Postgraduate Diploma
Professional Illustration through Digital Techniques

tech technological university

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Postgraduate Diploma
Professional Illustration
through Digital Techniques

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

Website: **www.techtitute.com/pk/design/postgraduate-diploma/postgraduate-diploma-professional-illustration-through-digital-techniques**

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01
Introduction

The variety of avant-garde and modern techniques brought by the development of digital design has allowed professionals in this sector to implement in their practice the use of increasingly specialized, comfortable and versatile tools. Added to this, the launch of complex and complete programs such as the Adobe suite, adapted to the needs of specialists, facilitates their tasks and gives them the option of creating more technical projects in less time. Therefore, and in order to give them access to the information needed to master the most sophisticated professional digital illustration strategies, TECH has decided to launch this comprehensive program. Is a 100% online degree, designed by experts in the sector, that will elevate your professional skills to the level of the demands of large companies in the international creative area.
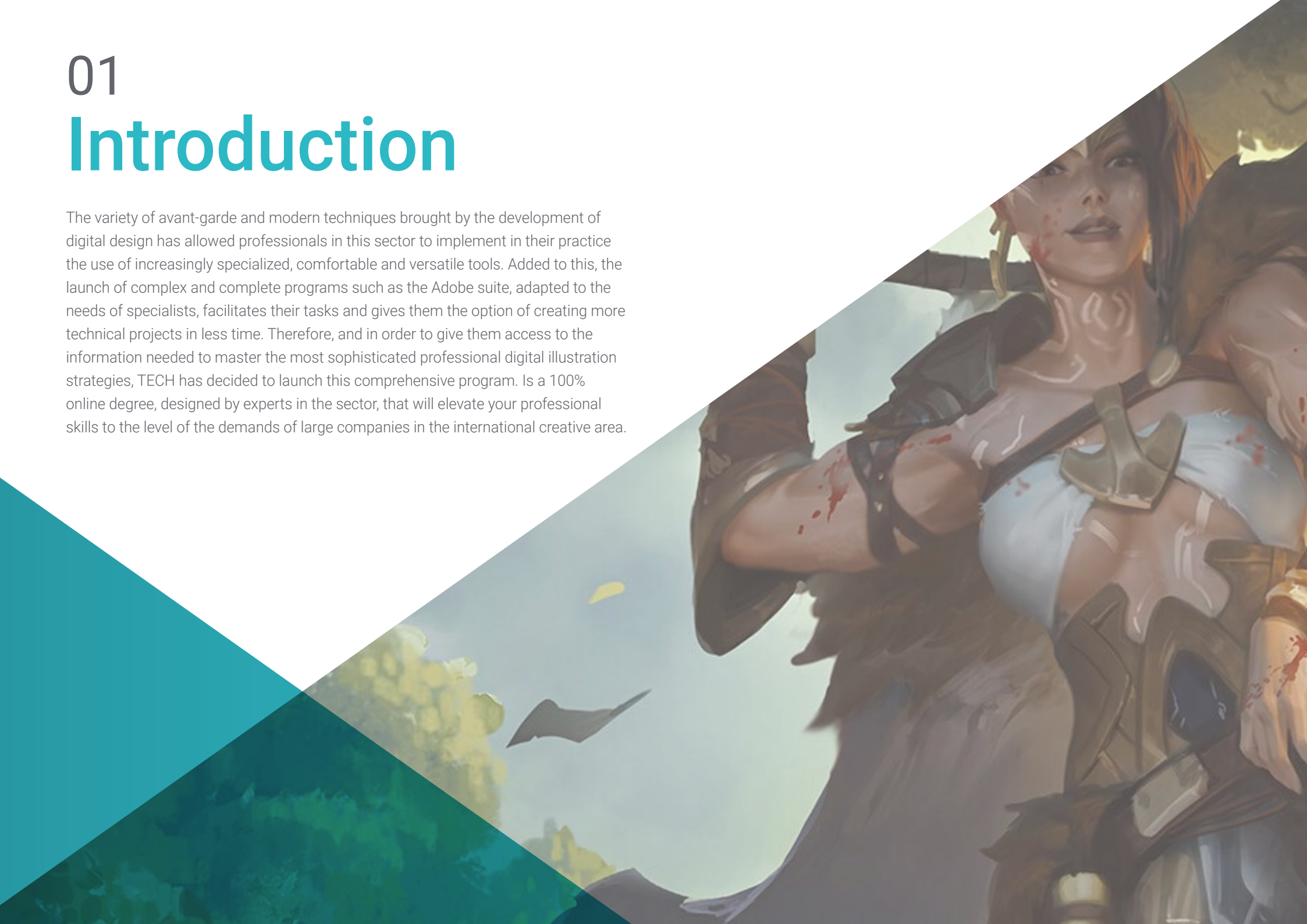
Would you like to learn the ins and outs of mastering Photoshop, Illustrator and After Effects? Enroll in this Postgraduate Diploma and you will learn the keys to create innovative projects through the use of these tools"

