

Postgraduate Diploma Specialized Professional Illustration





Postgraduate Diploma Specialized Professional Illustration

- » 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-specialized-professional-illustration

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01

Introduction

Illustration is a field in the design sector with multiple professional opportunities. No matter which way you look at it, society is surrounded by creative works: from a traditional poster on paper to the most sophisticated audiovisual productions. However, this is an area that, by covering so much information, makes it difficult for professionals to specialize. For this reason, TECH has considered it necessary to launch an academic program that will allow them to become versed in this field comfortably and quickly, through an intensive and multidisciplinary program that includes the latest content related to editorial illustration and applied to fashion design and lettering. All this in a convenient and accessible online format that will allow you to combine the training course with any work activity.





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An ideal academic version to specialize in professional illustration through the mastery of the most effective creative techniques"

The profession of illustrator has become, nowadays, one of the most valued in the creative sector, due to the complexity associated with its activity and the technicality required to handle its tools. Professionals in this area have a series of differential capabilities, which can be perfected through practice and active work based on the most sophisticated and effective design strategies.

And for this they can count on this Postgraduate Diploma in Specialized Professional Illustration, a program designed by experts in this sector that includes the most dynamic and austere information. Through 450 hours of the best theoretical, practical and additional content (presented in different formats), graduates will be able to increase their knowledge of editorial illustration and applied to fashion design, focusing also on the novelties of lettering and the resurgence of this creative technique. This program allows professionals to specialize, in less than 6 months, in a field that is increasingly in demand in the working environment.

Therefore, it is a unique academic opportunity to work 100% online in the improvement of their skills, being able to implement into their practice the management of the main tools and techniques of design. In addition, all the content will be available from the beginning of the course and can be downloaded for later consultation on any device. As a result, graduates will receive training tailored to their needs and requirements that will elevate their talent to the pinnacle of the illustration industry.

This **Postgraduate Diploma in Specialized Professional Illustration** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ The development of practical cases presented by experts in Professional Illustration
- ◆ The graphic, schematic, and practical contents with which they are created, provide practical information on the 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 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



You will delve into the relationship between text and image through an exhaustive knowledge of the different hierarchies currently applied"

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With this Postgraduate Diploma you will be able to adapt your professional profile to the requirements and demands of the current labor demand in the editorial illustration sector"

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

Would you like to identify yourself as an expert in illustration and lettering? Completing this program will allow you to prove it.

If you are looking for a program that focuses, among other aspects, on illustration in fashion design, this Postgraduate Diploma is perfect for you.



02 Objectives

This Postgraduate Diploma in Specialized Professional Illustration has been designed with the objective of serving as a guide for graduates who are looking for a specialization in this area. For this purpose, the team of professionals of this university has selected 450 hours of the best theoretical, practical and additional content, which includes the latest information in the design sector. Thanks to this and the use of the most effective educational technology, students will be able to fulfill their expectations in a guaranteed way, training them to successfully face the current labor market.





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A Postgraduate Diploma designed to meet your goals in a guaranteed way and in less time than you expect”



General Objectives

- ◆ Present the latest developments in specialized professional illustration
- ◆ Develop a broad and exhaustive knowledge of the main creative techniques applied to editorial illustration and fashion design
- ◆ Know in detail the evolution of lettering strategies and the main tools applied nowadays to adapt them to different channels and formats



You will have 6 months to complete all the requirements of this program, so you will be able to organize yourself at your pace. No stress, no rush"





Specific Objectives

Module 1. Editorial Illustration

- ◆ Encourage graphic creativity oriented to work in the specialty of editorial design
- ◆ Gain knowledge about the techniques of great reference in the publishing environment
- ◆ Study the application of humor or graphic parody and its use in the press
- ◆ Examine the use of magazines, brochures, or other media as a means of illustrating compositions
- ◆ Highlight graphic novels and children's illustration as one of the disciplines most worked and valued by professional illustrators

Module 2. Illustration and Lettering

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

Module 3. Illustration in Fashion Design

- ◆ Apply professional illustration to fashion design as one of the most consolidated modalities of current design
- ◆ Get to know the role of the illustrator in the production and distribution of the various fashion collections
- ◆ Perform the visual development of a piece through its corresponding phases
- ◆ Apply a series of industrial production principles directly related to fashion itself
- ◆ Gain knowledge about the technical considerations of special relevance such as pattern making or printing, relating their procedure to the illustration itself

03

Structure and Content

This Postgraduate Diploma offered by TECH has been designed following the guidelines of the most innovative and effective pedagogical methodology, as well as the guidelines of a team of experts in illustration. Thanks to this, it has been possible to create a dynamic, austere and multidisciplinary program that will guarantee a highly empowering academic experience for all its graduates. And as a quality plus, it includes dozens of hours of the best additional material presented in different formats, so that they can delve in a personalized way into the most important aspects of the syllabus for their professional performance.





