number of case studies presented by experts
- Graphic, schematic, and highly practical contents
- The latest developments and cutting-edge advances in this area
- Practical exercises where the self-evaluation process can be carried out to improve learning
- Innovative and highly efficient methodologies
- 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

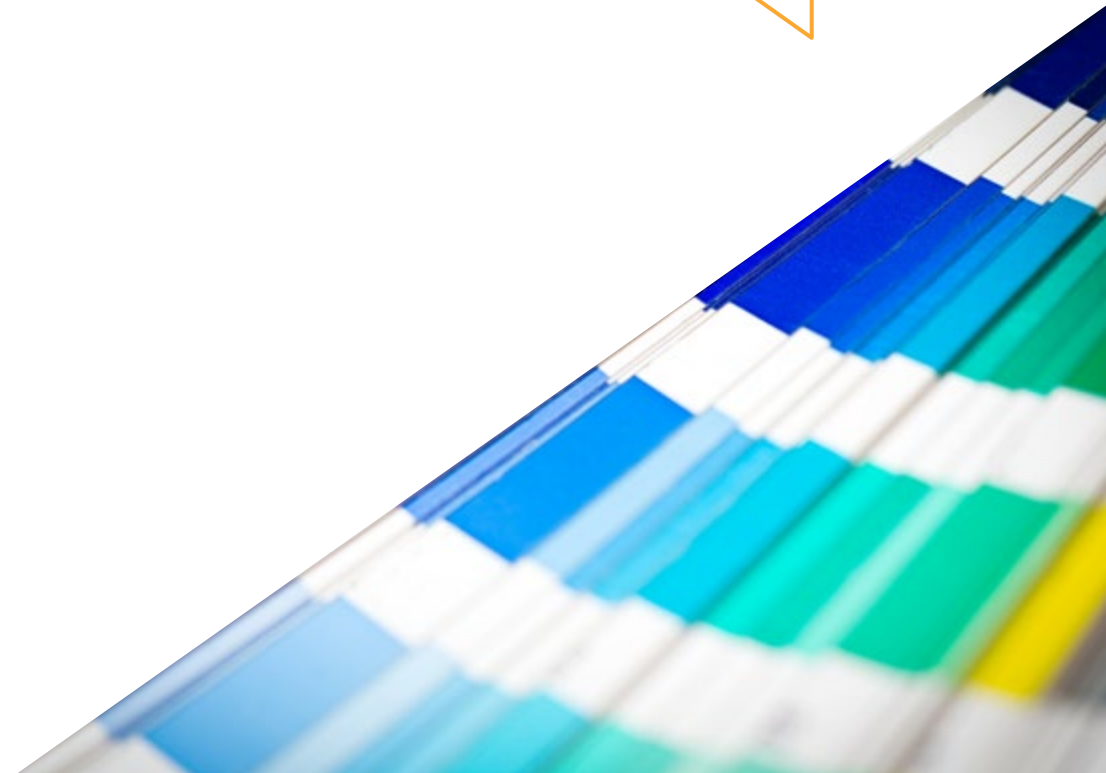*This program will allow you to enhance your skills and update your knowledge in Graphic Entrepreneurship"*

" All the necessary knowledge for the graphic design professional in this field, compiled in a highly efficient Postgraduate Diploma, which will optimize your effort with the best results"

A practical and intensive program that will give you all the tools you need to work in this field, in a specific and concrete Postgraduate Diploma.

A program created to allow you to implement your acquired knowledge into your daily practice in an almost immediate way.

The development of this program is focused on practicing the proposed theoretical learning Through the most effective teaching systems, proven methods imported from the most prestigious universities in the world, you will be able to acquire new knowledge in a practical way. In this way, we strive to convert your efforts into real and immediate skills.

Our online system is another strength of our approach to education. With an interactive platform that has the advantages of the latest technological developments, we put the most interactive digital tools at your service. This way, we can offer you a learning method that can be completely adapted to your needs, so that you can perfectly combine this training program with your personal or professional life.