The digital era has driven the development of multiple tools in the field of graphic design and illustration, launched with the aim of facilitating the creative work of all professionals in this area. Among the most outstanding is the Adobe Suite, which includes more than 20 applications for working on different types of projects: from vectorial compositions to audiovisual creations. Because of this, today it is possible to create increasingly complex and technical products through the mastery of a series of software and applications.

And so that the creator can achieve this, TECH has developed this very complete program in Professional Illustration through Digital Techniques. Is a 100% online Postgraduate Diploma through which you can delve into the keys to Photoshop, Illustrator and After Effects, as well as the ins and outs of Procreate and design through the iPad. You will also work on improving your skills through an exhaustive knowledge of the main techniques and procedures adapted to different formats: packaging, posters, signing, etc.

You will have 450 hours of the best theoretical, practical and additional contens presented in different formats and accessible 100% online format. Everything will be available on the Virtual Campus from the beginning of the academic experience, and can be downloaded to any device with an internet connection as a reference, even after the course has concluded and even if you do not have access to the Internet. Is, therefore, a unique opportunity to raise your talent to the top of the creative sector through a comprehensive specialty that will open many doors in the labor market.

This **Postgraduate Diploma in Professional Illustration through Digital Techniques** 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

Working on the improvement of techniques such as character design, color management or animation through the use of the main creative tools"

Are you looking for training to implement the most sophisticated freehand drawing techniques into your practice? Find out for with this Postgraduate Diploma.

