

Postgraduate Diploma  
Professional Illustration of  
Digital Narrative Projects





## Postgraduate Diploma Professional Illustration of Digital Narrative Projects

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 24 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/design/postgraduate-diploma/postgraduate-diploma-professional-illustration-digital-narrative-project](http://www.techtute.com/us/design/postgraduate-diploma/postgraduate-diploma-professional-illustration-digital-narrative-project)

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Certificate

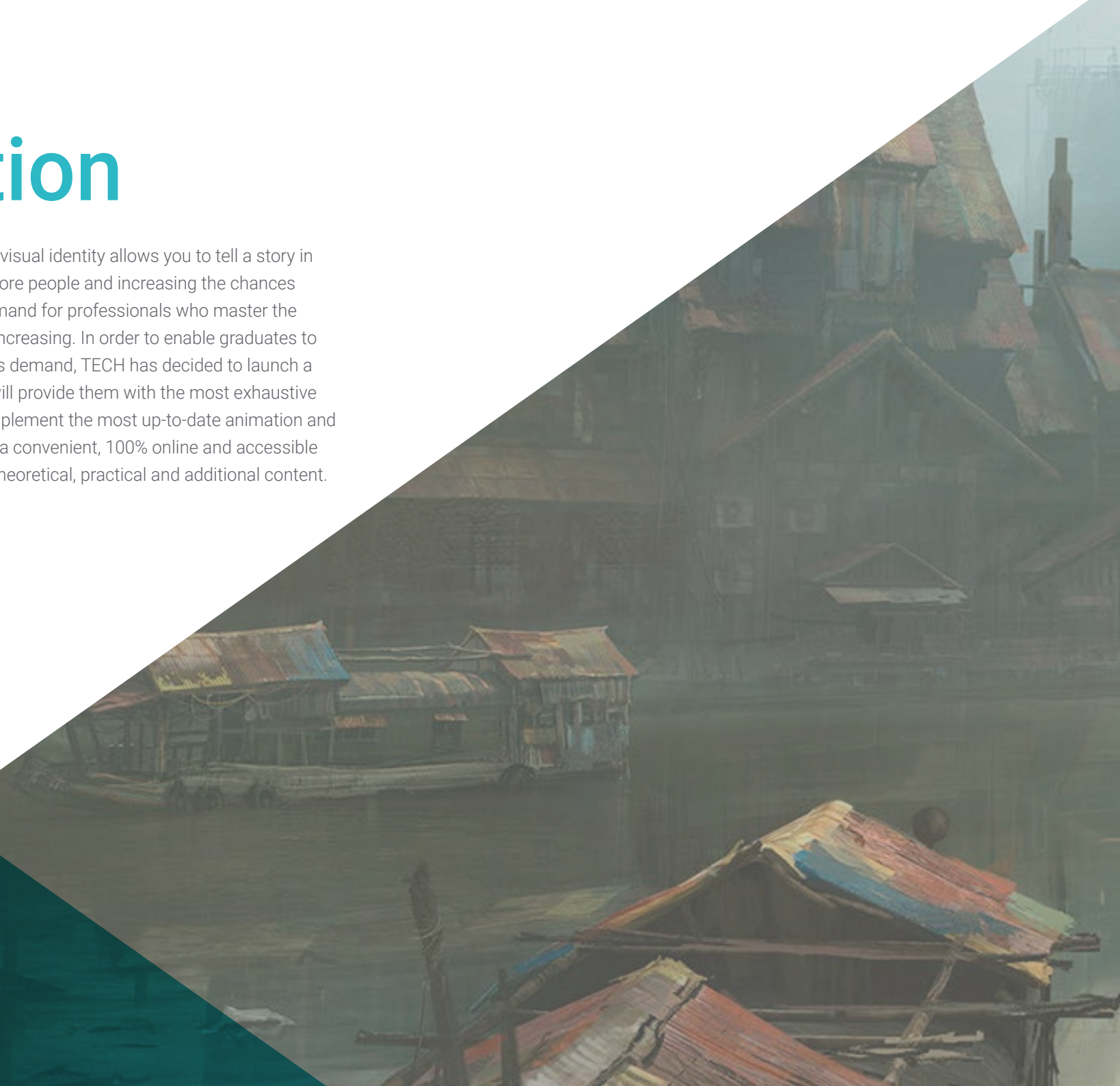
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# 01

# Introduction

The ability to adapt a message to a specific visual identity allows you to tell a story in a different way, attracting the attention of more people and increasing the chances of persuading them. For this reason, the demand for professionals who master the main techniques and tools of illustration is increasing. In order to enable graduates to adapt their profile to the requirements of this demand, TECH has decided to launch a multidisciplinary and dynamic degree that will provide them with the most exhaustive and austere knowledge, allowing them to implement the most up-to-date animation and design strategies in their practice. All this in a convenient, 100% online and accessible format that includes 600 hours of the best theoretical, practical and additional content.





