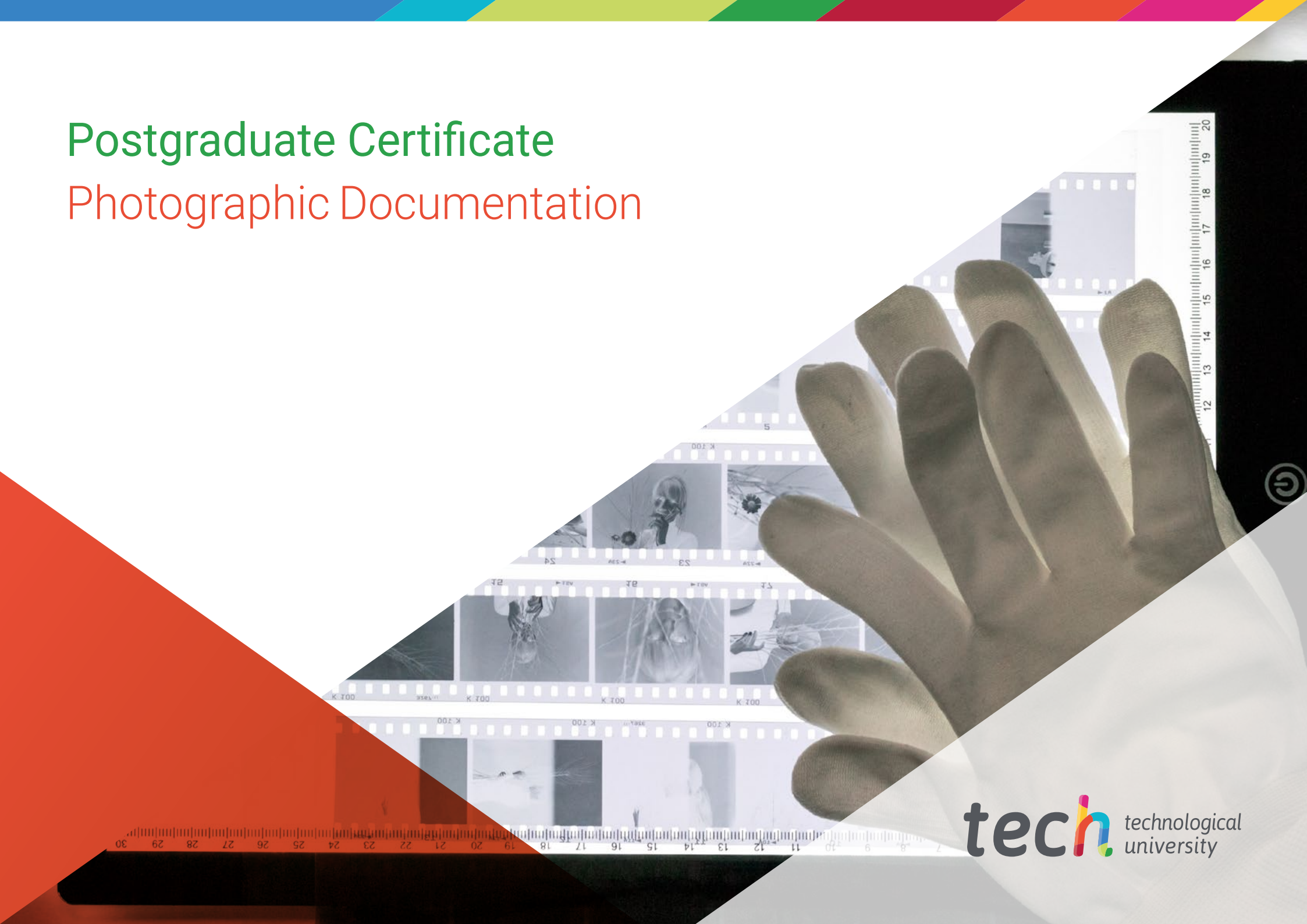


Postgraduate Certificate

Photographic Documentation





Postgraduate Certificate

Photographic Documentation

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Official N° of Hours: **150 h.**

Website: www.techtute.com/pk/journalism-communication/postgraduate-certificate/photographic-documentation

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01

Introduction

Photographic Documentation is a practice of vital importance not only in the professional fields of communication and journalism, but also in other fields as diverse as medicine. For example, the photograph represents a faithful record which is absolutely essential for the cosmetic surgeon or pediatric dermatologist. Thus, the mastery of photographic techniques is equally important for any professional whose work requires the existence of a photographic archive.