" *A program that deepens in illustration focused on corporate identity for new media, so that you can direct your professional profile towards new sectors"*
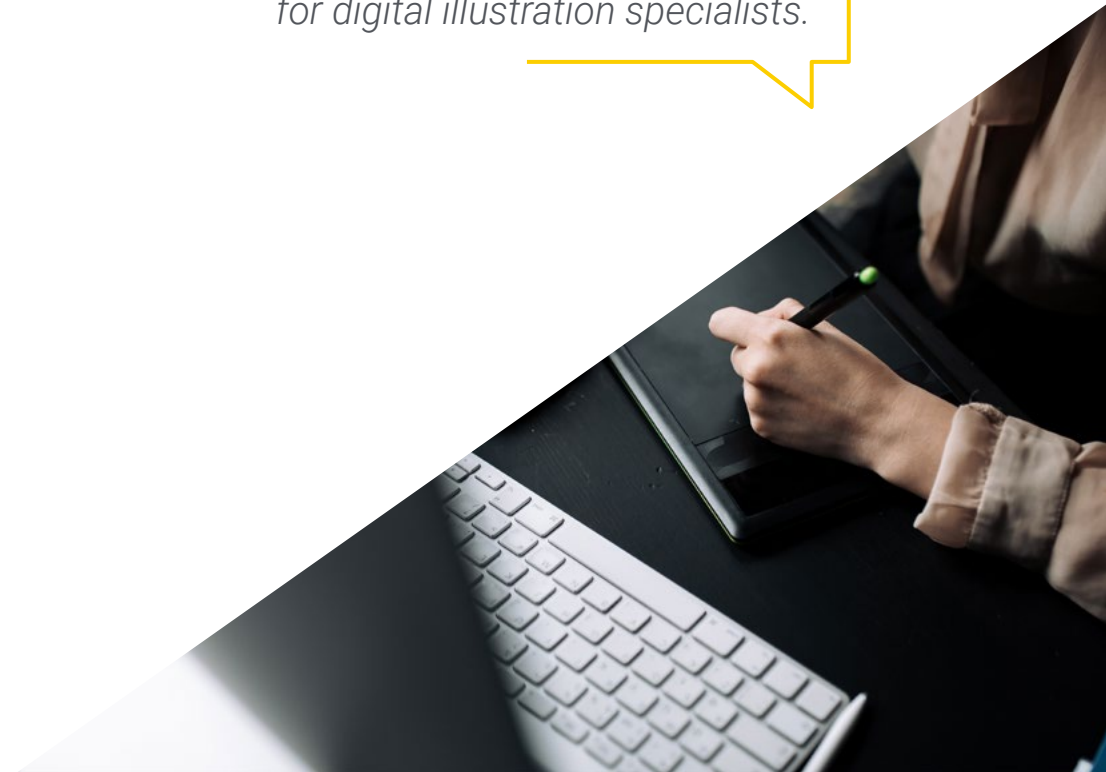
A degree that will open the doors to a wider and more successful job market based on the demand for digital illustration specialists.

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.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. This will be done with the help of an innovative system of interactive videos made by renowned experts.

02
Objectives

