Postgraduate Certificate
Graphic and Artistic Expression

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Graphic and Artistic Expression

» Modality: **online**
» Duration: **6 weeks**
» Certificate: **TECH Global University**
» Credits: **6 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/us/videogames/postgraduate-certificate/graphic-artistic-expression**

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01
Introduction

The graphic advance in videogames is unstoppable. With increasingly powerful engines and technologies that allow a realism previously unthinkable, the work of the graphic designer of a video game becomes more demanding than ever when it comes to representing human and realistic figures. This program enables the student to approach the entire process of creating characters and scenarios from scratch, starting with sketching and ending with the conception of realistic or cartoon-style characters. In addition, the graduate will have sufficient skills to develop a good professional portfolio to improve their job prospects.

Thanks to this Postgraduate Certificate, there will be no human or animal figure that will resist you. Enroll now and raise the level of your professional portfolio"

Video game players demand better characters, scenarios, and graphically enhanced environments. Whether in a more cartoonish style or a realistic context, new advances in software and graphics hardware allow an accurate representation of any imaginable environment.

Therefore, the first line of battle in this matter is occupied by graphic designers, who must present high-quality work to meet consumer expectations. The knowledge to reach this skill level is complex and diverse, understanding the lights, color, and textures of the objects to be represented. It is also necessary to have a correct composition and movement that denote the realism demanded nowadays.

This Postgraduate Certificate instructs the student in the whole process of Graphic and Artistic Expression, from sketching to human and animal proportions, as well as how to capture these ideas and perfect them with digital support. At the end of the course, the student will be able to produce video game scenarios based on different spatial perspectives and correctly represent the proportions and postures of the human figure.

In addition, the training is delivered 100% online, which allows the student maximum flexibility in studying the content. Eliminating the need to attend a physical center or adjust to pre-set schedules, students can adapt this Diploma in Graphic and Artistic Expression to their personal, work, or family needs.

This **Postgraduate Certificate in Graphic and Artistic Expression** contains the most complete and updated educational program on the market. The most important features include:

- Development of the complete character and setting creation process, including the elaboration and methodology to create a good professional portfolio
- Content with strong audiovisual support, facilitating the acquisition of the knowledge taught in the course
- Practical exercises to carry out self-assessment
- Modern and innovative methodologies adapted to the new times
- A syllabus prepared by experts in the field
- Content that is accessible from any fixed or portable device with an Internetconnection

You will learn how to approach the complex process of creating characters and environments, enhancing your job training to work in the industry you are passionate about"

"*You know the characters that have marked a before and after in the history of video games. You can be the designer of the next Link and start a new legend*"

You've been playing with them for countless adventures. Now it's your turn to learn how your favorite characters are born, from their sketches until they become real.

