Postgraduate Diploma
Creative Design

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Postgraduate Diploma
Creative Design

Course Modality: **Online**
Duration: **6 months.**
Certificate: **TECH Technological University**
Official Nº of hours: **600 h.**
Website: www.techtitute.com/in/design/postgraduate-diploma/postgraduate-diploma-creative-design

Index

01

Introduction

Creative Design is one of the most interesting and attractive parts of design. In this program, created specifically for professionals in this field, we will lead them to achieve the necessary skills to work in this sector with confidence and solvency. To this end, the opportunity is offered to acquire the skills of a specialized professional through a program that will ensure job growth without problems of conciliation. A unique opportunity for development and promotion.

A high-intensity educational qualification that will enable you to develop in Creative Design with the solvency of the best professionals in the sector"

This Postgraduate Diploma in Creative Design has been structured to offer an interesting, interactive and, above all, very effective process of specialization in everything related to this sector. To achieve this, a clear and continuous growth path is offered, which is also 100% compatible with other occupations.

Through an exclusive methodology, this Postgraduate Diploma will lead you to know all the ways of working in Creative Design that the professional needs to stay at the forefront and 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 plan, develop and finalize a complete Creative Design. An educational path that will scale the student's skills to help them achieve the challenges of a top professional.

The Postgraduate Diploma in Creative Design 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 now make available to you in this program.

This **Postgraduate Diploma in Creative Design** contains the most complete and up-to-date program on the market. The most important features of the program 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

This program will allow you to enhance your skills and update your knowledge in Creative Design"

All the necessary knowledge for the graphic design professional in this field, compiled in a highly efficient Postgraduate Diploma, which will optimize your effort with the best results"

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 Diploma.

A training program created to allow you to implement your acquired knowledge into your daily practice in an almost immediate way.

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.

02

Objectives

The objective of this Postgraduate Diploma in Creative Design is to offer professionals a complete way to acquire knowledge and skills for professional practice in this sector, with the confidence of learning from the best and a form of study based on practice that will allow to complete the program with the necessary knowledge to perform the work with total confidence and competence.

Our goal is simple: to help you get the most complete update in a Postgraduate Diploma fully compatible with your work and personal obligations"

General Objective

- Learn all aspects of the creation of a Creative Design in any of the types of media in which they can be developed

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"

Specific Objectives

Module 1. Drawing for Design

- Know the basics of artistic and technical drawing and its relationship with visualization in the context of digital design
- Learn autonomously new knowledge, techniques, tools and languages in the development of design processes
- Acquire skills and dexterity in different techniques for the creation of works of art and visual and cultural products
- Systematize processes of observation, description, analysis and visualization to apply them in the sketching process
- Lose the fear of drawing through the knowledge of techniques and materials
- Analyze and evaluate one's own work in order to detect strengths, difficulties, threats and opportunities and to adapt accordingly

Module 2. Introduction to Color

- Understand the importance of color in the visual environment
- Acquire the ability to observe, organize, discriminate, and manage color
- Apply the psychological and semiotic foundations of color in design
- Capture, manipulate and prepare color for use in physical and virtual media
- Acquire the ability to formulate independent judgments, by means of arguments
- Know how to document, analyze and interpret documentary and literary sources with their own criteria

Module 3. Fundamentals of Creativity

- Understand the creative, analytical and study process for the realization of any work
- Know how to synthesize one's own interests, through observation and critical thinking, translating them into artistic creations
- Learn to plan, develop and present artistic productions appropriately, using effective production strategies and with their own creative contributions
- Losing the fear of artistic blockage and using techniques to combat it
- Know and make use of different materials and formats
- Look into yourself, into your own emotional space and into what is around you, in such a way that an analysis of these elements is carried out to use them in favor of your own creativity

Module 4. Image Projects

- Explore your own feelings through images and different creative techniques
- Be able to know yourself, to understand yourself, deactivating visual and emotional exploration to achieve, progressively, self-acceptance, self-confidence and the development of free expression
- Propose a change in the cultural appreciation of the subject, understanding the impact of the context in the creation of one's own identity and that of others
- Acquire the ability to use information and communication technologies (ICT) in different contexts from a critical, creative and innovative perspective
- Develop critical capacity and aesthetic sensibility in the taking, creation and use of image
- Develop psychic emotional balance, stimulating the creative spirit, and motivating individual freedom without repelling any type of theme or technique in order to grant greater creative freedom

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 the excellence that only the best qualification allows.