02

Objectives

The objective of this Postgraduate Diploma in Graphic Entrepreneurship is to offer professionals a complete way to acquire knowledge and skills for professional practice in this sector, with the confidence of learning from the best and a form of study based on practice that will allow to complete the program with the necessary knowledge to perform the work with total confidence and competence.

Our goal is simple: to help you launch your business project as a graphic designer with a Postgraduate Diploma fully compatible with your work and personal obligations"

General Objective

• Learn all aspects of working with images and Graphic Entrepreneurship in any type of media in which they can be used

" *An opportunity created for professionals who are looking for an intensive and effective program with which to take a significant step forward in the practice of their profession*"

Specific Objectives

Module 1. Design Methodology

- Know the basic processes of scientific methodology in the history of design: state of the question, integral analysis of the design work, problem rethinking, search for unpublished information, hypothesis formulation, critical synthesis processes, orderly formulation of conclusions
- Understand the functioning of innovation as an engine of design
- Identify problems related to design, collect and analyze the information required to evaluate and provide solutions according to efficiency criteria: functional, environmental, structural, constructive and expressive in the field of the profession
- Justify by means of a coherent and critical argumentation the development of a design project
- Know in depth the dynamics of design management, which allows applying knowledge of marketing and business administration to design projects
- Understand the practice of design as a research method based on creativity

Module 2. Corporate Image

- Understand the basic concepts that are part of the communication policy of an organization: Its identity, its culture, how it communicates, its image, its brand, its reputation and social responsibility
- Understand which are the strategic areas that a graphic manager must manage in the communicative process of the graphic and visual identity of brands
- Knowledge of the theoretical and practical tools and strategies that facilitate the management of corporate and institutional communication in all types of organizations
- Know how to correctly select an information and communication organization method for the proper use of a brand

- Research and identify the most significant elements of the company-client, as well as their needs for the creation of communication strategies and messages
- Develop a regulated system of basic graphic standards based on visual identity/brand elements

Module 3. Portfolio Building

- Create audiovisual narratives correctly applying usability and interactivity criteria
- Identify the figure of the designer in the labor market
- Know techniques, methods, tools and networks to promote personal work
- 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 work

Module 4. Ethics, Legislation and Deontology

- Acquire the ability to gather and interpret relevant data to make judgments that include a reflection on ethical, environmental and social issues
- Perform professional practice in an ethical manner, respecting the law and in accordance with universal rights
- Develop the learning skills necessary to undertake further studies with a high degree of autonomy
- Understand the professional relationship between designer and client
- Acquire skills that demonstrate that problems can be solved through argumentation and constructive criticism
- Develop the ability to decide in advance what has to be done, who has to do it and how it should be done

03
Structure and Content

The structure of the contents has been designed by a team of professionals aware of the current relevance of the program in order to advance in the labor market with confidence and competitiveness, and to practice the profession with the excellence that only the best qualification allows.

This Postgraduate Diploma contains the most complete and up-to-date program on the market"

Module 1. Design Methodology

Module 2. Corporate Image

Module 3. Portfolio Building

Module 4. Ethics, Legislation and Deontology

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.

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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:
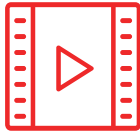
Study Material

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.

