

# Postgraduate Diploma 2D Character Building





## Postgraduate Diploma 2D Character Building

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/design/postgraduate-diploma/postgraduate-diploma-2d-character-buidling](http://www.techtitute.com/us/design/postgraduate-diploma/postgraduate-diploma-2d-character-buidling)

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# 01

# Introduction

The most powerful and moving stories revolve around its characters, who are key pieces in the narrative and development of the story. The task of its design is not an easy one, since it must make the public connect with these characters, feeling identified or attracted to them in some way. Whether in a series or audiovisual products of all kinds, the demand for design professionals with strong character creation skills has skyrocketed, especially in the 2D framework, which continues to be highly prevalent. This program contains the necessary keys for the designer to specialize in the creation of 2D characters, with a comprehensive content that will give them an advantage in a competitive market. Its 100% online format also guarantees that it can be combined with the most demanding professional or personal commitments.

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VARIANT -



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*Learn the secrets of the world's major audiovisual companies, investigating the most successful 2D Character Building and work methodology"*

The construction of 2D characters is a complex process, which involves specific knowledge in iconography and specific elaboration techniques. The sheer volume of audiovisual creation today makes it difficult to distinguish between them easily, so this program takes an in-depth look at the actual pre-production of audiovisual projects, as well as the entire character creation process.

Thus, the designer will have a much broader knowledge about the study of the aesthetics and culture of the characters themselves, as well as sufficient skills to create *model sheets* and audiovisual references that highlight the most outstanding aspects of their characters. This exhaustive and detailed knowledge will allow the graduate to take on the role of character designer with solid arguments, based on practice and more advanced techniques.

Its completely online format also allows the student to decide when, where and how to take on the entire course load. This reinforces the flexibility of this Postgraduate Diploma, eliminating fixed schedules and face-to-face classes to give the designer the freedom they need to reliably delve into 2D Character Building.

This **Postgraduate Diploma in 2D Character Building** contains the most complete and up to date educational program on the market. The most important features include:

- ◆ Practical cases presented by experts in the creation of all kinds of 2D animated characters
- ◆ The graphic, schematic, and eminently practical contents with which they are created, provide 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
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions for experts and individual reflection work
- ◆ Access to content from any fixed or portable device with an Internet connection



*Boost your skills and work methodology in 2D Character Building thanks to this Postgraduate Diploma"*

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*You will be positioned with an advantage when it comes to accessing audiovisual projects where character designers with your talent and knowledge are required”*

*Get to bring your own style and personality to the characters you develop, from a simple idea to the creation of a complete model sheet.*

*Choose where, when and how to take on the entire learning workload. At TECH, you make the important decisions.*

The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious 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 training programmed to train in real situations.

This program is designed around Problem Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.



# 02

# Objectives

As 2D Character Building is such a broad field with almost infinite possibilities, it is important that the design professional establishes their own work bases and methodology in order to successfully achieve their professional goals. It is these issues that this Postgraduate Diploma explores in depth, setting a series of clear objectives focused on improving the student's own work through improved design and work skills.





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*TECH will help you achieve your most ambitious career goals with complete and detailed instruction in 2D Character Building”*



## General Objectives

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- ◆ Encourage the necessary documentation and reference taking needed to do the job correctly
- ◆ Know how to structure, create and build characters
- ◆ Gain deeper knowledge in the development of model portfolios needed in the animation industry
- ◆ Create all types of vehicles and objects for use in any of the 2D and 3D animation disciplines
- ◆ Master the anatomy of all kinds of animals
- ◆ Analyze the development and creation of horror characters
- ◆ Master the art of adding color to characters created
- ◆ Exhaustively develop characters specifically for 2D and 3D videogames

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*You will understand the complete process of Character Building, mastering understanding of the field and positioning yourself as a highly skilled designer”*