This Postgraduate Diploma contains the most complete and up-to-date program on the market"

Module 1. Drawing for Design

1.1. Introduction to Drawing
- 1.1.1. Definition of the Concept
- 1.1.2. Technical Possibilities
- 1.1.3. The Importance of Analogue Drawing
- 1.1.4. Drawing throughout History

1.2. Materials I: Dry Techniques
- 1.2.1. Adequate Paper
- 1.2.2. Charcoal
- 1.2.3. Sanguine and Conté
- 1.2.4. Graphite
- 1.2.5. Colored Pencils
- 1.2.6. Markers and Pens
- 1.2.7. Pastels

1.3. Materials II: Wet Techniques
- 1.3.1 Adequate Paper
- 1.3.2 Tempera
- 1.3.3 Chinese Ink
- 1.3.4 Watercolor

1.4. Natural Analysis
- 1.4.1. Freehand Drawing
- 1.4.2. The Line and the Dot
- 1.4.3. The Spot
- 1.4.4. Case Study: Loosening the Hand
- 1.4.5. Fit: Proportion and Scale

1.5. Manual Drawing Techniques
- 1.5.1. *Cross Hatching*
- 1.5.2. Shading Techniques
- 1.5.3. Relationship with Geometric Shapes
- 1.5.4. Using Fantasy

1.6. Technical Drawing
- 1.6.1. Standardization
- 1.6.2. Dihedral System
- 1.6.3. Isometric Perspective
- 1.6.4. Perspective of a Gentleman
- 1.6.5. Conical Perspective

1.7. Light as a Volume Modulator
- 1.7.1. Light Direction and Shadow Projection
- 1.7.2. Chiaroscuro
- 1.7.3. Grayscale Intensity of the Stroke
- 1.7.4. Application Exercises

1.8. Drawing in Digital Media
- 1.8.1. From Analogue to Digital
- 1.8.2. The Graphics Tablet
- 1.8.3. iPad: Procreate
- 1.8.4. 3D Drawing SketchUp

1.9. Types of Drawing According to Their Theme
- 1.9.1. The Major Themes: Still Life, Portrait, Nude, Landscape and Genre Scenes
- 1.9.2. Artificial Shapes
- 1.9.3. Natural Shapes
- 1.9.4. The Human Being

1.10. From the Idea to Paper
- 1.10.1. Case Study I: What Can I See?
- 1.10.2. Case Study II: How Do I Feel?
- 1.10.3. Case Study III: Technical Drawing in Sketchup
- 1.10.4. Case Study IV: Thematic Choice

Module 2. Introduction to Color

2.1. Color, Principles and Properties
- 2.1.1 Introduction to Color
- 2.1.2 Light and Color: Chromatic Synaesthesia
- 2.1.3 Color Attributes
- 2.1.4 Pigments and Dyes

2.2. Colors in the Chromatic Circle
- 2.2.1 Chromatic Circle
- 2.2.2 Cool and Warm Colors
- 2.2.3 Primary Colors and Derivatives
- 2.2.4 Chromatic Relations: Harmony and Contrast

2.3. Color Psychology
- 2.3.1 Construction of the Meaning of a Color
- 2.3.2 The Emotional Load
- 2.3.3 Denotative and Connotative Value
- 2.3.4 Emotional Marketing The Color Load

