

Postgraduate Certificate

Technology and Design of Cultural Promotion



Postgraduate Certificate Technology and Design of Cultural Promotion

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

Website: www.techtute.com/us/humanities/postgraduate-certificate/technology-design-cultural-promotion

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Structure and Content

p. 12

04

Study Methodology

p. 16

05

Certificate

p. 24

01

Introduction

The irruption of technology has significantly transformed the way in which cultural centers transmit knowledge. Digital tools offer a more attractive and effective experience to capture the public attention. In this context, the demand for specialists in design platforms that are capable of projecting ideas through cyberspace is constantly growing. Aware of this reality, TECH has developed a flexible and 100% online educational program that includes downloadable materials so that professionals can improve their skills in design and cultural promotion. With an immersive and practical program, students will be able to balance their work and personal lives while acquiring new skills and expertise.



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Explore interactive technologies in scenic creation through this Postgraduate Certificate, understanding their use, advantages and disadvantages. Enter the fascinating world of augmented reality (AR), virtual reality (VR) and 360° videos"

At a time when culture and the arts have become key elements for the identity of societies, the promotion of culture has become an absolute necessity. In this sense, the use of Technology and Design have become key tools to achieve an effective and high quality Cultural Promotion. Mastering communication strategies, understanding the audience and the ability to create unique cultural experiences are some of the skills required for a successful cultural promoter.

In this Postgraduate Certificate in Technology and Design of Cultural Promotion, the student will acquire these skills and many more through an up-to-date syllabus, an innovative methodology and a 100% online study program. TECH offers a deep specialization in various topics, focusing on the mastery of communication strategies to share information with an updated curriculum that responds to the skills most sought after by companies in a Cultural Promoter nowadays.

TECH students will be able to delve deeper into these topics and acquire advanced skills, which will allow them to stand out in the job market. In addition, the program is designed so that participants can immediately apply what they have learned in their professional life, improving their professional performance and increasing their chances of success.

And to facilitate student understanding, the exclusive Relearning method has been used. This method is a teaching process designed for participants to integrate fundamental concepts in a progressive and logical manner, through repetition. This way, professionals can acquire the necessary skills by adjusting study to their lifestyle and improve their understanding and application of knowledge. This allows students to advance at their own pace and increase their motivation and academic success.

This **Postgraduate Certificate in Technology and Design of Cultural Promotion** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Technology and Design of Cultural Promotion
- ♦ The graphic, schematic and mostly practical contents of its design provide multimedia and practical information about disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative 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



Deepen your knowledge with this program and specialize in video projection, videowall and videosplitting tools"

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With this program, you can become an expert in the organization of corporate events, thanks to the 100% online modality proposed by TECH”

In the professional market you will make an impact with the content you create, innovating the market for a public that is more demanding every day.

You are just one step away from living an unparalleled online educational experience that will allow you to maximize your professional talent to the fullest.

The program’s teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading 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 education 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 during the course. For this purpose, students will be assisted by an innovative interactive video system created by renowned and experienced experts.



02 Objectives

The purpose of this Postgraduate Certificate is to prepare professionals in audiovisual production and its application in the Design of Cultural Promotion, providing professional tools so that students are prepared to face the professional world. The focus of the degree is to educate specialists capable of creating digital projects for various niches around the world, providing them with the necessary skills to develop high quality audiovisual projects and meet the demands of the current market.