“

*The perfect program to complete your professional profile as an illustrator and give your resume a differential plus that will make you stand out in any recruitment project"*

The communication possibilities that have arisen from the development of digital storytelling have allowed for more effective and specialized creative strategies, with a persuasive potential margin capable of reaching a wider target audience in a more effective way. In addition, over the years, new tools have been implemented that are increasingly more specific and complete, which has not only facilitated the work of professionals in this sector, but has allowed them to develop more technical projects adapted to the demands of the current market.

Based on this, TECH has compiled in this Postgraduate Diploma in Professional Illustration of Digital Narrative Projects the most complete and austere information in this field, so that graduates can specialize in this area in a 100% online way. This is a multidisciplinary and dynamic program that delves into the keys of illustration applied to digital art and the creation of comics as a mode of expression, focusing also on the mysteries of animation and its future paradigms. Finally, it will introduce the student to Concept Art and allow him/her to develop an exhaustive knowledge of the main tools and creative strategies to turn ideas into images.

For this, it will have 600 hours of theoretical and practical material, to which additional high quality content has been added: detailed videos, images, dynamic summaries, self-knowledge exercises, research articles and complementary readings. This way, you will be able to deepen in a personalized way in different aspects of the syllabus, attending at an adapted training to the different levels of demand of the graduates.

This **Postgraduate Diploma in Professional Illustration of Digital Narrative Projects** 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



*Thanks to its convenient 100% online format, you can work on perfecting your creative skills in the management of digital storytelling projects from wherever you want and without any adjusted time"*

“

*The perfect program to delve into the secrets of Concept Art and develop a specialized knowledge of professional sculptural techniques in the digital realm”*

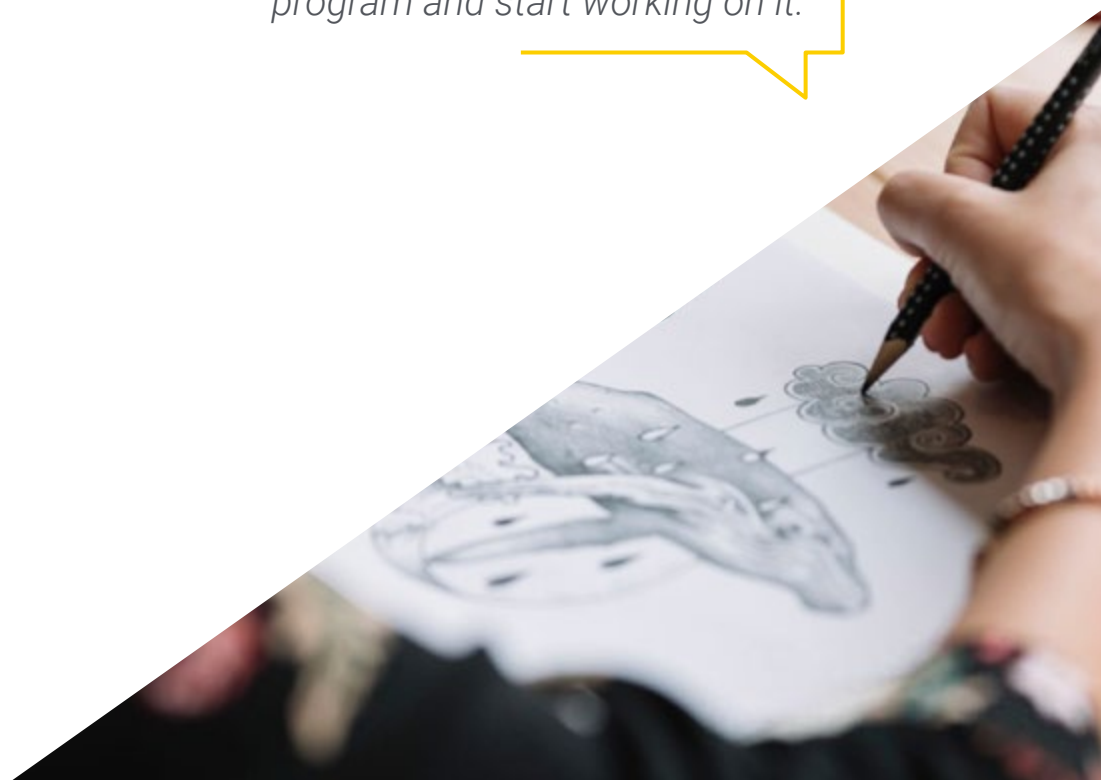
The program includes, in its teaching staff, professionals from the sector who bring to this training the experience of their work, in addition to recognized specialists from prestigious reference societies and universities.

