

# Postgraduate Diploma

## Digital Photography Techniques





## Postgraduate Diploma Digital Photography Techniques

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

Website: [www.techtute.com/pk/journalism-communication/postgraduate-diploma/postgraduate-diploma-digital-photography-techniques](http://www.techtute.com/pk/journalism-communication/postgraduate-diploma/postgraduate-diploma-digital-photography-techniques)

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01

# Introduction

Digital photography is an art that is spreading around the world. With the increasing normalization of social networking as a work tool and the internet world occupying more and more spheres of life, many people are devoting more attention to the visual side of content. In a network characterized by a hyper-abundance of content, companies are focussing a large part of their marketing efforts on capturing the attention of internet users.



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*Digital Photography professionals are experiencing a real golden age: learn with TECH to work in one of the creative careers offering the most professional opportunities”*

It is often said that a photographer's skills are dictated in part by the quality of the camera they own and the lenses they use. Evidently, a camera worth thousands of euros has a greater photographic potential (digitally speaking) than a camera that costs a few hundred euros, but it is also true that skills are acquired with years of study. Owning a professional SLR does not equate to taking better pictures than you would with more basic equipment.

On the other hand, Digital Photography Techniques are truly endless: you never stop learning. Competence comes with experimentation and experience, yes, but solid grounding, such as that offered by TECH through this degree, is also necessary to achieve excellence.

The biggest difference that the advent of technology has brought to Digital Photography is probably postproduction. Photoshop, Lightroom and Raw Camera are just some of the programs used in photography to achieve RAW file processing.

More and more photographers are becoming famous around the world as graphic designers rather than photographers. In fact, graphic design and the photography have now become two complementary jobs.

There cannot be a professional photographer who does not know how to develop their shot in post-production. Although this is a notion that not all amateur photographers like to hear (often the answer is "I like photography, but not postproduction"), once you learn some basic rules about digital enhancements to your shots, you tend to change your mind about postproduction.

This **Postgraduate Diploma in Digital Photography Techniques** 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
- ♦ The graphic, schematic, and practical contents which they contain, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ A special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Unleash your creativity with a Postgraduate Diploma designed to provide you with the most advanced expertise in Digital Photography Techniques"*

“

*It is not enough to have ideas: you have to master the different photographic techniques and procedures. Put yourself in TECH's hands and make your creative and professional aspirations a reality"*

The program includes, in its teaching staff, professionals from the sector who bring to this program the experience of their work, in addition to recognized specialists from prestigious reference societies and universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive learning designed for real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this, the professional will be assisted by an innovative system of interactive videos made by recognized experts in Digital Photography Techniques with a wealth of professional experience.

*Learn with an expert teaching team in the field of Digital Photography Techniques.*

*Generate visual content of high technical and artistic quality thanks to this Postgraduate Diploma.*



# 02

# Objectives

The aim of this qualification is to create experts in Digital Photography Techniques, capable of working on any type of project, whether in the field of journalism and communication or in other more artistic fields. Through this academic program, the graduate will be able to perform all kinds of creative and photographic editing works, using the most cutting-edge digital techniques. For this, TECH has set very specific objectives, whose achievement by the student will undoubtedly determine the success in their future as a professional in Digital Photography.







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*With this Postgraduate Diploma you will learn how to give shape to any idea you may have"*



## General Objectives

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- ♦ Master photographic technique from basic to advanced level
- ♦ Handle the camera and new tools for photographic capture, such as cell phones or drones
- ♦ 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
- ♦ Develop creative talent and a professional attitude
- ♦ Build a professional portfolio and individual branding



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





## Specific Objectives

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### Module 1. Light and Color in Photographic Composition

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

### Module 2. The Digital Image

- ♦ Consolidate the technical knowledge acquired in Fundamentals of Photography I
- ♦ Work towards the acquisition of more advanced photographic technical concepts
- ♦ Understand the process of digital image elaboration
- ♦ Know and use workflow and digital processing in an optimal way
- ♦ Broaden your knowledge of photographic composition and take a critical view of the photographic professional

### Module 3. Advanced Photoshop Editing

- ♦ Master digital image editing techniques using this software

03

# Course Management

Always with the aim of offering high level courses to its students, TECH Technological University has recruited an outstanding teaching team. The vast experience of each of its teachers in different types of media, communication offices, agencies, artistic projects and as independent professionals, is undoubtedly one of the most outstanding educational strengths of this course in Digital Photography Techniques.



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*Learning from the best is the best way to move toward excellence”*

## 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

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- Head of Photography at the Royal College of Art
- Former Professor, Department of Digital Art and Experimental Media, University of Washington
- Author of a dozen solo exhibitions and participant in twenty group shows
- D. in Digital Art and Experimental Media from the University of Washington-  
Professional Master's Degree in Creative Technology from the University of Salford in Manchester (UK)
- Professional Master's Degree in Fine Art (Sculpture) from the University of Edinburgh (UK)

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*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. Ruiz Arroyo, Rebeca

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

### Ms. Forte López, Paula

- ♦ Editor at Cadena SER Elche
- ♦ Creator of campaigns and shoots for Mustang, Maria Mare, Sixty, Pikolinos, Martinelli, Hawkers among others
- ♦ Responsible for corporate photography and e-commerce at Unisa, Wonders, John Josef
- ♦ 10 years as a freelancer in different fields such as food photography, Street Art, Street Style, interior design photography, events, etc.
- ♦ Audiovisual Imaging Training for Camera Technicians and Directors of Photography
- ♦ Artistic photography at EASDO
- ♦ Higher Level Training Cycle (Communication, Image and Sound) in Ciudad de la Luz

### Ms. Moreno Rodríguez, Ana Belén

- ♦ Finalisation of Graphic Design Intermediate Degree
- ♦ Degree in Integral Design and Image Management
- ♦ Graphic Designer at CEIFOR Estudios
- ♦ Freelance photographer

### 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



*A unique, key, and decisive academic experience to boost your professional development"*

04

# Structure and Content

The syllabus designed by the aforementioned teachers follows a succinct yet in-depth progression. With light, color and the basics of photography as a starting point, this academic program shows the student all aspects of photographic digitalization. Thus, after satisfactorily passing the different assessments included on the program, the student will be able to apply their learning to all types of work.