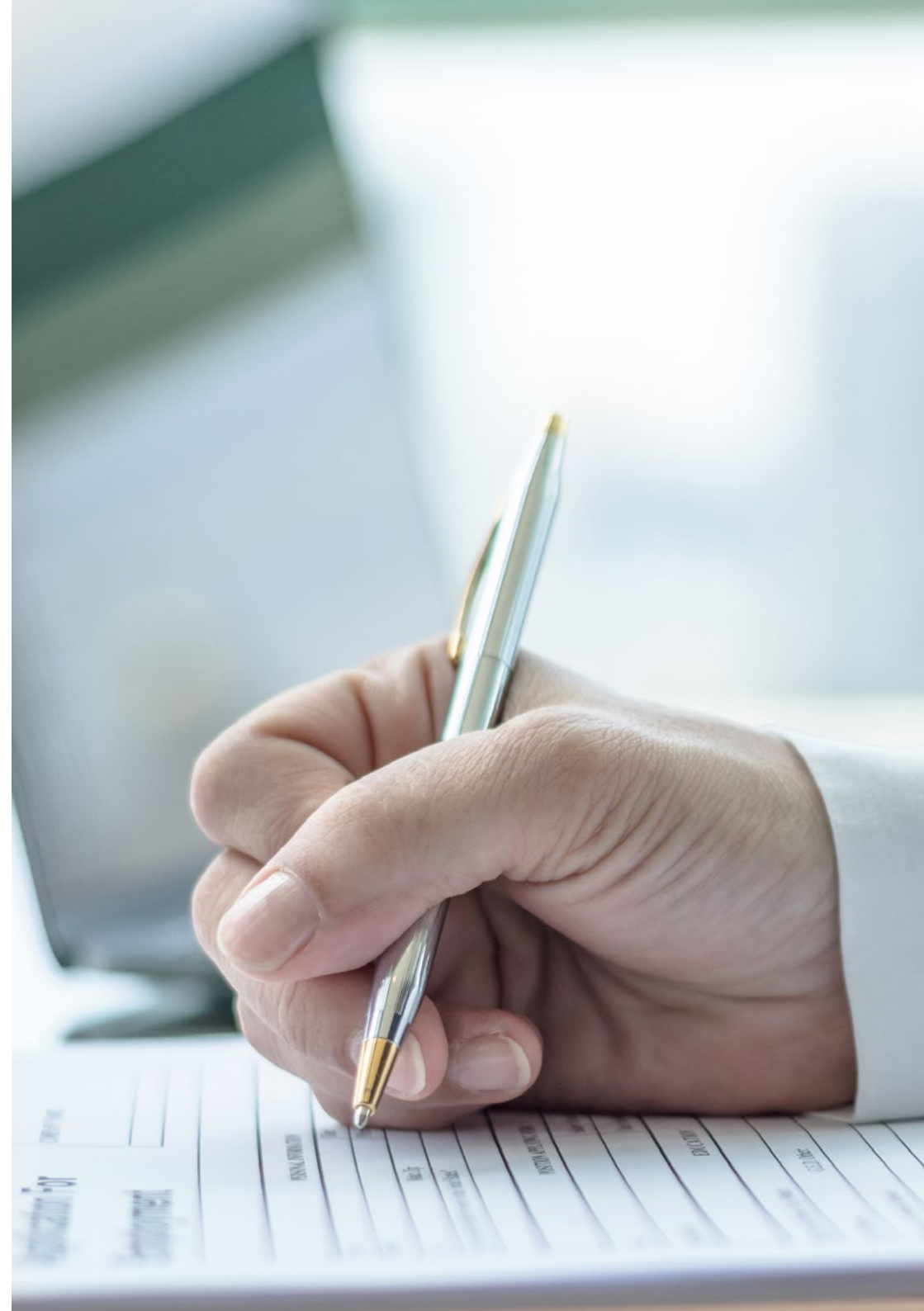
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TECH's goal is to give each individual the necessary career boost and enable them to specialize in the latest interactive technologies"



General Objectives

- ♦ Understand the characteristics of cultural management in relation to the tourism sector
- ♦ Manage cultural heritage in different tourist areas in accordance with the principles of sustainability
- ♦ Identify and manage existing plans to protect Fine Arts collections
- ♦ Analyze the characteristics of the demand for cultural tourism in each tourism area
- ♦ Gain knowledge about the management of cultural heritage in the different areas
- ♦ Manage sources, plan projects, and organize different methods to solve problems
- ♦ Demonstrate procedures to promote cultural ideas
- ♦ Understand the importance and organization of hybrid events
- ♦ Delve into the current trends in event organization





Specific Objectives

- ♦ Learn within the context of culture the basic concepts, principles and theories of cultural communication and industries
- ♦ Understand and interpret reality in terms of cultural skills and procedures
- ♦ Learn to design and produce campaigns or products related to culture

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Learn more about audiovisual production from the hand of a highly qualified faculty, make your content amaze the public and lead your way to success”

03

Structure and Content

The program's curriculum is designed to provide students with a broad overview of the digital era, offering them innovative educational tools ranging from theoretical lessons to practice. This way, graduates of the program will acquire the confidence to handle a wide range of projects in the cultural environment. In addition, the syllabus includes a specialized module based on the Relearning method, which will allow participants to delve deeper into a specific area and acquire more advanced skills. This module is designed to provide an enriching and personalized learning experience that will enable them to excel in the job market.





