Postgraduate Diploma
Visual Journalism

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Postgraduate Diploma

Visual Journalism

- Modality: **online**
- Duration: **6 months**
- Certificate: **TECH Global University**
- Credits: **24 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Website: www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-visual-journalism

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01

Introduction

The choice of images to accompany a publication is an important process, since the image accompanies and adds information to the text. For this reason, this Visual Communication program is designed to specialize Journalism professionals in this field and to promote mastery, techniques and the most current trends.

Images are critical to help convey a message. Choosing the right image is as important as any other piece of information"

Journalism studies are one of the most demanded in all universities, since this profession has a great influence on the population and has gained great prominence since its beginnings. Journalism encompasses different branches: social, cultural, economic, sports, international, events, conflicts etc. This makes it necessary for professionals in this field to specialize in order to tell stories in the most appropriate way in each case.

Additionally, the transmission of information can be carried out through different media. Specifically, this program aims to specialize students in Visual Journalism. To do so, it is necessary to acquire a series of skills that allow you to put into practice all that has been learned.

The syllabus focuses on visual communication, photo journalism and the analysis and development of infographics. Nowadays, the use of digital media and social networks in the field of Journalism is essential and, therefore, this Postgraduate Diploma places special emphasis on the study of the particularities of this field.

This program is the most complete qualification aimed at helping the professionals in the field of journalism and communication to reach a higher level of performance, based on the fundamentals and the latest trends in image. Take advantage of the opportunity and become a professional with solid foundations through this program and the latest educational technology 100% online.

This **Postgraduate Diploma in Visual Journalism** contains the most complete and up-to-date program on the market. The most important features include:

- The development of practical cases presented by experts in Visual Journalism
- The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- Latest information on Visual Journalism
- Practical exercises where the self-assessment process can be carried out to improve learning
- Its special emphasis on innovative methodologies in Visual Journalism
- The interactive learning system based on algorithms for decision-making on the situations posed in Visual Journalism
- 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

Work with the best teaching professionals in this Postgraduate Diploma with curricular value of excellence"

This program is perfect for you to learn how to tell the story you wish to tell and do it in a professional way"

Don't miss the opportunity to increase your skills in Visual Journalism.

Learn the latest trends in Visual Journalism and be the best in this field.

Its teaching staff includes professionals belonging to the world of journalism, who bring to this program the experience of their work, as well as recognized specialists from prestigious reference societies and universities.

Its multimedia content, developed with the latest educational technology, will enable the professionals to contextual and situated learning, i.e., a simulated environment that will provide immersive learning programmed to be prepared 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. In order to do this, the professionals will be assisted by an innovative interactive video system developed by renowned experts in the field of Visual Journalism and with extensive experience.

02

Objectives

This program is aimed at Journalism professionals, so that they can acquire the necessary tools to develop in this field, learning about the latest trends and delving into the topics that are at the forefront of this field. Only with the proper education, the journalists will be able to capture what they wish through images.

The Postgraduate Diploma in Visual Journalism will allow you to specialize in this broad field of communication.

General Objective

- Achieve the necessary knowledge to transmit the information you wish through images

Develop your skills to become a versatile journalist at the forefront of the the latest trends”

Specific Objectives

Module 1. Visual Communication

- Understand the nature and communicative potential of images
- Know the determinants of effective communication to large and small audiences, including nonverbal communication and the use of body language
- Analyze the persuasiveness of advertising through images
- Have an in-depth knowledge of editorial and journalistic design

Module 2. Photo Journalism

- Use informative and communicative technologies and techniques, in the different media or combined and interactive media systems
- Appropriately identify and use all kinds of sources that are significant to the study of information and communication
- Know the ins and outs of photo journalism

Module 3. Infographics

- Manage the technology used to capture and process images, illustrations and infographics
- Bring knowledge, ideas and debates of informative content to society through the different journalistic modalities and the different media

Module 4. Digital Journalism and Social Networks

- Be able to manage the functioning of social networks
- Understand the individual and collective socio-cultural implications of their use through the new professional profiles
- Understand their applications for the new era of digital journalism
- Gain knowledge about the new professionals 2.0
- Gain knowledge of digital journalism in its formats and contents

03

Structure and Content

The structure of the contents has been designed by a team of professionals in journalism, aware of the relevance of the current relevance of education in order to delve into the area of knowledge, to perform professional quality work through the new tools available.

