

# Postgraduate Certificate Professional Editorial Illustration





## Postgraduate Certificate Professional Editorial Illustration

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

Website: [www.techtute.com/in/design/postgraduate-certificate/professional-editorial-illustration](http://www.techtute.com/in/design/postgraduate-certificate/professional-editorial-illustration)

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# 01

# Introduction

Editorial illustration is a genre within the creative sector that has become especially relevant in recent years. Although it is a technique that has been used by hundreds of artists for more than a century, the industry is increasingly calling for professionals who have mastered this communication strategy in order to offer more dynamic and attractive content. For this reason, for any specialist, having a degree certifying their exclusive training in this area in their academic curriculum can open many doors in the labor market. For this reason, TECH has considered it essential to develop a program through which you can learn in detail the ins and outs of editorial illustration techniques applicable to different media. A unique course to perfect your creative skills in the relationship between text and image through a 100% online degree, comprehensive, multidisciplinary and adapted to the most demanding requirements of the sector.



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*Becoming an expert in professional editorial illustration in just 6 weeks and 100% online is now possible with TECH and this University Course"*

Editorial illustration has become a fundamental tool in the communication sector. The over-information to which society is subjected, constantly bombarded with news and advertisements through social networks, traditional media, billboards and the multiple media that exist, complicates the fact that a message reaches a person. For that reason, the use of dynamic and attractive techniques that attract attention and allow companies to distinguish their product from the rest, is the reason why this creative strategy has been revalued.

That is why professionals in this area must perfectly handle the main techniques of analysis and interpretation that allow them to transform a text or a story into an image. For this you can count on this 100% online Postgraduate Certificate designed by TECH and its team of experts in illustration. It is an immersive and multidisciplinary academic experience with which graduates will be able to delve into aspects such as graphic humor, the relationship between information and graphic representation and the adaptation of the message to multiple media, both traditional and digital.

This program includes 150 hours of the best theoretical, practical and additional content the latter presented in multiple formats: detailed videos, self-knowledge exercises, dynamic summaries, research articles and complementary readings. In addition, all the material will be available from the beginning of the course, and can be downloaded for offline consultation, even after the academic experience is over.

By choosing TECH, the professional will be betting on a training with which their skills can be perfected in a guaranteed way through a degree designed to exceed even their most demanding expectations and adapted to their needs and those of the illustration sector.

This **Postgraduate Certificate in Professional Editorial Illustration** 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 Professional Illustration
- ◆ The graphic, schematic, and practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Its 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



*You will be able to delve into the creation of illustrated editorial projects for multiple print and digital media"*

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*Would you like to know in detail the most modern and sophisticated editorial illustration techniques? Enroll in this University Course and access 150 hours of the best content that will help you achieve it"*

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its 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 an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*A degree adapted to your academic needs, without schedules or on-site classes, so that you can organize yourself based on your absolute availability.*

*The best program in the university sector to work on perfecting your skills in graphic humor design.*





# 02 Objectives

The complexity that accompanies the mastery of professional editorial illustration is what has motivated TECH to design this very complete University Course. The University's goal in launching this course is to provide graduates with all the information they need to master, in just 6 weeks, the creative techniques in this area applicable to the multiple formats that exist today, from traditional print media such as the press or brochures, to catalogs and digital books.





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*A degree designed to enable you to achieve even your most ambitious academic goals in less time than you think and in a guaranteed way"*



