

# Postgraduate Certificate Professional Illustration and Lettering on iPad





## Postgraduate Certificate Professional Illustration and Lettering on iPad

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/in/design/postgraduate-certificate/professional-illustration-lettering-ipad](http://www.techtitute.com/in/design/postgraduate-certificate/professional-illustration-lettering-ipad)

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# 01

# Introduction

The versatility offered by the different iPad models on the market, as well as the usefulness of the Apple Pencil for freehand sketching and lettering through Procreate, make this tool indispensable for any illustration professional. For the incessant demand from the professional sector for specialists who use these techniques for the development of creative projects, TECH has considered it necessary to launch a program that allows its graduates to learn the most effective strategies to master them. For this purpose, you can rely on this complete and comprehensive 100% online degree that includes an intensive approach to the main techniques, both traditional and new, to work on the creation of cartoons, Storyboards and many more projects with the iPad and its many options.







“

*Do you want to master Illustration through iPad and Procreate? By enrolling in this Diploma Degree you will be able to achieve it in less than 12 weeks"*

Since the launch of the first iPad in 2010 and until now, Apple has demonstrated its absolute dominance of the tablet sector. The complex design of devices that increasingly contemplate more possibilities has led to the development of useful tools for the creative sector, among which stands out the use of Procreate with the Apple Pencil for different illustration and lettering projects. This has led to autonomous and flexible work, from anywhere and without the need to make a large financial investment in equipment for the workforce.

Due to the growing number of professionals who use these strategies on a daily basis and the lack of a highly training program that allows them to specialize in a guaranteed way in their use, TECH has decided to launch a degree that allows them to know in detail its ins and outs. This is a versatile and multidisciplinary Post Graduate Certificate through which they will be able to learn in depth about the novelties of the latest update of Procreate, as well as the handling of its multiple tools. We will also help you to get to know the details of the art of drawing letters in a creative way, as well as the latest techniques to achieve the best quality results.

Therefore, this is a unique academic opportunity to work intensively on mastering your professional skills through a 100% online program, perfectly compatible with any other activity, whether work or personal. In addition, you will have access to a variety of additional material with which you can go deeper in a personalized way in the syllabus sections that you consider most relevant for your professional performance.

This **Postgraduate Certificate in Professional and Lettering on iPad 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



*A perfect opportunity to work on mastering your freehand drawing skills through the knowledge of the best techniques for it"*

“

*Would you like to improve your skills in relation to naturalistic and realistic illustration? With this Post Graduate you will do it, TECH guarantees 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, students will be assisted by an innovative, interactive video system created by renowned and experienced experts.