We have the most complete and up-to-date programme on the market. We strive for excellence and for you to achieve it too"

Module 1. Visual Communication

1.1. Visual Communication
- 1.1.1. Introduction
- 1.1.2. Visual Communication and Visual Literacy
  - 1.1.2.1. Learning Visual Culture
  - 1.1.2.2. Natural Language or Arbitrary Language
- 1.1.3. Qualities of Visual Communication
  - 1.1.3.1. Qualities of Visual Communication
  - 1.1.3.2. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing
  - 1.1.3.3. Degree of Complexity of the Message
- 1.1.4. Definition of Visual Communication

1.2. Graphic Design
- 1.2.1. Introduction
- 1.2.2. The Design
- 1.2.3. Graphic Design
  - 1.2.3.1. Graphics
  - 1.2.3.2. Design and Art
- 1.2.4. Graphic Design and Communication
- 1.2.5. Areas of Application of Graphic Design

1.3. Background and Evolution of Visual Communication
- 1.3.1. Introduction
- 1.3.2. The Problem of the Origin
- 1.3.3. Prehistory
- 1.3.4. The Ancient Age
  - 1.3.4.1. Greece
  - 1.3.4.2. Rome
- 1.3.5. The Middle Ages
- 1.3.6. The Renaissance: the Rise of the Printing Press in Europe
- 1.3.7. From the XVI to the XVIII Century
- 1.3.8. The XIX Century and the First Half of the XX Century

1.4. The Meaning of Visual Messages
- 1.4.1. Introduction
- 1.4.2. The Image, the Signifying Object
- 1.4.3. The Representational Quality of the Image: Iconicity
  - 1.4.3.1. Type, Pattern and Form
- 1.4.4. The Plastic Quality of the Image
  - 1.4.4.1. The Plastic Sign
- 1.4.5. The Symbolic Quality
- 1.4.6. Other Visual Codes

1.5. Persuasion
- 1.5.1. Introduction
- 1.5.2. Advertising Persuasion
- 1.5.3. Features

1.6. Elements Related to Image Representation
- 1.6.1. Introduction
- 1.6.2. Elements Related to Image Representation
- 1.6.3. The Articulation of Image Representation
  - 1.6.3.1. The Concept of Representation
  - 1.6.3.2. The Articulation of Representation
  - 1.6.3.4. The Plastic Significance
- 1.6.4. Morphological Elements of the Image
- 1.6.5. Scalar Elements of the Image
  - 1.6.5.1. Size
  - 1.6.5.2. Scale
  - 1.6.5.3. The Proportion
  - 1.6.5.4. Format

1.7. The Composition
- 1.7.1. Introduction
- 1.7.2. Composition or Visual Syntax
- 1.7.3. The Balance
- 1.7.4. Dynamic Elements of Representation
- 1.7.5. Normative Composition

1.8. Color and Light
- 1.8.1. Introduction
- 1.8.2. Light, Color and Perception
  - 1.8.2.1. Light and the Visible Color Spectrum
  - 1.8.2.2. The Perception of Light and Colors
  - 1.8.2.3. The Adaptive Capacity of the Perceptual System
  - 1.8.2.4. The Color Temperature of a Light Source
- 1.8.3. Primary Colors
- 1.8.4. Basic Color Reproduction Techniques
- 1.8.5. Color Dimensions
- 1.8.6. Harmony Types and Pallet Construction
- 1.8.7. Plastic Functions of Color

1.9. Typography
- 1.9.1. Introduction
- 1.9.2. Formal Structure and Type Measurement
- 1.9.3. Classification of Typefaces
- 1.9.4. The Composition of the Text
- 1.9.5. Issues Affecting Readability

1.10. Editorial Design and Infographics
- 1.10.1. Introduction
- 1.10.2. Editorial Design
- 1.10.3. Infographics

1.11. Journalistic Design From the Point of View of Image Theory
- 1.11.1. Introduction
- 1.11.2. Functions of Journalistic Design
- 1.11.3. Final Note on The Term Journalistic Design
- 1.11.4. Arbitrariness or Naturalness of the Journalistic Design
- 1.11.5. Articulation of the Visual Language of Journalistic Design

