

Postgraduate Certificate

Light and Color in Photographic Composition





Postgraduate Certificate

Light and Color in Photographic Composition

- » 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/light-color-photographic-composition

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01

Introduction

Etymologically, the word photography means to write in or with light. That is to say, we can tell from the very term that light takes a central role in this art, because without it, there is no photography. However, its presence alone is not enough to obtain images of great visual and artistic quality. If there is one aspect of photography that is difficult to master, it is the handling of light and, therefore, color. Thus, with this program, the student will learn to master this core element of photographic technique.



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Without a proper understanding of the role of Light and Color in Photographic Composition, the photographer can never aspire to create images of great value"

To non-photographers, color is just one more part of the picture, but it is an integral part of the photographic experience. With a greater awareness of color, the artist can be more appreciative of the palette available to them, enriching the visual experience that results from their work.

Progressing from being an amateur having fun to becoming a true photographer involves learning to really appreciate colors, to the point that the subject or object to which they belong becomes a secondary consideration. The photographer is primarily interested in the effects that light creates when it hits the subject or object in the production of an image, as well as the differences that arise when shooting indoors with artificial lighting as opposed to outdoors with sunlight.

It is therefore of great importance to know how to exploit its potential to the maximum, because thanks to light it is possible to obtain specific and enveloping atmospheres in each shot, characterizing places and people or highlighting one detail as opposed to another, but above all making the viewer of the photo feel the same sensations that the photographer experienced at the precise moment they shot it. Therein lies the art of illumination.

In short, light is the element without which it would be impossible to convey certain emotions through images. In order to achieve this, the professional must master all the possibilities afforded by light and color in order to be able to exploit them at will.

The **Postgraduate Certificate in Light and Color in Photographic Composition** contains the most complete and up-to-date academic program on the market. Its most notable features are:

- ♦ 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



Improve your skills as a photographer by learning to master Light and Color"



Add a new professional edge to your skills as a photographer by immersing yourself in the exciting but complicated world of photographic lighting"

The program's teaching staff includes professionals in the sector who contribute their work experience to this training 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 professional must try to solve the different professional practice situations that arise throughout the program. The professional will be assisted in this by an innovative system of interactive videos made by recognized experts in Light and Color in Photographic Composition with a wealth of professional experience.

Start this TECH Postgraduate Certificate and become a freelance photographer, capable of generating high quality visual content.

Being able to take photos with the perfect combination of light and color will give you many more professional opportunities as a photographer.



02

Objectives

The main objective of this course is to teach the student how to handle Light and Color within the framework of Photographic Composition, highlighting above all the use of the most common techniques and other more specific ones, in this area of focus. In short, TECH Technological University aims to create true lighting specialists, capable of performing their work in any number of professional environments.



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This Postgraduate Certificate is the ideal way to understand Light and use it to your advantage”



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

“

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





Specific Objectives

- Handle the main photographic technicalities
- Distinguish the different types of composition
- Understand how DEX works
- Understand camera operation
- Internalize the mechanisms of image creation

03

Course Management

The content of this Postgraduate Certificate will be taught by an extraordinary duo of professionals. In the role of course director, María García Barriga is an expert in journalism, marketing and communication, and therefore a true authority on the crucial role that lighting and color play in the image. At her side will be Rebeca Ruiz Arroyo, whose experience in the photography section of one of the most eminent sports newspapers in Spain will be made available to her students.





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A highly experienced team will guide you to the mastery of Light in Photography”

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)

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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. Ruiz Arroyo, Rebeca

- Photography section at Diario As: editor and creator of visual content
- Graduate in Audiovisual Communication and Journalism from San Pablo - CEU University

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Take the opportunity to learn about the latest advances in this area in order to apply it to your daily practice”

04

Structure and Content

The course syllabus is divided into 10 topics to be delivered over the course of 150 hours during which students will thoroughly and diligently explore all the issues relevant to the course. Thus, with this fine balanced of theoretical and practical concepts, the student after passing the corresponding assessments, will be able to work as a specialist in Light and Color in Photographic Composition.



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*A syllabus designed to make you a master of
Light and Color in Photographic Composition”*

Module 1. Light and Color in Photographic Composition

- 1.1. Light
 - 1.1.1. Light
 - 1.1.2. Natural Light
 - 1.1.3. Artificial Light
- 1.2. Focus
 - 1.2.1. Focal Length and Depth of Field
 - 1.2.2. Focusing Methods
 - 1.2.3. Selective Focus
- 1.3. The Exposition
 - 1.3.1. The Histogram
 - 1.3.2. ISO Values
 - 1.3.3. Overexposure and Underexposure: Relationship Between ISO, Aperture and Shutter Speed
 - 1.3.4. Backlighting and Creative Exposure
- 1.4. Color
 - 1.4.1. Whites
 - 1.4.2. Filters
 - 1.4.3. Contrast and Harmony
- 1.5. Speed
 - 1.5.1. The Shot
 - 1.5.2. Bracketing
 - 1.5.3. Trigger
- 1.6. Composition I: Geometry and Spatial Arrangement
 - 1.6.1. The Rule of Thirds and the Golden Ratio
 - 1.6.2. Symmetry
 - 1.6.3. Vanishing Point





- 1.7. Composition II: Balance and Proportion
 - 1.7.1. Horizontal and Vertical Lines
 - 1.7.2. Balance: Image Distribution
 - 1.7.3. Master Lines
- 1.8. Composition III: Perspective
 - 1.8.1. Background
 - 1.8.2. Height
 - 1.8.3. Order of Spaces
- 1.9. Composition IV: Framing and Proportion
 - 1.9.1. Framing Formats
 - 1.9.2. Framing and Negative Space
 - 1.9.3. Point of Interest: Directing the Gaze
- 1.10. Photographic Contextualization
 - 1.10.1. The Environment and Situation
 - 1.10.2. Transmission of Emotions
 - 1.10.3. The Photographic Sequence

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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.



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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, 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.



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 Light and Color in Photographic Composition 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 Light and Color in Photographic Composition** contains the most complete and up-to-date 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 Light and Color in Photographic Composition**

Official N° of hours: **150 h.**



*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.

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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