

# Postgraduate Certificate

## The Influence of Art on Contemporary Photography





## Postgraduate Certificate

### The Influence of Art on Contemporary Photography

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

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/influence-art-contemporary-photography](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/influence-art-contemporary-photography)

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# 01

# Introduction

Art represents one of the greatest sources of inspiration for photographers. Talking about photography as art requires at least some historical reference points, because since the invention of the technical image and the tools necessary for its lasting storage on hard copy, the relationship between the two has been complex and changing. With this program, TECH Global University provides the student, whether a photographer or not, an immensely valuable way to learn about The Influence of Art on Contemporary Photography.





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*Digital Photography professionals are experiencing a real golden age: learn with TECH to work in one of the creative careers offering the most professional opportunities"*

In France, the birthplace of photography, until the dawn of the twentieth century, many writers, intellectuals, critics and artists agreed that the only relationship between Photography and Art was that of subordination of the former to the latter. The interest and possible recognition of photography as an art form came later, with the, once marginalized, productions of early "pictorialism", which sought to align the aesthetics of the new medium with those of painting.

During the first half of the 20th century, thanks in part to surrealism, photography gradually entered the realm of art before a boom in the 1970s that permitted retrospective legitimization reinforced by theoretical and aesthetic justifications.

The advent of digital technology has contributed to the acceleration of this movement of fusion-absorption in contemporary art, which makes one wonder whether or not it's another way of subjecting photography to a narrow and reductive identity.

Today, photography, once a peninsula of fragile isthmus, has already been annexed to the artistic continent. No one thinks of a camera any differently than they think of a paintbrush, a chisel, or any other object used to create art.

However, TECH Global University considers it of vital importance that the professional, the artist, fluently handles all the knowledge related to The Influence of Art on Contemporary Photography, because without having a solid background and awareness of the evolution of his craft, he will hardly be able to fully explore it in an intellectual sense.

This **Postgraduate Certificate in The Influence of Art on Contemporary Photography** 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
- ♦ The graphic, schematic, and practical contents which they contain, 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



*Get to know history pertaining to The Influence of Art on Contemporary Photography to continue examining it in a critical way"*

“

*Get to know all the ins and outs of The Influence of Art on Contemporary Photography with this academically unique Postgraduate Certificate"*

The program includes, in its teaching staff, professionals from the sector who bring to this program the experience of their work, in addition to recognized specialists from prestigious reference societies and 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 purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

*It is not enough to have ideas; neither is it enough to master the techniques: you have to know where photography comes from in order to know where it is going.*

*Knowledge is power: acquire it and apply it to the profession of your dreams.*



# 02

# Objectives

TECH Global University has set out to teach students on this program everything a photographer needs to know about the history of art and the ways in which it influences photographic creation today. This knowledge is extremely important for the diligent study of one of the most popular areas in the field of communication, as it brings a greater richness to the photographer's work.







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*With this Postgraduate Certificate you will acquire the essential historical grounding to start working in photography with the authority that such knowledge confers”*



## General Objectives

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- ♦ Master photographic technique from basic to advanced level
- ♦ Create a concept with an audiovisual narrative structure
- ♦ Develop creative talent and a professional attitude



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





## Specific Objectives

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- ◆ Explore the evolution of technique throughout history
- ◆ Discover the connections between photography and art
- ◆ Integrate new digital skills in photography
- ◆ Create valuable and iconic photographs with high impact in the sector
- ◆ Analyze the historical evolution of the art of photography

03

# Course Management

The course provided by TECH has two teachers with a strong professional background in the world of art and communication. First of all, María García Barriga, who will serve as director of this academic program, stands out. She is an experienced media professional who is currently pursuing her PhD in Fashion Trend Creation. She will also be accompanied by Florencia Rodríguez, expert in Artistic Creation and Fashion Trend Analysis.





AUTO

“

*Take advantage of this opportunity to learn with the support of two professionals with years of experience behind them”*

## 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

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- 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)

“

*You will have access to a  
library of multimedia resources  
7 days a week, 24 hours a day”*

## Management



### Dr. García Barriga, María

- ♦ PhD in Design and Marketing Data
- ♦ Communicator at RTVE
- ♦ Communicator at Telemadrid
- ♦ University Teacher
- ♦ Author of The Pattern of Eternity: Creating a Spiral Identity for Automating Fashion Trends
- ♦ Communication, Marketing and Social Campaigns. Arts Heritage - Digital Marketing
- ♦ Editor-in-Chief. Chroma Press
- ♦ Marketing and Social Media Account Executive. Servicecom
- ♦ Web Content Editor. Premium Difusión, Diario Siglo XXI and Magazine Of Managers
- ♦ PhD, Design and Marketing Data. Polytechnic University of Madrid
- ♦ Bachelor's Degree in Information Sciences, Communications, Marketing and Advertising. Complutense University of Madrid
- ♦ Postgraduate degree in Marketing and Communication in Fashion and Luxury companies. Complutense University of Madrid
- ♦ Certified in Data Analysis & Creativity with Python in China
- ♦ MBA Fashion Business School, the Fashion Business School of the University of Navarra





## Professors

### Ms. Rodríguez Flomenboim, Florencia

- ♦ Scenic creator for different plays, focusing on the image symbolism
- ♦ She has a wide range of work experience, from image consulting, Showrooms management and implementation of Concept Stores, Coolhunting, to the roles of producer and fashion editor in different editorials, agencies and firms
- ♦ Degree in Performing Arts, ESAD of Murcia
- ♦ Diploma in International Relations, ITC Sraffa, Milan
- ♦ Master's Degree in Fashion Editorial Production and Fashion Design, American Modern School of Design, Buenos Aires, Argentina

# 04

# Structure and Content

The 150 hours of this program have been structured into 10 well-defined topics. Starting with a general overview of photography as an introduction, the program will explore the events of the most important periods for our purposes. In short, this provides the essential background on photography, covering the evolution of the profession from its origins to its acceptance into what is considered art.