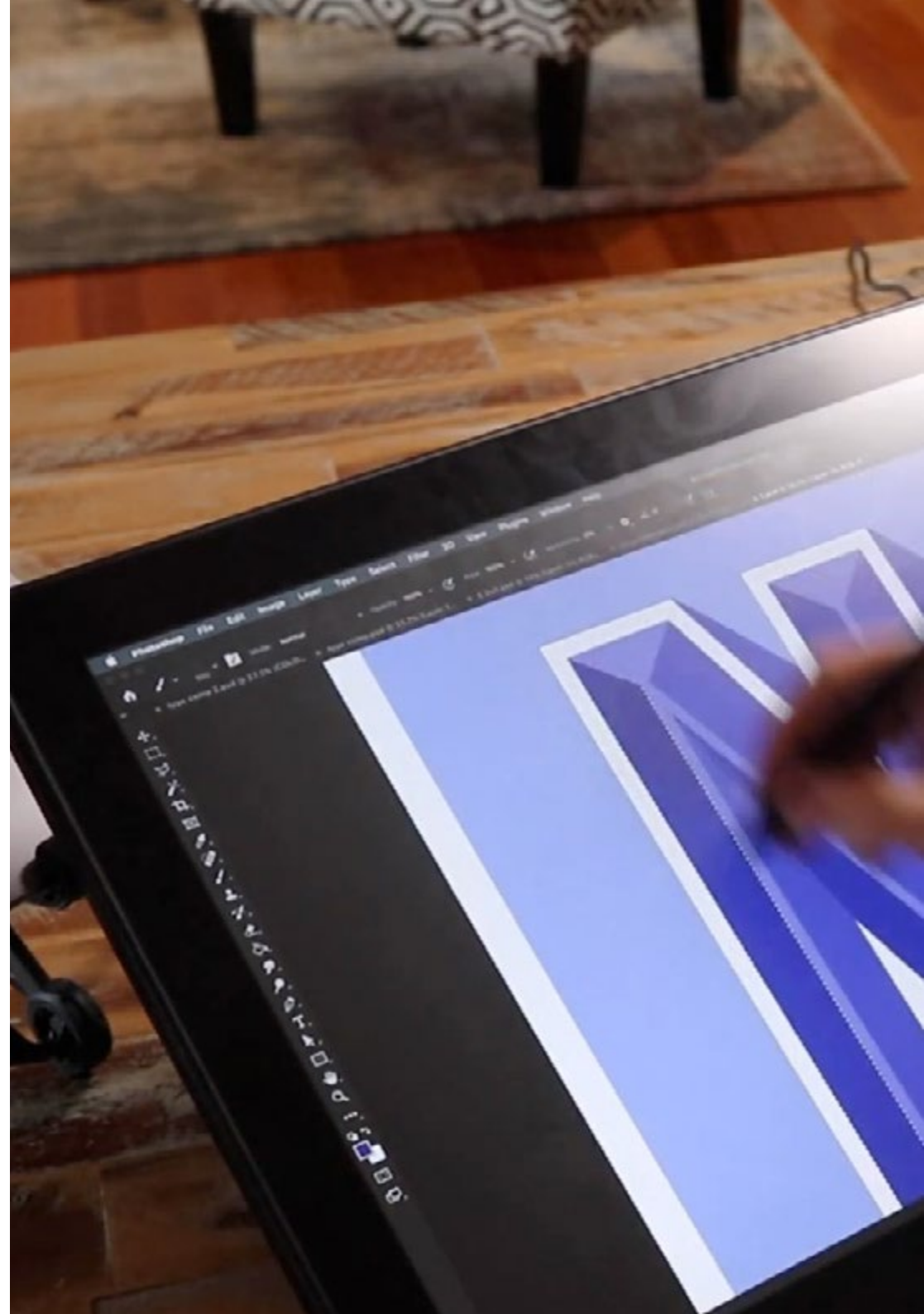
## General Objectives

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- ◆ Know the main creative techniques applied to editorial illustration nowadays
- ◆ Develop specialized knowledge on the use of the most effective and complex illustrative creative tools for the design of magazines, catalogs, brochures, books and novels

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*You will be able to delve into the keys of typography applied to editorial illustration, knowing in detail the importance of the hierarchy between text and image”*





## Specific Objectives

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- ◆ Encourage graphic creativity oriented to work in the specialty of editorial design
- ◆ Gain knowledge about the techniques of great reference in the publishing environment
- ◆ Study the application of humor or graphic parody and its use in the press
- ◆ Examine the use of magazines, brochures, or other media as a means of illustrating compositions
- ◆ Highlight graphic novels and children's illustration as one of the disciplines most worked and valued by professional illustrators



# 03

## Structure and Content

This Postgraduate Certificate has been designed based on the latest developments in the illustration sector. Thanks to this, it has been possible to create a new, comprehensive and dynamic degree, with which the graduate will be able to know in detail the ins and outs of the creative profession and implement the most effective and most successful strategies in their practice. In addition, in the Virtual Campus you will find diverse additional material of great quality, with which you will be able to study in a personalized way the different aspects of the syllabus.



