

# Postgraduate Certificate

## Specialization in Studio Photography





## Postgraduate Certificate

### Specialization in Studio Photography

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/specialization-studio-photography](http://www.techtute.com/pk/journalism-communication/postgraduate-certificate/specialization-studio-photography)

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# 01

# Introduction

Portraying the protagonist of an interview, showing the product being studied in a report, or taking pictures for the editorial of a publication are some examples of cases in which studio work becomes essential for the photojournalist. In this program, TECH will provide the necessary skills to produce them in such a way that they will be a first-class publishable product.

A close-up, low-angle shot of a camera lens. The lens is dark and metallic, with the text "LENS 50mm 1:1.4" visible on the front element. The lens is slightly out of focus, showing a blurred background of a person's legs and feet. The lighting is soft, creating a bokeh effect on the lens surface.

LENS 50mm 1:1.4

**Photo**

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*Turn studio photographs into complete, coherent and incisive communicative elements with the most up-to-date knowledge and the latest techniques in this field"*

The work of a photojournalist can be very diverse. Although a large part of their activity is carried out on location, capturing graphic evidence of newsworthy events, it is also important that they know and master the photographic studio and all the equipment and accessories found in it.

Portraying the protagonist of an interview, showing the product being studied in a reportage, or photographing for the editorial of a publication are some examples of cases in which studio work is essential.

Photographic studios have changed substantially in recent years, as much as the technology used in them has evolved. Some turning points have been the change from analog to digital photography or the replacement of traditional lighting with LED lighting.

In this program you will study the theoretical and practical fundamentals necessary to develop in a photographic studio, starting with the creation of your own studio, followed by the use of the necessary tools, and the staging of lighting techniques with continuous light and flashlight. Finally, there will be a review of some of the most used software tools in the different tasks performed in the studio.



*A complete review of specific equipment and studio work that will allow you to get the most out of them"*

This **Postgraduate Certificate in Specialization in Studio Photography** 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
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Supplementary documentation databases are permanently available, even after the course

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*A highly complete program in which, in addition to the use of the camera, you will learn to control the external factors that determine the quality of an image, to make the precise adjustments and the most appropriate measurements”*

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 program's own methodology, in online format, allows breaking down the barriers imposed by work obligations and the difficult reconciliation with personal life.

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

*Master the use of digital and analog photography, LED lighting and other innovations with this hands-on program.*

*Get up to date with the latest developments that have been introduced in studio work in recent times, incorporating the possibilities they offer into your images.*



# 02

# Objectives

TECH offers all the theoretical and practical knowledge that the student needs to obtain the best studio images, with the essential quality to make them informative documents of impact and relevance. A challenge that you will achieve thanks to the highest quality that we invest in all phases of the program.





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*Learn how to set up a photographic studio, how to handle the necessary tools and how to use the latest lighting techniques in a comfortable and fast way”*



## General Objectives

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- ♦ Set up, assemble and disassemble the photo studio
- ♦ Perform the process of exposure control and photographic shooting, evaluating the final results
- ♦ Examine the basics of lighting and measuring techniques with continuous and discontinuous light equipment
- ♦ Establish a working methodology for the photographer's work in the photographic studio
- ♦ Identify all the tools necessary for the creation of a photographic studio





## Specific Objectives

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- ♦ Determine the materials necessary for the construction of a photographic studio
- ♦ Recognize the lighting techniques required for each photographic project
- ♦ Identify the elements involved in the photographic capture process, assessing their suitability for the execution of the project
- ♦ Shoot a portrait, a fashion shoot, a still life and an advertising project



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



03

# Course Management

You will learn with the guidance of a high-quality faculty, experts in photojournalism and teaching, who will provide you with their help and support throughout the specialization. A compendium of skills that make up a teaching staff of the highest quality in an exceptional specialization.