Module 2. Photo Journalism

2.1. A History of Photography in the Press
- 2.1.1. Introduction
- 2.1.2. Origin of the Image in the Press
- 2.1.3. Appearance and Development of Iconographic Support
- 2.1.4. Photography in Sensationalism Journalism
- 2.1.5. The Photography in the Press
  - 2.1.5.1. First Photographs in the Press
  - 2.1.5.2. Photography in the Press at the End of the 19th Century
  - 2.1.5.3. Photography in the Press at the End of the 20th Century
  - 2.1.5.4. Press Photography in the War
  - 2.1.5.5. Photo Journalism in the 21st Century

2.2. International Press Agencies
- 2.2.1. Introduction
- 2.2.2. The Birth of Press Agencies
  - 2.2.2.1. Current Situation
- 2.2.3. Important Press Agencies
  - 2.2.3.1. AP
  - 2.2.3.2. Reuters
  - 2.2.3.3. EFE

2.3. From Analogue to Digital Photography
- 2.3.1. Introduction
- 2.3.2. Analog Photography
  - 2.3.2.1. History
- 2.3.3. Digital Photography
  - 2.3.3.1. History

2.4. Photo Journalism
- 2.4.1. Introduction
- 2.4.2. Origins of Photo Journalism
- 2.4.3. Today's Photo Journalism
- 2.4.4. The War and the Photo Journalism

2.5. Photography in the World
- 2.5.1. Introduction
- 2.5.2. Photography per Countries
- 2.5.3. The Evolution of the Photography

2.6. Graphic Edition
- 2.6.1. Introduction
- 2.6.2. Graphic Editor
- 2.6.3. The Image Selection Process

2.7. The Laws of Photo Journalism
- 2.7.1. Introduction
- 2.7.2. Principles of Informative Photo
- 2.7.3. The Laws of Photo Journalism

2.8. The Iconic Specialization in Journalism
- 2.8.1. Introduction
- 2.8.2. Speculative Journalism
- 2.8.3. Interpretive Journalism
- 2.8.4. The Media Image
- 2.8.5. The Iconic Factor of Communication
- 2.8.6. Iconic Information Analysis

2.9. Social Networks in Sport
- 2.9.1. Introduction
- 2.9.2. The Use of Social Networks in Sport
- 2.9.4. Consequences for Journalists and Media Professionals
- 2.9.5. Consequences for Athletes and Amateurs
  - 2.9.6.1. Personal Brands
  - 2.9.6.1. Crisis Management

2.10. The Constitutional Limits of Graphic Information
- 2.10.1. Introduction
- 2.10.2. The Graphic Reporter
- 2.10.3. The Right to Image
  - 2.10.3.1. Jurisprudence on the Right to an Image
  - 2.10.3.2. Consent to Obtain Reproduction and Publication of the Right to the Image
- 2.10.4. Graphic Image and Intellectual Property

Module 3. Infographics

3.1. Infographics
- 3.1.1. Introduction
- 3.1.2. Currently
- 3.1.3. Concept of Infographics
  - 3.1.3.1. Definitions
- 3.1.4. From Information Design to Infographics
- 3.1.5. Analytical Visualization and the Information Society

3.2. The Information Visualization in the History I: Image, Communication and Information
- 3.2.1. Introduction
- 3.2.2. Concepts
  - 3.2.2.1. Image
  - 3.2.2.2. Communication
  - 3.2.2.3. Information
- 3.2.3. Cartography and Statistics
- 3.2.4. Scientific Illustration

3.3. Information Visualization in History II: Graphic Journalism
- 3.3.1. Introduction
- 3.3.2. Infographics in Press
  - 3.3.2.1. History
- 3.3.3. Precision Journalism and Analytical Visualization

3.4. Functions of the Infographics
- 3.4.1. Introduction
- 3.4.2. Functions of the Infographics
- 3.4.3. Role of Infographics in Journalism
- 3.4.4. What does the Designer Intend to be Done with the Graph?

