

Postgraduate Certificate Specialization in Photo Editing





Postgraduate Certificate

Specialization in Photo Editing

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Official N° of hours: **150 h.**

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/specialization-photo-editing

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01

Introduction

To achieve professional quality results in photojournalism it is necessary to master the digital development process. This TECH program offers the knowledge you need in terms of the main software and application tools in this field in a context based on the effectiveness and usefulness of journalism in the field of professional ethics.





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Learn how to apply the most appropriate developing and editing in photojournalism, acquiring the mastery of the new tools and software available in this field"

This Postgraduate Certificate will cover the keys to digital development, as well as its main software and tools to achieve a professional result. The following section delves into photographic development and its limits and applications in the journalistic profession.

Then, it will continue with a linear explanation of the most adequate process to carry out an effective development both in terms of time and quality. For this reason, an introduction to Adobe Bridge as a file organization software will be included, where its main functionalities and the possibilities it opens up when combined with other programs such as Photoshop or Lightroom. will be discussed.

Adobe Photoshop will be one of the essential parts, as it is the software of choice for developing, editing and retouching photographs. These three pillars will be studied in a segmented and organized way according to the needs of the professional when carrying out any modification for editorial or design purposes in a photograph. An introduction to the program is provided, its highlights and interface will be explained, and its practical application will always be discussed when its necessary to use this Adobe program.

In addition, special attention will be paid to two specific digital development tools, Adobe Lightroom and Capture One. In this case, special emphasis will be placed on the formulas of these two development options, their most important settings, and how to modify the parameters in each software to obtain the optimum result within the ethical limits of photojournalism. In addition, students will be introduced to the creation of their own editing styles as presets to achieve greater speed in their work as photojournalists.

Finally, as an alternative to all of the above, there is an exclusive topic dedicated to the set of free online resources for quality development. Some will be downloadable and can be used on the desktop, and others will require an internet connection, but all of them are a solid alternative for those without the Adobe package or Capture One during photo coverage.

This **Postgraduate Certificate in Specialization in Photo Editing** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- ♦ The latest technology in online teaching software
- ♦ A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical cases presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Autonomous learning: full compatibility with other occupations
- ♦ Practical exercises for self-evaluation and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teacher and individual reflection work
- ♦ Availability of content from any device, fixed or portable, with Internet connection
- ♦ Complementary documentation banks permanently available, even after the course



A program that includes learning the tools that Photoshop puts at the service of Photo Editing"

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Get up to speed on the use of two of the essential editing tools, Adobe Lightroom and Capture One, improving your ability to use them and the quality of your final results"

The program's team has extensive experience in teaching at university level, both in undergraduate and graduate programs, and extensive experience as working professionals, which allows them to know, first hand, the profound transformation that this sector is undergoing, with the incorporation of new models of spectator or receiver of messages, control of networks, etc. Their direct experience, their knowledge, as well as the analytical capacity of the faculty are the best source to grasp the keys to the present and the future of a vocational and exciting profession for those who love sports and communication.

The Postgraduate Certificate own methodology, in online format, allows breaking the barriers imposed by work obligations and the difficult reconciliation with personal life.

All this makes a program that compiles all the aspects that are relevant and essential to turn the professional into a true expert in this profession.

With this program you will improve your professional skills acquiring the necessary skills to edit quickly and efficiently.

A complete program that will allow you to advance unstoppably in your work capacity.



02

Objectives

The objective of this very complete program is to enable the photojournalism professional to edit journalistic photographs. A program that will boost their career with the quality finishes that the best specialists give to their images. With the confidence and high-quality of a high-impact specialization for enhancing your knowledge.



