Postgraduate Certificate

Digital Photography Post-Production

tech technological university

Postgraduate Certificate
Digital Photography
Post-Production

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

Website: **www.techtitute.com/pk/journalism-communication/postgraduate-certificate/digital-photography-post-production**

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01

Introduction

Post-production, as a creative process, has become increasingly important in many fields, especially those related to marketing and art. Whilst in journalism, Digital Photography Post-Production might never progress beyond retouching for informative purposes, the aforementioned disciplines typically require more profound and complex editing which, on occasions, will completely transform the original photograph in order to sell or express an idea or a feeling more precisely.

> *Today, any self-respecting photographer will know how to flawlessly process a digital image with post-production techniques"*

Most photographers enjoy shooting, not sitting in front of a computer screen for hours trying to figure out which editing tool can be best used to edit their image. Many professionals master all the camera settings and adjustments, compositions, framing, and take wonderful pictures. However, when it comes to editing, they mess everything up. For this reason, TECH has launched an eminently technical program that will provide imaging professionals with the requisite expertise to work in this field.

However, first of all, it is important to be clear that Digital Post-Production consists, fundamentally, of the application of aesthetic and formal modifications after the original shot has been taken with a DSLR. In reality, it is merely the modern equivalent of the old photographic film development in a darkroom and, therefore, as a practice, it has always existed. The big difference is that today, with the help of different programs and applications, it is possible to modify an image more easily and to previously unthinkable levels.

With the arrival of digital technology and the democratization of photo retouching programs, it is certainly easier to manipulate shots to improve them or, in some cases, even distort them, adding or removing elements from the original photo.

This **Postgraduate Certificate in Digital Photography Post-Production** contains the most complete and up-to-date program on the market. The most important features include:

- Case studies presented by experts in this in the field
- Graphic, schematic, and practical contents which 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
- A 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

An extraordinary program which allows you to become an ace in this increasingly important area"

"Those who create good photos capture the attention of internet users. Learn how to do this through Digital Photography Post-Production techniques and open the door to new job opportunities"

Discover all the ins and outs of post-production and dive into the creation of true masterpieces with this Postgraduate Certificate.

Being able to create quality audiovisual content will make you a sought-after professional by all types of companies.

The program's teaching staff includes professionals in the sector who contribute their work experience to this 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 learning designed for real situations.

This program is designed around Problem-Based Learning, whereby the Communication Management must try to solve the different professional practice situations that arise during the course. For this, the professional will be assisted by an innovative system of interactive videos made by recognized experts in Digital Photography Post-Production with a wealth of professional experience.

02
Objectives

With this academic program, TECH Technological University intends to see entire graduating classes succeed in their search for employment.

Their educational calling leads them to design programs designed to provide students with the knowledge they will need to successfully progress within the profession. And so, bearing in mind the strong competition in the Digital Photography Post-Production sector, the world's largest online university is committed to preparing its students to excel in the field.

An excellent academic program to empower you and aid you in creating your own style of post-production"

General Objectives

- Master photographic technique from basic to advanced level
- Create a concept with an audiovisual narrative structure
- Build a personal portfolio of high quality and high market impact
- Develop creative talent and a professional attitude
- Build a professional portfolio and a personal brand

Specific Objectives

- Discover the photographer's primary tool
- Know and use digital technical tools for editing and post-production
- Know and use the different platforms to create a portfolio
- Know the fundamental theories of editing, set up and guidelines for corporate photography
- Know the latest digital retouching tools and techniques

"

Make the most of this opportunity and acquire tools to enhance your expertise in this field"

03
Course Management

This academic program will be taught by two renowned professionals in the world of communication. Years of experience in the heart of countless institutions and media from the most diverse range of information sectors have provided these two women with the background and knowledge that make them the best people to teach Digital Photography Post-Production to future students of TECH Technological University.

Grow your c

today.hootsuite.com/pro-

"At TECH there is only room for the best teachers. Don't miss the opportunity to become their student"

International Guest Director

James Coupe is an internationally renowned artist whose work delves into themes of **visibility, labor and Surveillance Capitalism**. He works with a wide range of media, including Photography, Video, Sculpture, Installation and Digital Media.