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A unique opportunity to specialize in Marketing and Social Media with the most cutting-edge multimedia content in the online academic panorama"

Module 1. Technology and Design for Cultural Promotion

- 1.1. The Importance of Image in Today's World
 - 1.1.1. MTV
 - 1.1.1.1. The Emergence of MTV
 - 1.1.1.2. Videoclip
 - 1.1.2. From MTV to YouTube
 - 1.1.3. Marketing Old Versus Digital Era
- 1.2. Content Creation
 - 1.2.1. Core of Dramatic Conviction
 - 1.2.1.1. Objective of the Staging
 - 1.2.1.2. Aesthetic-Stylistic Strategy
 - 1.2.1.3. From the Theater to the Rest of the Arts
 - 1.2.2. Consumer Target Worldwide
 - 1.2.3. Content Creation
 - 1.2.3.1. Flyer
 - 1.2.3.2. Teaser
 - 1.2.3.2. Social Media
 - 1.2.4. Dissemination Media
- 1.3. Graphic Designer and Community Manager
 - 1.3.1. Meeting Phases
 - 1.3.2. Why is it Necessary to Have a Graphic Designer?
 - 1.3.3. The Role of the Community Manager
- 1.4. Inclusion of Creators in Conventional Sample Media
 - 1.4.1. ICT Applications
 - 1.4.1.1. Personal Sphere
 - 1.4.1.2. Professional Spehre
 - 1.4.2. Addition of DJ and VJ
 - 1.4.2.1. Use of DJ and VJ in Shows
 - 1.4.2.2. Use of DJ and VJ in Theater
 - 1.4.2.3. Use of DJ and VJ in Dance
 - 1.4.2.4. Use of DJ and VJ in Events
 - 1.4.2.5. Use of DJ and VJ in Sporting Events



- 1.4.3. Real-Time Illustrators
 - 1.4.3.1. Arena
 - 1.4.3.2. Drawing
 - 1.4.3.3. Transparency
 - 1.4.3.5. Visual Storytelling
- 1.5. ICT for Stage and Creation I
 - 1.5.1. Videoprojection, Videowall, Videosplitting
 - 1.5.1.1. Differences
 - 1.5.1.2. Evolution
 - 1.5.1.3. From Incandescence to Laser Phosphors
 - 1.5.2. The Use of Software in Shows
 - 1.5.2.1. From Incandescence to Laser Phosphors
 - 1.5.2.2. Why are They Used?
 - 1.5.2.3. How do they Help Creativity and Exhibition?
 - 1.5.3. Technical and Artistic Personnel
 - 1.5.3.1. Roles
 - 1.5.3.2. Management
- 1.6. ICT for Stage and Creation II
 - 1.6.1. Interactive Technologies
 - 1.6.1.1. Why are They Used?
 - 1.6.1.2. Advantages
 - 1.6.1.3. Disadvantages
 - 1.6.2. AR
 - 1.6.3. VR
 - 1.6.4. 360°
- 1.7. ICT for the Stage and Creation
 - 1.7.1. Ways of Sharing Information
 - 1.7.1.1. Drop Box
 - 1.7.1.2. Drive
 - 1.7.1.3. iCloud
 - 1.7.1.4. WeTransfer
 - 1.7.2. Social Networks and Outreach
 - 1.7.3. Use of ICTs in Live Shows
- 1.8. Sample Supports
 - 1.8.1. Conventional Supports
 - 1.8.1.1. What Are They?
 - 1.8.1.2. Which Ones are Known?
 - 1.8.1.3. Small Format
 - 1.8.1.4. Large Format
 - 1.8.2. Unconventional Supports
 - 1.8.2.1. What Are They?
 - 1.8.2.2. Which Ones Are They?
 - 1.8.2.3. Where and How can They be Used?
 - 1.8.3. Examples
- 1.9. Corporate Events
 - 1.9.1. Corporate Events
 - 1.9.1.1. What Are They?
 - 1.9.1.2. What are We Looking for?
 - 1.9.3. The 5W+1H Concrete Review Applied to the to the Corporate
 - 1.9.4.
- 1.10. Audiovisual Production
 - 1.10.1. Audiovisual Resources
 - Museum Resources
 - 1.10.1.2. Scene Resources
 - 1.10.1.3. Event Resources
 - 1.10.2. Types of Plans
 - 1.10.3. Emergence of Projects
 - 1.10.4. Phases of the Process

04

Study Methodology

TECH is the world's first university to combine the case study methodology with Relearning, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



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TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

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*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

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TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Trustpilot review platform, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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. This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