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Quantifiable objectives that you will be able to achieve progressively and steadily, investing everything you have learned in your work practically immediately”



General objectives

- ♦ Know the context and limits of digital development in photojournalism
- ♦ Analyze the basics and operation of free and paid image development software
- ♦ Learn how to develop and retouch photographs for a professional application
- ♦ Study development techniques of constant use in today's photojournalism

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





Specific objectives

- ♦ Deepen knowledge of the limits of retouching and development
- ♦ Analyze Adobe Bridge as a file organization software
- ♦ Introduce the main concepts of Adobe Photoshop
- ♦ Approach the development and retouching with Adobe Photoshop to make compositions or designs for editorial purposes
- ♦ Examine Adobe Lightroom and how it works
- ♦ Master professional image development with Adobe Lightroom
- ♦ Lay the groundwork for Capture One as a developer software
- ♦ Master professional image development with Capture One
- ♦ Establish the main free resources for photo development

03

Course Management

Through their vast experience in teaching, our teachers include in their capacity the effective transmission of knowledge, with teaching systems that will optimize your efforts including, in addition, their personal experience in photojournalism in the media. A compendium of skills that make up a teaching staff of the highest quality, for an exceptional program.





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*Learn from the best and grow
as a professional with this
exceptional specialization”*

Management



Mr. Sedano, Jon

- ♦ Degree in Journalism (2017)
- ♦ Master's Degree in Research and new audiences (2018)
- ♦ Autumn Doctoral School in Communication held at the University of Málaga (2019)
- ♦ Doctoral Summer School at the University of Alicante 2019
- ♦ Doctoral Summer School at the University of Navarra 2018
- ♦ Photojournalism Teacher at the University of Malaga
- ♦ Teacher of the workshop "Fotoperiodismo" (photojournalism): Ethics in the face of biological risk and health emergencies" at the XIV International Conference of the University of Malaga on Security, Emergencies and Catastrophes
- ♦ Teacher of the workshop "Fotoperiodismo" (photojournalism): Ethics in the face of desolation" at the 14th International Conference of the University of Malaga on Security, Emergencies and Catastrophes
- ♦ Professor of the workshop "Verification in the Digital Era: Hoax, fake news and disinformation" at the University of Malaga
- ♦ Professor of the workshop "Communication and micro-narratives through Instagram" at the University of Malaga
- ♦ Production of audiovisual educational guides: narrative, technical and legal planning
- ♦ Multimedia correspondent at Diario SUR
- ♦ Freelance at El País
- ♦ Director of the specialized media La Casa de EL
- ♦ Collaborator in Radio 4G
- ♦ Contributor to Radio Pizarra
- ♦ Article writer at ECC Ediciones
- ♦ Article writer at Dolmen magazine



04

Structure and Content

A complete and well-structured program that will take you to the highest standards of quality and success. A complete review that will motivate you in a stimulating and intensive way to the highest level in your learning.



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We turn your commitment into real working skills by converting theory into practical knowledge through constant and stimulating learning”