With this Postgraduate Certificate in Graphic and Artistic Expression, you will be able to give a 180º turn to your portfolio and put it on the table of the best companies in the sector.
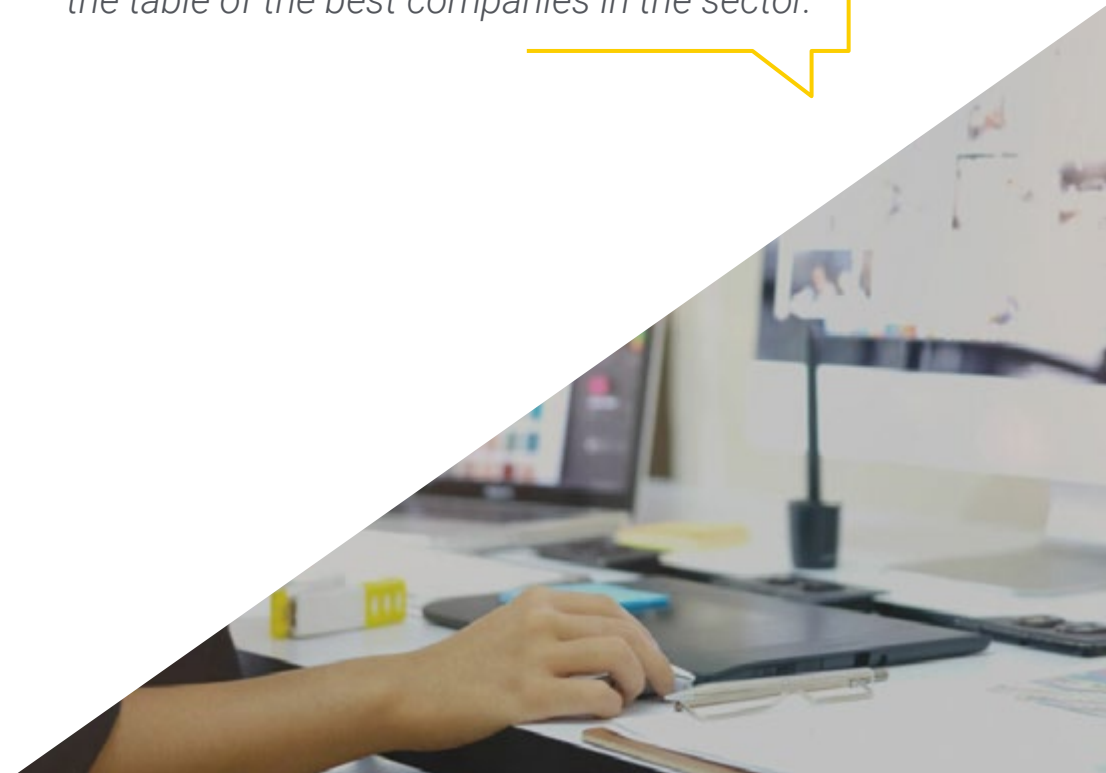
The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

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.

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 experts.

Objectives

The objective of this Postgraduate Certificate in Graphic and Artistic Expression is to enable students to approach the creation of quality characters and settings, understanding the different methods of three-dimensional representation on a flat surface. In this way, the student is instructed in the use of graphic and computer tools with which to produce video game scenarios based on different spatial perspectives.

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"

You want to create the characters and environments that millions of gamers around the world fall in love with. TECH is going to help you achieve that goal"

General Objectives

- Study the perspective of drawing and the different methods of fitting human and animal figures
- Analyze how light, color, textures and movement affect the quality of the graphic work
- Learn how to correctly compose realistic and visually appealing environments
- Explore the different digital graphic resources, as well as the most commonly used digital supports
- Expand knowledge of the implementation of characters in video games
- Build a professional portfolio that captures and showcases all of the student's capabilities

Specific Objectives

♦ Gain knowledge about the theory and harmony of color in order to know how it is perceived

♦ Unravel all the elements that make up a good video game scenario

♦ Understand the use of different software tools to create and retouch images and volumetric structures, with special emphasis on Adobe Photoshop

♦ Differentiate the conception of a cartoon character and atmosphere from a realistic character and atmosphere

You will become the best expert in the creation of environments and characters for video games thanks to your effort and the knowledge of this Postgraduate Certificate"

