Master's Degree
Professional Illustration

The Design Society

tech global university

Master's Degree
Professional Illustration

- Modality: **online**
- Duration: **12 months**
- Certificate: **TECH Global University**
- Accreditation: **60 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Website: www.techtitute.com/us/design/master-degree/master-professional-illustration

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01

Introduction to the Program

The rise of new technologies has transformed sectors and industries of all kinds, including the field of graphic arts and illustration. According to a report by the United Nations Educational, Scientific and Cultural Organization, cultural and creative industries account for 3.1% of global GDP and concentrate 6.2% of global employment. In this context, the role of the illustrator is essential, as they visually translate complex ideas with both precision and aesthetic value. In response to this scenario, TECH has developed this university program, which brings together the most up-to-date knowledge in lettering, the Adobe suite, digital storytelling, and advanced techniques, delivered in a 100% online, accessible, and flexible format.

A comprehensive and 100% online program, exclusive to TECH, with an international perspective supported by our membership with The Design Society"

The constant evolution of tools such as Adobe Photoshop, Illustrator or Procreate, together with the fast pace of industries such as fashion or comics, mean that today's illustrators must keep up to date with trends, styles, techniques and all kinds of knowledge that will help them in their daily work.

In response to the demand for specialization and the renewal of artistic knowledge, TECH has developed a comprehensive academic program that covers everything from illustration with iPad and the Adobe suite to techniques and sector-specific projects in the most relevant fields. In this way, designers will delve into projects involving video mapping, lettering, signage, and UX. To achieve this, they will have access to an extensive multimedia library, including detailed video tutorials, simulated scenarios, reflective readings, and other highly valuable resources tailored to each topic addressed.

This represents a unique opportunity to strengthen a designer's career in the field of Professional Illustration through a Master's Degree that provides updated knowledge and specialized technical expertise. Furthermore, its 100% online format offers the flexibility to organize learning according to individual priorities, making it fully compatible with other high-level professional or personal responsibilities. In short, it is an ideal option to continue advancing both personally and professionally, without compromising previously established commitments.

Thanks to TECH's membership with **The Design Society (DS)**, students will become part of a global community dedicated to design and its study. They will have access to open-access publications and be able to participate in collaborative events. Additionally, the membership supports the maintenance of the society and its platforms, facilitating interaction and access to specialized resources for professional development in design.

This **Master's Degree in 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 scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- A special emphasis on innovative methodologies in Professional Illustration
- 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 refine your ability to construct coherent and impactful visual narratives, providing the momentum to advance your career with greater strength"

You will enhance your concept art skills to create illustrations of all kinds, whether for sculpture or the film industry"

You will benefit from the advantages of a fully flexible format, entirely adaptable to your needs, allowing you to decide when, where, and how to approach the coursework.

You will be able to access the virtual classroom from any device with an internet connection, reviewing the content from the comfort of your smartphone.

The teaching faculty includes professionals from the field of Professional Illustration, who bring to this program the expertise gained from their work, as well as renowned specialists from leading organizations 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 an immersive learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it relies on an enormous faculty of more than 6,000 professors of the highest international renown.

Study at the world's largest online university and guarantee your professional success. The future starts at TECH"

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.

Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.

The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.

03

Syllabus

The teaching materials that make up this Master's Degree have been developed by a team of experts in Professional Illustration, with extensive experience in editorial, audiovisual, digital, and fashion environments. Throughout the curriculum, graduates will engage with the advanced use of tools such as Adobe Photoshop, Illustrator, and Procreate, applied to a wide variety of visual styles and multidisciplinary formats. In addition, they will explore narrative techniques, storytelling, comic design, concept art, lettering, animation, and portfolio creation, thereby strengthening a comprehensive vision of illustrative work from a modern, creative, and professional perspective.

You will create animated illustrations designed for advertising and narrative purposes"

Module 1. Tools in the Adobe Suite

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 our Illustration
- 1.1.4. Optimal File Formats and Export

1.2. Improving our Brushes with Photoshop
- 1.2.1. The Default Brushes
- 1.2.2. Brush Installation
- 1.2.3. Brush Refinement
- 1.2.4. Coloring Techniques with our Brushes

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. Textures
- 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. Tracing
- 2.3.4. Filling

2.4. Traditional Techniques with Procreate
- 2.4.1. Traditional Drawing on Tablet
- 2.4.2. Shading and Tracing
- 2.4.3. Volume and Development
- 2.4.4. Landscape and Reality

2.5. Visual Styles in Procreate
- 2.5.1. Conceiving a Style
- 2.5.2. Pathways and Resources
- 2.5.3. Combination of Techniques

2.6. Naturalistic Illustration
- 2.6.1. Landscape as a Means
- 2.6.2. Knowledge of the Environment
- 2.6.3. Light as Volume
- 2.6.4. Building a Landscape

2.7. Realistic Illustration
- 2.7.1. The Complexity of Realism
- 2.7.2. Photographic Perception
- 2.7.3. Construction of a Realistic Model

2.8. Cartoon Design in Procreate
- 2.8.1. Visual References
- 2.8.2. Anatomy and Body
- 2.8.3. The History of the Character
- 2.8.4. Character Development

2.9. Storyboard Creation in Procreate
- 2.9.1. How to Define a Storyboard
- 2.9.2. Phases and Elements of the Storyboard
- 2.9.3. Animation and Storyboard

2.10. Other Apps to Illustrate on iPad
- 2.10.1. Why is it Important to Compare Applications?
- 2.10.2. Vector Illustration on iPad
- 2.10.3. Bitmap Illustration on iPad
- 2.10.4. 3D Illustration on iPad
- 2.10.5. Professional Illustration Apps on iPad