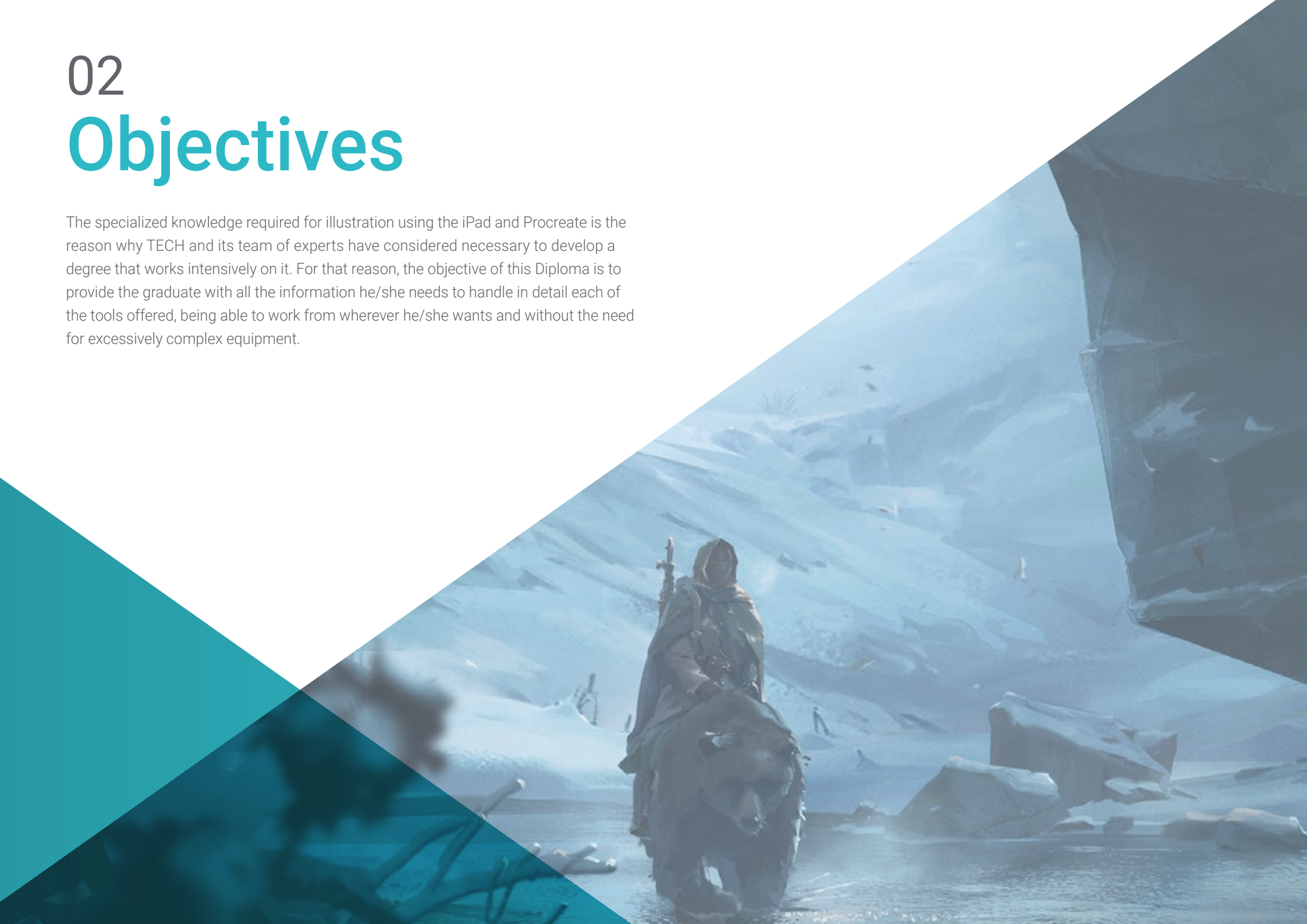
*Diploma that encourages the combined use of illustrative techniques for more creative and professional results.*

*You will delve into the details of Procreate through an exhaustive knowledge of its multiple tools, formats and brushes.*



# 02 Objectives

The specialized knowledge required for illustration using the iPad and Procreate is the reason why TECH and its team of experts have considered necessary to develop a degree that works intensively on it. For that reason, the objective of this Diploma is to provide the graduate with all the information he/she needs to handle in detail each of the tools offered, being able to work from wherever he/she wants and without the need for excessively complex equipment.





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*A degree that will allow you to work from wherever you want thanks to the versatility and flexibility of the iPad”*