2.4. Color Theory
- 2.4.1 A Scientific Theory Isaac Newton
- 2.4.2 Goethe's Color Theory
- 2.4.3 Joining in Goethe's Color Theory
- 2.4.4 Color Psychology According to Eva Heller

2.5. Insisting on Color Classification
- 2.5.1 The Double Cone of Guillermo Ostwald
- 2.5.2 Albert Munsell's Solid
- 2.5.3 The Alfredo Hickethier Cube
- 2.5.4 The CIE Triangle (Commission Internationale de l'Eclairage)

2.6. The Individual Study of Colors
- 2.6.1 White and Black
- 2.6.2 Neutral Colors The Grayscale
- 2.6.3 Monochrome, Duochrome, Polychrome
- 2.6.4 Symbolic and Psychological Aspects of Colors

2.7. Color Models
- 2.7.1 Subtractive Model CMYK Mode
- 2.7.2 Additive Model RGB Mode
- 2.7.3 HSB Model
- 2.7.4 Pantone System The Pantone Color System

2.8. From Bauhaus to Murakami
- 2.8.1 The Bauhaus and Its Artists
- 2.8.2 Gestalt Theory in the Service of Color
- 2.8.3 Josef Albers The Color Interaction
- 2.8.4 Murakami, the Connotations of the Absence of Color

2.9. Color in the Design Project
- 2.9.1 Pop Art. Color of Cultures
- 2.9.2 Creativity and Color
- 2.9.3 Contemporary Artists
- 2.9.4 Analysis from Different Viewpoints and Perspectives

2.10. Color Management in the Digital Environment
- 2.10.1 Color Spaces
- 2.10.2 Color Profiles
- 2.10.3 Monitor Calibration
- 2.10.4 What We Should Consider

Module 3. Fundamentals of Creativity

3.1. Creative Introduction
- 3.1.1 Style in Art
- 3.1.2 Educate Your Eyes
- 3.1.3 Can Anyone Be Creative?
- 3.1.4 Pictorial Languages
- 3.1.5 What Do I Need? Materials

3.2. Perception as the First Creative Act
- 3.2.1 What Do You See? What Do You Hear? How Do You Feel?
- 3.2.2 Perceive, Observe, Attentively Examine
- 3.2.3 Portrait and Self-Portrait: Cristina Núñez
- 3.2.4 Case Study: Photodialogue Diving into Oneself

3.3. Facing the Blank Paper
- 3.3.1 Drawing without Fear
- 3.3.2 The Notebook as a Tool
- 3.3.3 The Book of an Artist: What Is It?
- 3.3.4 Referrals

3.4. Creating Our Artist's Book
- 3.4.1 Analysis and Gaming: Pencils and Markers
- 3.4.2 Tricks to Loosen the Hand
- 3.4.3 First lines
- 3.4.4 The Nib

3.5. Creating Our Artist's Book II
- 3.5.1 The Spot
- 3.5.2 Waxes. Experimentation
- 3.5.3 Natural Pigments

3.6. Creating Our Artist's Book III
- 3.6.1 Collage and Photomontage
- 3.6.2 Traditional Tools
- 3.6.3 Online Tools: Pinterest
- 3.6.4 Experimentation with Image Composition

3.7. Doing without Thinking
- 3.7.1 What Do We Achieve by Doing Without Thinking?
- 3.7.2 Improvise: Henri Michaux
- 3.7.3 *Action Painting*

3.8. Critics as Artists
- 3.8.1 Constructive Criticism
- 3.8.2 Manifesto on Creative Criticism

3.9. The Creative Block
- 3.9.1 What Is a Blockage?
- 3.9.2 Extend your Limits
- 3.9.3 Case Study: Get Your Hands Dirty

3.10. Studying Our Artist's Book
- 3.10.1 Emotions and Their Management in the Creative Sphere
- 3.10.2 Your Own World in a Notebook
- 3.10.3 What Did I Feel? Self-Analysis
- 3.10.4 Case Study: Criticizing myself

