

Postgraduate Certificate
Creation and Use of GIFs
in Advertising and Marketing

TECHNICALS
RESEARCHING
FORMAT



Postgraduate Certificate Creation and Use of GIFs in Advertising and Marketing

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/design/postgraduate-certificate/creation-use-gifs-advertising-marketing

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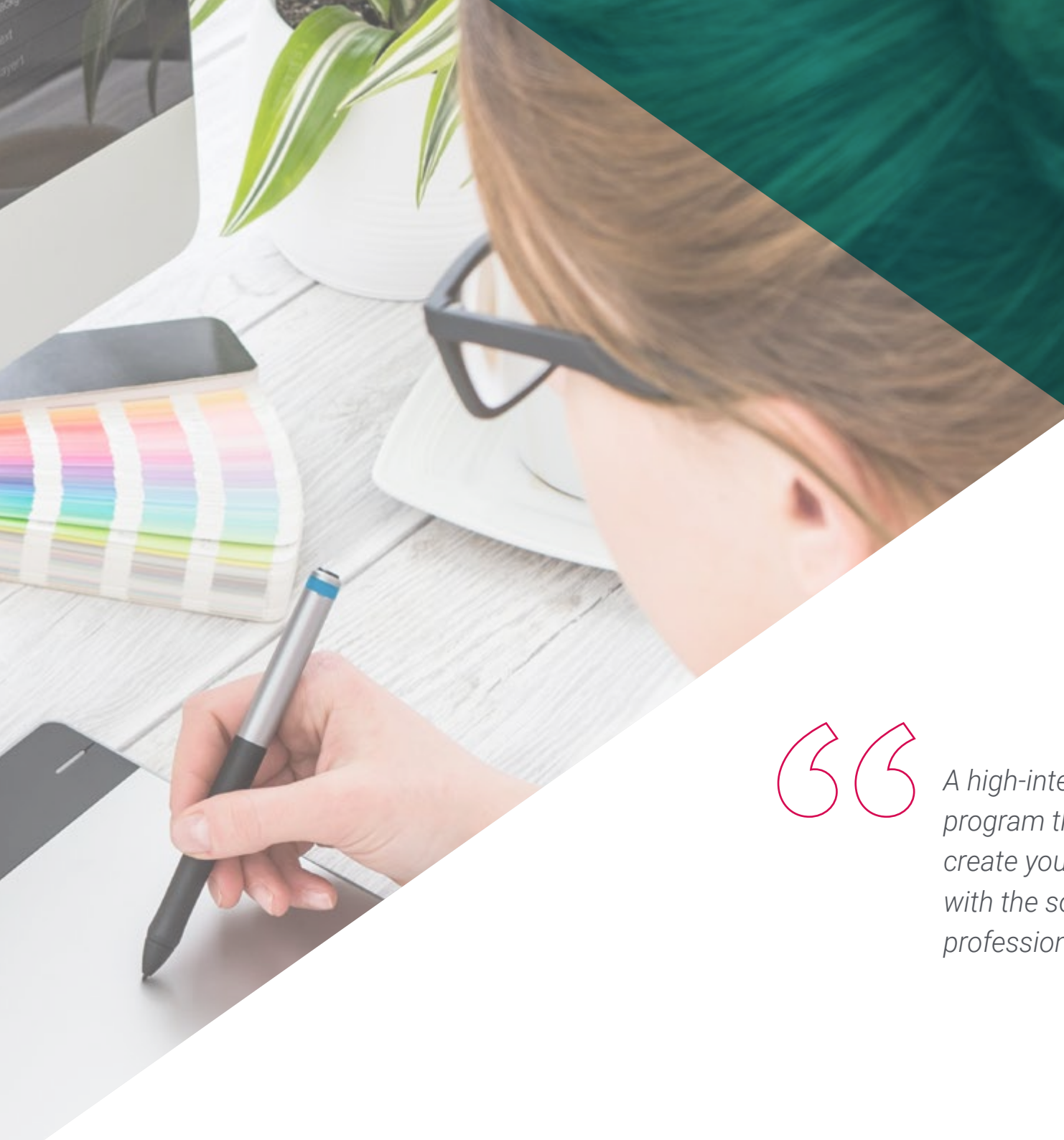
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01

Introduction

Creating a GIF is a skill that the multimedia graphic designer has to use on a recurring basis. In order to master its methodology and essential processes in a simple way, we offer the opportunity to acquire the skills of a specialized professional through a program that will ensure job growth without work-life balance problems. A unique opportunity for development and promotion.