His recent works include real-time public surveillance systems, deepfake interactive installations and collaborations with Amazon Mechanical Turk micro-workers. At the same time, reflecting on **the impact of Big Data, immaterial labor and AI**, his pieces explore searches, queries, automation, classification systems, the use of algorithmic narratives, surplus value and human affect. His ongoing investigations at the intersection of art, technology, human rights, ethics and privacy position him as a true visionary and a **leader in the field of global critical-creative thinking.**

James Coupe is Professor of Art and Experimental Media and Head of Photography at the Royal College of Art. Prior to assuming this position, he was a professor in the Department of Digital Art and Experimental Media (DXARTS) at the University of Washington in Seattle for nearly two decades. While there, he helped establish the DXARTS practice-based PhD program as one of the world's leading PhD programs in Digital Art.

His 2020 project, "Warriors," was **a milestone in the use of deepfake technology in a mainstream art space**. Beyond the technical infrastructure and machine learning models he uses to make his work, **his interests in synthetic media transcend disciplinary boundaries**: ethics and best practices for dealing with and detecting fake media, artistic exploration of deceptive, altered, and parafictional media, and emerging opportunities in filmmaking, algorithmic film, and narrative.

His work, **both solo and group**, has been exhibited at renowned galleries such as the International Center of Photography in New York, Kunstraum Kreuzberg in Berlin, FACT Liverpool, Ars Electronica and the Toronto International Film Festival. At the same time, he has received **numerous awards and prizes**, such as those from Creative Capital, Ars Electronica, HeK Basel and Surveillance Studies Network.

Dr. Coupe, James

- Head of Photography at the Royal College of Art
- Former Professor, Department of Digital Art and Experimental Media, University of Washington
- Author of a dozen solo exhibitions and participant in twenty group shows
- D. in Digital Art and Experimental Media from the University of Washington- Professional Master's Degree in Creative Technology from the University of Salford in Manchester (UK)
- Professional Master's Degree in Fine Art (Sculpture) from the University of Edinburgh (UK)

"

Thanks to TECH, you will be able to learn with the best professionals in the world"

Management

Ms. García Barriga, María

- Digital Marketing Professional
- More than 15 years of experience in content generation of various kinds: logistics and distribution, fashion and literature or artistic heritage conservation
- She has worked in major media outlets such as RTVE and Telemadrid
- Graduate in Information Sciences, UCM
- Postgraduate course in Marketing and Communication in Fashion and Luxury Companies, UCM
- MBA from ISEM Fashion Business School, the Fashion Business School of the University of Navarra
- PhD Candidate in Fashion Trend Creation
- Author of The Pattern of Eternity: Creating a Spiral Identity for Automating Fashion Trends

## Professors

Ms. Forte López, Paula

- Editor at Cadena SER Elche
- Creator of campaigns and shoots for Mustang, Maria Mare, Sixty, Pikolinos, Martinelli, Hawkers among others
- Responsible for corporate photography and e-commerce at Unisa, Wonders, John Josef
- 10 years as a freelancer in different fields such as food photography, Street Art, Street Style, interior design photography, events, etc
- Audiovisual Imaging Training for Camera Technicians and Directors of Photography
- Artistic photography at EASDO
- Higher Level Training Cycle (Communication, Image and Sound) in Ciudad de la Luz