“

The Postgraduate Certificate in Photographic Documentation is necessary for countless professional areas. Get qualified and embark on a brilliant career”

The photograph as a document has an infinite number of uses and benefits. Many episodes in history would remain unpictured had it not been for the invention of the camera or for intrepid professionals capable of going into war zones, for example, to shoot, in their case, the shutter.

In the same way, documentary photography plays a fundamental role in journalism, not only illustrating stories, but also supplying the newspaper archive, which is one of the most powerful tools for contrasting the present with the past, thus safeguarding one of today's most endangered assets, the truth.

Therefore, the work of the documentary photographer is not just limited to taking pictures of various events of differing importance: it is also their responsibility to manage the proper archiving and preservation, for which they must know photography as well as a sailor knows the moon.

Given the above, TECH has responded to this professional need and has committed to offering this course to all those students or working professionals who have a desire to study for a Postgraduate Certificate in Photographic Documentation.

This **Postgraduate Certificate in Photographic Documentation** contains the most complete and up-to-date educational 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 self-assessment can be undertaken 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



A valuable Postgraduate Certificate that will teach you how to manage the photograph as a document"

“

Add value to your skills as a photographer by specializing in the challenging world of Documentation”

The program's teaching staff includes professionals from the sector who pour their work experience into this Postgraduate Certificate, 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 topical and contextual learning, i.e., a simulated environment that will provide an immersive program designed for real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to resolve the different professional practice situations that arise during the academic year. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

Proper Photographic Documentation is vital for many professions. Become an expert in the field and expand your career opportunities.

Do not hesitate and start on this Postgraduate Certificate in Photographic Documentation.



02

Objectives

The main priority of TECH Technological University with respect to this Postgraduate Certificate is to prepare professionals in Photographic Documentation so that they are capable of working in any of the many areas in which this discipline is needed, emphasizing the vast public and private scope of this profession. With TECH, the student will receive instruction that is unrivalled in the current university panorama.





“

An unparalleled educational program to learn how to manage Photographic Documentation”