“

A high-intensity instructional program that will allow you to create your own GIFs and work with the solvency of the best professionals in the industry”

This Postgraduate Certificate in Creation and Use of GIFs in Advertising and Marketing has been structured to offer an interesting, interactive and, above all, effective process of specialization in everything related to this question. To achieve this, TECH offers a clear and continuous program, which is also 100% compatible with other occupations.

Through an exclusive methodology, this Postgraduate Certificate will lead you to know all the characteristics that the professional needs to stay at the forefront and to know the changing phenomena of this form of communication.

Therefore, this program will address the aspects that a designer needs to know in order to perform their functions with confidence. A path of Research that will scale up the student's skills to help them achieve the challenges of a top professional

The program inGIF Creation and Use of GIFs in Advertising and Marketing is presented as a viable option for a professional who decides to work independently but also to be part of any organization or company An interesting avenue of professional development that will benefit from the specific knowledge that we make available to you in this program.

This **Postgraduate Certificate in Creation and Use of GIFs in Advertising and Marketing** contains the most complete and up-to-date program on the market. The important features include:

- ◆ Development of a large number of case studies presented by experts
- ◆ Graphic, schematic, and highly practical contents
- ◆ The latest developments and cutting-edge advances in this area
- ◆ Practical exercises where the self-evaluation process can be carried out to improve learning.
- ◆ Innovative and highly efficient 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

“Don't miss the opportunity to take this Postgraduate Certificate in Creation and Use of GIFs in Advertising and Marketing with us. It's the perfect opportunity to advance your career”

“*All the necessary knowledge for the graphic designer in this field, compiled in a highly efficient Postgraduate Certificate, which will optimize your effort with the best results”*

The development of this program is focused on practicing the proposed theoretical learning Through the most effective teaching systems, proven methods imported from the most prestigious universities in the world, you will be able to acquire new knowledge in a practical way. In this way, we strive to convert your efforts into real and immediate skills.

The online system is another of the strengths of the educational program. With an interactive platform that has the advantages of the latest technological developments, the most interactive digital tools are made available. This way, it is possible to offer a way of learning that is totally adaptable to your needs, so you can perfectly combine this program with your personal or working life.

A practical and intensive program that will give you all the tools you need to work in this field, in a specific and concrete Postgraduate Certificate.

A program created to allow you to implement the acquired knowledge almost immediately, in your daily practice.



02 Objectives

The objective of this Postgraduate Certificate in Creation and Use of GIFs in Advertising and Marketing is to offer professionals a complete program to acquire knowledge and skills for professional practice in this sector, with the confidence of learning from the best and a form of learning based on practice that will allow the student to complete the program with the necessary knowledge to work with total confidence and competence.



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An opportunity created for professionals who are looking for an intensive and effective program with which to take a significant step forward in the practice of their profession"



General Objective

- ◆ Learn all the necessary tools for the creation of GIFs and their work methodology

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Take the step to get up to date on the latest developments in the Creation and Use of GIFs in Advertising and Marketing”





Specific Objectives

- ◆ Discover animation and compositing techniques, learning about visual resources that can be used in the design and creation of animated GIFs
- ◆ Know the possibilities of frame to frame animation: advantages, scope and complexity
- ◆ Applying frame to frame animation to personal and commercial projects
- ◆ Create a character and animate it so it can be used as an avatar
- ◆ Learn resources to bring illustrations and photographs to life with Adobe Photoshop
- ◆ Learn the importance of visual communication

03

Structure and Content

The structure of the contents has been designed by a team of professionals, aware of the current relevance of the program in order to advance in the labor market with confidence and competitiveness, and to practice the profession with excellence.





“

This Postgraduate Certificate in Creation and Use of GIFs in Advertising and Marketing contains the most complete and up-to-date program on the market”