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*The support and guidance of great photojournalism professionals, your teachers during this intensive program, will make a difference in your development in this field"*

## 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

## Professors

### Ms. Virginia Guerrero García

- ♦ Graduated in Audiovisual Communication from the University of Malaga in 2004
  - ♦ Senior Technician in Image at the IES Jesús Marín de Málaga 2006
  - ♦ Master's Degree in Journalistic Communication Research from the University of Malaga 2013
  - ♦ Member of ECREA (European Communication Research and Education Association), IAMCR (International Association for Media and Communication Research), AE-IC (Spanish Association for Communication Research)
  - ♦ Technical Professor of Vocational Training of the specialty "Techniques and Procedures of Image and Sound" since 2010
  - ♦ Specialist teacher in the Higher Degree Cycle of 3D Animation, Games and Interactive Environments, in the professional module: Color, lighting and 2D and 3D finishes
  - ♦ Teaching in the following professional modules: Management of television and radio projects ( Advanced Audiovisual and Show Production Studies), Audiovisual and Show Production Project (Advanced Audiovisual and Show Production Studies), Multimedia Production (Advanced Audiovisual and Show Project Production Studies), Television production ( Advanced Studies in Audiovisual, Radio and Show Production), Development of photosensitive supports ( Intermediate Studies in Image Laboratory), Digital Image Treatment ( Intermediate Studies in Image Laboratory) and Photographic Image Processes ( Intermediate Studies in Image Laboratory)
- ♦ Head of the Image and Sound Department at IES Ángel de Saavedra (Córdoba) since 2019
  - ♦ Doctoral researcher at the University of Málaga in the field of Photojournalism and Active Audiences
  - ♦ From 2002 to 2010 editor of still and mobile image for the City of Malaga (2008-2010)
  - ♦ Production assistant at Supermedia S.L. (2007-2008)
  - ♦ News editor at Sohail Tv (Fuengirola) (2006-2007)
  - ♦ Image and continuity technician at Estival Tv (Estepona) (2006)



*All the aspects you need to take technically perfect photographs, compiled in one high-quality program"*

# 04

# Structure and Content

Take advantage of the opportunity to advance with a specialization that will allow you to learn how to give the highest quality to your journalistic studio photographs, in all aspects, with quality and solvency. A complete review that will motivate you in a stimulating and intensive way to the highest level in your learning.