You will take your post-production skills to the next level on a program with excellent academic credentials"
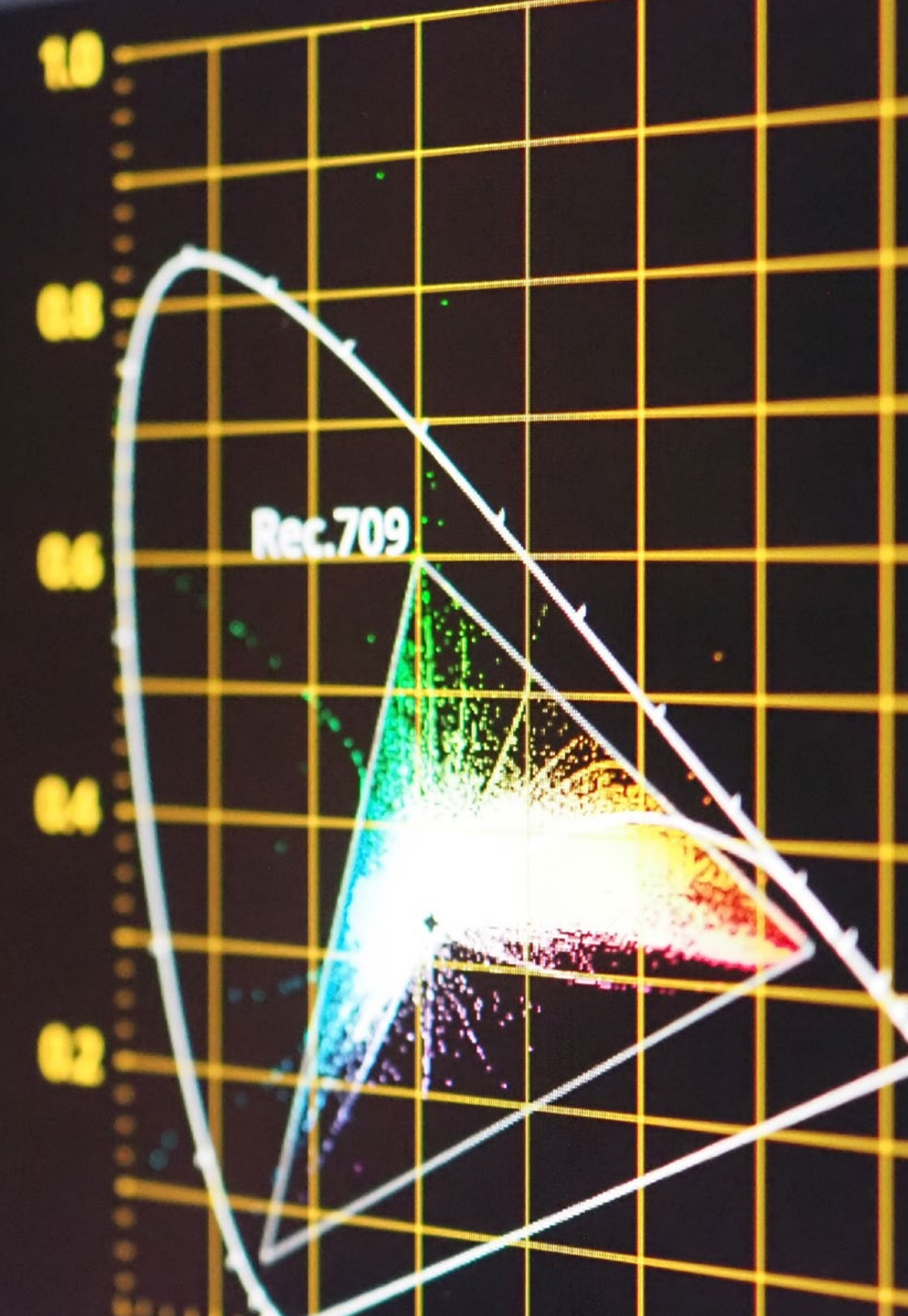
04
Structure and Content