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.

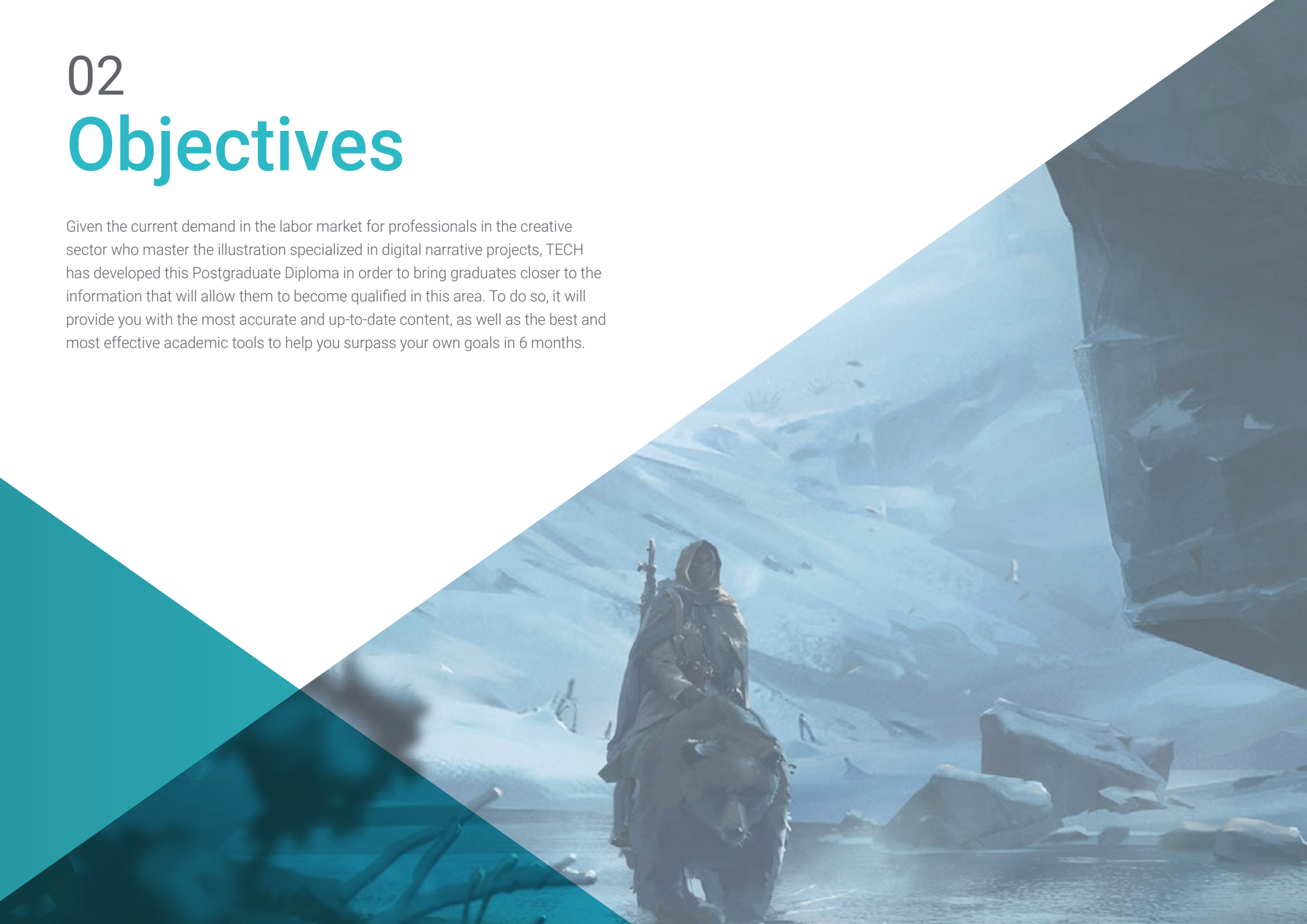
*You will work with the most sophisticated tools of the creative professional environment specialized in the area of animation.*

