

# Postgraduate Certificate

## The Art Industry in Video Games



## Postgraduate Certificate The Art Industry in Video Games

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

Website: [www.techtute.com/pk/videogames/postgraduate-certificate/art-industry-video-games](http://www.techtute.com/pk/videogames/postgraduate-certificate/art-industry-video-games)

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Certificate

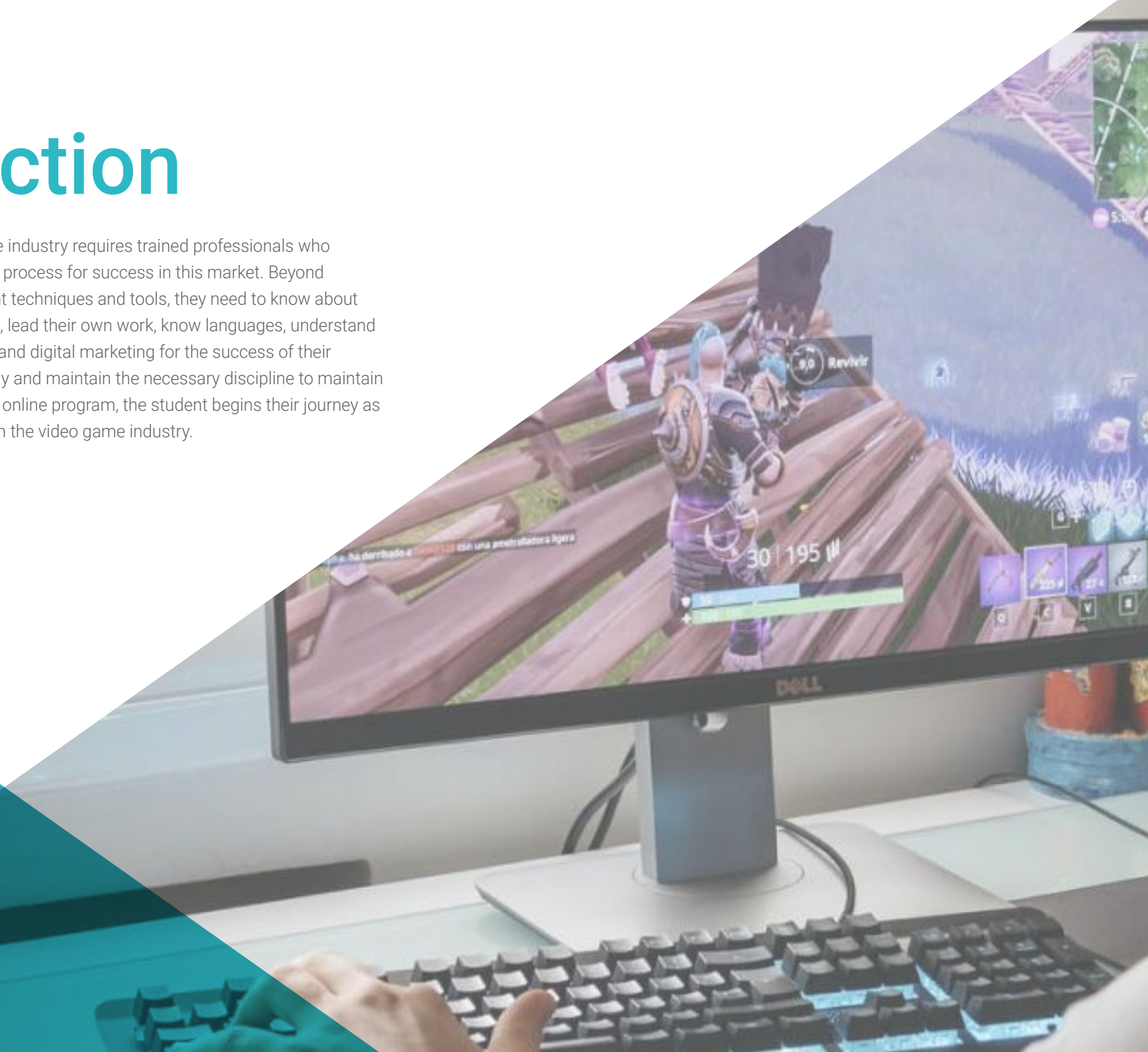
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# 01

# Introduction

The development of the video game industry requires trained professionals who understand evolution as the natural process for success in this market. Beyond being creative and handling different techniques and tools, they need to know about organization and business planning, lead their own work, know languages, understand the coexistence of social networks and digital marketing for the success of their projects, know how to work remotely and maintain the necessary discipline to maintain professionalism. With this six-week online program, the student begins their journey as a senior executive or entrepreneur in the video game industry.