Module 1. Photo Editing in Photojournalism

- 1.1. Digital Development
 - 1.1.1. Definition of Digital Development in Journalism
 - 1.1.2. When Is Digital Development Necessary in Journalism?
 - 1.1.3. Limits of Digital Development in Journalism
 - 1.1.4. Main Professional Programs or Packages
 - 1.1.5. Examples of Practical Applications of Digital Development in Journalism
 - 1.1.6. Bibliography
- 1.2. Adobe Bridge
 - 1.2.1. General Characteristics of Adobe Bridge
 - 1.2.2. Main Uses of Adobe Bridge
 - 1.2.3. Basic Program Interface
 - 1.2.4. Organization and File Filtration
 - 1.2.5. Basic File Editing
 - 1.2.6. Combination of Adobe Bridge with Other Adobe Software
 - 1.2.7. Exporting and Publishing Files and Batches
- 1.3. Adobe Photoshop
 - 1.3.1. Main Features of Adobe Photoshop
 - 1.3.2. Main Uses of Adobe Photoshop
 - 1.3.3. Photographic Interface of the Program
 - 1.3.4. Image Importing
 - 1.3.5. Exporting and Publishing Images
- 1.4. Digital Development in Adobe Photoshop
 - 1.4.1. The Concept of Photoshop Editing
 - 1.4.1.1. Setting up the Workspace
 - 1.4.2. Main Image Settings
 - 1.4.3. Editing an Image: Brightness, Levels and Curves
 - 1.4.4. Editing an Image: Intensity, Hue and Saturation
 - 1.4.5. Editing an Image: Other Resources
- 1.5. Adobe Photoshop Retouching Techniques
 - 1.5.1. The Concept of Photoshop Retouching
 - 1.5.2. Main Retouching Tools
 - 1.5.3. Most Common Retouching
 - 1.5.3.1. Surface Removal for Compositions
 - 1.5.3.2. Face Blurring
 - 1.5.3.3. Shape Trimming
 - 1.5.3.4. Facial Retouching
 - 1.5.4. Creative Retouching
 - 1.5.4.1. Caricatures
 - 1.5.4.2. Special Needs
 - 1.5.5. Creation and Use of Presets in Photoshop
- 1.6. Adobe Lightroom
 - 1.6.1. General Characteristics of Adobe Lightroom
 - 1.6.2. Main Uses of Adobe Lightroom
 - 1.6.3. Interface of the Program in Depth
 - 1.6.4. Importing and Classification of Images
 - 1.6.5. Basic Image Development
 - 1.6.5.1. Cutting Images
 - 1.6.6. Exporting Images
 - 1.6.6.1. Recommended Export Formats
 - 1.6.6.2. Adding Watermarks
- 1.7. Digital Developing Techniques in Adobe Lightroom
 - 1.7.1. Introduction to Development Panel
 - 1.7.2. Histogram Editing
 - 1.7.3. Editing the 'Basic' Panel
 - 1.7.4. Editing the 'Tone Curve'
 - 1.7.5. Hue, Saturation and Luminance Editing
 - 1.7.6. Tone and Detail Division
 - 1.7.7. Lens Corrections
 - 1.7.8. Other Resources Transform', 'Effects' and 'Calibration'
 - 1.7.9. Editing an Image in Black and White
 - 1.7.10.. Creation and Use of Presets in Lightroom



- 1.8. Capture One
 - 1.8.1. General Features of Capture One
 - 1.8.2. Main Uses of Capture One
 - 1.8.3. Interface of the Program in Depth
 - 1.8.4. Image Importing
 - 1.8.5. Import a Catalog from Lightroom
 - 1.8.6. Metadata and Image Organization
 - 1.8.7. Exporting Images
- 1.9. Digital Development in Capture One
 - 1.9.1. Introduction to Capture One Development
 - 1.9.2. Concept of Layers and Masks
 - 1.9.3. Exposition, Histogram and Other Values
 - 1.9.4. Color Editing
 - 1.9.5. Focus and Noise Editing
 - 1.9.6. Lens Editing and Cropping
 - 1.9.7. Styles and Pre-Established Settings
- 1.10. Free Resources in Digital Development
 - 1.10.1. Pixrl
 - 1.10.2. GIMP
 - 1.10.3. PhotoFiltre
 - 1.10.4. PhotoScape
 - 1.10.5. Darktable
 - 1.10.6. Photoshop Express
 - 1.10.7. Ribbet
 - 1.10.8. BeFunky
 - 1.10.9. InPixio

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.

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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.



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.