*Would you like to acquire the skills of an expert in illustration and semiotics for digital channels? Choose this program and start working on it.*



# 02 Objectives

Given the current demand in the labor market for professionals in the creative sector who master the illustration specialized in digital narrative projects, TECH has developed this Postgraduate Diploma in order to bring graduates closer to the information that will allow them to become qualified in this area. To do so, it will provide you with the most accurate and up-to-date content, as well as the best and most effective academic tools to help you surpass your own goals in 6 months.





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*Thanks to this Postgraduate Diploma you will master the most effective Concept Art strategies, implementing to your professional profile the ability to visually capture technical and complex creative ideas"*



## General Objectives

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- ◆ Develop a specialized knowledge of current trends in digital design
- ◆ Know in detail the most practical and effective tools to develop digital narrative projects
- ◆ Adapt the professional profile of the graduate to the current labor market demand

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*Do you want to perfect your skills in professional illustration focused on comics? Enroll in this program and become a super illustrator with TECH”*





## Specific Objectives

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### Module 1. Digital Storytelling Applied to Illustration

- ◆ Knowledge of digital narratives for their application in the field of illustration
- ◆ Identify cyberculture as a fundamental part of digital art
- ◆ Manage the narrative of semiotics as a method of expression in one's own drawing
- ◆ Get to know the key trends in the field of illustration and establish a comparison of different artists
- ◆ To master the visual technique of graphic narratives and to value Storytelling applied to the development of a character

### Module 2. Professional Illustration Focused on Comics

- ◆ Interpret comics as a means of expression for many illustrators
- ◆ Gain knowledge about the different aesthetics in the visual development of a comic book
- ◆ Study the visual and narrative motifs in the superhero comic book genre and in the fantasy/adventure genre
- ◆ Analyze comics in Asia, with a formal study of manga as a leisure publishing product in Japan
- ◆ Understand the visual motifs of manga and anime and their construction

### Module 3. Illustration and Animation

- ◆ Apply animation resources by means of digital illustration
- ◆ Get to know the most sophisticated tools to work professionally with greater efficiency in the animation specialty
- ◆ Study the successful visual references that have set paradigms in the various animation studios
- ◆ Illustrate under a series of principles an advertising campaign that will later be animated
- ◆ Differentiate technical considerations when working in 2D animation or 3D animation

### Module 4. Concept Art

- ◆ Introduce Concept Art as an artistic model in the creative landscape of the professional designer and illustrator
- ◆ Apply professional sculptural techniques in the digital field
- ◆ Knowledge of 3D texturing and coloring in the different elements to be modeled
- ◆ Evaluate the digital tools available to model a character or caricature and incorporate the visual requirements studied previously
- ◆ Simulate a real 3D project, introducing concepts of cinematographic language and art direction requirements

# 03

## Structure and Content

Competition, now a days, in terms of academic offer that currently exists in the market for degrees that allow professionals to specialize in the area of digital storytelling, is very wide. However, no program comes close to what TECH offers. This is because this university includes in all of its training, not only the best theoretical syllabus, but also proposes practical cases thanks to which graduates can perfect their skills. It also selects a variety of high-quality additional material that allows them to delve in a personalized way into the most important concepts for their professional performance.