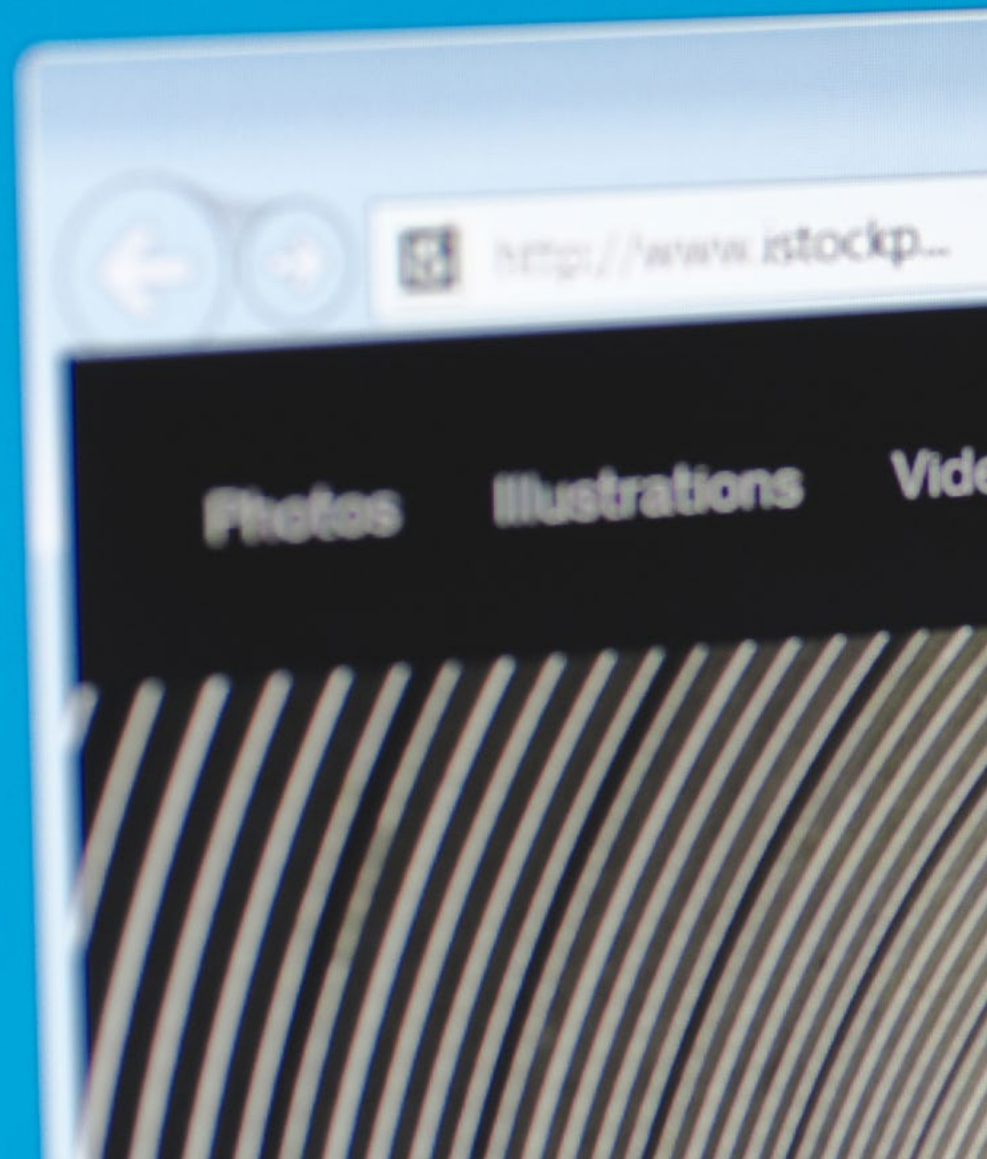


General Objectives

- 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"