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*You will have access to a traditional technical simulation of illustration printed on paper, so that you can work, in a practical way, on perfecting your professional skills"*



## Module 1. Editorial Illustration

- 1.1. Thinking About the Media Support
  - 1.1.1. Editorial Design and Illustration
  - 1.1.2. Available Formats
  - 1.1.3. Digital Printing or Digital Exporting?
  - 1.1.4. Hierarchy and Text
- 1.2. Literary Accompaniment
  - 1.2.1. Text Dictates Graphics
  - 1.2.2. How Can We Illustrate What We Read?
  - 1.2.3. What Aesthetics Are Most Appropriate?
- 1.3. Editorial Illustration Techniques
  - 1.3.1. The Editorial Technique
  - 1.3.2. Technical Considerations
  - 1.3.3. Beyond the Image
- 1.4. Graphic Humor
  - 1.4.1. The Graphic Comic Strip
  - 1.4.2. Humor and Illustration
  - 1.4.3. Expression and Criticism
  - 1.4.4. Means and Resources
- 1.5. Relationship between Text and Image
  - 1.5.1. Typography in Illustration
  - 1.5.2. Typography as an Image
  - 1.5.3. Creative Typography
  - 1.5.4. Hierarchy between Text and Image
- 1.6. Magazine Illustration
  - 1.6.1. The Magazine as a Media Support
  - 1.6.2. Why Illustrate in a Magazine?
  - 1.6.3. Formats and Technical Specifications
  - 1.6.4. The Final Finishing





- 1.7. Illustration in Catalogs or Brochures
  - 1.7.1. The Catalog and its Graphic Applications
  - 1.7.2. Graphic Identity of Printed Media
  - 1.7.3. Creative Possibilities
  - 1.7.4. Paper Engineering
- 1.8. Illustration in Books and Novels
  - 1.8.1. The Graphic Novel
  - 1.8.2. The Degree of Discretion
  - 1.8.3. Illustration in Children's Stories
- 1.9. Illustration in Press
  - 1.9.1. Graphical Simplicity
  - 1.9.2. Spaces for Illustration
  - 1.9.3. Great References
  - 1.9.4. The Graphic Controversy
- 1.10. Printed Digital Illustration
  - 1.10.1. Pre-Printing Considerations
  - 1.10.2. Testing and Comparison
  - 1.10.3. Inks and Color Reproduction
  - 1.10.4. Simulate a Traditional Technique on Paper

“ Do not hesitate and enroll in a degree that will allow you to take advantage of your creative potential through specialized knowledge of a booming sector”



# 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.*



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

### 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 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.



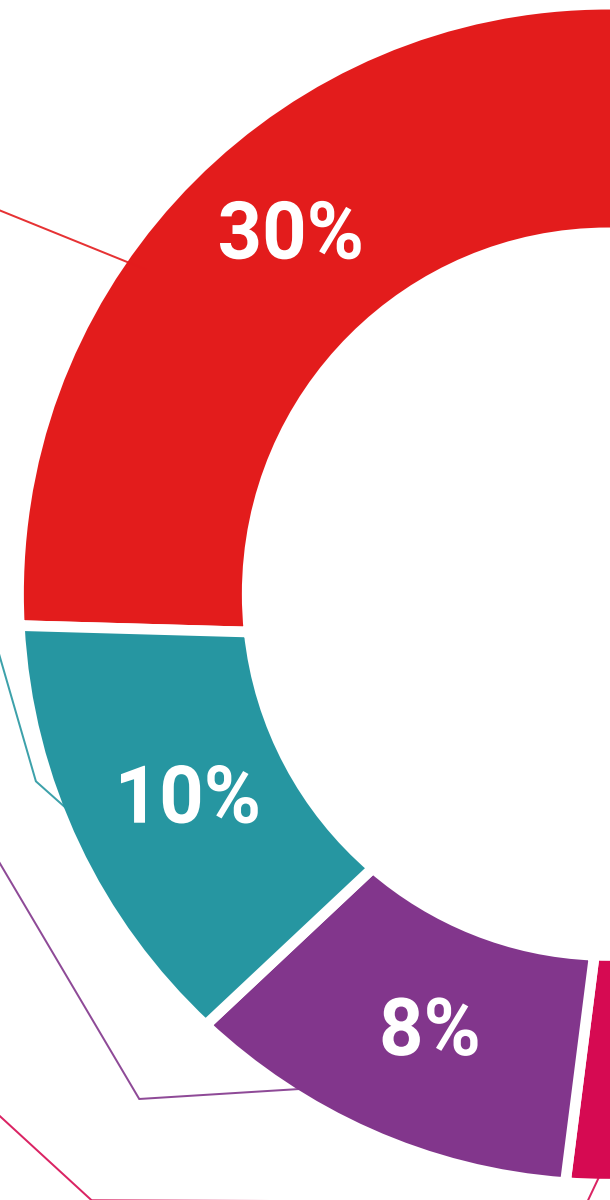
### Practising Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic 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 Professional Editorial Illustration guarantees, in addition to the most rigorous and updated training, access to a University Course Degree 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 Certificate in Professional Editorial Illustration** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Certificate in Professional Editorial Illustration**

Official N° of hours: **150 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.



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