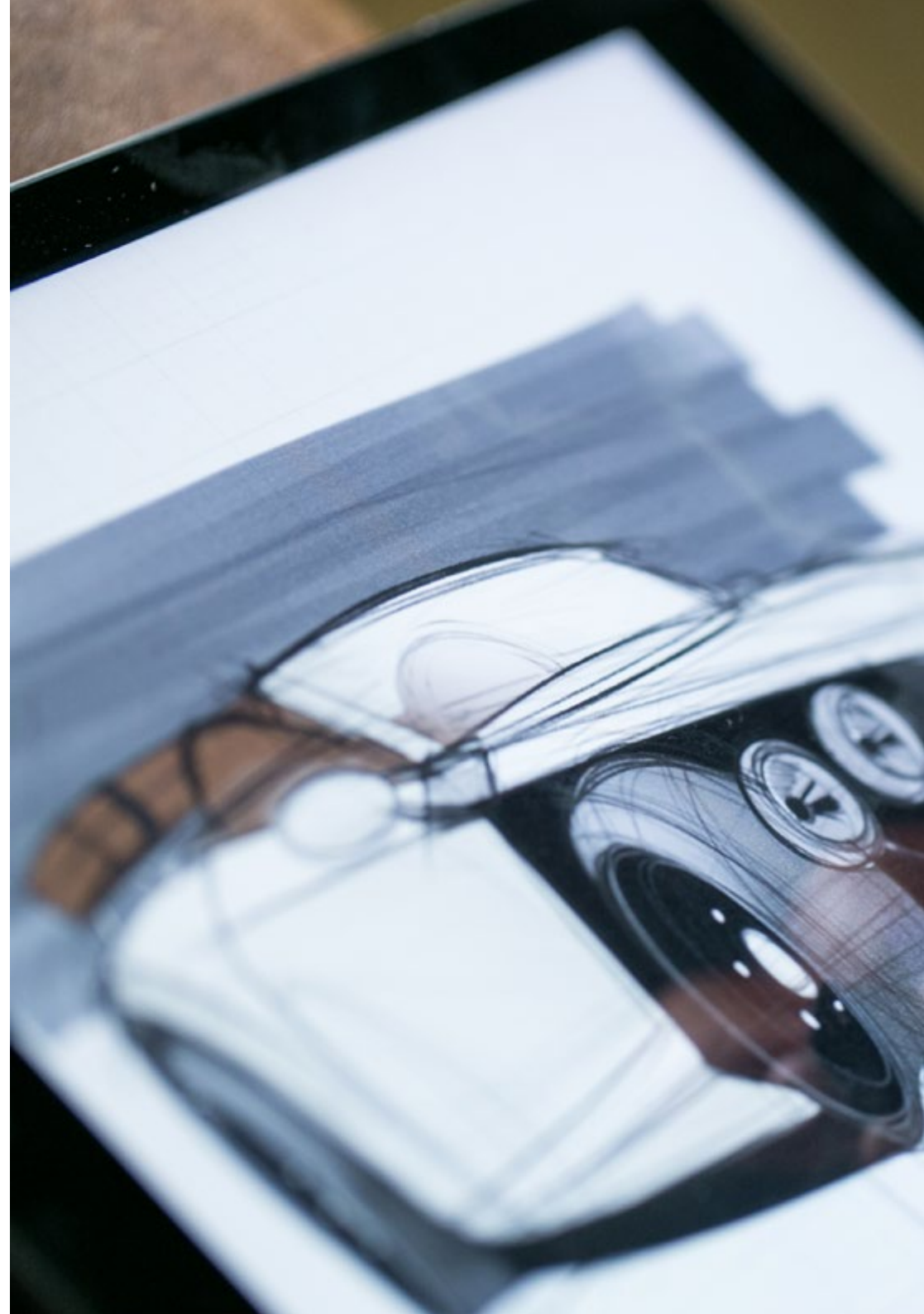
## General Objectives

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- ◆ Provide the graduate with the most complete and updated information on the use of Procreate through the different versions of the iPad
- ◆ Develop a broad and specialized knowledge on the use of the different tools of this software for the creation of illustration and lettering projects



*Develop a wide and specialized knowledge on the use of the different tools of this software for the creation of illustration and lettering projects. TECH will give you the keys to achieve it with this Postgraduate Diploma"*





## Specific Objectives

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### Module 1. Illustration with the iPad

- ◆ Value the iPad as a key tool in the development of illustrations in the professional field
- ◆ Delve into the Procreate application as a canvas to foster creativity and all professional applications
- ◆ Learn traditional drawing techniques in Procreate and other visual styles
- ◆ Cartoon style character design and storyboard definition
- ◆ Study other drawing tools available for iPad as a professional illustrator

### Module 2. Illustration and Lettering

- ◆ Take advantage of the specialty of lettering as a creative way to work and improve different illustration techniques
- ◆ Identify typography as an image, communicating concepts through the elaboration of letters and modifying their anatomy
- ◆ Know the relationship between calligraphy, lettering and typography
- ◆ Investigate the promotion of typography through advertising as a platform to link the individual with the emotions aroused by a particular product
- ◆ Project the typography through different media: digital environment, social networks, animation, etc



