

# Postgraduate Certificate Layout





## Postgraduate Certificate Layout

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

Website: [www.techtute.com/us/information-technology/postgraduate-certificate/layout](http://www.techtute.com/us/information-technology/postgraduate-certificate/layout)

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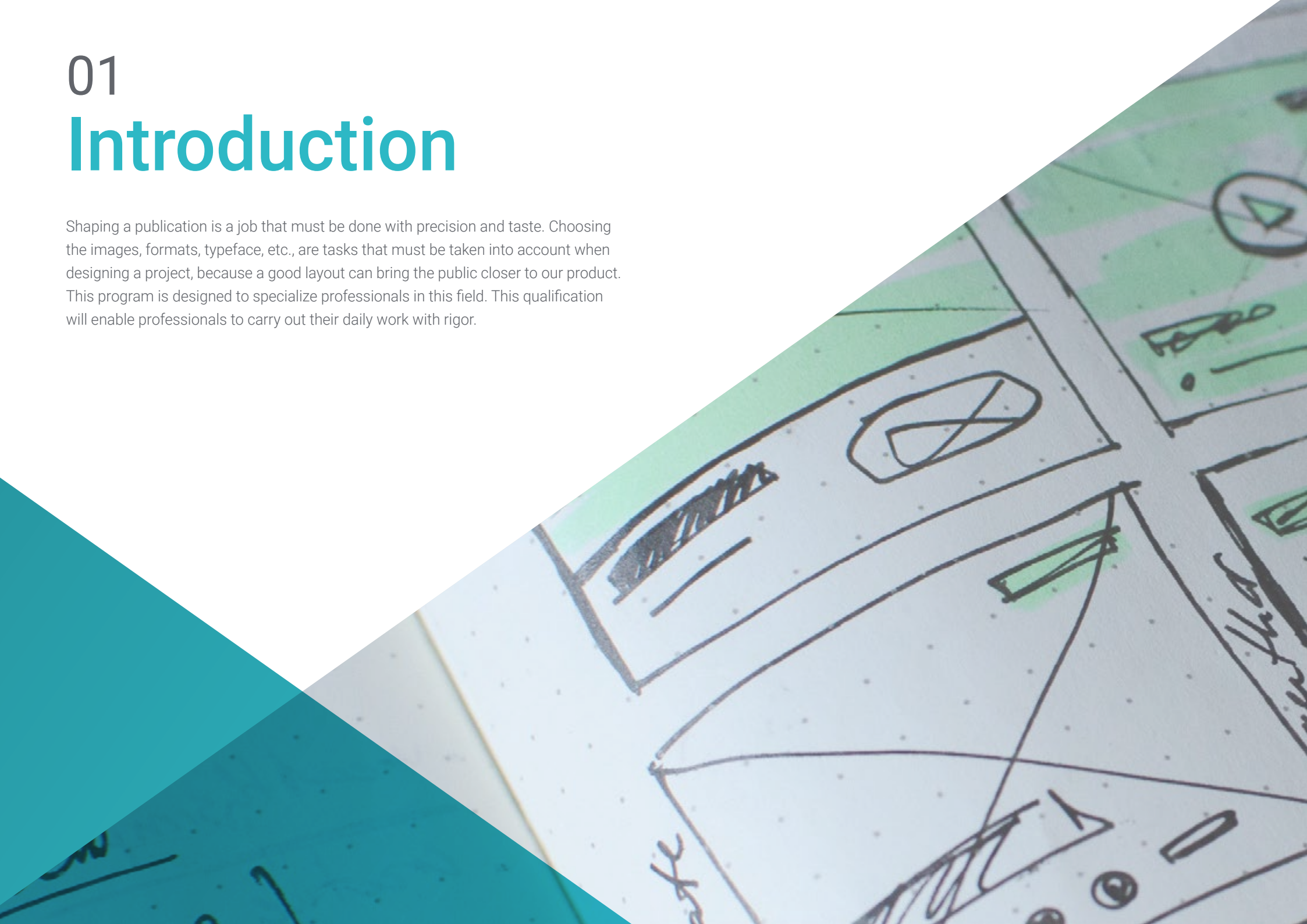
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# 01

# Introduction

Shaping a publication is a job that must be done with precision and taste. Choosing the images, formats, typeface, etc., are tasks that must be taken into account when designing a project, because a good layout can bring the public closer to our product. This program is designed to specialize professionals in this field. This qualification will enable professionals to carry out their daily work with rigor.