The managers of TECH's educational program have designed and structured its contents taking a solid conceptual base on the most important theoretical aspects of Digital Photography Post-Production as a cornerstone. As a result, 10 topics have evolved that will be covered over 15 hours each, providing the student with the necessary knowledge to start working professionally as soon as they have passed the relevant assessments.
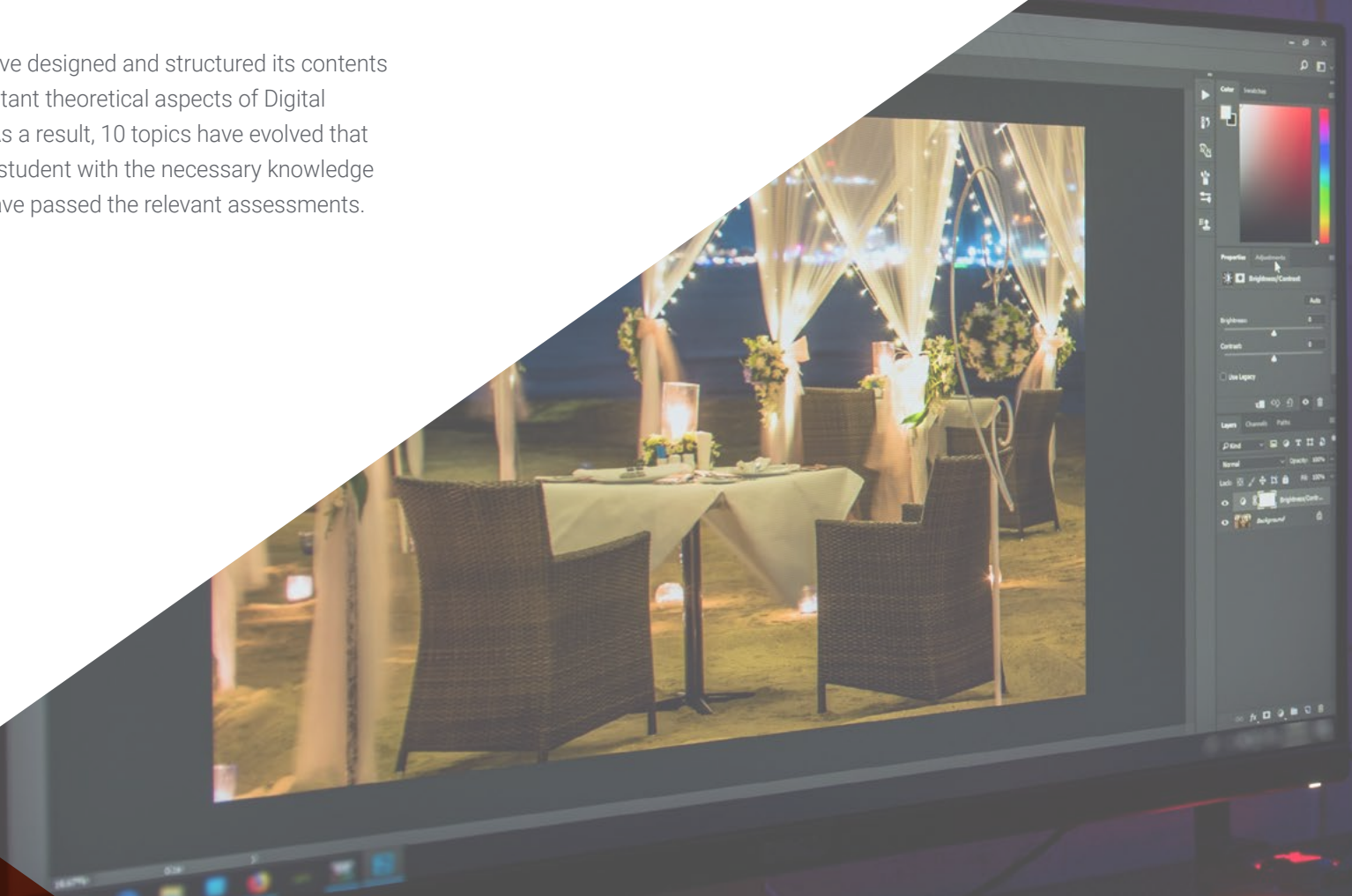
Master a discipline that is key to ensuring the success of any internet project"

Module 1. Digital Photography Post-Production

You will take your post-production skills to the next level on a program with excellent academic credentials"

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.

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, through collaborative activities and real cases, how to solve complex situations in real business environments.

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 business 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 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. 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to 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.

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.

06
Certificate

The Postgraduate Certificate in Digital Photography Post-Production guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Digital Photography Post-Production** 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 certificate 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 Digital Photography Post-Production**

Official Nº of Hours: **150 h.**

tech technological university

Awards the following
CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in

Digital Photography Post-Production

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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