Module 4. Image Projects

4.1. Art Therapy
- 4.1.1 What Is Art Therapy?
- 4.1.2 Origin of Art Therapy
- 4.1.3 How It Works and Benefits
- 4.1.4 Visual References

4.2. Self-Knowledge
- 4.2.1 Activity I: Who Have I Been?
- 4.2.2 Activity II: Who Am I?
- 4.2.3 Activity III: Me with Myself
- 4.2.4 Reflections

4.3. Identity Transitions
- 4.3.1 Activity: My Identity Transitions
- 4.3.2 Referents
- 4.3.3 Development of the Activity
- 4.3.4 Analysis of Results

4.4. The Body, the Place Where Meaning Is Inscribed and Reconstructed
- 4.4.1 Introduction: Body Ideal?
- 4.4.2 Social Stereotypes, Men and Women
- 4.4.3 Reflective Approach: The Body as a Ground of Meaning
- 4.4.4 Activity: Representation of the Social and Personal Body Ideal
- 4.4.5 Conclusions

4.5. The Abstract Image
- 4.5.1 The Representational Image
- 4.5.2 The Abstract Image
- 4.5.3 The Symbolic Image
- 4.5.4 Activity: Abstraction Route

4.6. Identifiable Images I: Textures
- 4.6.1 Haptic Art: from the Visual to the Tactile
- 4.6.2 The Importance of Textures
- 4.6.3 Tactile Textures
- 4.6.4 Optic Textures
- 4.6.5 Fictitious Textures
- 4.6.6 Organic and Geometric Textures

4.7. Identifiable Images II: Texture Projects
- 4.7.1 Activity: Children's Story with Textures
- 4.7.2 Theme, Colors and Materials
- 4.7.3 Organization
- 4.7.4 Visual References

4.8. The Color Experience
- 4.8.1 Use of Color Mandalas
- 4.8.2 Referent Artists
- 4.8.3 Activity: Experimental Installation with Color
- 4.8.4 Analysis and Conclusions

4.9. Experimenting with Digital Image
- 4.9.1 Introduction to the Activity
- 4.9.2 Search for Reference Images
- 4.9.3 Sketching Process
- 4.9.4 Inking and Coloring in Photoshop
- 4.9.5 Final Touches and Presentation

4.10. Beyond the Image: Metadata
- 4.10.1 Digital Design and Metadata
- 4.10.2 Incorporating Metadata
- 4.10.3 Meta-Informative Structures
- 4.10.4 References

A unique, key, and decisive program 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 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

