

Postgraduate Diploma

Digital Image Post-Production





Postgraduate Diploma

Digital Image

Post-Production

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/in/journalism-communication/postgraduate-diploma/postgraduate-diploma-digital-image-post-production

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 18

05

Methodology

p. 24

06

Certificate

p. 32

01

Introduction

Edited photographs are becoming increasingly popular and the ability to perform post-production is becoming more and more important. All of this is due to the increasing accessibility of image processing technology, a situation that is likely to cause a gradual change in the human perception of what we call "photographic art". With this academic program, TECH offers students instruction in a booming profession that promises to increase job opportunities in a world that is increasingly oriented towards teleworking



“

Digital Image Post-Production offers many job opportunities. Become an expert with TECH and work in one of the creative professions with the brightest professional future"

Photo editing programs have also become increasingly accessible and easy to use, allowing anyone to edit photos. However, due to the complexity of using this type of software, success in obtaining images of high visual and artistic quality is not always guaranteed: specialization is necessary to achieve excellence. Even more so given the growing demand for this type of professional within communication companies in sectors such as journalism, marketing and advertising.

Post-production is, by its very nature, a very powerful tool that must be treated with a high degree of professionalism. It is nothing more than a tool intended to emphasize the positive characteristics of photographs, but precisely for that reason, it should be used conscientiously.

Modifying an image implies modifying the information and, subsequently, the truth. In communication fields such as journalism, an excessive or improper alteration of an image carries with it ethical consequences that may be detrimental to the media profession or to the journalist himself.

In other disciplines, such as marketing or advertising, the creativity of the specialist can be unleashed to a greater degree, as the very nature of the message requires large doses of originality. Let's remember that the Internet is characterized by an abundance of content that overwhelms the Internet user in a constant struggle for his attention. It will be the mission of the Postgraduate Diploma in Digital Image Post-Production to captivate users.

In this context, TECH is proud to launch this academic program, with the ultimate goal of none other than to increasing the employability of those who obtain it.

This **Postgraduate Diploma in Digital Image Post-Production** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The examination of 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 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



Enhance your creativity with the most cutting-edge knowledge through a program entirely focused on equipping you with the latest Digital Image Post-Production techniques"

“

Mastering the different post-production techniques and procedures will turn you into a valuable asset for communication companies”

The program's teaching staff includes professionals in the sector who contribute their work experience to this 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 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.

Take advantage of having an expert teaching team at your service in the field of Digital Image Post-Production.

Forge your own style based on the knowledge you will acquire on this Postgraduate Diploma.



02 Objectives

The aim of this course is to specialize professionals in Digital Image Post-Production who have the requisite expertise and knowledge to meet the demand for high-quality and artistic images from companies in all sectors. There is no marketing or communication without images, so specialists in this branch of photography are highly sought after. Aware of this, TECH offers this academic program.





“

With this Postgraduate Diploma you will learn how to transform your ideas into highly valuable material for companies”



General Objectives

- Create a concept with an audiovisual narrative structure
- Learn how to use the post-production process to the photographer's advantage
- Build a personal portfolio of high quality and high market impact
- Development of creative talent and professional attitude
- Build a professional Portfolio and individual branding



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





Specific Objectives

Module 1. Creativity Techniques

- ♦ Be familiar with and know how to apply creative techniques in the photographic creation process
- ♦ Find sources of inspiration
- ♦ Recognize the communicative and artistic value of the photographic document
- ♦ Learn how to create characteristic scenes and environments for photographic creations
- ♦ Spot creative opportunities in different environments

Module 2. Advanced Photoshop Editing

- ♦ Master digital image editing techniques using this software

Module 3. Photographic Documentation

- ♦ 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

Always with the aim of offering high-level courses to its students, TECH Technological University has brought together an outstanding faculty of professors. Their impressive experience is thus placed at the service of the student, who will have the opportunity to benefit from their knowledge. They are professionals in photography, marketing, advertising and journalism who recognize Digital Image Post-Production as an indispensable ingredient for good communication.