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*This Postgraduate Certificate aims to provide you with comprehensive theoretical knowledge on how Art has shaped what Photography is today”*

## Module 1. The Influence of Art on Contemporary Photography

- 1.1. Training the View
  - 1.1.1. Visual Representation
  - 1.1.2. Photography and Art
  - 1.1.3. Perception: Learning to Look at and Evaluate Cultural Heritage
- 1.2. The Bison: The Graphic Representation of Society
  - 1.2.1. Drawing as a Technique
  - 1.2.2. The Need to Represent Concepts
  - 1.2.3. Icons, the Iconic Image and the Iconosphere
- 1.3. Leonardo da Vinci's Students
  - 1.3.1. Italian Art During the Renaissance
  - 1.3.2. Leonardo da Vinci's Legacy
  - 1.3.3. Lorenzo Cesariano and the Camera Obscura
- 1.4. The 19th Century: The Image on Paper
  - 1.4.1. Niépce at the Academy of Sciences and Fine Arts of France
  - 1.4.2. The Kodak Camera
  - 1.4.3. The Daguerreotype
- 1.5. The Age of Color and the Avant-Garde
  - 1.5.1. Prokudin Gorski: Color Photography and the Polaroid Camera
  - 1.5.2. The Artistic Avant-Garde
  - 1.5.3. The New Way of Understanding Reality
- 1.6. War Photography and the Masters of Photography
  - 1.6.1. Documentary Photography in the U.S and Photojournalism
  - 1.6.2. Great Photographers: Robert Capa, Larry Borows and Alfred Stieglitz
  - 1.6.3. Photography and Propaganda during Nazism
- 1.7. Commercial Photography
  - 1.7.1. Persuasion: A Product in Images
  - 1.7.2. American Advertising Agencies: From Illustration to Photography
  - 1.7.3. Intention: Types of Advertising Photography





- 1.8. Cinema and Television: The Moving Image
  - 1.8.1. The Photogram
  - 1.8.2. The First Silent Films
  - 1.8.3. Photographs with Voice: The Audiovisual Format
- 1.9. The Appearance of Digital Photography
  - 1.9.1. Digitizing Images: The Electronic Sensor
  - 1.9.2. Megapixels and Digital Imaging Software
  - 1.9.3. Virtual Reality
- 1.10. Photography in Social Networks
  - 1.10.1. Cell Phones: The New Camera
  - 1.10.2. Personal Brand
  - 1.10.3. Marketing of the Photographer's Portfolio

“ 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.

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*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.*





### 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 student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

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.



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.

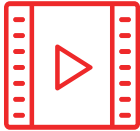
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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

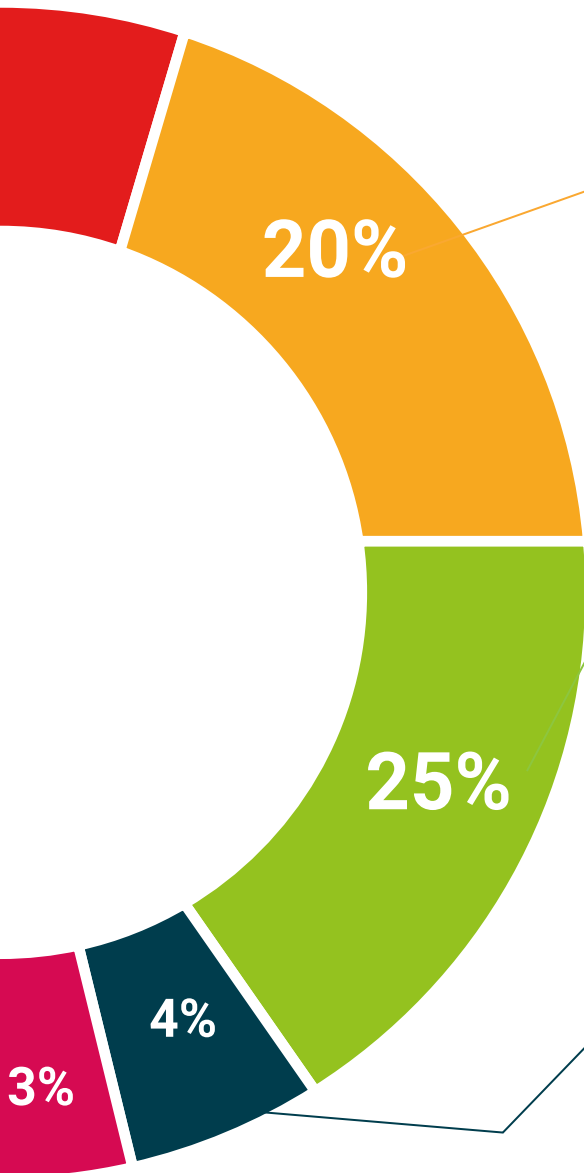
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.





#### 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 The Influence of Art on Contemporary Photography 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 The Influence of Art on Contemporary Photography** 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 The Influence of Art on Contemporary Photography**

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

**tech** global  
university

personalized service innovation

knowledge present  
Contemporary Photography

online training

development languages

virtual classroom

## Postgraduate Certificate The Influence of Art on Contemporary Photography

- » Modality: online
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# Postgraduate Certificate

## The Influence of Art on Contemporary Photography