

# Postgraduate Diploma

## New Tools for Digital Photography





## Postgraduate Diploma

### New Tools for Digital Photography

- » 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-new-tools-digital-photography](http://www.techtitute.com/in/journalism-communication/postgraduate-diploma/postgraduate-diploma-new-tools-digital-photography)

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# 01

# Introduction

The appearance of drones in the world of Digital Photography has meant a paradigm shift in a profession that, until then, had suffered from a certain stagnation in terms of creativity in the production stage. This caused a shift to post-production techniques for many of the artists dedicated entirely to the profession. However, since the advent of the drone, photography has seen the emergence of a new era full of artistic, creative and, above all, lucrative opportunities. For this reason, TECH is launching this academic program, aimed at photographers who wish to capture a bird's eye view.





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*The New Tools for Digital Photography have caused a revolution in the industry. Get to know them and broaden your professional horizons"*

Before drones, anyone who wanted to take photographs from the air had to resort to helicopters. As a result, photographers were forced to rent one and to equip themselves with telephoto lenses, which were quite stretched given the altitude at which a helicopter has to fly. However, the real problem with the altitude was the cost of renting a two-seater helicopter, which can reach 1,500 euros per hour.

This situation changed thanks to the arrival of drones. From simple toys, they are now equipped with the most modern technologies, such as long-distance remote control, built-in camera, autopilot and piloting through a screen. As for their price, they are certainly not cheap, but the great versatility and the enormous creative potential they confer on their owners more than compensate for the investment.

A great advantage compared to the helicopter lies in the fact that the drone can move closer overhead, not to mention the possibility of crossing trees and all kinds of obstacles, or even climb vertically up a wall and take pictures from angles impossible for a helicopter.

And the fact is that, as long as the current regulations are respected (which, by the way, will be carefully analyzed in this academic program), the drone provides the photographer with an infinite number of new niches in which to dedicate themselves completely or partially.

Wedding photography, for example, is starting to use these devices more and more, as they allow the capture of shots of a previously unthinkable aesthetic value. The marketing, advertising and even journalism industries are also benefiting from the use of drones.

With this Postgraduate Diploma, TECH progressively instructs the student on the handling of cameras and drones, without forgetting the different digital post-production techniques which are equally important to obtain high-level digital photographs.

This **Postgraduate Diploma in New Tools for Digital Photography** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- » 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



*Express your creativity with the use of the latest techniques and tools used in Digital Photography and make your passion your profession"*

“

*Take advantage of the opportunity offered by this Postgraduate Diploma to become a professional sought-after by communication companies around the world"*

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. The professional will be assisted in this by an innovative system of interactive videos made by recognized experts in New Tools for Digital Photography with a wealth of professional experience.

*Media, agencies and firms are increasingly looking for aerial images taken with drones.*

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





# 02 Objectives

The 450 hours of educational content incorporated into this academic program aim to create true professionals, capable of using New Tools for Digital Photography, who possess the necessary expertise to meet the needs of each and every one of the sectors linked to the world of communication. There can be no marketing, advertising or journalism without powerful, revealing and captivating images, and this is precisely what students will be able to produce thanks to this new academic program.







“

*With this Postgraduate Diploma you will learn to use the latest digital photographic tools, which will open the doors to media, agencies and firms”*



## General Objectives

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- » Create a concept with an audiovisual narrative structure
- » Master photographic technique from basic to advanced level
- » 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 the tools to enhance your expertise in this field"*





## Specific Objectives

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### Module 1. Camera Usability

- » Discover the photographer's primary tool
- » Know the elements that make up the photographic camera
- » Learning the different additional tools for the camera
- » Analyze the types of lighting required for photography
- » Develop the right attitude in front of the camera

### Module 2. Post-Production of Digital Photography

- » Discover the photographer's primary tool
- » Know and use digital technical tools for editing and post-production
- » Know and use the different platforms to create a portfolio
- » Know the fundamental theories of editing, set up and guidelines for corporate photography
- » Know the latest digital retouching tools and techniques

### Module 3. The Use of Drones for Photography

- » Become familiar with the basic considerations for legality and safety with drones
- » Learn how to plan a drone flight
- » Learn the differences between Drone Photography vs. Traditional Photography
- » Introduction to drone video recording
- » Learn how to become a professional drone photographer





03

# Course Management

In its quest to provide elite education to its students, for the delivery of this program, TECH Technological University relies on a high-quality teaching team, backed by extensive experience, practised and adept at using New Tools for Digital Photography in marketing, advertising and even journalism. In this way, the student will be able to acquire all the necessary knowledge not only to get up to date with the subject, but also to develop a habit of self-actualization.