03
Structure and Content

The syllabus of the Postgraduate Certificate in Graphic and Artistic Expression has been developed by a team of experts in the field, following the criteria and requirements of the video game industry. The content has been structured in a single module, with 10 topics that cover all the necessary competencies and facilitate the student's study work.
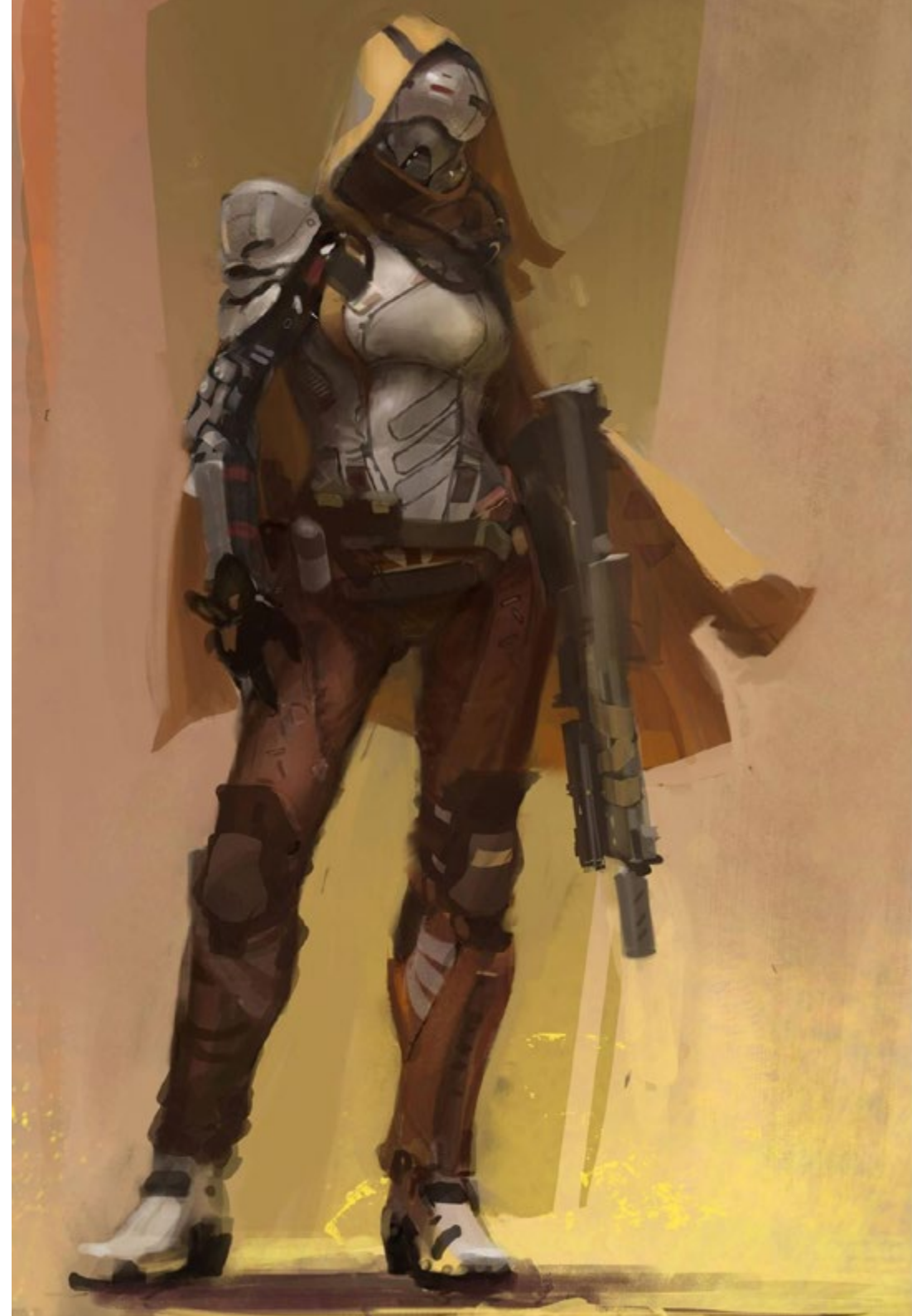
"

Everything you need to know about Graphic and Artistic Expression in video games structured in a clear, concise, and simple way"