“

*Thanks to the pedagogical methodology used by TECH in its degrees, you will attend a natural and progressive learning process, without having to invest extra hours in memorizing”*

## Module 1. Digital Storytelling Applied to Illustration

- 1.1. How to Translate Digital Storytelling to Illustration?
  - 1.1.1. Digital Storytelling
  - 1.1.2. The Art of Storytelling
  - 1.1.3. Available Resources
- 1.2. Cyberculture and Digital Art
  - 1.2.1. The Cyberculture of the New Century
  - 1.2.2. Culture Applied to Technology
  - 1.2.3. Successful Illustrators in the Digital Environment
- 1.3. Narrative Illustration
  - 1.3.1. Telling a Story
  - 1.3.2. Script and Refinement
  - 1.3.3. Continuity
  - 1.3.4. Other Narrative Elements
- 1.4. Illustration and Semiotics
  - 1.4.1. Semiology in the field of illustration
  - 1.4.2. Symbology as a resource
  - 1.4.3. The Syntax of the Image
- 1.5. Graphics that Speak for Themselves
  - 1.5.1. Delete Text
  - 1.5.2. Graphic Expression
  - 1.5.3. Drawing with a Speech in Mind
  - 1.5.4. Children's Drawing as a Paradigm
- 1.6. Digital Storytelling as a Didactic Resource
  - 1.6.1. Narrative Development
  - 1.6.2. The Hypertext Environment
  - 1.6.3. The Multimedia Environment
- 1.7. The Power of Storytelling
  - 1.7.1. Leveraging Storytelling
  - 1.7.2. Discourse Management
  - 1.7.3. Complementary Actions
  - 1.7.4. Application of Nuances

- 1.8. Key Trends in Illustration
  - 1.8.1. Successful Artists
  - 1.8.2. Visual Styles that Have Made History
  - 1.8.3. Copying or Defining your Own Style?
  - 1.8.4. Potential Customer Demand
- 1.9. Storytelling Techniques for Visual Enhancement
  - 1.9.1. The Visual Storytelling
  - 1.9.2. Harmony and Contrast
  - 1.9.3. Connectivity with the Story
  - 1.9.4. Visual Allegories
- 1.10. Narrative Visual Identity of a Character
  - 1.10.1. The Identification of a Character
  - 1.10.2. Behavior and Gestures
  - 1.10.3. Autobiography
  - 1.10.4. Graphic Discourse and Projection Support

## Module 2. Professional Illustration Focused on Comics

- 2.1. Comic as a Means of Expression
  - 2.1.1. The Comic as a Support for Graphic Communication
  - 2.1.2. The Design of Visual Comics
  - 2.1.3. Color Reproduction in Comics
- 2.2. Comic Techniques and Evolution
  - 2.2.1. The Beginnings of Comics
  - 2.2.2. Graphic Evolution
  - 2.2.3. The Narrative Motifs
  - 2.2.4. The Representation of Elements
- 2.3. Formal Thinking
  - 2.3.1. The Structure of a Comic
  - 2.3.2. Storytelling
  - 2.3.3. Character Design
  - 2.3.4. Scenario Design
  - 2.3.5. Discourse of the Scenes

- 2.4. The Superhero Genre
  - 2.4.1. The Superhero Comic
  - 2.4.2. The Marvel Comics Case
  - 2.4.3. The DC Comics Case
  - 2.4.4. Visual Design
- 2.5. The Fantasy and Adventure Genre
  - 2.5.1. The Fantasy Genre
  - 2.5.2. Fantastic Character Design
  - 2.5.3. Resources and Visual References
- 2.6. Comics in Asia
  - 2.6.1. Visual Principles of Illustration in Asia
  - 2.6.2. Calligraphy Design in the East
  - 2.6.3. The Visual Storytelling of Comics
  - 2.6.4. Eastern Graphic Design
- 2.7. Manga Technical Development
  - 2.7.1. Manga Design
  - 2.7.2. Formal Aspects and Structure
  - 2.7.3. Storytelling and Storyboarding
- 2.8. Relationship between Manga and Anime
  - 2.8.1. Animation in Japan
  - 2.8.2. Anime Characteristics
  - 2.8.3. The Anime Design Process
  - 2.8.4. Visual Techniques in Anime
- 2.9. Comics in Digital Media
  - 2.9.1. The Comic Through the Screen
  - 2.9.2. Animation of a Comic
  - 2.9.3. Color Balance and Visual Codes
  - 2.9.4. Graphic Structure and Formats
- 2.10. Project: Design of a Personalized Comic
  - 2.10.1. Definition of objectives
  - 2.10.2. The Story to be Developed
  - 2.10.3. Characters and Performers
  - 2.10.4. Scenario Design
  - 2.10.5. Formats