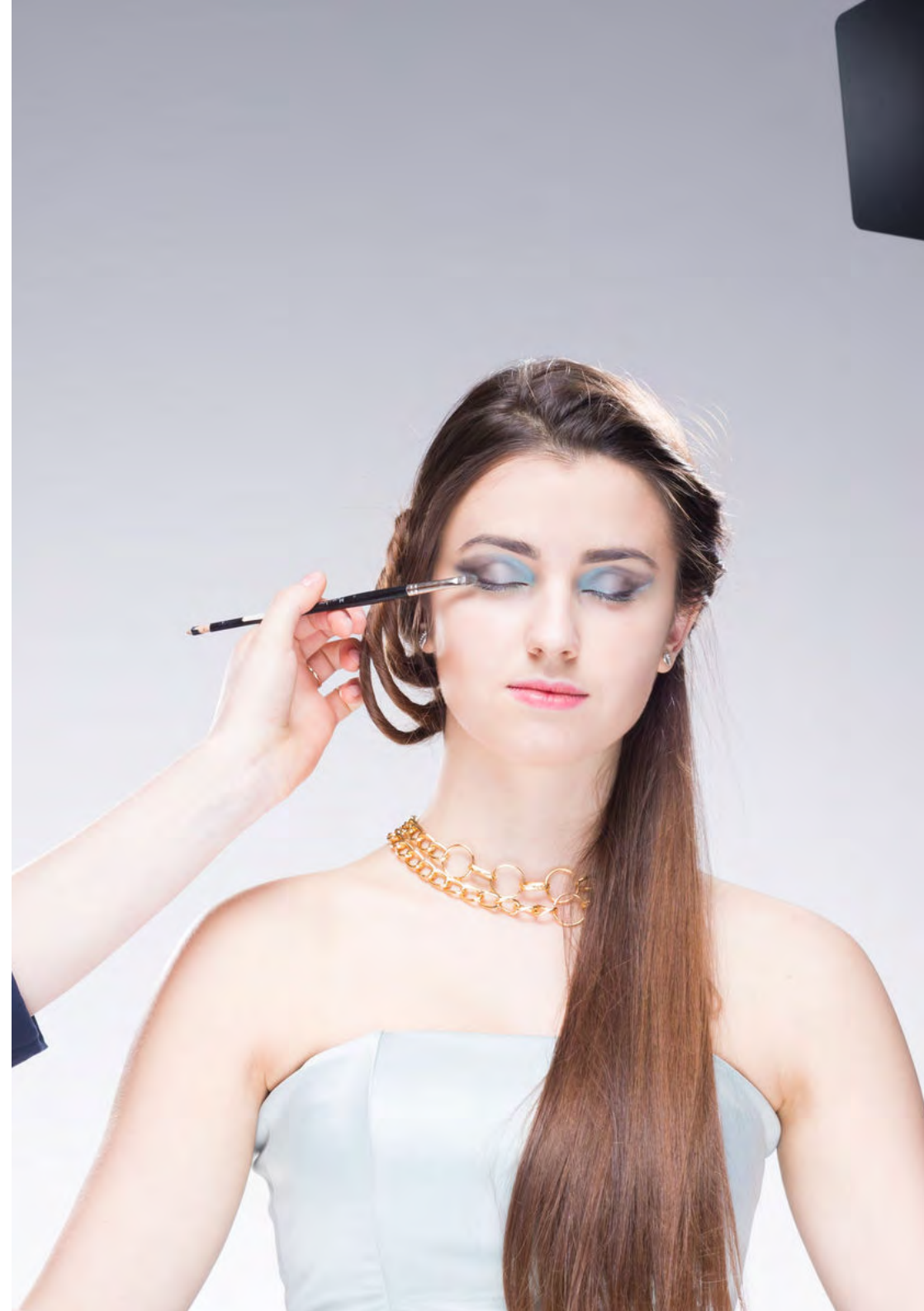


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*Learn and put what you have learned into practice in your studio photos with agility and success, achieving the best possible pictures"*

## Module 1. Studio Photography in Photojournalism

- 1.1. The Photography Studio: Setting up Your Own Studio
  - 1.1.1. Introduction
  - 1.1.2. The Photography Studio: Background
  - 1.1.3. Set-Up and Dismantling of the Photo Studio
- 1.2. The Photographic Shot
  - 1.2.1. Introduction
  - 1.2.2. Configuration of the Technical Parameters of the Pickup Device
  - 1.2.3. Optics and Focal Lengths: Depth of Field and Selective Focusing
- 1.3. Tools for Measuring and Controlling Light
  - 1.3.1. Introduction
  - 1.3.2. Photometric Quantities and Units
  - 1.3.3. Measurement Devices
  - 1.3.4. Adjustment Charts
- 1.4. Basic Concept of Lighting for the Photography Studio
  - 1.4.1. Introduction
  - 1.4.2. The Basic Lighting Scheme
  - 1.4.3. Basic Lighting Styles
- 1.5. Continuous Light vs. Flash Light
  - 1.5.1. Introduction
  - 1.5.2. Hand Flash
  - 1.5.3. Measurement Modes: Manual, TTL, Bounce and Remote Strobist
  - 1.5.4. Studio Lighting Studio Flash
  - 1.5.5. Mixed Illumination
- 1.6. Photography Filters
  - 1.6.1. Introduction
  - 1.6.2. Types of Filters



- 1.7. Methods for Controlling Light: Lighting Accessories
  - 1.7.1. Introduction
  - 1.7.2. Accessories for Light Reflexion
  - 1.7.3. Accessories for Light Diffusion
  - 1.7.4. Accessories for Light Clipping
  - 1.7.5. Other Light Accessories
- 1.8. Studio Photography I: Portrait and Fashion Projects
  - 1.8.1. Evolution and Trends in Portrait and Fashion Photography
  - 1.8.2. Portrait Styling
  - 1.8.3. Lighting Techniques in Portrait and Fashion
- 1.9. Studio Photography II: Still Life and Advertising Projects
  - 1.9.1. Staging Techniques for Still Life and Advertising Photography Projects
  - 1.9.2. Lighting Techniques and Composition of Objects with Different Materials, Textures and Colors in the Still Life
  - 1.9.3. Techniques for Capturing and Illumination of Small Dimensional Elements
- 1.10. Usability of Applications for Studio Photography
  - 1.10.1. Tools for the Creation of Lighting Schematics/Sketches
  - 1.10.2. Tools for Measuring Light



*A truly exceptional program which will boost your competitiveness in the job market"*

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.