## Specific Objectives

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### Module 1. Characters

- ◆ Know the different styles and techniques for character creation
- ◆ Differentiate between *cartoon*, manga and realistic characters
- ◆ Develop skills in human character creation
- ◆ Delve into the physical, psychological and literary characteristics of the characters

### Module 2. Character Building

- ◆ Define the lines of action for the characters and their complex forms
- ◆ Study the anatomy, hair and head of characters
- ◆ Gain in-depth knowledge in *cartoon* characters and how to define them
- ◆ Know the correct representation of limbs and hands in different types of characters

### Module 3. Model Sheet

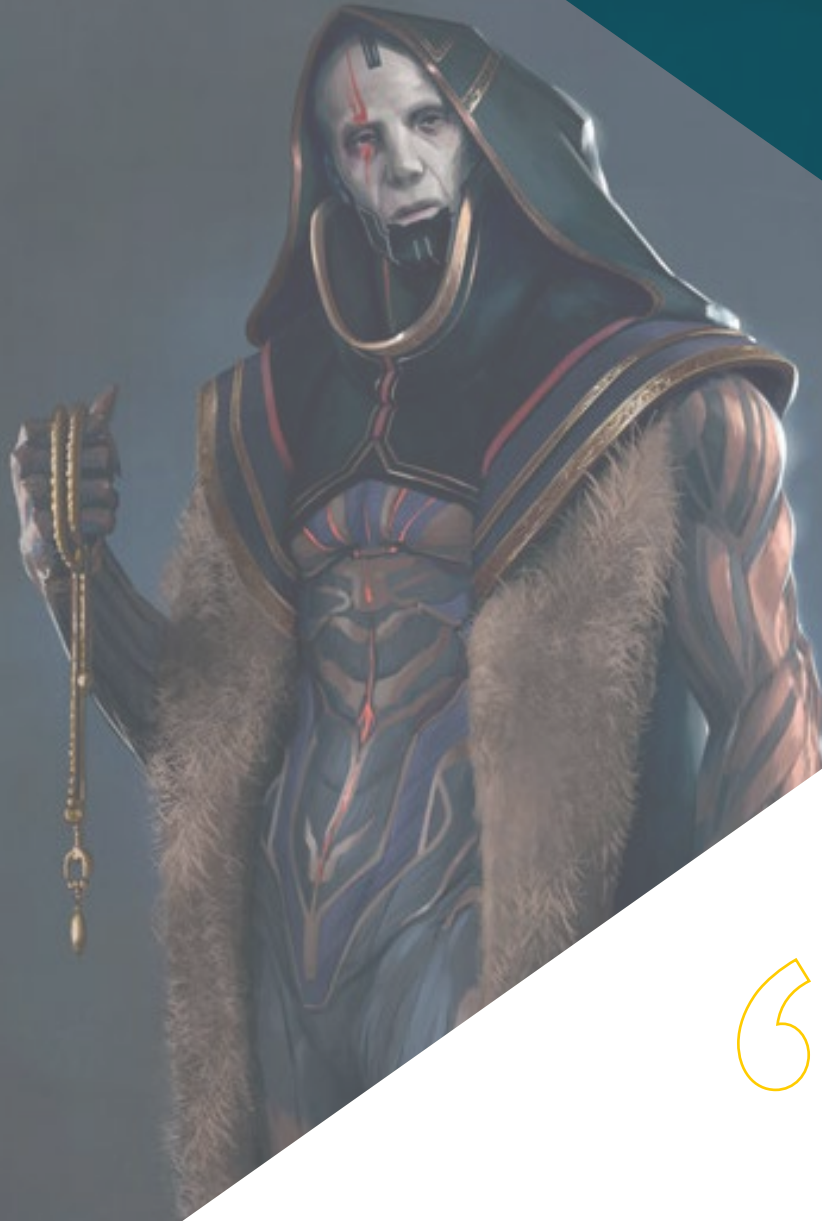
- ◆ Recognize the importance of a good *model sheet* in the work flow of the artist
- ◆ Study the expressions, poses and guide lines that are essential in the *model sheet*
- ◆ Gain in-depth knowledge of mouth movements and character staging through the *model sheet*
- ◆ Elaborate a good failure sheet, essential for the later animation