3.5. Types, Applications and Uses of Infographics
- 3.5.1. Introduction
- 3.5.2. Methodology
- 3.5.3. Journalistic Infographics
  - 3.5.3.1. Types of Infographics
  - 3.5.3.2. Boom of Infographics in Press
  - 3.5.3.3. The Staticity
  - 3.5.3.4. Audiovisual Infographics
  - 3.5.3.5. Interactive Graph

3.6. The Image in Journalism
- 3.6.1. Introduction
- 3.6.2. The Image
- 3.6.3. Management Levels
- 3.6.4. The Image in Journalism
  - 3.6.4.1. History
- 3.6.5. Journalistic Deontological Code

3.7. Interactive Visualization I: Essential Principles
- 3.7.1. Introduction
- 3.7.2. Essential Principles of Interaction Design
- 3.7.3. The Great Transition: Infographics as a Tool

3.8. Interactive Visualizaiton II: Interaction Types
- 3.8.1. Introduction
- 3.8.2. Types of Interactions
- 3.8.3. Navigation and Scenes
- 3.8.4. Multi-Mediality

3.9. Infographics Agencies and Departments
- 3.9.1. Introduction
- 3.9.2. The Structure of Graph Sections
- 3.9.3. The Work Process

3.10. Conclusions and Trends in the Near Future
- 3.10.1. Introduction
- 3.10.2. Infographics Trends
- 3.10.3. Conclusions

Module 4. Digital Journalism and Social Networks

4.1. New Professional Profiles
- 4.1.1. Introduction
- 4.1.2. From the Traditional Company to the Digital Company
- 4.1.3. The New 2.0. Professionals
- 4.1.4. The Era of Bloggers

4.2. Organization of Digital Information
- 4.2.1. Introduction
- 4.2.2. Usability in the Digital Environment
- 4.2.3. Tags and Metadata
- 4.2.4. Search Engine Optimization (SEO and SEM)

4.3. Web Content Architecture
- 4.3.1. Introduction
- 4.3.2. Cover Structure
- 4.3.3. Menu
- 4.3.4. Headline
- 4.3.5. Body

4.4. Journalistic Blogging and *Wikis*
- 4.4.1. Introduction
- 4.4.2. The Journalistic Blog
- 4.4.3. Structure of the Post
- 4.4.4. Labels
- 4.4.5. Comments
- 4.4.6. *Wikis*

4.5. *Microblogging* and Journalism
- 4.5.1. Introduction
- 4.5.2. Twitter
- 4.5.3. Twitter Fonts

4.6. Social Platforms and Journalism
- 4.6.1. Introduction
- 4.6.2. Social Networks and Journalism
- 4.6.3. Social Content Integration
- 4.6.4. Writing Techniques in Social Networks

4.7. Writing on the Screen
- 4.7.1. Introduction
- 4.7.2. The ABCs of Screen Reading
- 4.7.3. Adaptation of Text to Web Format
- 4.7.4. The Headline in Digital Content

4.8. Hypertext and Multimedia Writing
- 4.8.1. Introduction
- 4.8.2. Hypertextuality in Digital Writing
- 4.8.3. Multimedia Formats

4.9. Cyber Journalistic Genres
- 4.9.1. Introduction
- 4.9.2. Definition
- 4.9.3. Informative
- 4.9.4. Interpretive Genres
- 4.9.5. Opinion

4.10. Legal Aspects on the Internet
- 4.10.1. Introduction
- 4.10.2. Legal Liability on the Internet
- 4.10.3. Online Reputation Management
- 4.10.4. Sharing Content on the Internet