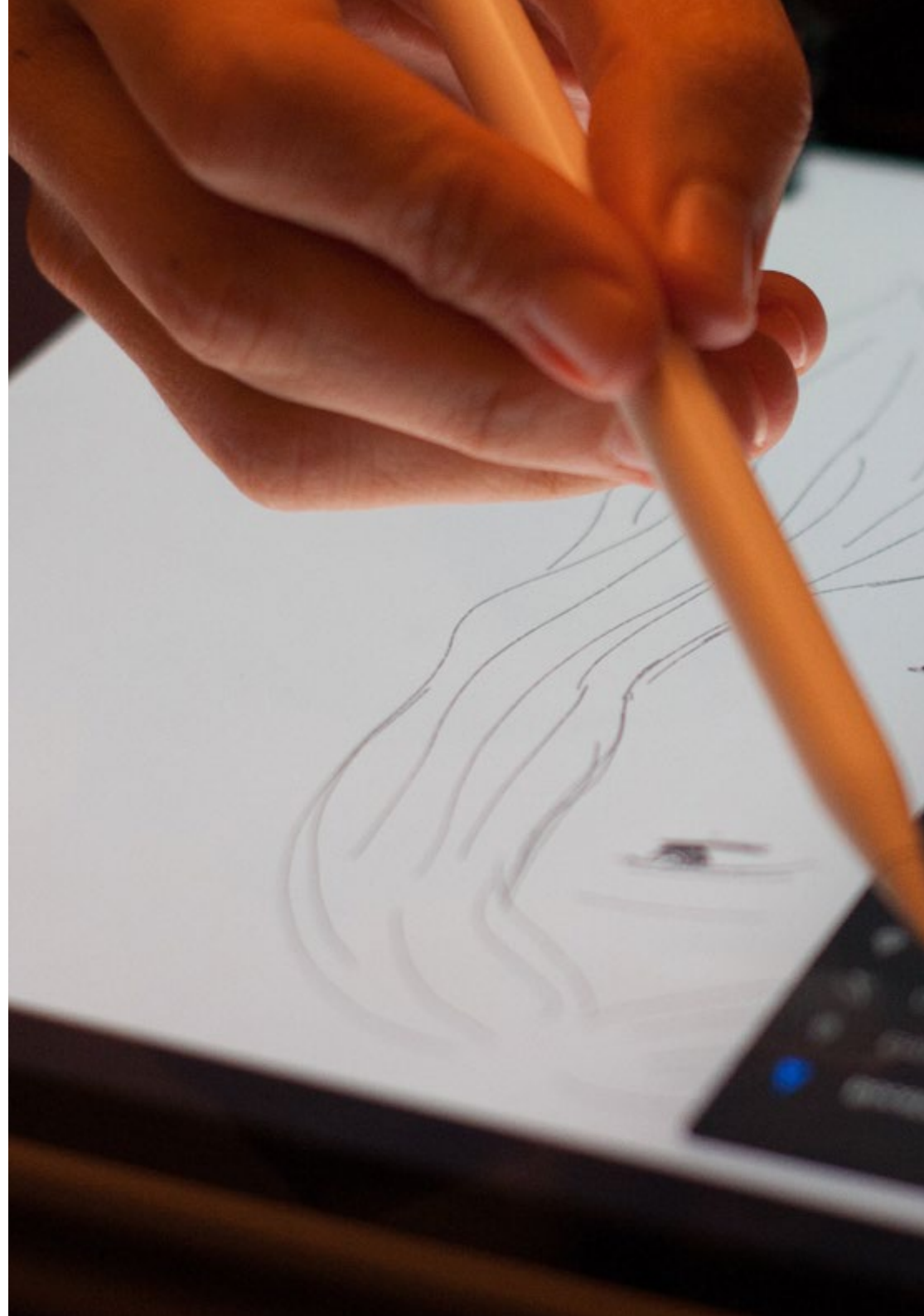
### Module 3. Illustration and Animation