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*To get results you must combine knowledge with action, start your path to professional success today”*

The video game industry has skyrocketed its revenues in the global economic landscape over the past two years and remains an ever-expanding business. It has become one of the largest sources of employment today, as not only *Gamers* proliferate, but even more those who seek to make their hobby a profession. With this Postgraduate Certificate in the Art Industry in Video Games, the digital art professional will have an expanded vision of how to develop within the current market and be able to design strategies to boost their career.

In this program you will learn all those “*Musts*” that are necessary to manage the main artistic departments within the video game industry. This translates into being able to perform both as an executive and entrepreneur in the industry, for which they must understand the basics of remote work, teamwork, the legal bases around the registration of works, the web environment and digital marketing so important today, good practices both nationally and internationally, will discern perfectly how to present a professional portfolio to showcase their work to the community.

As a fundamental part of the learning process at TECH Technological University, the teaching team will accompany and guide the student at all times, facilitating the education process through the virtual campus and study platform, making the student's experience more dynamic and safe, being able to advance in the implementation of what has been learned along the way.

The methodology of remote study and the *Relearning* technique allows students a continuous collection of data and experiences that allows a remarkable growth, giving them autonomy and greater responsibility. In addition, from the TECH platform, you will be able to access all the content by connecting from any device with an Internet signal, as well as downloading the study material to be able to consult it whenever you need it. The digital campus offers forums, meeting rooms, digital libraries, chats and *streaming* platforms to keep you always up to date in your learning process.

This **Postgraduate Certificate in The Art Industry for Videogames** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ Case studies presented by experts in the Video Game Art industry
- ◆ The graphic and schematic content of the system provides practical information on those disciplines that are essential for professional practice
- ◆ The process of self-assessment to improve learning through practical exercises
- ◆ Its special emphasis on the multiple facets that make up a video game development project
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ The availability of access to downloadable content from any fixed or portable device with an Internet connection



*The results obtained in six weeks of study are remarkable thanks to the methodology applied by TECH"*

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*Beyond the good visual image of a project is knowing how to sell it, know the must-haves to become a successful entrepreneur in the video game art industry"*

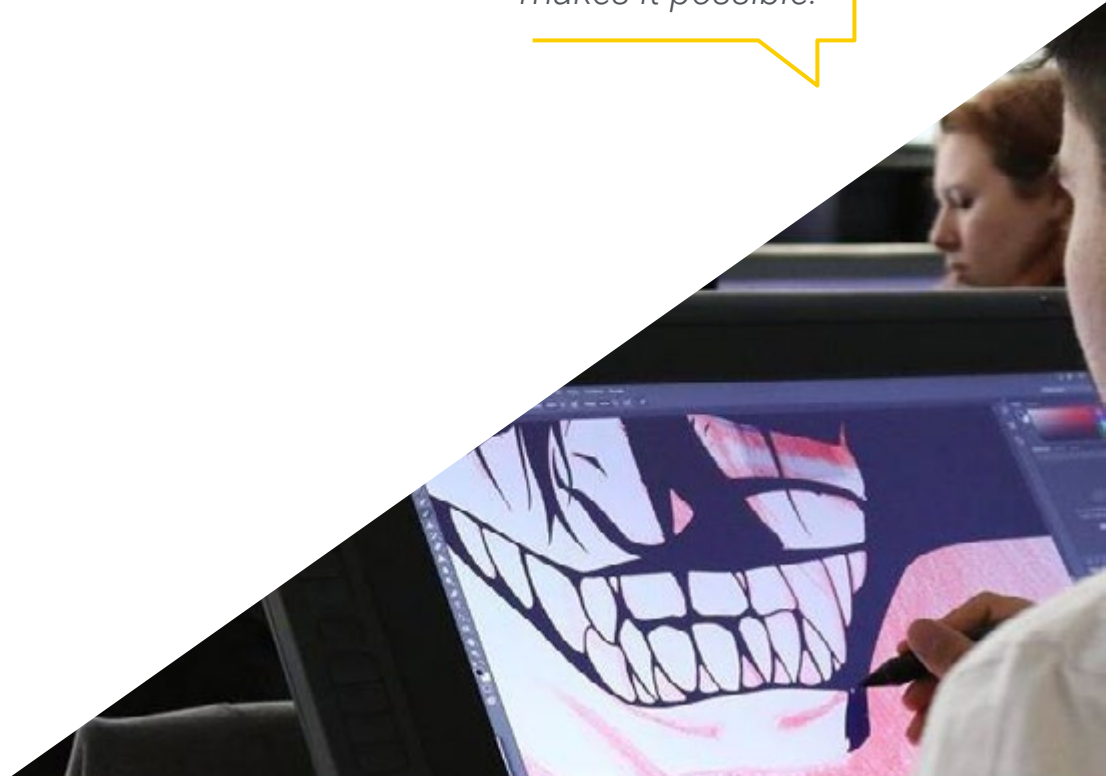
The program's teaching staff includes professionals from sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive specialization 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. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Knowing how to operate in today's different work environments is a must for any professional who wants to excel in the video game art industry.*