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*We offer you the most comprehensive and up-to-date program on the market: become a more autonomous and competent professional with TECH”*

## Module 1. Light and Color in Photographic Composition

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

- 1.8. Composition III: Perspective
  - 1.8.1. Background
  - 1.8.2. Height
  - 1.8.3. Order of Spaces
- 1.9. Composition IV: Framing and Proportion
  - 1.9.1. Framing Formats
  - 1.9.2. Framing and Negative Space
  - 1.9.3. Point of Interest: Directing the Gaze
- 1.10. Photographic Contextualization
  - 1.10.1. The Environment and Situation
  - 1.10.2. Transmission of Emotions
  - 1.10.3. The Photographic Sequence

## Module 2. The Digital Image

- 2.1. Compositional Atmosphere
  - 2.1.1. The Air of a Photograph: Balances and Framing
  - 2.1.2. Space and Perspective
  - 2.1.3. Color or B/W Photography
- 2.2. Light: Advanced Lighting in Digital Image and File
  - 2.2.1. Photographic Light
  - 2.2.2. Control and Use of Light
  - 2.2.3. Photographic References
- 2.3. The Digital Image
  - 2.3.1. Image in Bits
  - 2.3.2. Processing and Storage of Different Digital Formats
  - 2.3.3. Image Resolution: RAW or JPEG
- 2.4. Parameters to be Taken into Account for a Digital Image
  - 2.4.1. Exposure and ISO Sensitivity
  - 2.4.2. Aperture and Shutter Speed
  - 2.4.3. Noise: Digital Grain
- 2.5. The Digital Environment I: Workflow
  - 2.5.1. Workflow
  - 2.5.2. Digital Processing Steps
  - 2.5.3. File Management

- 2.6. The Digital Environment II: Image Recording and Storage
  - 2.6.1. Digital Registry
  - 2.6.2. Image Storage
  - 2.6.3. Initial Processing
- 2.7. Digital Color
  - 2.7.1. Color Spaces
  - 2.7.2. Color Management Systems
  - 2.7.3. Profiling: Calibration and Characterization of Devices
- 2.8. Introduction to the Main Image Editors
  - 2.8.1. Adobe Photoshop RAW Camera
  - 2.8.2. All-in-one Programs Adobe Lightroom
  - 2.8.3. Adobe Bridge for Digital Processing
  - 2.8.4. Other Modern Image Editors
- 2.9. Advanced Photographic Workflow Processing and Management
  - 2.9.1. Printing and Presentation of Photographs
  - 2.9.2. Specialized Printing Program and RIP
  - 2.9.3. Creation of Contact Sheets
- 2.10. Professional Photography with *Smartphones*
  - 2.10.1. RAW
  - 2.10.2. Mobile Applications
  - 2.10.3. Photographic References

### Module 3. Advanced Photoshop Editing

- 3.1. Main Features of the Program: Fundamental Tools
  - 3.1.1. Text:
  - 3.1.2. Shapes
  - 3.1.3. Trace
- 3.2. Editing with Layers
  - 3.2.1. Layer Styles
  - 3.2.2. Transform Layers
  - 3.2.3. Fusion Modes

- 3.3. Histogram
  - 3.3.1. Lighting: Shadows, Midtones and Highlights
  - 3.3.2. Color Balance: Hue and Saturation
  - 3.3.3. Exhibition
- 3.4. Color
  - 3.4.1. Foreground and Background Color
  - 3.4.2. Color Panel and Sample Panel
  - 3.4.3. Color Substitution
- 3.5. Painting and Editing Tools
  - 3.5.1. Brushes
  - 3.5.2. Pencil
  - 3.5.3. Paint Pot and Gradients
- 3.6. Selection Tools
  - 3.6.1. Frames
  - 3.6.2. Links
  - 3.6.3. Magic Wand
- 3.7. Masks and Adjustments Layers
  - 3.7.1. Concept and Application of Layer Masks
  - 3.7.2. Adjustment Layers
  - 3.7.3. Masks Panel
- 3.8. Filters
  - 3.8.1. Filter Gallery
  - 3.8.2. Focus and Blur Filters
  - 3.8.3. Artistic Filters
- 3.9. Retouching Tools
  - 3.9.1. Cloning Stamp
  - 3.9.2. Focusing and Blurring
  - 3.9.3. Overexpose and Underexpose
- 3.10. Correction of Errors
  - 3.10.1. Red Eye
  - 3.10.2. Concealer Brush and Patch
  - 3.10.3. Camera Distortion Correction

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 Photography Techniques guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Diploma in Digital Photography Techniques** contains the most complete and updated 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 Photography Techniques**

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 quality

online training

development language

virtual classroom

**tech** technological  
university

**Postgraduate Diploma**  
Digital Photography  
Techniques

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

# Postgraduate Diploma

## Digital Photography Techniques