“

*Reach superior levels of professionalism thanks to a teaching faculty with extensive experience in the sector”*



## 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. García Barriga, María

- » Dynamizer and Community Manager of a cosmetics company
- » Responsible for campaigns in El Sapo Natural Cosmetics
- » Image and photography consultant for private schools throughout Spain
- » Photographer specialized in images for social networks, non-verbal language and creation of environments for school photography
- » Graduate in Teaching

### D. Nuevo Duque, Daniel

- » Founder of Operadrone
- » 10 years of experience as a photographer and camera operator

### 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

# 04

# Structure and Content

The programmed syllabus for this academic program concentrates on the in-depth mastery of the camera, drones and post-production (the latter primarily focused on social networks and e-Commerce). In short, 3 modules with a duration of 150 hours each, designed to fully immerse the student in the acquisition of techniques and knowledge related to the use of New Tools for Digital Photography.







“

*This Postgraduate Diploma qualifies you to become part of a booming industry”*

## Module 1. Camera Usability

- 1.1. The Photographic Camera
  - 1.1.1. The Photographic Camera
  - 1.1.2. Types of Camera
  - 1.1.3. Camera Modes
- 1.2. The Diaphragm
  - 1.2.1. Diaphragm Aperture
  - 1.2.2. Focal Distance and Perspective
  - 1.2.3. Zoom
- 1.3. Sensors
  - 1.3.1. Sensitivity
  - 1.3.2. Megapixels
  - 1.3.3. Sensor Ratio
- 1.4. Objective:
  - 1.4.1. Objective
  - 1.4.2. Lens Types: Telephoto, Wide-angle and Fisheye Lenses
  - 1.4.3. Decentralized Lenses: Catadioptric Lenses
- 1.5. Attitude and Position in Front of the Camera
  - 1.5.1. Hand Grip and Co-ordination
  - 1.5.2. Protective Caps
  - 1.5.3. The Purpose of the Photo Shoot
- 1.6. Trepidation and Motion
  - 1.6.1. The Shutter
  - 1.6.2. Exposure Speed
  - 1.6.3. Trepidation
- 1.7. Use of Flash, Natural Light and Strobist
  - 1.7.1. Additional Lighting
  - 1.7.2. Use of Flash in Daylight Environments
  - 1.7.3. Strobist Technique to Save Equipment
- 1.8. Camera Modes
  - 1.8.1. Automatic
  - 1.8.2. Semiautomatic
  - 1.8.3. Manual

- 1.9. Camera Accessories
  - 1.9.1. The Photometer
  - 1.9.2. The Tripod
  - 1.9.3. The Monopod
- 1.10. Concealment Accessories
  - 1.10.1. Hide
  - 1.10.2. Rain Covers
  - 1.10.3. Underwater Casings

## Module 2. Post-production of Digital Photography

- 2.1. Post-production: Limits of Photo Editing
  - 2.1.1. Improved Texture, Color and Density
  - 2.1.2. Blurring of an Image (BOKEH)
  - 2.1.3. Color and Temperature Balance
- 2.2. Retouching
  - 2.2.1. Selections and Layer Masks
  - 2.2.2. Fusion Modes
  - 2.2.3. Channels and Brightness Masks
- 2.3. Filters
  - 2.3.1. UV or Skylight
  - 2.3.2. Polarizer and Neutral Density
  - 2.3.3. Color Filters and Black and White Photography
- 2.4. Special Effects
  - 2.4.1. Neutral Density
  - 2.4.2. Fine Art
  - 2.4.3. Matte Painting
- 2.5. Montage
  - 2.5.1. Photo Montage
  - 2.5.2. Creative Retouching
- 2.6. Main Technological Editing Tools for Publishing on Social Networks
  - 2.6.1. Hootsuit
  - 2.6.2. Metricool
  - 2.6.3. Canva