A hand-drawn architectural sketch on a light-colored background. The sketch features several rectangular shapes, some of which are highlighted in green. There are also some lines and shapes that are not highlighted. The drawing is done in black ink or pencil. The sketch is positioned in the upper left quadrant of the page, partially overlapping a teal background that covers the top right and bottom right areas.

“

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

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

Layout design is a job that requires knowledge on the part of the graphic designer in different areas, in order to achieve the perfect combination between image and typography in the pages that make up a publication, book, magazine, newspaper, brochure, etc. At this point, the whole process of diagramming, as this work is also known, is extremely important. Knowing the ideal content for each page of a book or newspaper, for example, or the best way to combine text with images is a task that the layout designer must know perfectly to make publications more attractive.

This Postgraduate Certificate 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 Layout** contains the most complete and up-to-date educational program on the market. The most important features include:

- ◆ Practical cases presented by experts in layout design
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the 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 in layouts
- ◆ 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 is the best option you can find to specialize in layout and achieve the highest possible quality in your work*”

“

*Do not miss the opportunity to study this Postgraduate Certificate in Design Layout with us. It's the perfect opportunity to advance your career"*

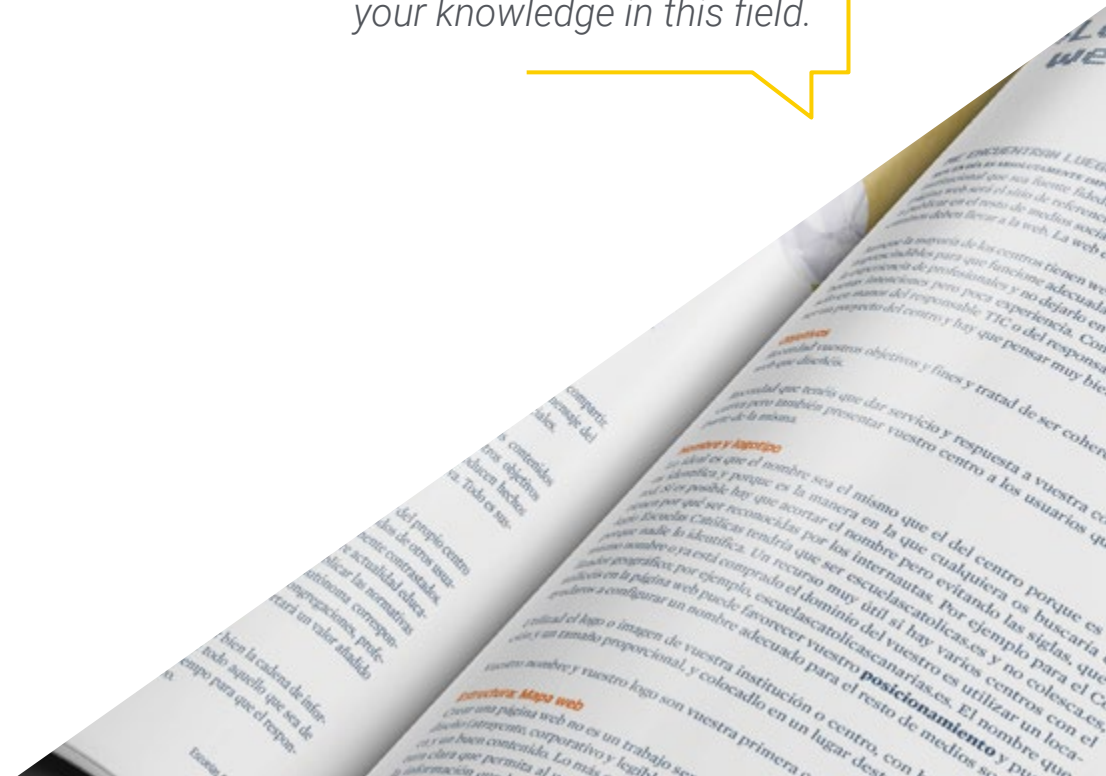
It includes professionals belonging to the field of multimedia design and graphic arts in its teaching staff, who bring their work experience to this program, as well as recognized specialists from leading societies and prestigious universities.