# 03

# CoursenManagement

The best way to master an art is by learning the techniques and keys from the best designers and artists. For this reason, this TECH Postgraduate Diploma brings together a teaching team that has achieved great success throughout their professional career, becoming renowned character designers. Thus, the student will obtain the most advanced knowledge from people who know exactly how to create characters so that they are successful, regardless of the medium or style that is being used.





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*The entire teaching staff is of great professional and human quality. They are 100% committed to helping you express your artistic potential to the maximum”*

## Management



### Mr. Quilez Jordán, Francisco Manuel

- Background designer and assistant on the Goya award winning short film "Pollo"
- Background designer, storyboarder, animator and assistant on projects such as "A Midsummer Night's Dream", "The Spirit of the Forest", "Wrinkles" and "Phineas and Ferb"
- Intercalator and designer at 12 Pingüinos with projects such as "Las Tres Mellizas" or "Juanito Jones"

## Professors

### Mr. Sirgo González, Manuel

- ♦ Manager and director of the production company 12 Pingüinos SL
- ♦ Manager and director of the production company Cazatalentos SL
- ♦ Academic Member of the Academy of Motion Picture Arts and Sciences of Spain
- ♦ Professor at the Complutense University of Madrid, in the Faculty of Fine Arts, of the course Experimental Drawing and 2D Animation



#### **Dr. Delgado Sánchez, Cruz**

- ◆ Production coordinator of several feature films and television series: Gulliver's Travels, The 4 Musicians of Bremen (Goya Award), Los Trotamúsicos (also screenwriter)
- ◆ PhD in Audiovisual Communication
- ◆ Professor of Production and Scriptwriting and coordinator of the Animation Specialty at ECAM (School of Cinematography and Audiovisuals of the Community of Madrid)
- ◆ Professor of the subject History of Animation Cinema at the University School of Design, Innovation and Technology (ESNE) and at U-tad.
- ◆ Lecturer on topics related to animated films at several universities (CEES European University, San Pablo-CEU)
- ◆ Academic Member of the Academy of Motion Picture Arts and Sciences
- ◆ Author of five books on animation and contributor to different written media.
- ◆ Collaborator on cinematographic topics in various programs of Cadena COPE