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You will be able to download all the content to advance in the course of the degree, even when you don't have an Internet connection"


Module 1. Editorial Illustration

- 1.1. Thinking About the Media Support
 - 1.1.1. Editorial Design and Illustration
 - 1.1.2. Available Formats
 - 1.1.3. Digital Printing or Digital Exporting?
 - 1.1.4. Hierarchy and Text
- 1.2. Literary Accompaniment
 - 1.2.1. Text Dictates Graphics
 - 1.2.2. How Can We Illustrate What We Read?
 - 1.2.3. What Aesthetics Are Most Appropriate?
- 1.3. Editorial Illustration Techniques
 - 1.3.1. The Editorial Technique
 - 1.3.2. Technical Considerations
 - 1.3.3. Beyond the Image
- 1.4. Graphic Humor
 - 1.4.1. The Graphic Comic Strip
 - 1.4.2. Humor and Illustration
 - 1.4.3. Expression and Criticism
 - 1.4.4. Means and Resources
- 1.5. Relationship between Text and Image
 - 1.5.1. Typography in Illustration
 - 1.5.2. Typography as an Image
 - 1.5.3. Creative Typography
 - 1.5.4. Hierarchy between Text and Image
- 1.6. Magazine Illustration
 - 1.6.1. The Magazine as a Media Support
 - 1.6.2. Why Illustrate in a Magazine?
 - 1.6.3. Formats and Technical Specifications
 - 1.6.4. The Final Finishing

- 1.7. Illustration in Catalogs or Brochures
 - 1.7.1. The Catalog and its Graphic Applications
 - 1.7.2. Graphic Identity of Printed Media
 - 1.7.3. Creative Possibilities
 - 1.7.4. Paper Engineering
- 1.8. Illustration in Books and Novels
 - 1.8.1. The Graphic Novel
 - 1.8.2. The Degree of Discretion
 - 1.8.3. Illustration in Children's Stories
- 1.9. Illustration in Press
 - 1.9.1. Graphical Simplicity
 - 1.9.2. Spaces for Illustration
 - 1.9.3. Great References
 - 1.9.4. The Graphic Controversy
- 1.10. Printed Digital Illustration
 - 1.10.1. Pre-Printing Considerations
 - 1.10.2. Testing and Comparison
 - 1.10.3. Inks and Color Reproduction
 - 1.10.4. Simulate a Traditional Technique on Paper

Module 2. Illustration and Lettering

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

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

- 2.10. Social Networks Lettering Design
 - 2.10.1. Current User Preferences in Social Networks
 - 2.10.2. The Display of Content on the Platforms
 - 2.10.3. Cultural Exchange
 - 2.10.4. Lettering on Social Networks

Module 3. Illustration in Fashion Design

- 3.1. Fashion Marketing
 - 3.1.1. The Structure of the Fashion Market
 - 3.1.2. Research and Planning
 - 3.1.3. Fashion Promotion
 - 3.1.4. Branding Applied to Fashion
- 3.2. The Role of the Illustrator in Fashion
 - 3.2.1. The Premises of the Digital Illustrator
 - 3.2.2. Illustration in the Field of Fashion
 - 3.2.3. The Development of Fashion through Design
 - 3.2.4. Macrotrends and Microtrends
- 3.3. Creative Techniques Focused on Fashion
 - 3.3.1. Art in the Creative Process
 - 3.3.2. Fashion Markets Positioning
 - 3.3.3. The Fashion Product and the Brand
 - 3.3.4. Macrotrends and Microtrends
- 3.4. Visual Development of a Fashion Piece
 - 3.4.1. Sketches in Fashion Design
 - 3.4.2. Visual References from Fashion
 - 3.4.3. Experimental Techniques
 - 3.4.4. Color and Fabric
- 3.5. Aesthetics in Fashion
 - 3.5.1. Trends in Fashion Design
 - 3.5.2. The Avant-Garde in Fashion Design
 - 3.5.3. Inspiration for Illustrating Fashion Products
 - 3.5.4. Inclusive Design in Fashion





- 3.6. Industrial Development
 - 3.6.1. Technical Considerations for Design
 - 3.6.2. Production in Fashion
 - 3.6.3. Impression Techniques
- 3.7. Illustrating on the Support
 - 3.7.1. Illustration on Complex Supports
 - 3.7.2. Fashion Inspired by Painting
 - 3.7.3. Artistic Production
- 3.8. World References in Fashion Design
 - 3.8.1. The Great Designers
 - 3.8.2. The Great Contribution of Illustration
 - 3.8.3. Fashion in Magazine Layout
 - 3.8.4. Impact Through Color
- 3.9. Stamping Design
 - 3.9.1. Stamping on the Piece
 - 3.9.2. The Application of Graphic Design
 - 3.9.3. Pattern Design
 - 3.9.4. Haute Couture
- 3.10. Project: Fashion Collection Design
 - 3.10.1. Prototype Objectives
 - 3.10.2. Design Principles to Illustrate the Product
 - 3.10.3. Sketches and Illustration
 - 3.10.4. Packaging in Fashion Design
 - 3.10.5. Production and Distribution



Become an expert in stamping and pattern design with TECH and aspire to the creation of successful haute couture projects”

04

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



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Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

At TECH Nursing School we use the Case Method

In a given situation, what should a professional do? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Nurses learn better, faster, and more sustainably over time.

With TECH, nurses can experience a learning methodology that is shaking the foundations of traditional universities around the world.



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, in an attempt to recreate the real conditions in professional nursing practice.

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Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”

The effectiveness of the method is justified by four fundamental achievements:

1. Nurses who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process has a clear focus on practical skills that allow the nursing professional to better integrate knowledge acquisition into the hospital setting or primary care.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine case studies with a 100% online learning system based on repetition combining a minimum of 8 different elements in each lesson, which is a real revolution compared to the simple study and analysis of cases.



The nurse will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.

At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 175,000 nurses with unprecedented success in all specialities regardless of practical workload. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



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 really 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.



Nursing Techniques and Procedures on Video

We introduce you to the latest techniques, to the latest educational advances, to the forefront of current medical techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch them as many times as you want.



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".



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.





Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



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.



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.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



05 Certificate

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



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

This **Postgraduate Diploma in Specialized Professional Illustration** 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 Specialized Professional Illustration**

Official N° of Hours: **450 h.**



*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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



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