The wide demand for professionals who master the main tools for digital illustration, as well as the most sophisticated and complex techniques in this field is what has led TECH to develop this Postgraduate Diploma. Therefore, its aim is to provide the graduate with the most complete and updated information, as well as the academic tools that will facilitate the acquisition of a broad and updated knowledge in less than 6 months.
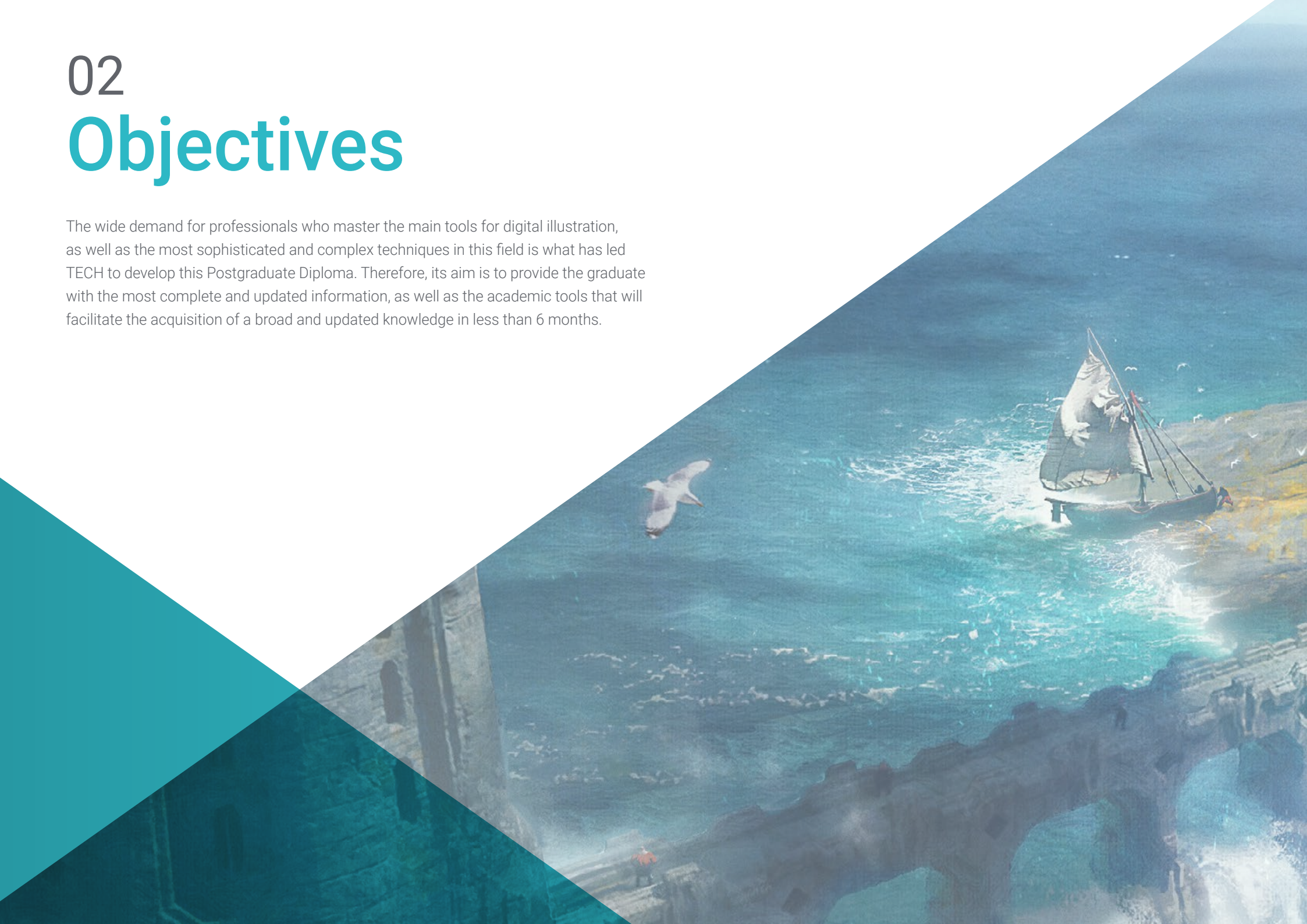
An adapted program to the demand of the current design market and with which you will be able to offer a modern, sophisticated and modern creative service"