*Every professional requires time for training, that is why TECH offers a study system that makes it possible.*



# 02 Objectives

Thanks to the Postgraduate Certificate in The Art Industry for Videogames, the student will comprehensively understand all those "musts" that are necessary to manage the main art departments within the videogame industry. The objective of this program is for professionals to develop a unique style based on models appropriate to the reality of the market, outlining their qualitative evolution within the work environment.





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*The only sure path to success is the acquisition of new knowledge, the difference will be made by your attitude towards it"*



## General Objectives

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- ◆ Know the important aspects to develop as a manager in the video game industry.
- ◆ Perform efficiently in today's diverse work environments
- ◆ Carry out practical work applying the techniques learned thanks to the interactive methodology of the course
- ◆ Acquire skills to make efficient use of resources and materials appropriate to each creation





## Specific Objectives

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- ◆ Know the must-haves of the videogame industry
- ◆ Create a portfolio in different languages
- ◆ Have a presence on industry-relevant websites and social networks.
- ◆ Know how to work remotely and the discipline required to maintain professionalism

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*In the field of The Art Industry for Video Games, imagination is not enough to achieve the objectives, there must be planning and organization, we help you to make it possible"*



# 03

## Course Management

A team of video game art professionals, forms the staff of this Postgraduate Certificate, who impart the knowledge, tools and procedures that will lead the student on a journey full of learning within the Video Game Art Industry. With this, the graduate guarantees to broaden his or her professional horizons thanks to the experiences acquired within the program, with the study of practical cases and the interactive community of experts that will accompany him or her throughout the process.





“

*Studying at TECH means learning with certified quality from experts in each subject”*

## Management



### Mr. Mikel Alaez, Jon

- Conceptual artist for characters in English Coach Podcast
- Conceptual Artist in Master
- Graduated in Art at the University of Fine Arts UPV.
- Concept Art and Digital Illustration in Master D Rendr



# 04

# Structure and Content

In order for the students of this Postgraduate Certificate in The Art Industry in Video Games to receive the best tools for their future performance as professionals, TECH's expert teaching team has designed a program with specific content on the essential aspects to know about senior executives and managers in companies in this sector. Thanks to the implementation of the most innovative methodology in the current educational sector, based on *Relearning* with practical and dynamic processes, the assimilation of knowledge is made possible in a more effective and lasting way.







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*Whether you are used to handling virtual environments or not, you will learn efficiently and easily with TECH's learning methodology”*

## Module 1. Art Industry for Videogames: Musts

- 1.1. Professional Image
  - 1.1.1. Show your Work
  - 1.1.2. Popularity
  - 1.1.3. Communities
- 1.2. Portfolio
  - 1.2.1. Pages
  - 1.2.2. Physical
  - 1.2.3. Advice
- 1.3. Submitting Jobs
  - 1.3.1. Clean Sketches
  - 1.3.2. Mount
  - 1.3.3. Format
- 1.4. Portfolio
  - 1.4.1. Advice
  - 1.4.2. Language
  - 1.4.3. Data
- 1.5. Practices
  - 1.5.1. National
  - 1.5.2. Relations
  - 1.5.3. Hybrid
- 1.6. Social Networks
  - 1.6.1. Art Station
  - 1.6.2. LinkedIn
  - 1.6.3. Instagram





- 1.7. Web
  - 1.7.1. Platforms
  - 1.7.2. Portfolio
  - 1.7.3. Contact
- 1.8. Register of Works
  - 1.8.1. Pages
  - 1.8.2. Rights
  - 1.8.3. Laws
- 1.9. Teamwork
  - 1.9.1. Advice
  - 1.9.2. Communication
  - 1.9.3. Importance
- 1.10. Telecommuting
  - 1.10.1. Schedule
  - 1.10.2. Discipline
  - 1.10.3. Language

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*The video game art industry is a market with an unstoppable growth, a unique opportunity for those who wish to enter the job market”*

05

# Methodology

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

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





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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"*

## 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.

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*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.*



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

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. 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 that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your 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.

This methodology has 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, and financial markets and 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 skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

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.



# 06 Certificate

The Postgraduate Certificate in The Art Industry for Video Games guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 Certificate in the Art Industry for Video Games** 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 Certificate** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Certificate in The Art Industry in Video Games**

Official N° of hours: **150 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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