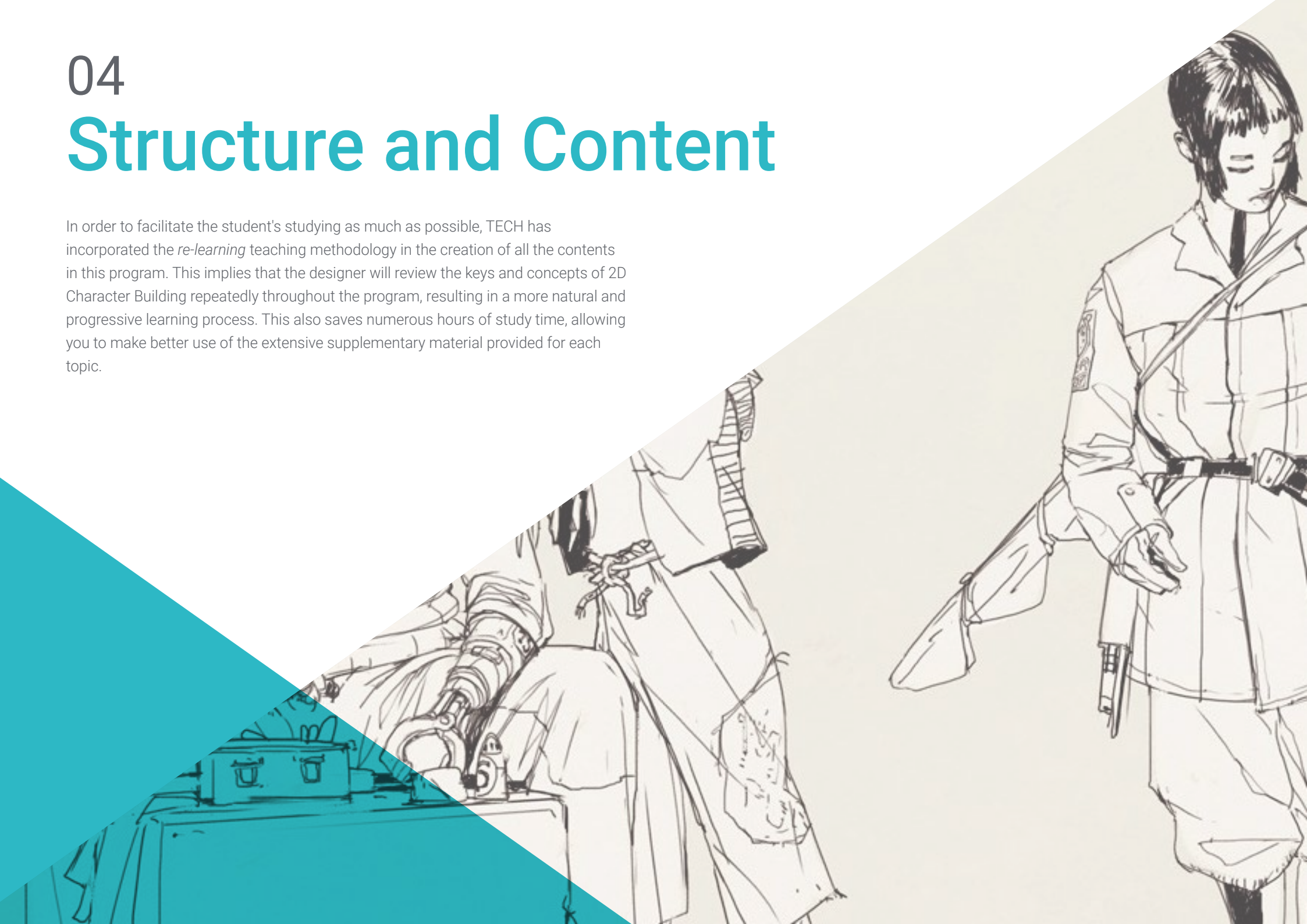
#### **Mr. Rodríguez Tendero, Rodrigo**

- ◆ Cartoon collaborations with the 12 Pingüinos Studio: Tirma, Chupachups, Parque Temático Warner, Kalise-Menorquina, Las tres mellizas, Pollo (short film winner of the Goya Award for best animated short film)
- ◆ Design and Illustration Projects in Merlin Games, Antivirus McAfee, Revista Club Megatrix, Amstel and Ikea, among many others

# 04

## Structure and Content

In order to facilitate the student's studying as much as possible, TECH has incorporated the *re-learning* teaching methodology in the creation of all the contents in this program. This implies that the designer will review the keys and concepts of 2D Character Building repeatedly throughout the program, resulting in a more natural and progressive learning process. This also saves numerous hours of study time, allowing you to make better use of the extensive supplementary material provided for each topic.







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*A whole syllabus that you will get the most out of, as it has been created in a meticulous way in order for you to explore the most useful secrets of 2D Character Building"*