# 03

## Structure and Content

This Professional Illustration and Lettering Degree on iPad has been developed by an expert team in graphic design, taking into account the latest information related to this tool and the use of the Procreate program. Also, it includes hours of additional material presented in different formats, in which the graduate will be able to delve in a personalized way the aspects that he/she considers most relevant for his/her professional growth. All, a convenient, 100% online program with complete accessibility from any electronic device with internet connection.







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*The use of Relearning methodology in the development of the theoretical content of this program will allow you to increase your knowledge in a natural and progressive way, without the need to invest extra hours in memorizing”*

## Module 1. Illustration with the iPad

- 1.1. Freehand Drawing
  - 1.1.1. Preliminary Considerations
  - 1.1.2. The iPad as a Tool
  - 1.1.3. Formal Aspects
  - 1.1.4. Interface and Technique
- 1.2. Procreate: Creative Illustration Techniques
  - 1.2.1. Creating a Project
  - 1.2.2. Formats
  - 1.2.3. Tool Management
  - 1.2.4. Brushes
- 1.3. Procreate: Illustrated Portrait
  - 1.3.1. Analysis
  - 1.3.2. Synthesis
  - 1.3.3. Trace
  - 1.3.4. Filling
- 1.4. Traditional Techniques with Procreate
  - 1.4.1. Traditional Drawing on Tablet
  - 1.4.2. Shading and Tracing
  - 1.4.3. Volume and Development
  - 1.4.4. Landscape and Reality
- 1.5. Visual Styles in Procreate
  - 1.5.1. Conceiving a Style
  - 1.5.2. Pathways and Resources
  - 1.5.3. Combination of Techniques
- 1.6. Naturalistic Illustration
  - 1.6.1. Landscape as a Means
  - 1.6.2. Knowledge of the Environment
  - 1.6.3. Light as Volume
  - 1.6.4. Building a Landscape
- 1.7. Realistic Illustration
  - 1.7.1. The Complexity of Realism
  - 1.7.2. Photographic Perception
  - 1.7.3. Construction of a Realistic Model
- 1.8. Cartoon Design in Procreate
  - 1.8.1. Visual References
  - 1.8.2. Anatomy and Body
  - 1.8.3. The History of the Character
  - 1.8.4. Character Building
- 1.9. Storyboard Creation in Procreate
  - 1.9.1. How to Define a Storyboard
  - 1.9.2. Phases and Elements of the Storyboard
  - 1.9.3. *Animation and Storyboard*
- 1.10. Other Apps to Illustrate on iPad
  - 1.10.1. Why is it Important to Compare Applications?
  - 1.10.2. Vector Illustration on iPad
  - 1.10.3. Bitmap Illustration on iPad
  - 1.10.4. 3D Illustration on iPad
  - 1.10.5. Professional Illustration Apps on iPad

## Module 2. Illustration and Lettering

- 2.1. Resurgence of Lettering
  - 2.1.1. Lettering and Typography
  - 2.1.2. Evolution of Lettering
  - 2.1.3. Purpose of Creating Lettering
  - 2.1.4. Basis of Lettering
- 2.2. Typography as an Illustration
  - 2.2.1. The Letter as an Image
  - 2.2.2. Typography as an Identity
  - 2.2.3. Corporate Image and Typography