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

04

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

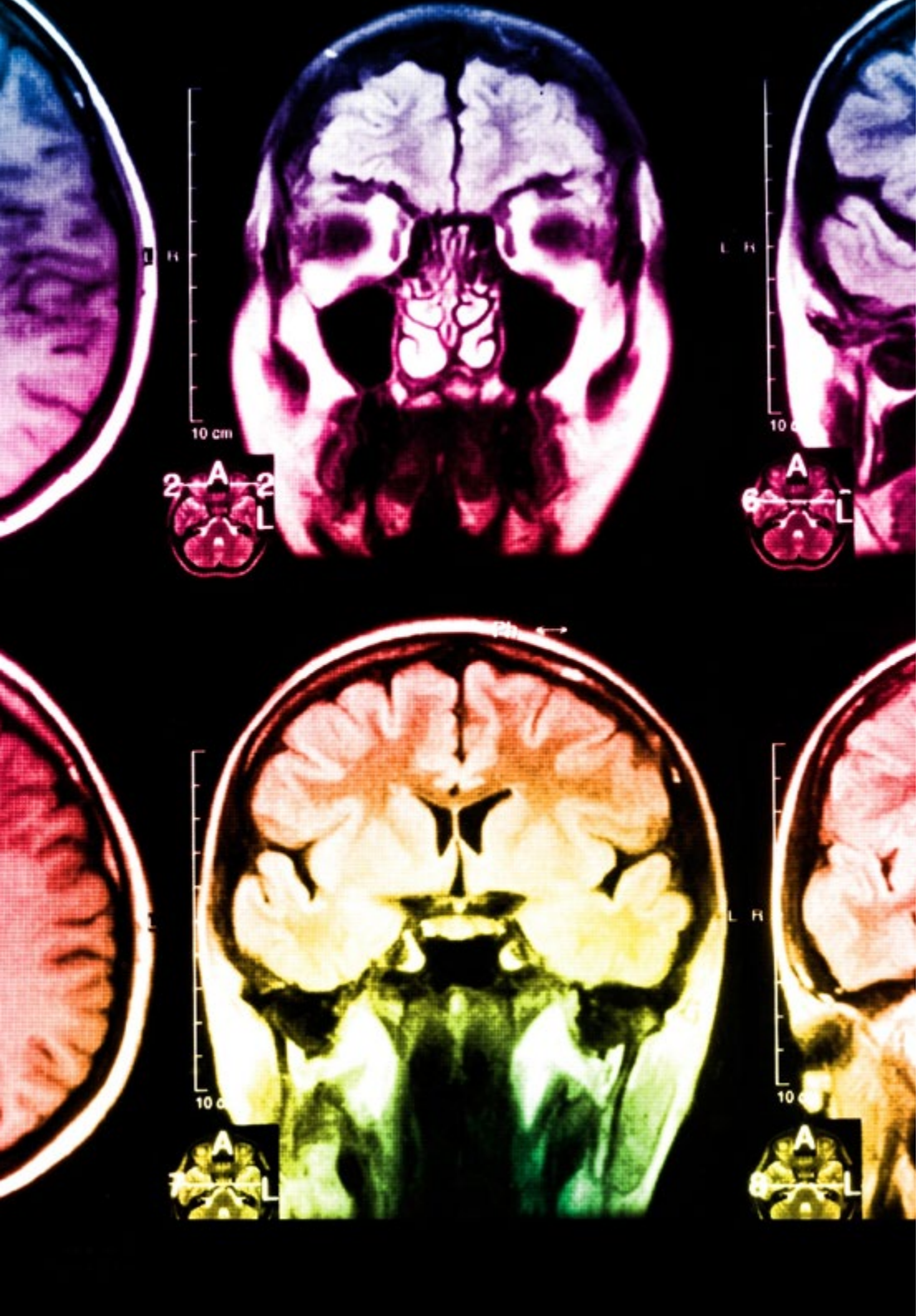
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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.