## Module 1. Characters

- 1.1. Characters
  - 1.1.1. Analysis and Development of Characters
  - 1.1.2. Styles and Designs Based on Zones and Cultures
  - 1.1.3. Evolution of Characters and Current Styles
- 1.2. Styles of Each Product
  - 1.2.1. Characters for Cinema
  - 1.2.2. Characters for Series
  - 1.2.3. Characters for Videogames
- 1.3. Style Techniques
  - 1.3.1. 2D
  - 1.3.2. 3D
  - 1.3.3. *Cut-out*
- 1.4. Characters in Advertising
  - 1.4.1. Advertising Styles Through History
  - 1.4.2. Current 2D
  - 1.4.3. Current 3D
- 1.5. Analysis of Types of Characters
  - 1.5.1. *Cartoon*
  - 1.5.2. *Manga*
  - 1.5.3. *Realistic*
- 1.6. Typology
  - 1.6.1. Hero– Antihero
  - 1.6.2. Villano– Antithesis
  - 1.6.3. Strongman– Goofy
- 1.7. Image Type
  - 1.7.1. Professions
  - 1.7.2. Age
  - 1.7.3. Personalities
- 1.8. Animal Characters
  - 1.8.1. Zoomorphic Humans
  - 1.8.2. Anthropomorphic Animals
  - 1.8.3. Pets

- 1.9. Characteristics of Characters
  - 1.9.1. Literary
  - 1.9.2. Psychological Techniques/Tactics
  - 1.9.3. Physical
- 1.10. *Merchandising* of Characters
  - 1.10.1. History
  - 1.10.2. Style Guides
  - 1.10.3. Commercial Application

## Module 2. Character Building

- 2.1. Geometric Shapes
  - 2.1.1. Basic
  - 2.1.2. Combination of Shapes
  - 2.1.3. Axis
- 2.2. Lines of Action
  - 2.2.1. Curves, Horizontal and Diagonal
  - 2.2.2. Simple Shapes in the Line of Action
  - 2.2.3. Structure and Extremities
- 2.3. Complex Shapes
  - 2.3.1. Combined Geometries
  - 2.3.2. Pose
  - 2.3.3. Division of Heads
- 2.4. Anatomy
  - 2.4.1. Classic Human Canon
  - 2.4.2. Proportions
  - 2.4.3. Action Poses
- 2.5. Head
  - 2.5.1. Construction
  - 2.5.2. Axis
  - 2.5.3. Eyes and Parts of the Face
- 2.6. Hair
  - 2.6.1. Female
  - 2.6.2. Male
  - 2.6.3. Hairstyles

- 2.7. Creation of *Cartoon* Characters
  - 2.7.1. Exaggerated Proportions
  - 2.7.2. Heads and Expressions
  - 2.7.3. Silhouette and Poses
- 2.8. *Cartoon* Animals
  - 2.8.1. Pets
  - 2.8.2. Quadrupeds and Birds
  - 2.8.3. Other Types
- 2.9. Extremities
  - 2.9.1. Construction
  - 2.9.2. Joints
  - 2.9.3. Poses
- 2.10. Hands
  - 2.10.1. General Construction
  - 2.10.2. Human
  - 2.10.3. *Cartoon*

### Module 3. *Model Sheet*

- 3.1. Construction
  - 3.1.1. Three Quarters
  - 3.1.2. Division of Heads
  - 3.1.3. *Clean Up*
- 3.2. *Turn Around*
  - 3.2.1. The Five Poses
  - 3.2.2. Guidelines
  - 3.2.3. Symmetries and Asymmetries
- 3.3. Poses
  - 3.3.1. Action Poses
  - 3.3.2. Interrelation with *Props*
  - 3.3.3. Position of the Camera in the Pose

- 3.4. Expressions
  - 3.4.1. Neutral
  - 3.4.2. Happy
  - 3.4.3. Sad and Angry
- 3.5. Hands
  - 3.5.1. Construction
  - 3.5.2. Positions and Turns
  - 3.5.3. Interrelation with *Props*
- 3.6. Comparisons
  - 3.6.1. Division of Heads and Guidelines
  - 3.6.2. Adjustment of the Other Characters to the Main Character
  - 3.6.3. Interrelation
- 3.7. Mouth Movements
  - 3.7.1. Universal Standard and Add-ons
  - 3.7.2. Corresponding to Phonetic Sayings and Reading
  - 3.7.3. Neutral, Happy, Angry and Sad
- 3.8. *Blinks*
  - 3.8.1. Neutral Forms and Other Expressions
  - 3.8.2. Closed Position
  - 3.8.3. Interleaved
- 3.9. Staging
  - 3.9.1. Background Position
  - 3.9.2. Camera Positions
  - 3.9.3. Relations
- 3.10. Error Sheets
  - 3.10.1. Do's
  - 3.10.2. Don'ts
  - 3.10.3. Animator Support