- 2.3. Design of a Typeface Family
  - 2.3.1. Typographic Anatomy
  - 2.3.2. Design of a Typography Quad
  - 2.3.3. Technical Aspects
  - 2.3.4. Decorative Elements
- 2.4. Calligraphy, Lettering and Typography
  - 2.4.1. Calligraphy in Design
  - 2.4.2. Legibility in Lettering
  - 2.4.3. The New Typography
- 2.5. Conceptualization and Drawing of the Letter
  - 2.5.1. Professional Lettering Design
  - 2.5.2. Convert Letters to Images
  - 2.5.3. The Stroke of a Typographic Alphabet
- 2.6. Lettering and Advertising
  - 2.6.1. Typography in Advertising
  - 2.6.2. Product Promotion through Text
  - 2.6.3. Visual Impact
  - 2.6.4. Persuasion Through Marketing
- 2.7. Typography in the Corporate Environment
  - 2.7.1. Corporate Identity through Images
  - 2.7.2. Create an Identity without a Logo
  - 2.7.3. Color and Typographic Aesthetics
  - 2.7.4. Final Finishing and Other Effects
- 2.8. Typography in the Digital Environment
  - 2.8.1. Typography in Mobile Applications
  - 2.8.2. Typography in Advertising Banners
  - 2.8.3. Typography in the Web Environment
- 2.9. Typography in Animation
  - 2.9.1. Animated Graphics
  - 2.9.2. Animation Guidelines for Working with Typefaces
  - 2.9.3. Effects and Technical Considerations
  - 2.9.4. Aesthetic References
- 2.10. Lettering Design for Social Networks
  - 2.10.1. Current User Preferences in Social Networks
  - 2.10.2. The Display of Content on the Platforms
  - 2.10.3. Cultural Exchange
  - 2.10.4. Lettering on Social Networks



*A 100% online program that will give you everything you need to know to master the design of 2D and 3D animation stories"*

# 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.

“

*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.



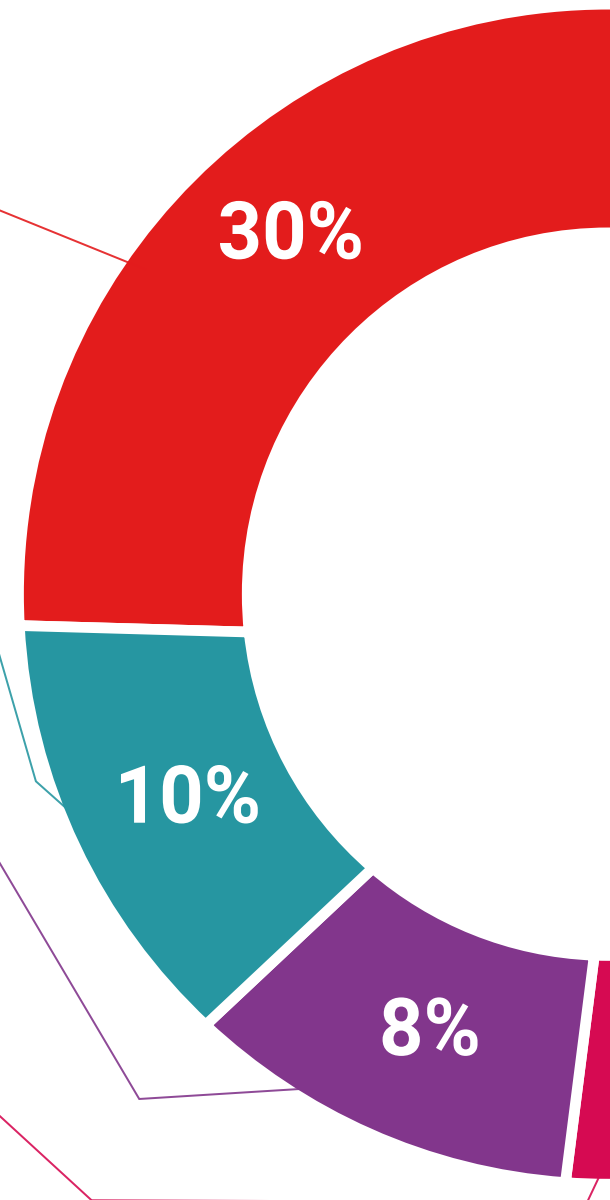
### Practising Skills and Abilities

They will carry out activities to develop specific 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 Illustration and Lettering on iPad guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 Illustration and Lettering on iPad** 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 Illustration and Lettering on iPad**  
Official No. of Hours: **300 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  
online training  
development language  
classroom



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