“

The teachers of this Postgraduate Diploma, active professionals in this field, will provide you with a broad and contemporary view of the reality of the profession"

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)

“

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

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. Rodríguez Flomenboim, Florencia

- ♦ Scenic creator for different plays, focusing on the image symbolism
- ♦ She has a wide range of work experience, from image consulting, management of *Showrooms* and implementation of *Concept Stores*, and *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

Ms. Martín Zapata, Lucía

- ♦ Teacher of History of Photography, Street Style Photography and Basic Photography at EFTI, MadPhoto, Lens School, University of Burgos.
- ♦ Photography studio director
- ♦ Photographer in Exberliner, Sugarhigh
- ♦ Photographer at Cyclops Festivals, Luna Land
- ♦ Photographer at Fashion Week NYC (for Vanity)
- ♦ Photographer at Desigual
- ♦ Photographer at Hablatumúsica, Mansolutely, Perrier
- ♦ Teacher at the European Institute of Design in Madrid
- ♦ Professional Master's Degree in Photography at International School of Photography
- ♦ Master's Degree in Analogical/Artistic Photography at ARCO School of Lisbon

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

The contents of this academic program have been structured the most important skills and knowledge demanded in the field of Digital Image Post-Production. The teaching team has created a well-defined syllabus that promises to teach the student every last detail of the subject. As a result, the 3 modules that make up this program go into every detail of the practice of Digital Imaging Post-Production.





“

We offer you the most cutting-edge knowledge on the university market: become a professional sought after by companies with TECH"

Module 1. Creative Techniques

- 1.1. Creativity
 - 1.1.1. Dynamics of Creativity and Forms of Thought
 - 1.1.2. Difference Between Creativity and Innovation
 - 1.1.3. Creativity in Photography
- 1.2. Creative Thinking and the Biology of Creativity
 - 1.2.1. Creativity and Intelligence
 - 1.2.2. Characteristics of Creativity and the Creative Process (Creative Quantification, Phases, Taylor's Levels, Torrance Factors)
 - 1.2.3. Social Media and Creativity
- 1.3. Creativity Techniques
 - 1.3.1. Creative Block
 - 1.3.2. Creativity and Techniques for Idea Generation What Use Are Creativity Methods and Techniques?
 - 1.3.3. Creative Techniques: from Brainstorming to CRE-IN
- 1.4. Inspiration and Purpose of Photography
 - 1.4.1. Inspiration in the Creative Process
 - 1.4.2. Photographic Language Genre: Imaginary or Interpretation Photographic Genres Photographic Categories
 - 1.4.3. Documentary Values of Photographs The Importance of the Photograph as a Historical Document The Photograph as an Informative Text The Photograph as Representation. The Photograph as an Art Form
- 1.5. Environments I: Landscape and Nature
 - 1.5.1. Landscape Photography Explore or Locate
 - 1.5.2. Subjects of Landscape Photography
 - 1.5.3. Light as a Differential Element: Sunrise and Sunset, The Best Light, Seasons
- 1.6. Environments II: The City and Urban Atmosphere
 - 1.6.1. What is the Urban Landscape? Urban Environments Image, Atmosphere and Urban Landscape Urban Gestures
 - 1.6.2. Photography as an Indiscreet Window into Urban Environments. Camera and City Urban Living in Photography
 - 1.6.3. The Three Great Masters of Urban Photography: Henry Cartier-Bresson, Eve Arnold, Robert Capa

- 1.7. Environments III: Portraits and Models
 - 1.7.1. The Portrait Historical Evolution of Portraits
 - 1.7.2. The Self Portrait
 - 1.7.3. Image Composition Photographic Planes Sketching Lighting Environment Backgrounds and Dressing
- 1.8. Specific Settings: Fashion, Travel and Sports
 - 1.8.1. What is Fashion Photography? History and Concepts
 - 1.8.2. Travel Photography: The World in the Lens
 - 1.8.3. Sports Photography Features of a Sports Photo Shoot The Value of Photography in the Field of Sports New Trends: "Sportraits"
- 1.9. Creation of Customized Environments
 - 1.9.1. Democratization of Photography in the Digital Era Playing with Art
 - 1.9.2. Composition in Photography Create Atmospheres with Natural and Flash Light Capture Details
 - 1.9.3. Virtual Photography
- 1.10. Staging and Context
 - 1.10.1. What is Staging? Analysis of the Theoretical Framework
 - 1.10.2. Staging and Photography
 - 1.10.3. Image Perception Le Tableau Vivant (The Living Picture) The Photograph and the Problem of Representation