- 2.7. Narrative Expressiveness
    - 2.7.1. Drawing on the Photographic Image
    - 2.7.2. Lighting
    - 2.7.3. Art Management
  - 2.8. Creating Photographic Projects
    - 2.8.1. Idea and Documentation
    - 2.8.2. Script and Planning
    - 2.8.3. Equipment and Resources
  - 2.9. Corporate Photography
    - 2.9.1. Lifestyle Photography
    - 2.9.2. E-Commerce
    - 2.9.3. Corporate Photography in Studio
  - 2.10. The Personal Portfolio
    - 2.10.1. Domain
    - 2.10.2. Hosting
    - 2.10.3. Wordpress/Behance
- Module 3. The Use of Drones for Photography**
- 3.1. New Tools for Digital Photography
    - 3.1.1. Drones
    - 3.1.2. Technical Composition of a Drone
    - 3.1.3. Types of Drones
  - 3.2. Learn to Fly
    - 3.2.1. Flight System Stabilization
    - 3.2.2. Internal Aspects: Safety
    - 3.2.3. External Aspects: Meteorology
  - 3.3. Legal and Geographic Limitations on the Use of Drones
    - 3.3.1. Europe
    - 3.3.2. U.S and Latin America
    - 3.3.3. Rest of the World
  - 3.4. Planning and Locations
    - 3.4.1. Plan
    - 3.4.2. Search for Locations
    - 3.4.3. Applications and Checklists
  - 3.5. Photographic Techniques Applied to Drones
    - 3.5.1. Perspectives
    - 3.5.2. Exhibition
    - 3.5.3. Other Adjustments
  - 3.6. Photographic Composition with Drones
    - 3.6.1. Spatial Layout
    - 3.6.2. Elements of the Image
    - 3.6.3. Color
  - 3.7. Photographic Composition with Drones II
    - 3.7.1. Format
    - 3.7.2. Elements of the Image II
    - 3.7.3. Height
  - 3.8. Special Techniques
    - 3.8.1. Panoramas
    - 3.8.2. *Timelapse and Hyperlapse*
    - 3.8.3. Others
  - 3.9. Filming with Drones
    - 3.9.1. Technical Features of a Moving Film
    - 3.9.2. Elements of the Image
    - 3.9.3. Camera Movement
  - 3.10. The Professional Drone Photographer
    - 3.10.1. Training
    - 3.10.2. Legal Aspects
    - 3.10.3. Career Opportunities

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.

“

*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

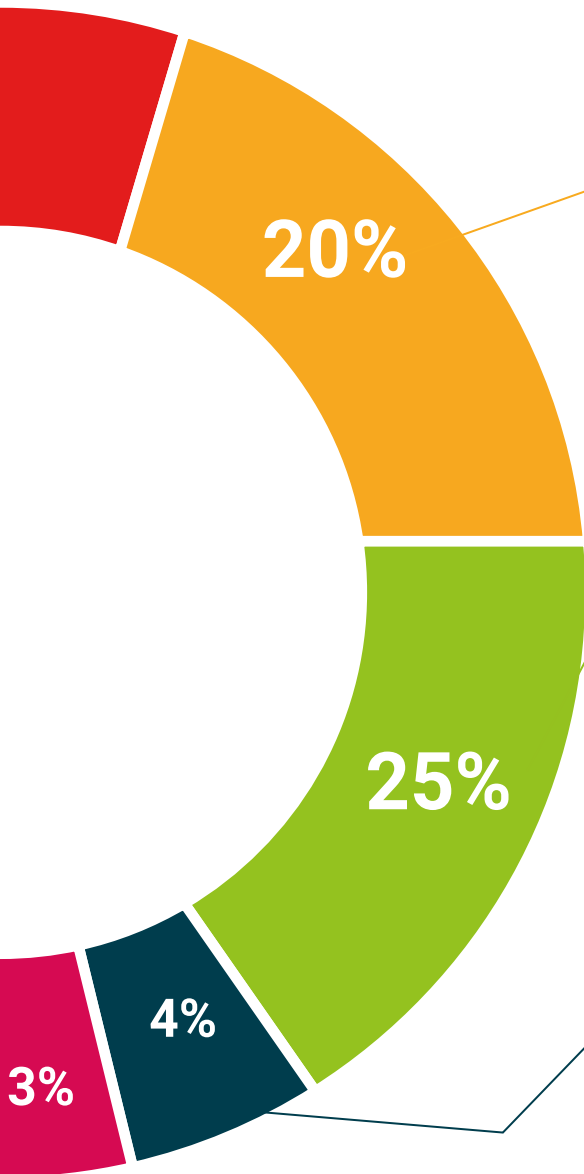
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 New Tools for Digital Photography 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 New Tools for Digital Photography** contains the most complete and updated 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 New Tools for Digital Photography**

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  
development languages  
virtual classroom



## Postgraduate Diploma New Tools for Digital Photography

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

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