# 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.



“

*Discover Re-learning, 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"*

## At TECH we use the Case Method

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

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*At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world”*



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*



### A learning method that is different and innovative.

This intensive Design program at TECH Global University will prepare you to face all the challenges in this area, both nationally and internationally. We are committed to promoting your personal and professional growth, the best way to strive for success, that is why at TECH you will use Harvard *case studies*, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

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

The case method is the most widely used learning system by 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

Our university is the first in the world to combine the Harvard University *case studies method* with a 100% online learning system based on repetition, combining 8 different didactic elements in each lesson.

We enhance Harvard *case studies* with the best 100% online teaching method: Re-learning.

*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 Re-learning.

Our university is the only university 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.

*Re-learning 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 we live in.



### 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

They will complete a selection of the best case studies in the field used at Harvard. Cases that are presented, analyzed, and supervised by the best senior management 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 multimedia content presentation training Exclusive system 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 your goals.



06

# Certificate

The Postgraduate Diploma in 2D Character Building guarantees, in addition to the most rigorous and up-to-date training, access to a Postgraduate Diploma issued by TECH Global University.



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*Successfully complete this training program  
and receive your university certificate without  
travel or laborious paperwork”*

This program will allow you to obtain your **Postgraduate Diploma in 2D Character Building** 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.

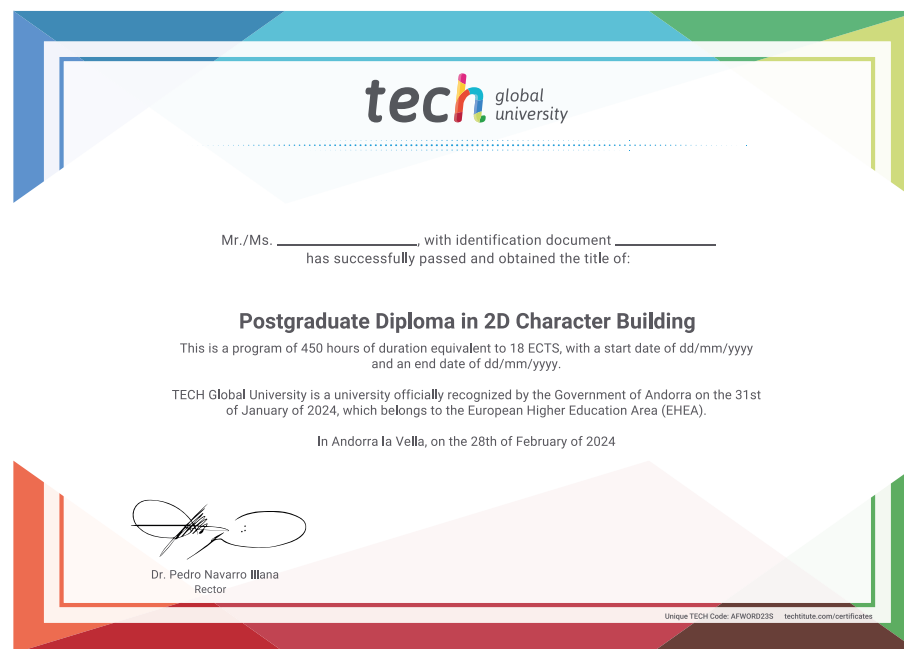
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in 2D Character Building**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
classroom



**Postgraduate Diploma**  
2D Character  
Building

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Diploma 2D Character Building