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 professionals must try to solve the different professional practice situations that arise during the academic year. For this purpose, professionals will be assisted by an innovative interactive video system, developed by renowned and experienced experts in Layout.

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

*This 100% online program 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 Layout 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 students to complete the program with the necessary knowledge to work with total confidence and competence.





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*It is the best option to learn about  
the latest advances in Design Layout”*



General Objective

- ◆ Design editorial publication taking into account the graphic set and its elements



Take the step to catch up on the latest developments in layout design"





## Specific Objectives

- ◆ Know the task of a layout designer and the importance of their role in the editorial field
- ◆ Know the digital media and their importance in the current context
- ◆ Use Adobe InDesign for the proper development of graphic projects
- ◆ Use social networks from an artistic perspective, being aware of the importance of a good graphic strategy
- ◆ Develop an editorial language to advertise a product or service, with a clear and specific purpose



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.



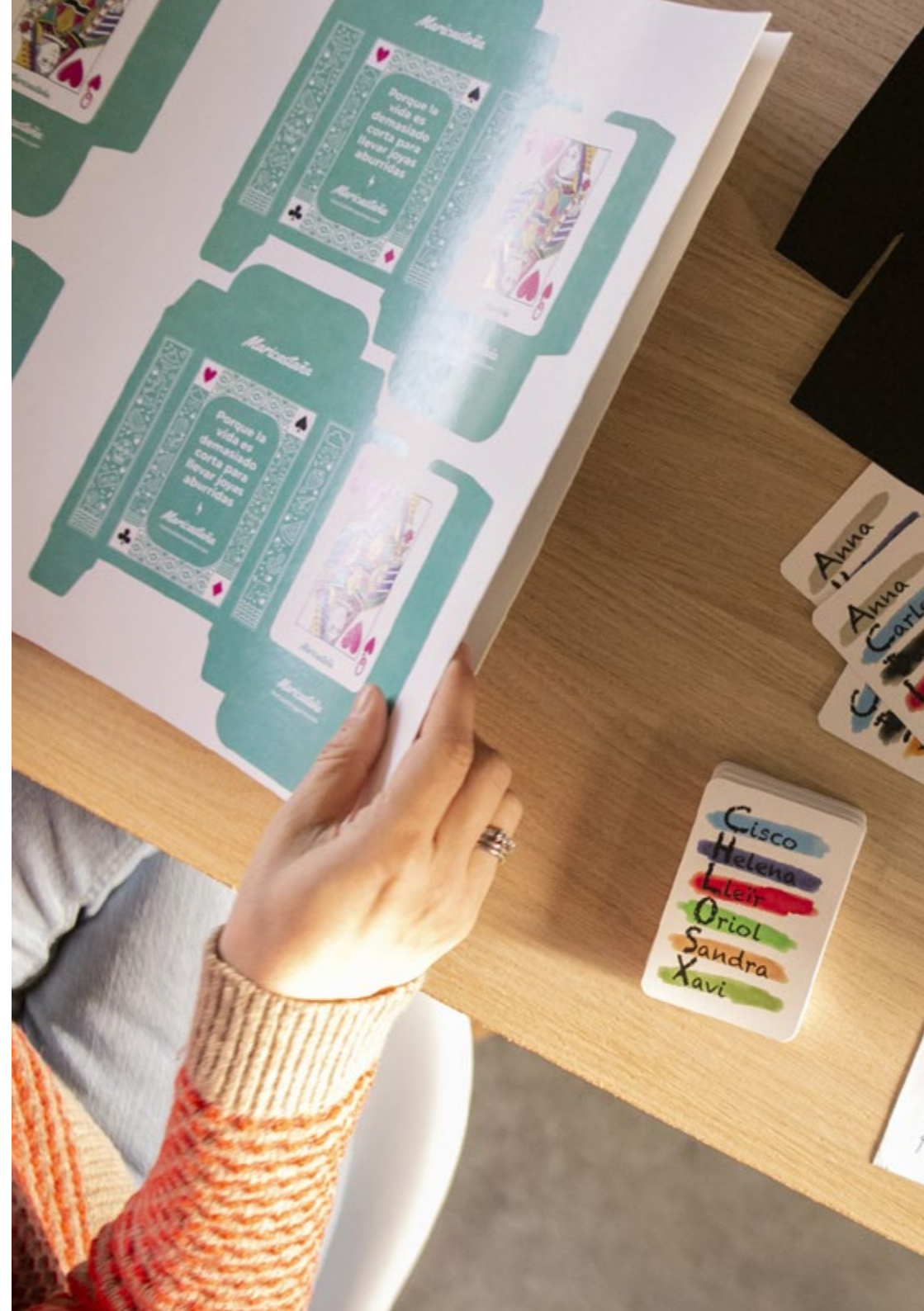


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*We have the most complete and up-to-date programme on the market. We strive for excellence and for you to achieve it too"*

## Module 1. Layout

- 1.1. Definition and Contextualization
  - 1.1.1. Relationship between Editorial Design and Layout
  - 1.1.2. Evolution in the Layout Process The Future
  - 1.1.3. Design Factors: Proportion, Color, Tension, Balance and Motion
  - 1.1.4. The Importance of Blank Spaces
- 1.2. Magazine Editorial Design
  - 1.2.1. Magazines, the Pinnacle of Beauty
  - 1.2.2. Types of Magazine Designs References
  - 1.2.3. Digital Magazines and Their Current Importance
  - 1.2.4. Publishing Elements
- 1.3. Newspaper Editorial Design
  - 1.3.1. Newspapers, between Information and Graphical Beauty
  - 1.3.2. How to Differentiate in Generalist Information
  - 1.3.3. Newspaper Formats
  - 1.3.4. Editorial Tendencies References
- 1.4. Introduce Advertising in the Layout Process
  - 1.4.1. What Is Advertising? Types
  - 1.4.2. Advantages and Disadvantages of Including Advertising in a Layout