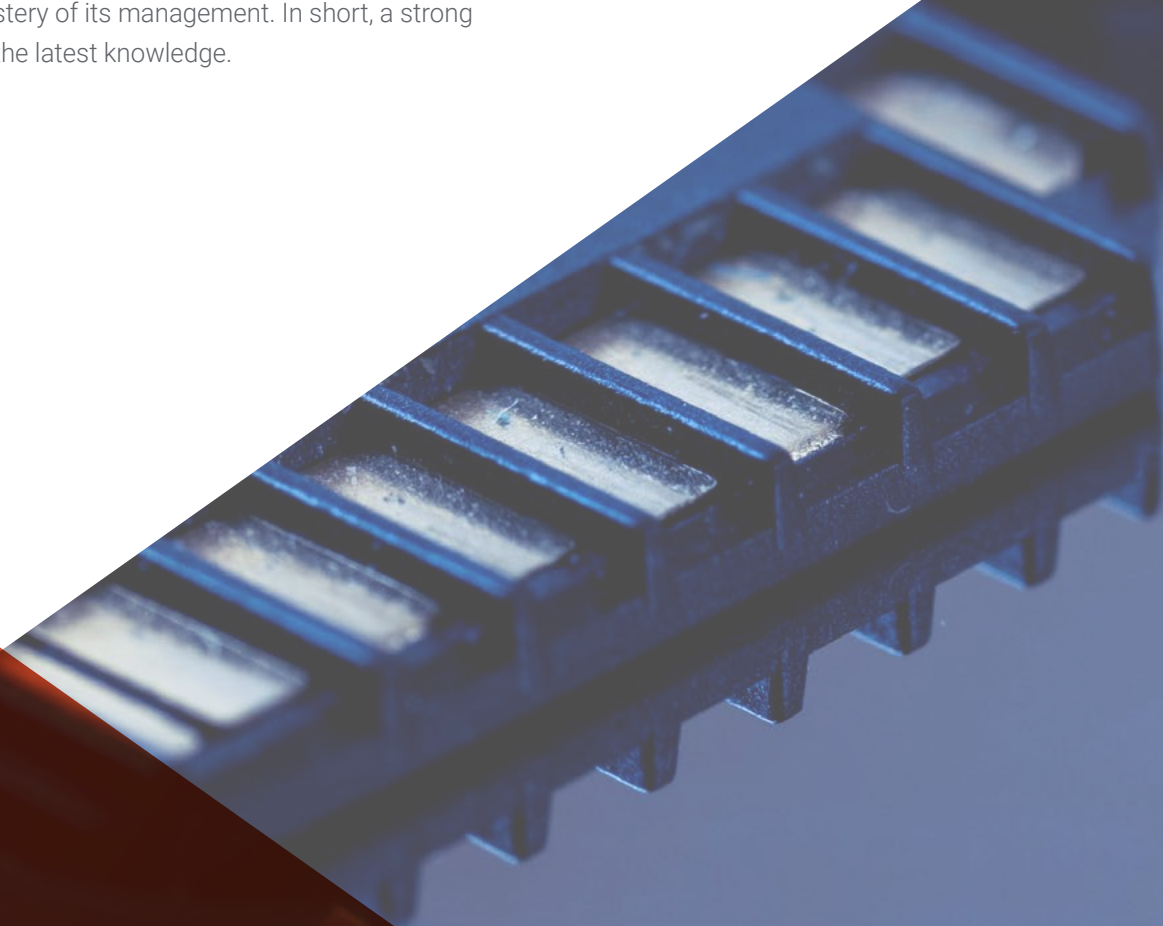
Specific Objectives

- ♦ Acquire a holistic view of photographic documentation
- ♦ Know the documentary processes for the preservation of the photo as a document
- ♦ Search the main image databases in the digital environment
- ♦ Understand the photo as data: metadata in a Smart context for searching and cataloging
- ♦ Learn about copyrights in the field of intellectual property
- ♦ Use or explore the image and graphic content galleries related to cultural, journalistic or professional activities

03

Course Management

Two experts in Photographic Documentation will be in charge of teaching the 150 hours of this academic program. Their extensive professional backgrounds in journalism and communication in the media, groups and offices has made them highly aware of the importance of the photographic document, and has equipped them unquestionable mastery of its management. In short, a strong duo that will provide students with the latest knowledge.





“

*TECH only recruits the best teachers:
take advantage of this by enrolling in this
Postgraduate Certificate"*

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. Alarcón, Patricia

- ♦ Communications Consultant
- ♦ Founder of the program *Málaga Se Cuida* on Cope Málaga
- ♦ Contributor to the Health supplement of La Razón newspaper
- ♦ Project Manager at Palacio de Ferias and Congresos de Málaga
- ♦ Institutional Relations Manager at CIT
- ♦ Director of Communications at Quironsalud Group in Malaga
- ♦ Contributor to Psychologies
- ♦ Collaborator at AR
- ♦ Collaborator at Grupo Planeta
- ♦ Collaborator at Hearst Group
- ♦ Member of the Cadena Cope News Service Team
- ♦ Press communications technician
- ♦ America's Cup communications technician
- ♦ PhD Candidate in Humanities and Digital Society at the International University of La Rioja
- ♦ Master's Degree in Teacher Training
- ♦ Bachelor's Degree in Humanities at International University of La Rioja
- ♦ Degree in Journalism, University of Malaga



04

Structure and Content

TECH's subject matter is addressed through a well-structured syllabus over the course of 150 hours and 10 topics. Starting with the basics of photography, the student will be immersed in issues such as ownership and sources, copyright, image banks on the Internet and the faithful practice of photojournalism. All this with an emphasis on the narrative, historical and social value of photography.