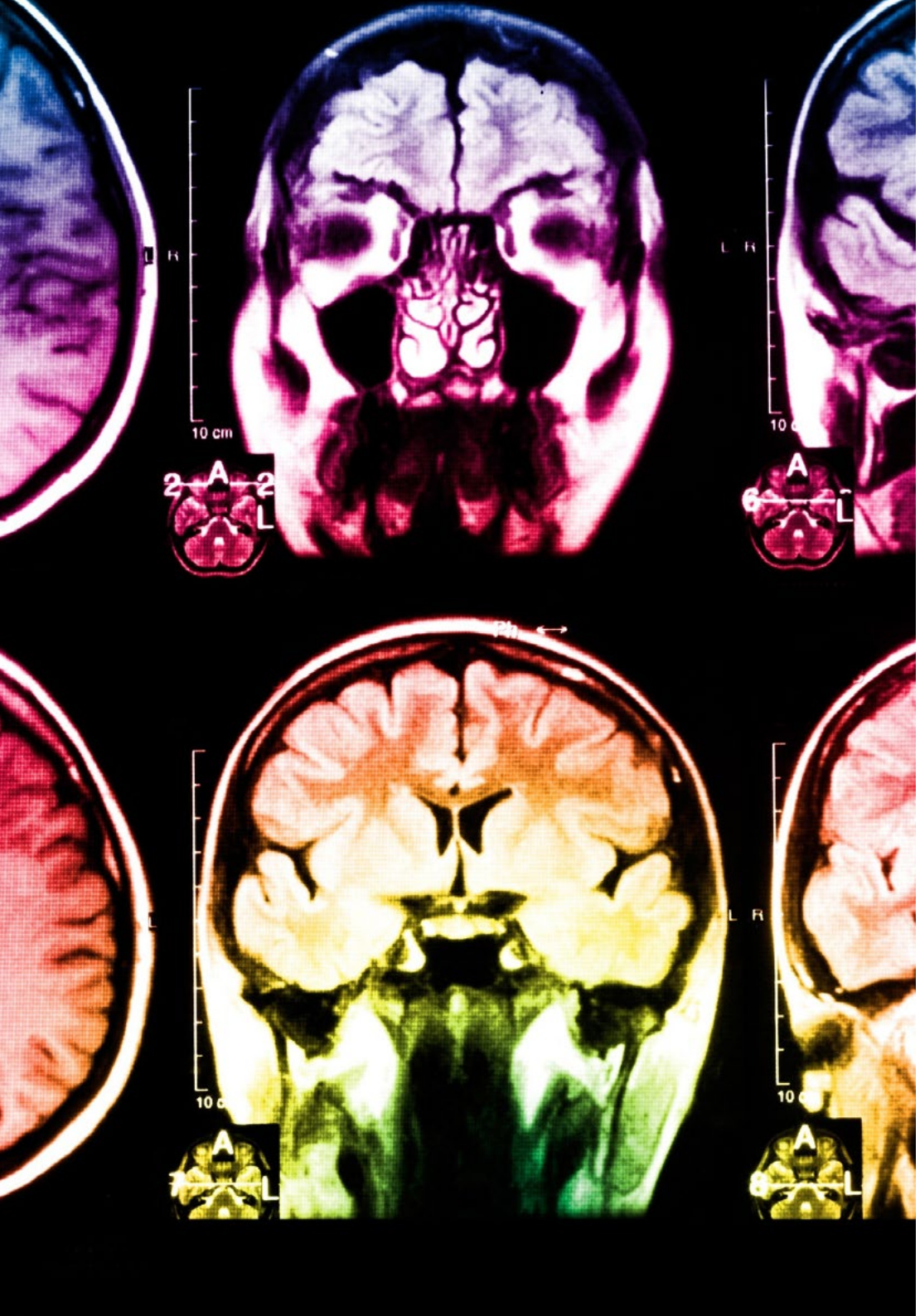
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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.

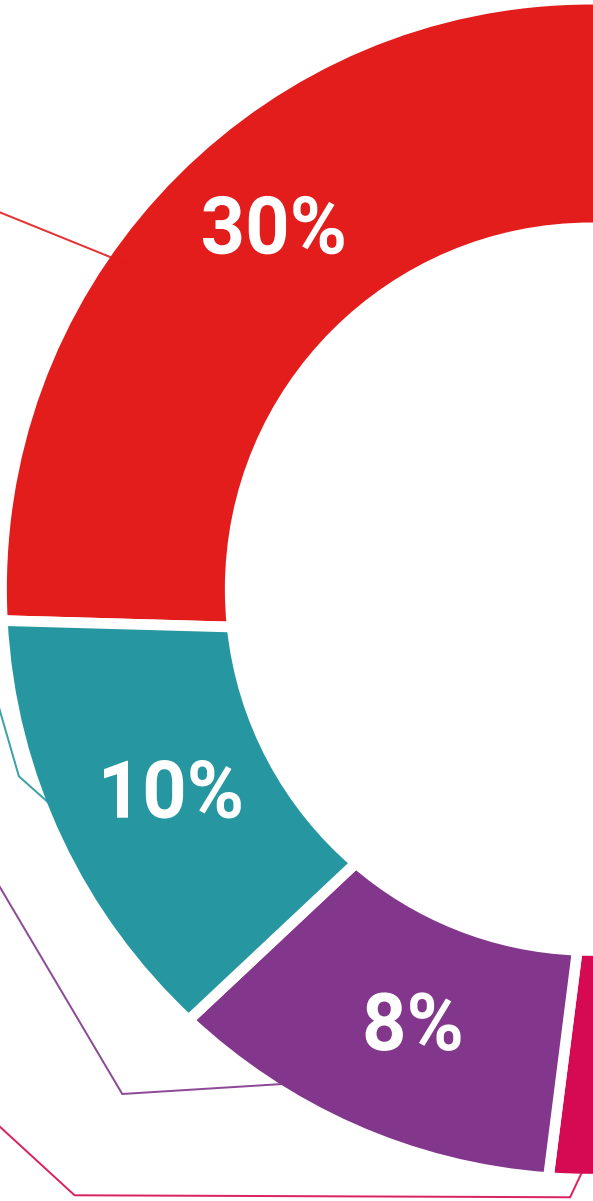
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