General Objectives

- Learn in detail the details of professional digital illustration through the most exhaustive and austere information in the industry
- Develop the most effective strategies for the creation of dynamic projects adapted to the specifications of the current market
- Delve into the main tools of digital illustration nowadays

A degree that approaches Procreate from scratch and up to the creation of cartoons or complex Storyboards by using its multiple tools"

Specific Objectives

Module 1. Adobe Suite Tools

- Appreciate the great benefits and utilities provided by two basic pillars of Adobe: Photoshop and Illustrator
- Know the basic commands of each program and take advantage of the basic properties of bitmap and vector operation
- Develop a character by correctly differentiating the guidelines of the whole process, culminating with the final touches that give it greater dynamism
- Improve the techniques already known in both softwares through the use of complex tools
- Project vector illustration as an audiovisual resource for the field of animation

Module 2. 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 3. Techniques and Procedures in Illustration

- Examine the application of classical 20th century aesthetics to new illustration projects, merging digital and analog
- Analyze poster design as a propulsion engine for great illustrators and a reflection of their artistic trajectory
- Make use of the film genre as an illustration project for large and small productions
- Study the application of illustration in audiovisual projects such as video mapping
- Delve into the procedure for transferring digital illustration to other projects such as signage and UX design

03

Structure and Content

TECH designs each one of its degrees always thinking about the academic needs of its graduates and trying to make them dynamic, attractive and highly qualified. To do so, it not only employs the most avant-garde and effective pedagogical methodology, but also accompanies the theoretical content with hours of additional material: detailed videos, case studies, self-knowledge exercises, research articles and complementary readings. Thanks to this, students are able to go deeper into the different sections of the syllabus in a personalized way, attending an academic experience adapted to each student's needs.