  - 1.4.3. How to Introduce Advertising in Printed Media?
  - 1.4.4. How to Introduce Advertising in Digital Media?
- 1.5. The Choice of Font
  - 1.5.1. Editorial Fonts
  - 1.5.2. The Importance of Size
  - 1.5.3. Typography in Printed Media
  - 1.5.4. Typography in Digital Media
- 1.6. Orthotypography
  - 1.6.1. What Is Orthotypography?
  - 1.6.2. Microtypography and Macrotypography
  - 1.6.3. Importance of Orthotypography
  - 1.6.4. Mistakes in Orthotypography





- 1.7. Layout Design in Social Networks?
  - 1.7.1. The Field of Layout Design in Social Media
  - 1.7.2. The Hashtag and Its Importance
  - 1.7.3. The Instagram Biography
  - 1.7.4. Grids on Instagram
- 1.8. Copywriting
  - 1.8.1. What Is Copywriting?
  - 1.8.2. Simplify the Copy. The First Impact Is What Counts
  - 1.8.3. Copywriting Applications
  - 1.8.4. Become a Good Copywriter
- 1.9. Learning More about the Use of InDesign
  - 1.9.1. Adding Text to a Layout
  - 1.9.2. Using the Character and Paragraph Panel
  - 1.9.3. Differences between Underlined Text and Paragraph Fillets
  - 1.9.4. Control of Widow and Orphan Lines
  - 1.9.5. Orthotypography View Hidden Characters
- 1.10. Layout Design Projects
  - 1.10.1. Creating a Magazine in InDesign
  - 1.10.2. Aspects to Take into Account
  - 1.10.3. Visual References: Great Layouts on Instagram
  - 1.10.4. Updating Instagram with a Layout Strategy



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

# 05 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 has been the most widely used learning system among the world's leading Information Technology schools for as long as they have existed. 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 that you are presented with in the case method, an action-oriented learning method. Throughout the course, students 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 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.

This methodology has 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, and financial markets and 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 skills and abilities in each subject 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 Design Layout 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 Layout** 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 Layout**

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.

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



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ipsum  
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