- 3.1. Animation as an Illustrative Support
  - 3.1.1. Drawing to Animate
  - 3.1.2. First Sketches
  - 3.1.3. Approaches and Final Arts
  - 3.1.4. Movement Illustration
- 3.2. The Sophistication of Animation
  - 3.2.1. Technology in the Field of Animation
  - 3.2.2. Keys to Animate Elements
  - 3.2.3. New Methods and Techniques
- 3.3. Paradigms of Success in Animation
  - 3.3.1. Recognition of Success
  - 3.3.2. The Best Animation Studios
  - 3.3.3. Visual Trends
  - 3.3.4. Short and Feature Films
- 3.4. Current Technology in Animation
  - 3.4.1. What do We Need to Animate an Illustration?
  - 3.4.2. Software Available to Animate
  - 3.4.3. Bringing a Character and a Scenario to Life
- 3.5. Conceptualization of an Animated Story
  - 3.5.1. The Graphic Concept
  - 3.5.2. The Script and the Storyboard
  - 3.5.3. Shape Modeling
  - 3.5.4. Technical Development
- 3.6. Illustration Applied to an Advertising Campaign
  - 3.6.1. Advertising Illustration
  - 3.6.2. References
  - 3.6.3. What do we want to tell?
  - 3.6.4. Transferring Ideas to Digital Media
- 3.7. Graphical Synthesis
  - 3.7.1. Less is More
  - 3.7.2. Illustrating with Subtlety
  - 3.7.3. Geometry in Illustration

- 3.8. Design of a 2D Animation Story
  - 3.8.1. 2D Illustration
  - 3.8.2. Technical Considerations in 2D Animation
  - 3.8.3. 2D Storytelling
  - 3.8.4. 2D Scenarios
- 3.9. Design of a 3D Animation Story
  - 3.9.1. 3D Illustration
  - 3.9.2. Technical Considerations in 3D Animation
  - 3.9.3. Volume and Modeling
  - 3.9.4. Perspective in 3D Animation
- 3.10. The Art of Simulating 3D with 2D
  - 3.10.1. Visual Perception in Animation
  - 3.10.2. Textures in Animation
  - 3.10.3. Light and Volume
  - 3.10.4. Visual References

## Module 4. Concept Art

- 4.1. What is Concept Art?
  - 4.1.1. Definition and Use of the Concept
  - 4.1.2. Application of Concept Art to New Media
  - 4.1.3. Digital Development of Concept Art
- 4.2. Color and Digital Composition
  - 4.2.1. Digital Painting
  - 4.2.2. Libraries and Color Palettes
  - 4.2.3. Digital Coloring
  - 4.2.4. Textures Application
- 4.3. Traditional Sculpting Techniques
  - 4.3.1. Illustration Brought to Sculpture
  - 4.3.2. Sculpting Modeling Techniques
  - 4.3.3. Textures and Volume
  - 4.3.4. Sculptural Project
- 4.4. 3D Painting and Texturing
  - 4.4.1. Painting in 3D Design
  - 4.4.2. Natural and Artificial Textures in 3D
  - 4.4.3. Practical Case: Realism in Video Games







- 4.5. Character and Cartoon Modeling
  - 4.5.1. Definition of a 3D Character
  - 4.5.2. Software to Be Used
  - 4.5.3. Technical Support
  - 4.5.4. Tools Used
- 4.6. Object and Scenario Definition
  - 4.6.1. Illustration Scenario
  - 4.6.2. Scenario Design in Isometric Projection
  - 4.6.3. Complementary Objects
  - 4.6.4. Decoration of the Environment
- 4.7. Cinematographic Language
  - 4.7.1. Animated Movies
  - 4.7.2. Visual Graphic Resources
  - 4.7.3. Motion Graphics
  - 4.7.4. Real Image vs. Computer Animation
- 4.8. Retouching and Aesthetic Enhancement
  - 4.8.1. Common Mistakes in 3D Design
  - 4.8.2. Offering a Higher Degree of Realism
  - 4.8.3. Technical Specifications
- 4.9. 3D Project Simulation
  - 4.9.1. Volumetric Design
  - 4.9.2. Space and Movement
  - 4.9.3. The Visual Aesthetics of the Elements
  - 4.9.4. The Final Touches
- 4.10. Artistic Direction of a Project
  - 4.10.1. Artistic Direction Functions
  - 4.10.2. Product Analysis
  - 4.10.3. Technical Considerations
  - 4.10.4. Project Evaluation