Module 2. Advanced Photoshop Editing

- 2.1. Main Features of the Program: Fundamental Tools
 - 2.1.1. Text:
 - 2.1.2. Shapes
 - 2.1.3. Trace
- 2.2. Editing with Layers
 - 2.2.1. Layer Styles
 - 2.2.2. Transform Layers
 - 2.2.3. Fusion Modes
- 2.3. Histogram
 - 2.3.1. Lighting: Shadows, Midtones and Highlights
 - 2.3.2. Color Balance: Hue and Saturation
 - 2.3.3. Exhibition



- 2.4. Color
 - 2.4.1. Foreground and Background Color
 - 2.4.2. Color Panel and Sample Panel
 - 2.4.3. Color Substitution
- 2.5. Painting and Editing Tools
 - 2.5.1. Brushes
 - 2.5.2. Pencil
 - 2.5.3. Paint Pot and Gradients
- 2.6. Selection Tools
 - 2.6.1. Frames
 - 2.6.2. Links
 - 2.6.3. Magic Wand
- 2.7. Masks and Adjustments Layers
 - 2.7.1. Concept and Application of Layer Masks
 - 2.7.2. Adjustment Layers
 - 2.7.3. Masks Panel
- 2.8. Filters
 - 2.8.1. Filter Gallery
 - 2.8.2. Focus and Blur Filters
 - 2.8.3. Artistic Filters
- 2.9. Retouching Tools
 - 2.9.1. Cloning Stamp
 - 2.9.2. Focusing and Blurring
 - 2.9.3. Overexpose and Underexpose
- 2.10. Correction of Errors
 - 2.10.1. Red Eye
 - 2.10.2. Concealer Brush and Patch
 - 2.10.3. Camera Distortion Correction

Module 3. Photographic Documentation

- 3.1. The Photograph as a Document
 - 3.1.1. Photography
 - 3.1.2. Links with Other Professions
 - 3.1.3. Paradigms and Challenges of Photographic Documentation in the Digital Society
- 3.2. Centers of Photographic Documentation
 - 3.2.1. Public and Private Centers: Functions and Cost-Effectiveness
 - 3.2.2. National Photographic Heritage
 - 3.2.3. Photographic Sources
- 3.3. The Photographer as Documentary Analyst
 - 3.3.1. The Various Dimensions of Photography: from Creation to Documentary Treatment
 - 3.3.2. Roles of the Graphic Documentalist and Standards
 - 3.3.3. Analysis of Photography: Technical, Academic and Professional Aspects
- 3.4. The Professional Photographer: Rights Protection
 - 3.4.1. Photography as a Commercial Activity
 - 3.4.2. Copyright and Intellectual Property
 - 3.4.3. The Use of Photography on the Internet: The Difference Between Photographic Works and Mere Photographs
- 3.5. Photo Localization: Search and Retrieval Systems
 - 3.5.1. Image Banks
 - 3.5.2. Standard Procedure for Photo Retrieval
 - 3.5.3. Evaluation of Results and Content Analysis
- 3.6. Metadata and Watermarks
 - 3.6.1. Photo Search and Metadata: the IPTC (International Press Telecommunications Council) Standard
 - 3.6.2. EXIF: Technical Metadata for Digital Camera Files
 - 3.6.3. Digital Watermarks



- 3.7. Image Databases
 - 3.7.1. Digitization: The New Challenge for Photographic Documentation
 - 3.7.2. Databases: Control of Information and its Dissemination
 - 3.7.3. Free or Paid Resources and Licenses
- 3.8. Photographic Selection
 - 3.8.1. Professional Photography Galleries: The Online Marketing of Artistic Artwork
 - 3.8.2. Digital Photo Galleries: Diversity and Richness
 - 3.8.3. Photography and the Promotion of Digital Cultural Activity
- 3.9. Photography as Discourse
 - 3.9.1. Photostory: Stories and Images
 - 3.9.2. Photo Galleries: from Cultural Activity to Commercial Purposes
 - 3.9.3. Photojournalism and Documentary Photography: The Impetus from Foundations
- 3.10. Photographic Documentation and Art
 - 3.10.1. Digital Cultural Activity and Photographic Art
 - 3.10.2. Preservation and Dissemination of Photographic Art in International Galleries
 - 3.10.3. 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 Diploma in Digital Image Post-Production guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Digital Image Post-Production** 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 Diploma**, issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Digital Image Post-Production**

Official N° of Hours: **450 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
online training
development language
virtual classroom



Postgraduate Diploma

Digital Image

Post-Production

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Postgraduate Diploma

Digital Image Post-Production