Among the most important aspects included in this program is the creation of a professional portfolio, with which you will be able to work on your identity and the aspects that distinguish you from the rest"

Module 1. Adobe Suite Tools

1.1. Project Design with Adobe Photoshop
 1.1.1. Photoshop as a Canvas for Illustration
 1.1.2. Benefits of Using Photoshop to Design Illustration Projects
 1.1.3. The Layers of the Illustration
 1.1.4. Optimal File Formats and Export

1.2. Improving Photoshop brushes
 1.2.1. The Default Brushes
 1.2.2. Brush Installation
 1.2.3. Brush Refinement
 1.2.4. Brush colouring techniques

1.3. Color Management in Photoshop
 1.3.1. Color and Visual Balance
 1.3.2. Contrast
 1.3.3. Light and Shading
 1.3.4. Compositional Unity

1.4. Character Design with Photoshop
 1.4.1. Draft and Sketches
 1.4.2. Linear Refinement
 1.4.3. Coloring and Definition
 1.4.4. Finishing Touches

1.5. Mixed Techniques in Photoshop
 1.5.1. Collage Aesthetics
 1.5.2. Fusion of Visual Styles
 1.5.3. Application of Mixed Resources

1.6. Project Design with Adobe Photoshop
 1.6.1. Exploitation of Available Resources
 1.6.2. Visual Organization in the Workspace
 1.6.3. Prototyping and Validation
 1.6.4. Volume and Color Management

1.7. Vector Illustration and Flow in Illustrator
 1.7.1. Control of Commands and Optimal Actions
 1.7.2. Thinking in a Vector System
 1.7.3. Geometric Illustration

1.8. Illustrator Graphic Enhancement
 1.8.1. Pattern Creation
 1.8.2. Texture
 1.8.3. Scenario Design
 1.8.4. Complex Actions

1.9. Animation with Illustrator and After Effects
 1.9.1. Vector Animation
 1.9.2. Essential Tools to Handle
 1.9.3. Continuity and Development
 1.9.4. File Export and Presentation

1.10. Illustration and Corporate Identity for New Media
 1.10.1. Illustration as a Corporate Visual Image
 1.10.2. Application and Definition of Visual Resources
 1.10.3. Design of a Graphic Identity without Logo
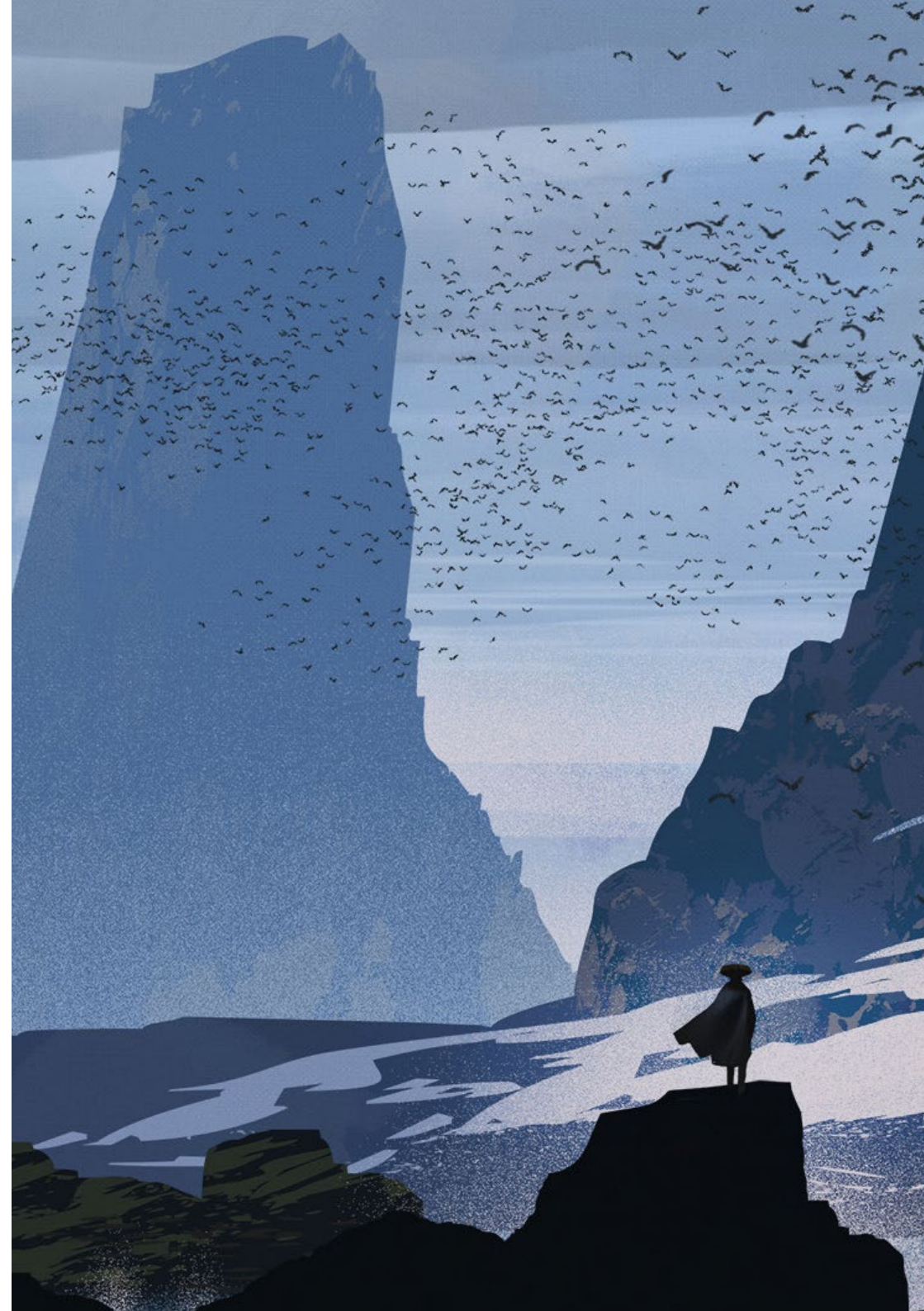 1.10.4. Graphic Media Audit