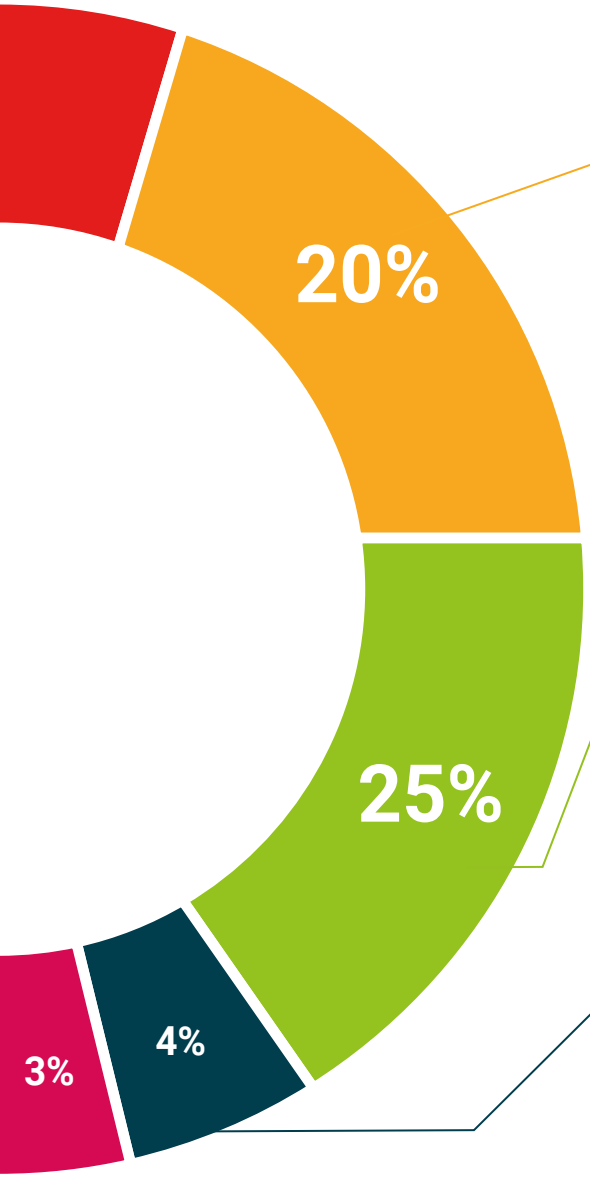
Practising Skills and Abilities

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 Diploma in Creative Design guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.

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

This **Postgraduate Diploma in Creative Design** 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 Diploma**, issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Diploma in Creative Design**

Official Nº of Hours: **600 h.**


tech technological university

Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Creative Design

This is a qualification awarded by this University, equivalent to 600 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro

Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country. Unique TECH Code: AFWORD23S techtitute.com/certificates

*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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