Module 1. Graphic and Artistic Expression

1.1. Drawing and Perspective

    1.1.1. The Freehand Drawing or Sketch. The Importance of Sketching

    1.1.2. Perspective and Methods of Spatial Representation

    1.1.3. Proportions and Fitting Methods: The Human Figure

    1.1.4. Proportions and Fitting Methods: The Animal Figure

1.2. Lights and Color

    1.2.1. Chiaroscuro: Light and Shade

    1.2.2. Color Theory and Painting. How is Color Perceived?

    1.2.3. Plastic Tools for the Creation of Contrasts

    1.2.4. Color Harmony. Types of Color Harmony

1.3. Textures and Movement

    1.3.1. Textures and Material Rendering Methods

    1.3.2. Textured Artwork Analysis

    1.3.3. Representation of Actions and Movement

    1.3.4. Moving Artwork Analysis

1.4. Composition

    1.4.1. Structural Aspects of the Image: the Point, the Line and the Plane

    1.4.2. Gestalt Laws

    1.4.3. Formal Operations: Development of Shape from Concepts

    1.4.4. Rhythm, Structure, Scale, Symmetry, Balance, Tension, Attraction, and Clustering

    1.4.5. Patterns

1.5. Approach to the Digital Iconographic Environment

    1.5.1. Introduction

    1.5.2. Verification of the Generative Scope of the Digital Iconography

    1.5.3. Adoption of New Digital Iconographic Archetypes

    1.5.4. Aesthetics and Function as Concepts Derived from the Use of the Machine

1.6. Analysis of Digital Graphic Resources. Synthesis Image

    1.6.1. Digital Iconographic Typologies: Recycled and Synthetic Images

    1.6.2. Digital Graphic File Formats

    1.6.3. Two-Dimensional Shapes. Analysis of Software for Image Creation and Retouching

A unique educational experience to enhance your knowledge in this 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 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.

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. 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.

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 Certificate in Expressions Graphics and Artistic guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

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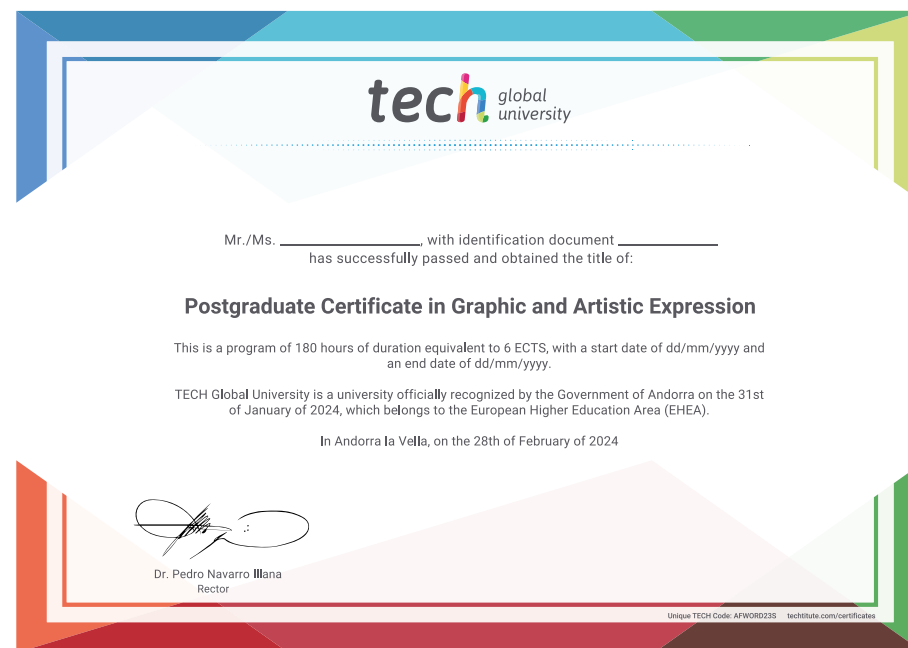
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Graphic and Artistic Expression**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

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Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Postgraduate Certificate in Graphic and Artistic Expression

This is a program of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

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 Global University will make the necessary arrangements to obtain it, at an additional cost.

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