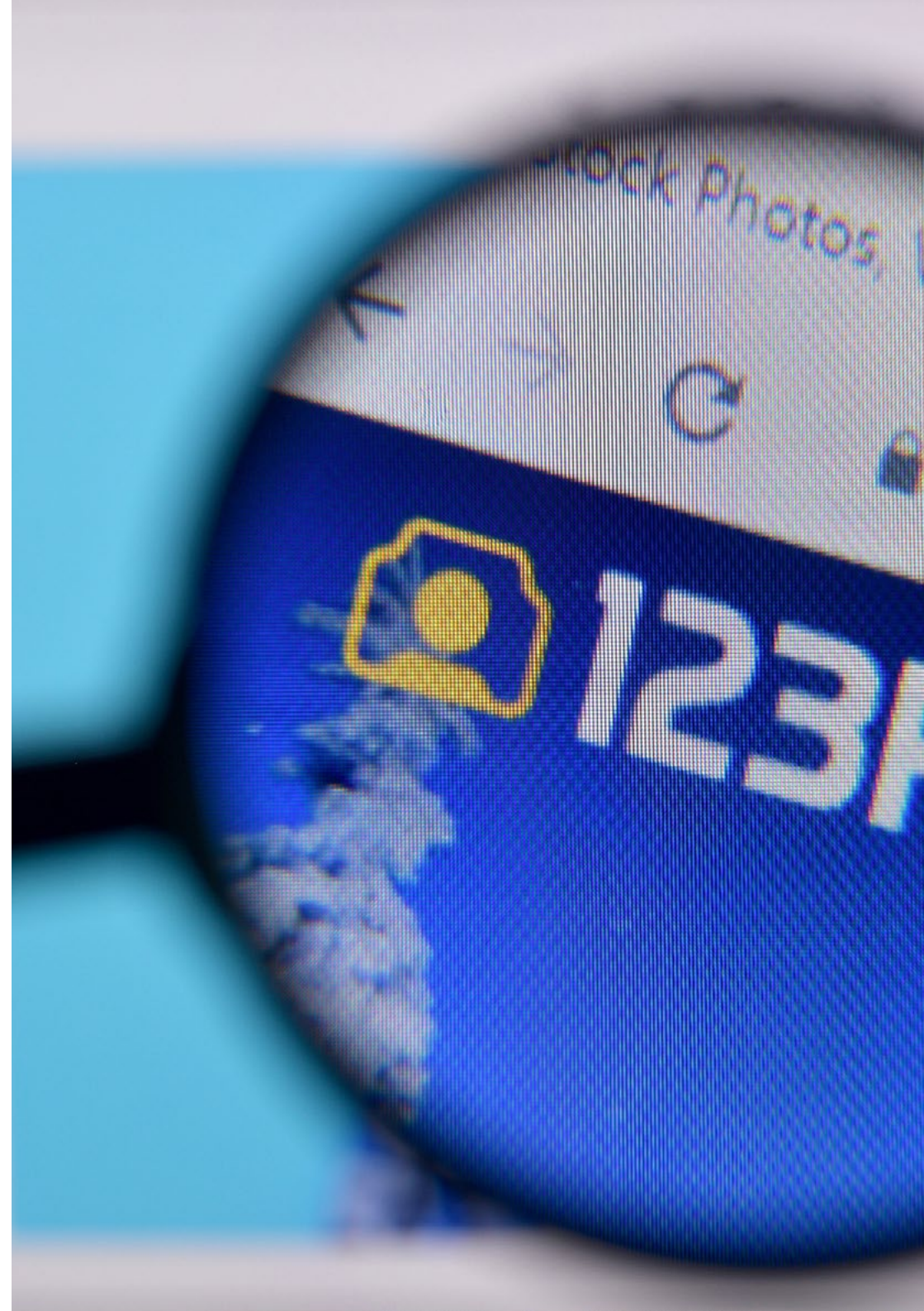


“

*Learn to master an essential discipline
for legal safeguards associated with the
practice of countless professions”*