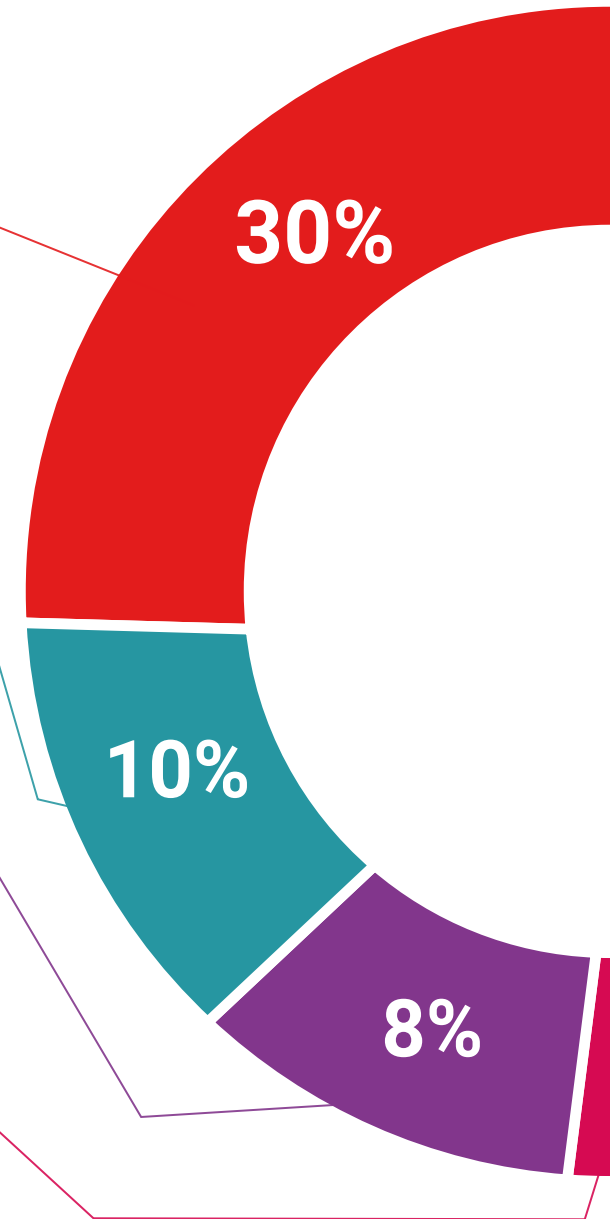
### Practising Skills and Abilities

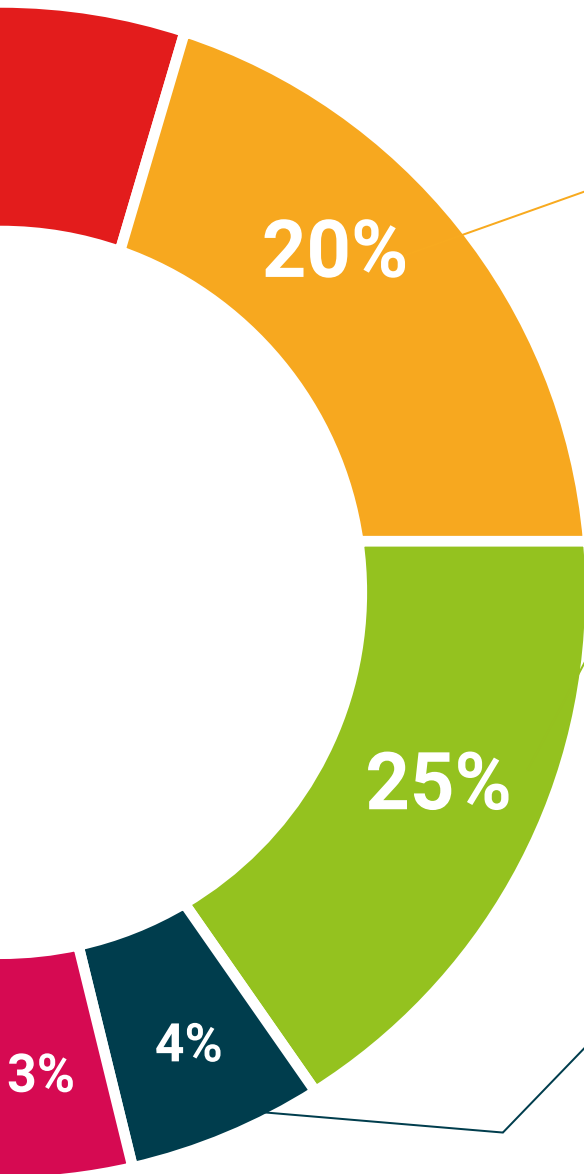
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 Specialization in Studio Photography 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 Studio Photography** 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 Specialization in Studio Photography**

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 quality  
online training  
development languages  
virtual classroom



**Postgraduate Certificate**  
Specialization in Studio  
Photography

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Official N° of hours: 150 h.

# Postgraduate Certificate Specialization in Studio Photography