30%

10%

8%

20%

25%

4%

3%
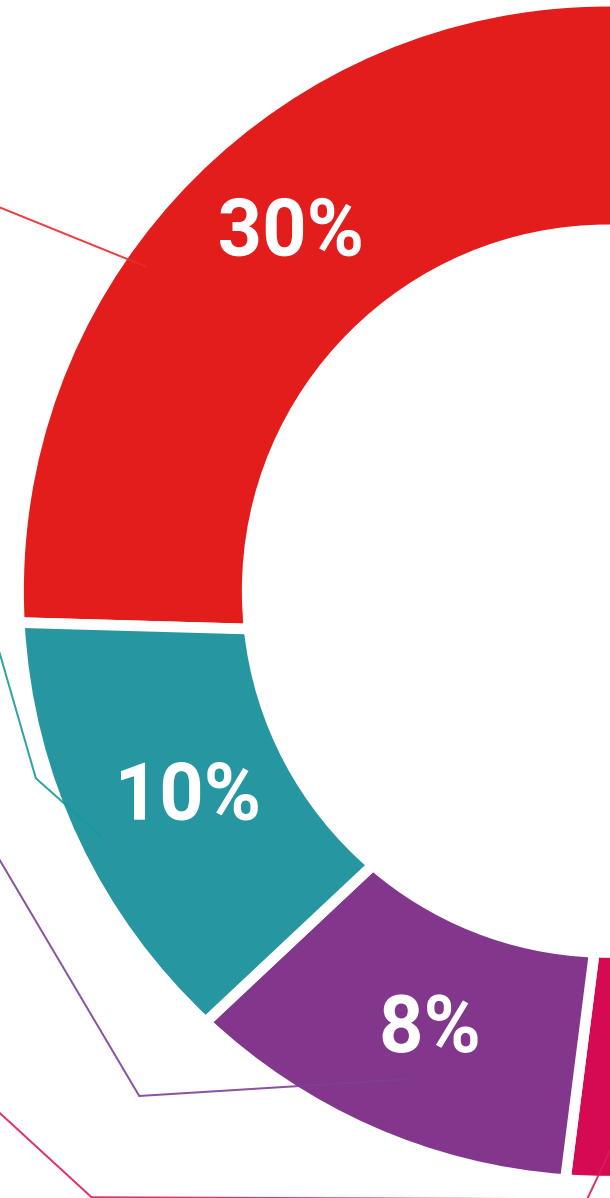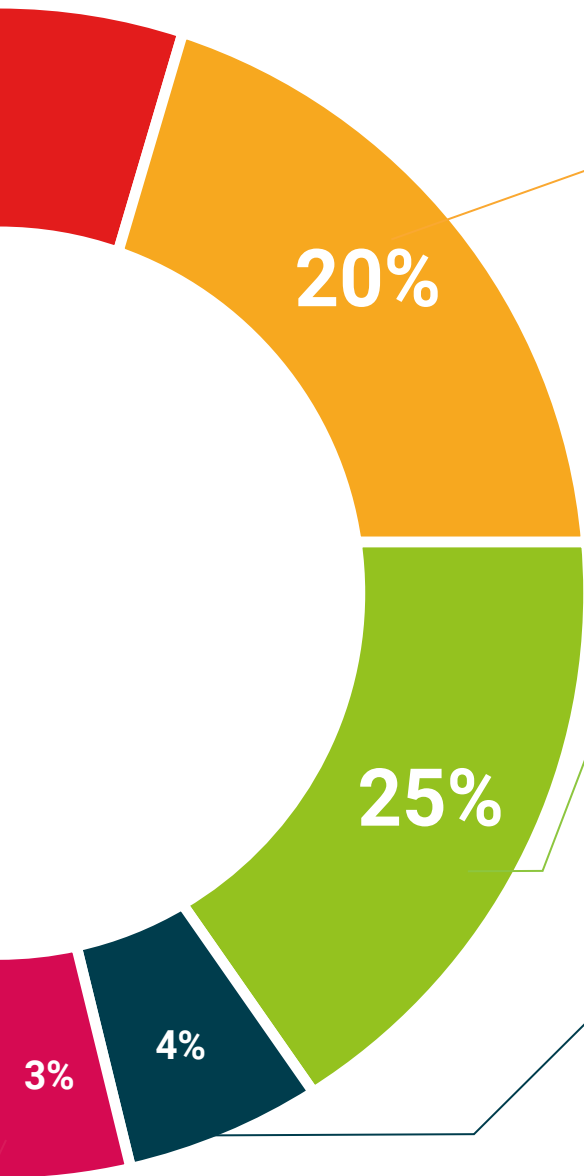
Case Studies

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 Diploma in Graphic Entrepreneurship guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.

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 Diploma in Graphic Entrepreneurship** 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 Diploma in Graphic Entrepreneurship**

Modality: **online**

Duration: **6 months**

Accreditation: **24 ECTS**

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Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Postgraduate Diploma in Graphic Entrepreneurship

This is a program of 600 hours of duration equivalent to 24 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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.

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