Module 1. Photographic Documentation

- 1.1. The Photograph as a Document
 - 1.1.1. Photography
 - 1.1.2. Links with Other Professions
 - 1.1.3. Paradigms and Challenges of Photographic Documentation in the Digital Society
- 1.2. Centers of Photographic Documentation
 - 1.2.1. Public and Private Centers: Functions and Cost-Effectiveness
 - 1.2.2. National Photographic Heritage
 - 1.2.3. Photographic Sources
- 1.3. The Photographer as Documentary Analyst
 - 1.3.1. The Various Dimensions of Photography: From Creation to Documentary Treatment
 - 1.3.2. Roles of the Graphic Documentalist and Standards
 - 1.3.3. Analysis of Photography: Technical, Academic and Professional Aspects
- 1.4. The Professional Photographer: Rights Protection
 - 1.4.1. Photography as a Commercial Activity
 - 1.4.2. Copyright and Intellectual Property
 - 1.4.3. The Use of Photography on the Internet: The Difference Between Photographic Artworks and Mere Photographs
- 1.5. Photo Localization: Search and Retrieval Systems
 - 1.5.1. Image Banks
 - 1.5.2. Standard Procedure for Photo Retrieval
 - 1.5.3. Evaluation of Results and Content Analysis
- 1.6. Metadata and Watermarks
 - 1.6.1. Photo Search and Metadata: the IPTC (International Press Telecommunications Council) Standard
 - 1.6.2. EXIF: Technical Metadata for Digital Camera Files
 - 1.6.3. Digital Watermarks
- 1.7. Image Databases
 - 1.7.1. Digitization: The New Challenge for Photographic Documentation
 - 1.7.2. Databases: Control of Information and its Dissemination
 - 1.7.3. Free or Paid Resources and Licenses



- 1.8. Photographic Selection
 - 1.8.1. Professional Photography Galleries: The Online Marketing of Artistic Artwork
 - 1.8.2. Digital Photo Galleries: Diversity and Richness
 - 1.8.3. Photography and the Promotion of Digital Cultural Activity
- 1.9. Photography as Discourse
 - 1.9.1. Photostory: Stories and Images
 - 1.9.2. Photo Galleries: from Cultural Activity to Commercial Purposes
 - 1.9.3. Photojournalism and Documentary Photography: The Impetus from Foundations
- 1.10. Photographic Documentation and Art
 - 1.10.1. Digital Cultural Activity and Photographic Art
 - 1.10.2. Preservation and Dissemination of Photographic Art in International Galleries
 - 1.10.3. Challenges of the Professional Photographer in the Digital Age

“*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.



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

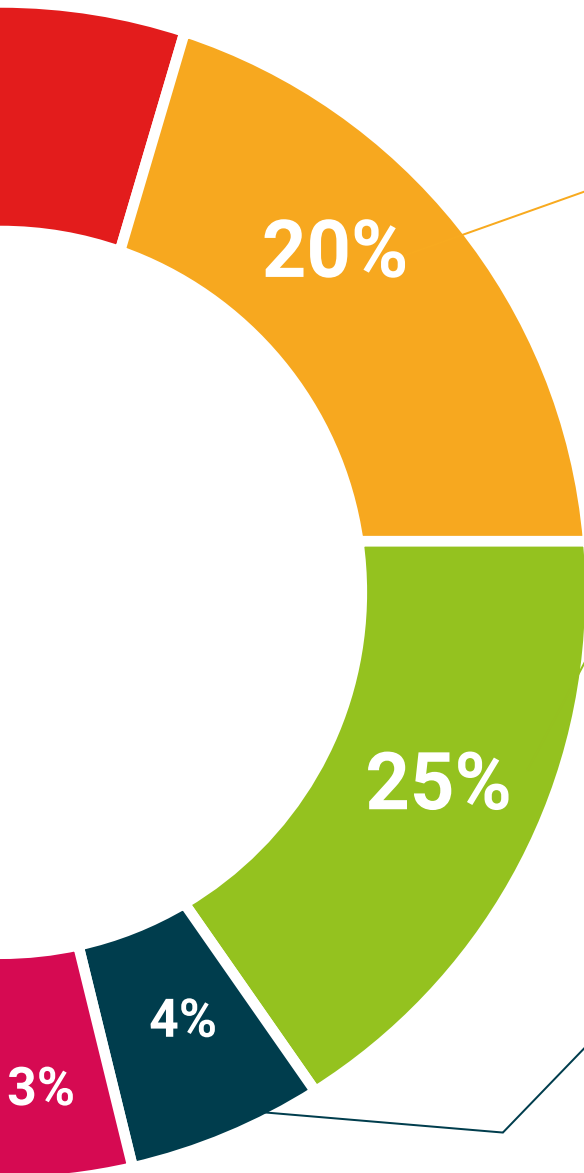
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 Photographic Documentation 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 Photographic Documentation** 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 Photographic Documentation**

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



Postgraduate Certificate Photographic Documentation

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Official N° of Hours: 150 h.

Postgraduate Certificate

Photographic Documentation