Module 2. Illustration with the iPad

2.1. Freehand Drawing
 2.1.1. Preliminary Considerations
 2.1.2. The iPad as a Tool
 2.1.3. Formal Aspects
 2.1.4. Interface and Technique

2.2. Procreate: Creative Illustration Techniques
 2.2.1. Creating a Project
 2.2.2. Formats
 2.2.3. Tool Management
 2.2.4. Brushes

2.3. Procreate: Illustrated Portrait
 2.3.1. Analysis
 2.3.2. Synthesis
 2.3.3. Trace
 2.3.4. Filling

Module 3. Techniques and Procedures in Illustration

Do not think twice and bet on a program that will raise the value of your professional talent to the top of the digital illustration field"

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.

01 learning from evidence
02 relearning from evidence
03 testing
04 learning from an expert
05 neurocognitive context dependent learning
06 Von-Restorff effect
07 case based learning through storytelling
08 competencies testing (retesting)

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.

30%

10%

8%

20%

25%

4%

3%
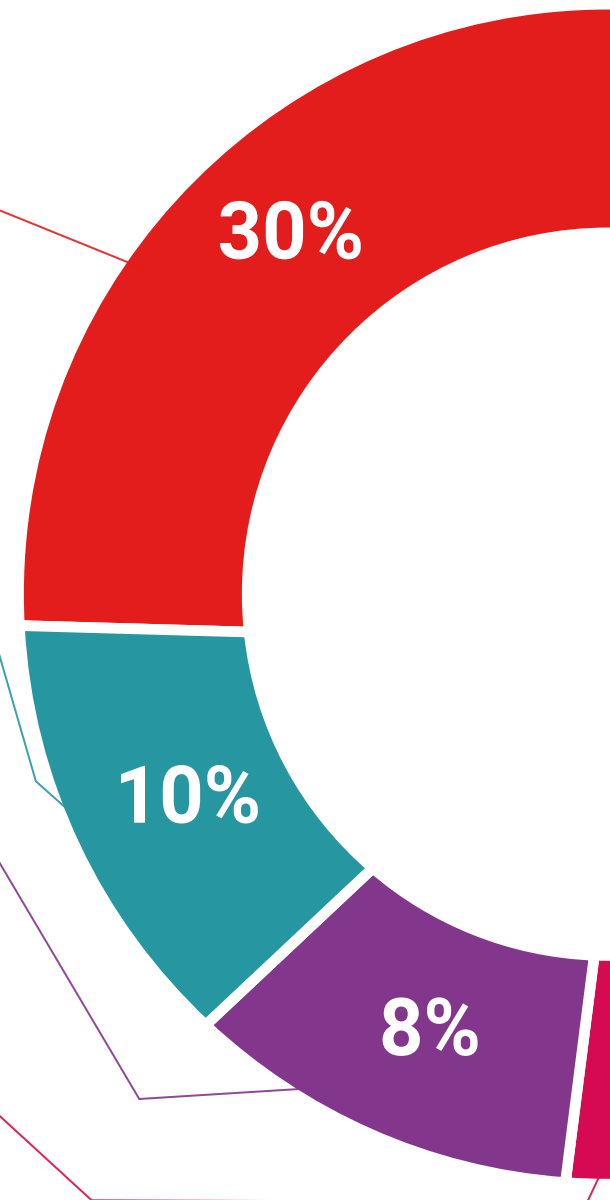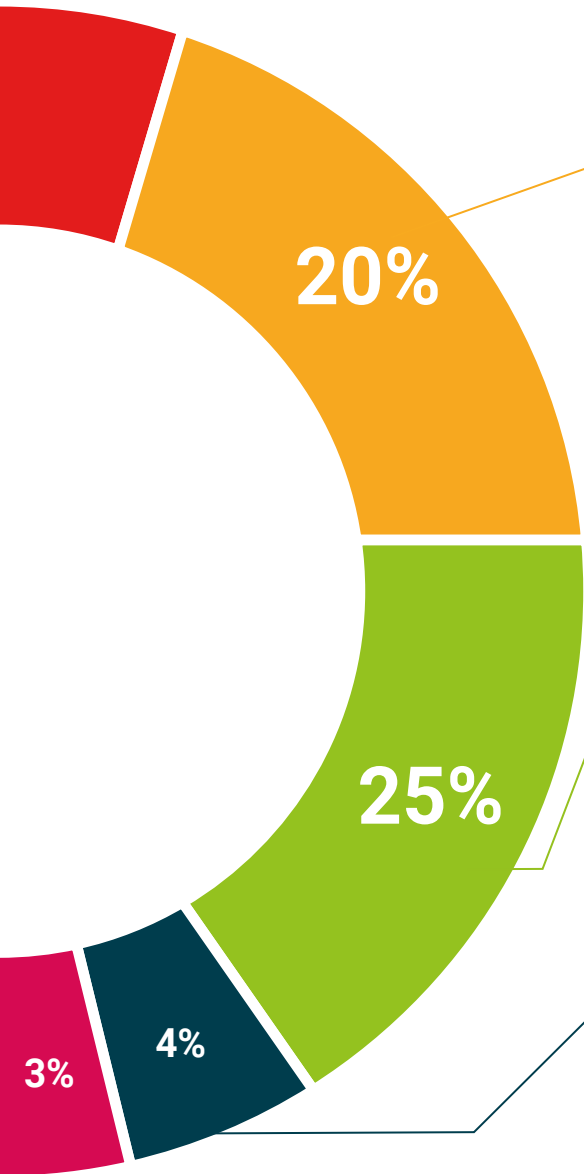
Case Studies

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 Technological University.

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

This **Postgraduate Diploma in Professional Illustration through Digital Techniques** 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 Professional Illustration through Digital Techniques**
Official Nº of hours: **450 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

Professional Illustration through Digital Techniques

This is a qualification awarded by this University, equivalent to 450 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 diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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