Module 1. Moving Image

- 1.1. The GIF
 - 1.1.1 What Is a GIF?
 - 1.1.2 Difference between GIF and Emoji
 - 1.1.3 Advantages of the Use of GIFs
 - 1.1.4 Types of GIFs
- 1.2. The Recent Resurgence and Popularity of GIFs
 - 1.2.1 GIF Resurgence in 2018
 - 1.2.2 WhatsApp GIFs
 - 1.2.3 Practice I: Talking with GIFs
 - 1.2.4 Debate: Are GIFs a Good Resource?
- 1.3. How Can GIFs Be Used in Digital Marketing?
 - 1.3.1 In Product Description
 - 1.3.2 As a Visual Aid
 - 1.3.3 Banners
 - 1.3.4 Social Networks
 - 1.3.5 In Newsletter
- 1.4. Special Requirements for Advertising GIFs
 - 1.4.1 Regarding the Number of Images
 - 1.4.2 Repetitions
 - 1.4.3 The Weather
 - 1.4.4 Size
- 1.5. Resources and Platforms to Create GIFs
 - 1.5.1 Platforms to Create GIFs with a Computer
 - 1.5.2 References and Examples
 - 1.5.3 Mobile Platforms to Create GIFs
 - 1.5.4 References and Examples
- 1.6. Resources and Platforms to Download GIFs
 - 1.6.1 GIPHY
 - 1.6.2 Tenor
 - 1.6.3 IMgur
 - 1.6.4 Tumblr
 - 1.6.5 Reddit
 - 1.6.6 Free GIF Maker
 - 1.6.7 Others
- 1.7. Animation Avatar Project
 - 1.7.1 What Is an Avatar?
 - 1.7.2 Avatars in Games
 - 1.7.3 Avatars in Forums and Social Networks
 - 1.7.4 Avatars in Blogs
 - 1.7.5 Avatars in Online Stores
- 1.8. Project Development
 - 1.8.1 Basic Animation Concepts
 - 1.8.2 Search for References
 - 1.8.3 What Do I Want to Reflect in My Avatar?
 - 1.8.4 Sketches and First Ideas
- 1.9. Animation in Adobe Photoshop
 - 1.9.1 Basic Principles of Animation in Photoshop
 - 1.9.2 Rough and Keyframes
 - 1.9.3 Inbetweens
 - 1.9.4 Color and Stylization
- 1.10. Finalizing the Avatar
 - 1.10.1 Our Animated Avatar
 - 1.10.2 How to Export Our GIF
 - 1.10.3 Application in Various Media and Social Networks
 - 1.10.4 Analysis and Conclusions



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A unique, key, and decisive 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.





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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.

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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.



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 student will learn to solve complex situations in real business environments through collaborative activities and real cases.

The case method is the most widely used learning system in the best faculties in the world. 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.

With this methodology we have 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, markets, and financial 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.



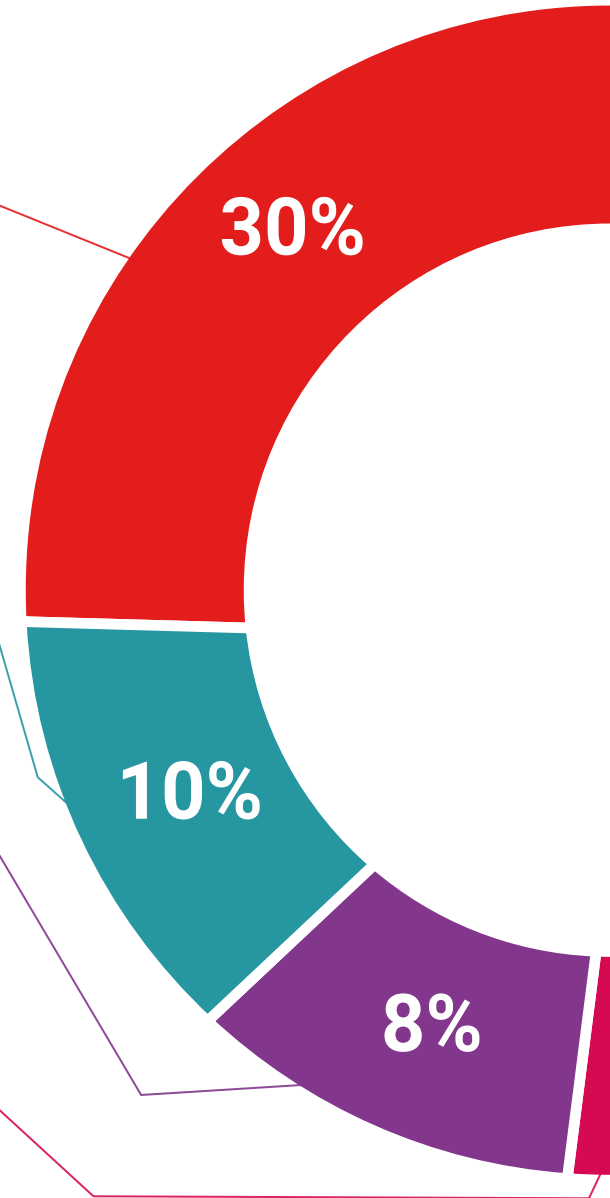
Practising Skills and Abilities

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

The Postgraduate Certificate in Creation and Use of GIFs in Advertising and Marketing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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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 Certificate in Creation and Use of GIFs in Advertising and Marketing** 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.

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Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





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