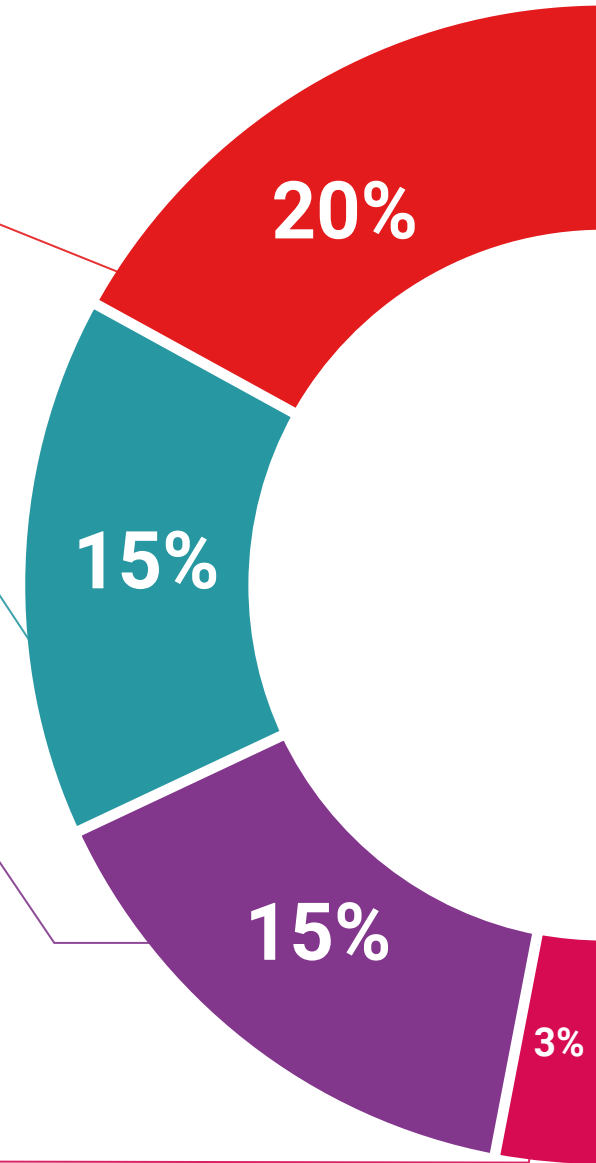
Interactive Summaries

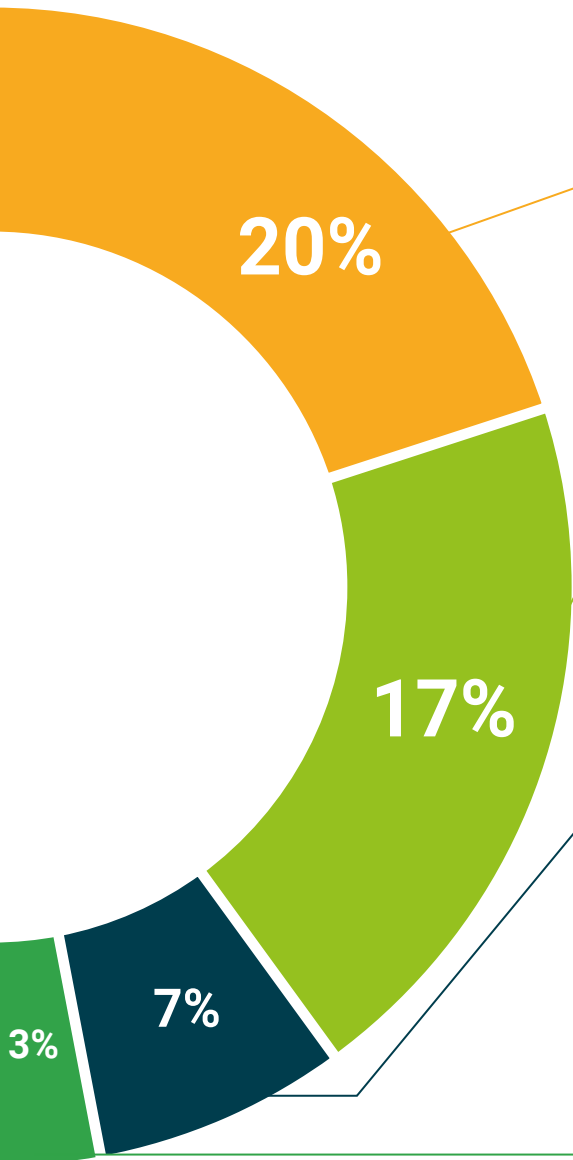
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge. This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



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 for future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



05

Certificate

The Postgraduate Certificate in Technology and Design of Cultural Promotion 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 private qualification will allow you to obtain a **Postgraduate Certificate in Technology and Design of Cultural Promotion** endorsed by **TECH Global University**, the world's largest online Prehistory, Ancient History and the

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** private qualification, 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 Technology and Design of Cultural Promotion**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



*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.

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



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Technology and Design of Cultural Promotion