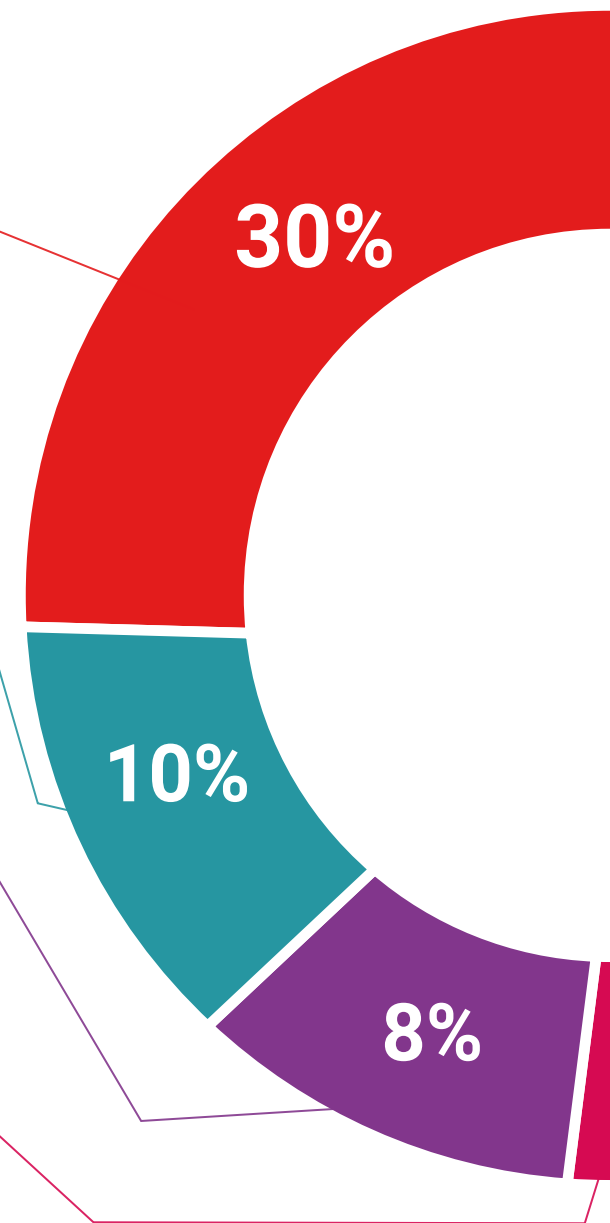
Practising Skills and Abilities

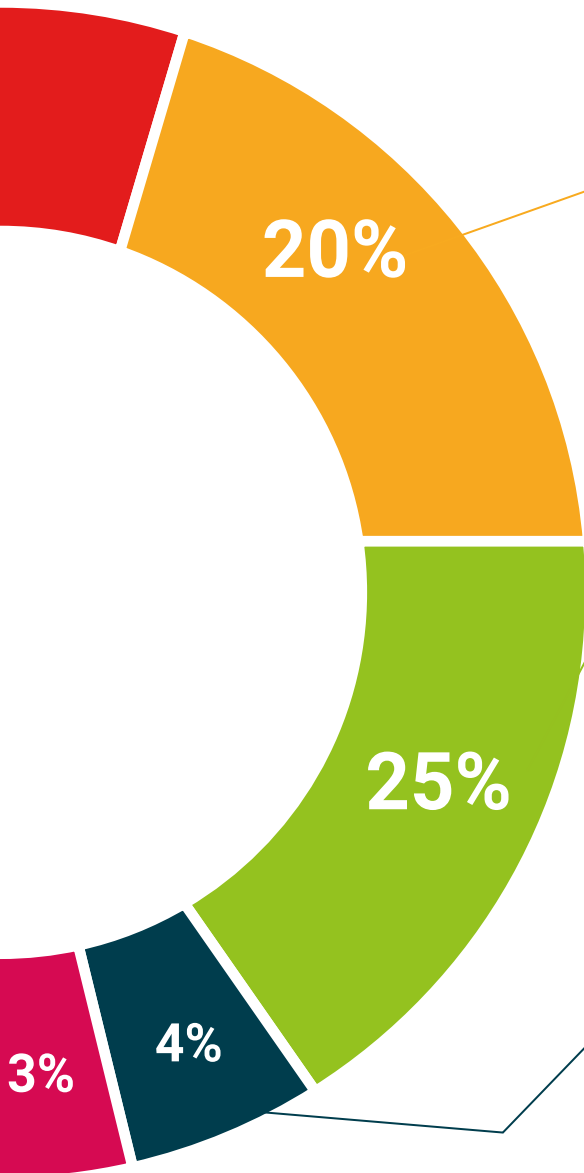
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 Specialization in Photo Editing guarantees students, in addition to the most rigorous and updated education, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program
and receive your university degree
without travel or laborious paperwork”*

This **Postgraduate Certificate in Specialization in Photo Editing** 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 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 Specialization in Photo Editing**

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
online training
development languages
virtual classroom



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