# 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.



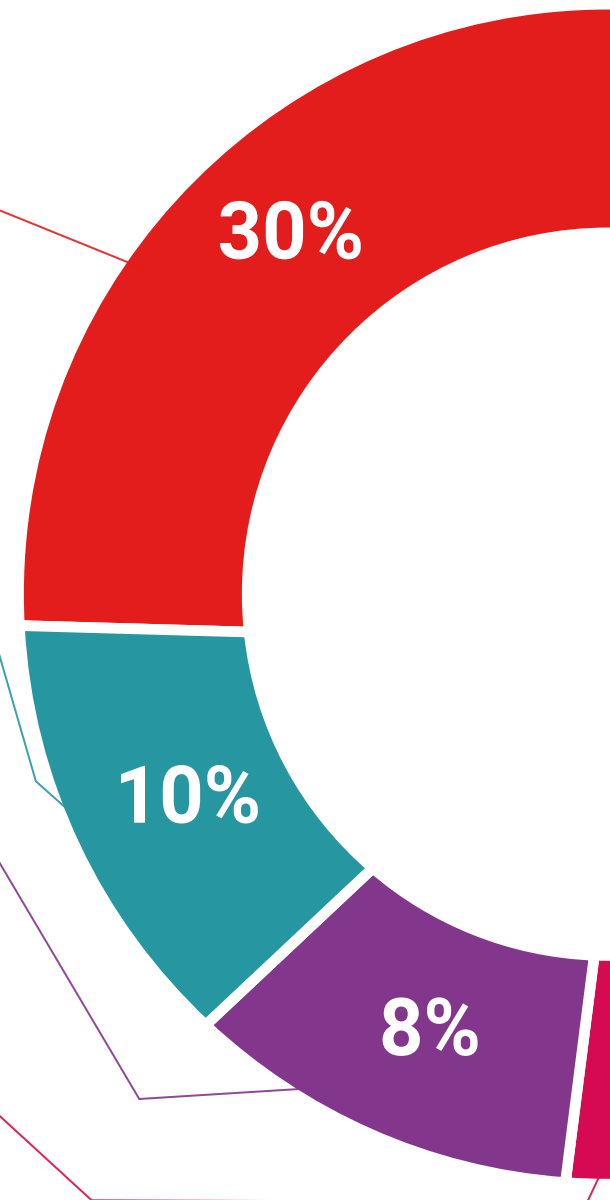
### Practising Skills and Abilities

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 Digital Narrative Professional Illustration of Projects guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Professional Illustration of Digital Narrative Projects** 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.

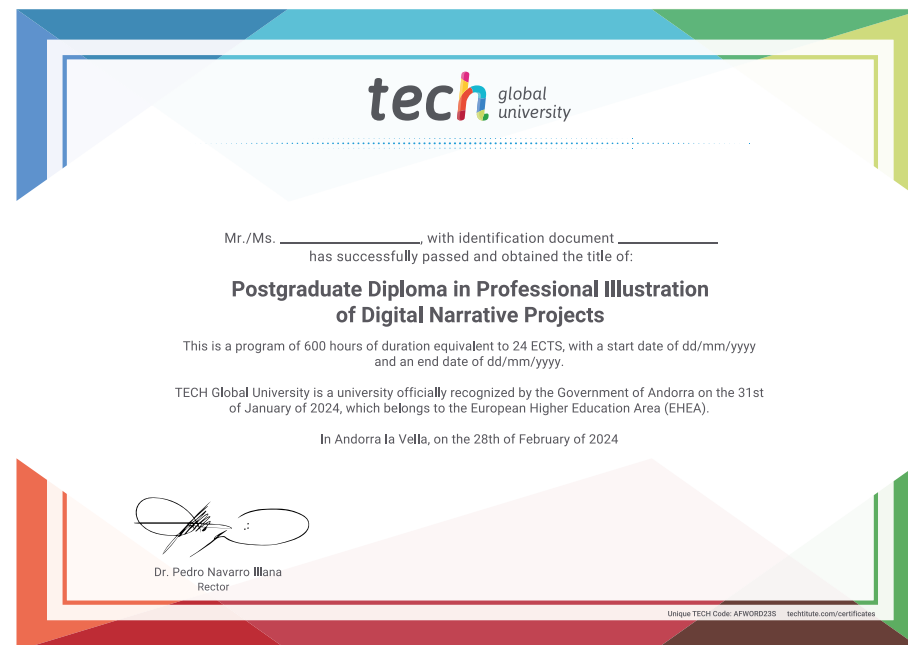
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Professional Illustration of Digital Narrative Projects**

Modality: **online**

Duration: **6 months**

Accreditation: **24 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University 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  
development language  
virtual classroom



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