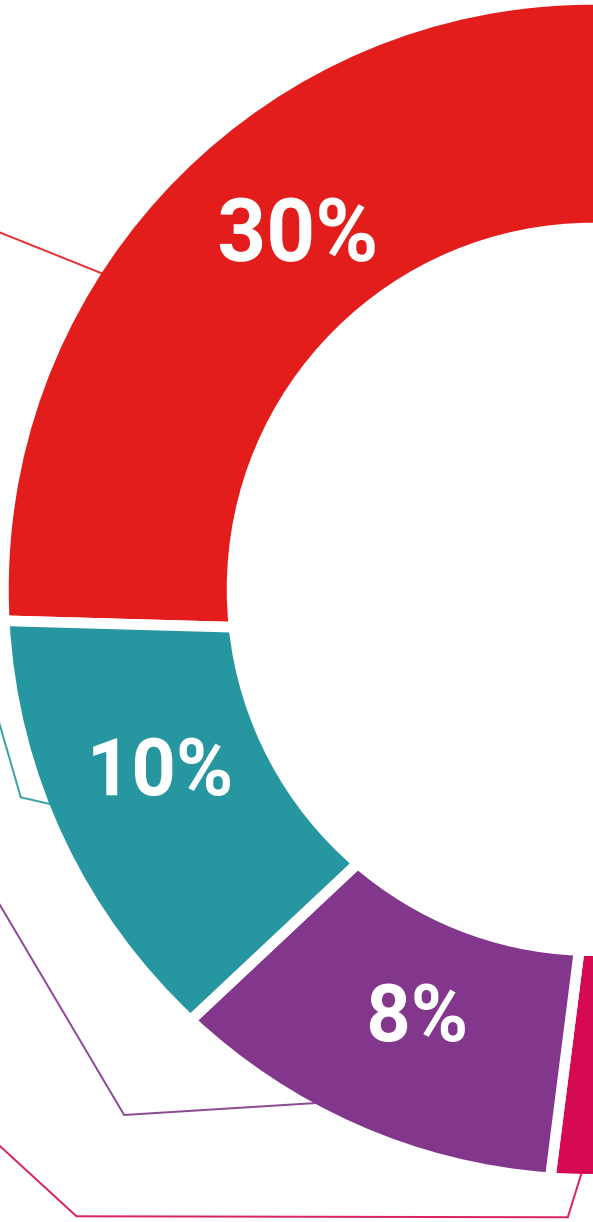
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

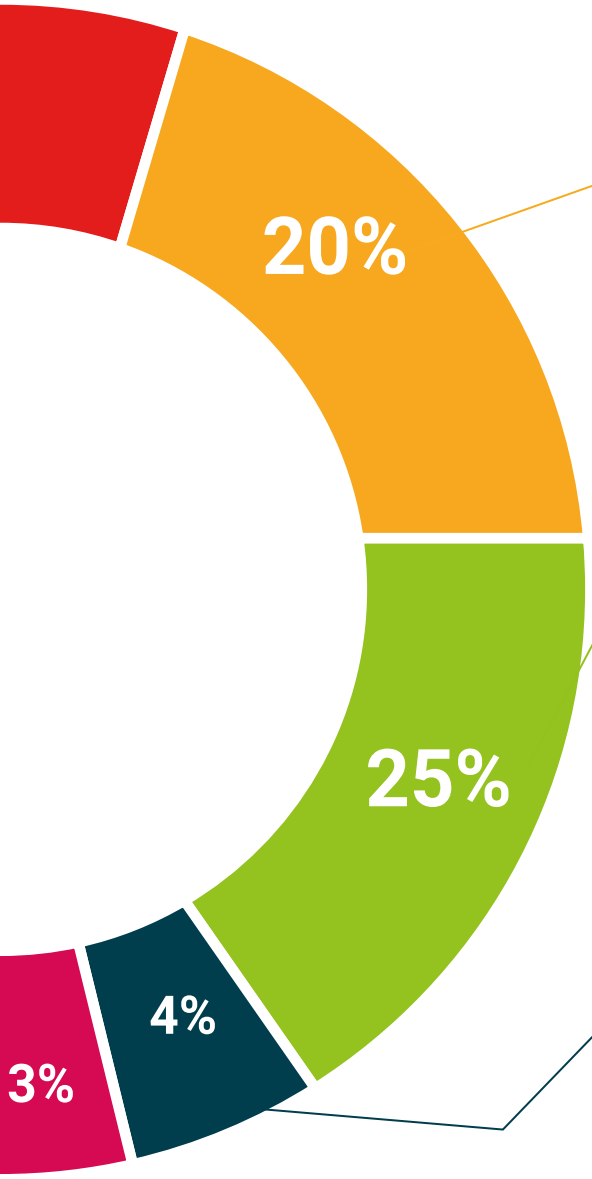
Practising Skills and Abilities

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.

05

Certificate

This Postgraduate Diploma in Visual Journalism guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.

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

This program will allow you to obtain your **Postgraduate Diploma in Visual Journalism** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (***official bulletin***). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Visual Journalism**

Modality: **online**

Duration: **6 months**

Accreditation: **24 ECTS**

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Diploma in Visual Journalism

This is a program of 600 hours of duration equivalent to 24 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

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