Module 3. Digital Storytelling Applied to Illustration

3.1. How to Translate Digital Storytelling to Illustration?
- 3.1.1. Digital Storytelling
- 3.1.2. The Art of Storytelling
- 3.1.3. Available Resources

3.2. Cyberculture and Digital Art
- 3.2.1. The Cyberculture of the New Century
- 3.2.2. Culture Applied to Technology
- 3.2.3. Successful Illustrators in the Digital Environment

3.3. Narrative Illustration
- 3.3.1. Telling a Story
- 3.3.2. Script and Refinement
- 3.3.3. Continuity
- 3.3.4. Other Narrative Elements

3.4. Illustration and Semiotics
- 3.4.1. Semiology in the field of illustration
- 3.4.2. Symbology as a resource
- 3.4.3. The Syntax of the Image

3.5. Graphics that Speak for Themselves
- 3.5.1. Delete Text
- 3.5.2. Graphic Expression
- 3.5.3. Drawing with a Speech in Mind
- 3.5.4. Children's Drawing as a Paradigm

3.6. Digital Storytelling as a Didactic Resource
- 3.6.1. Narrative Development
- 3.6.2. The Hypertext Environment
- 3.6.3. The Multimedia Environment

3.7. The power of storytelling
- 3.7.1. Leveraging Storytelling
- 3.7.2. Discourse Management
- 3.7.3. Complementary Actions
- 3.7.4. Application of Nuances

3.8. Key Trends in Illustration
- 3.8.1. Successful Artists
- 3.8.2. Visual Styles that Have Made History
- 3.8.3. Copying or Defining your Own Style?
- 3.8.4. Potential Customer Demand

3.9. Storytelling Techniques for Visual Enhancement
- 3.9.1. The Visual Storytelling
- 3.9.2. Harmony and Contrast
- 3.9.3. Connectivity with the Story
- 3.9.4. Visual Allegories

3.10. Narrative Visual Identity of a Character
- 3.10.1. The Identification of a Character
- 3.10.2. Behavior and Gestures
- 3.10.3. Autobiography
- 3.10.4. Graphic Discourse and Projection Support

Module 4. Editorial Illustration

4.1. Thinking About the Media Support
- 4.1.1. Editorial Design and Illustration
- 4.1.2. Available Formats
- 4.1.3. Digital Printing or Digital Exporting?
- 4.1.4. Hierarchy and Text

4.2. Literary Accompaniment
- 4.2.1. Text Dictates Graphics
- 4.2.2. How Can We Illustrate What We Read?
- 4.2.3. What Aesthetics Are Most Appropriate?

4.3. Editorial Illustration Techniques
- 4.3.1. The Editorial Technique
- 4.3.2. Technical Considerations
- 4.3.3. Beyond the Image

4.4. Graphic Humor
- 4.4.1. The Graphic Comic Strip
- 4.4.2. Humor and Illustration
- 4.4.3. Expression and Criticism
- 4.4.4. Means and Resources

4.5. Relationship between Text and Image
- 4.5.1. Typography in Illustration
- 4.5.2. Typography as an Image
- 4.5.3. Creative Typography
- 4.5.4. Hierarchy between Text and Image

4.6. Magazine Illustration
- 4.6.1. The Magazine as a Media Support
- 4.6.2. Why Illustrate in a Magazine?
- 4.6.3. Formats and Technical Specifications
- 4.6.4. The Final Finishing

4.7. Illustration in Catalogs or Brochures
- 4.7.1. The Catalog and its Graphic Applications
- 4.7.2. Graphic Identity of Printed Media
- 4.7.3. Creative Possibilities
- 4.7.4. Paper Engineering

4.8. Illustration in Books and Novels
- 4.8.1. The Graphic Novel
- 4.8.2. The Degree of Discretion
- 4.8.3. Illustration in Children's Stories

4.9. Illustration in Press
- 4.9.1. Graphical Simplicity
- 4.9.2. Spaces for Illustration
- 4.9.3. Great References
- 4.9.4. The Graphic Controversy

4.10. Printed Digital Illustration
- 4.10.1. Pre-Printing Considerations
- 4.10.2. Testing and Comparison
- 4.10.3. Inks and Color Reproduction
- 4.10.4. Simulate a Traditional Technique on Paper

Module 5. Illustration and Animation

5.1. Animation as an Illustrative Support
- 5.1.1. Drawing to Animate
- 5.1.2. First Sketches
- 5.1.3. Approaches and Final Arts
- 5.1.4. Movement Illustration

5.2. The Sophistication of Animation
- 5.2.1. Technology in the Field of Animation
- 5.2.2. Keys to Animate Elements
- 5.2.3. New Methods and Techniques

5.3. Paradigms of Success in Animation
- 5.3.1. Recognition of Success
- 5.3.2. The Best Animation Studios
- 5.3.3. Visual Trends
- 5.3.4. Short and Feature Films

5.4. Current Technology in Animation
- 5.4.1. What do We Need to Animate an Illustration?
- 5.4.2. Software Available to Animate
- 5.4.3. Bringing a Character and a Scenario to Life

5.5. Conceptualization of an Animated Story
- 5.5.1. The Graphic Concept
- 5.5.2. The Script and the Storyboard
- 5.5.3. Shape Modeling
- 5.5.4. Technical Development

5.6. Illustration Applied to an Advertising Campaign
- 5.6.1. Advertising Illustration
- 5.6.2. References
- 5.6.3. What Do We Want to Tell?
- 5.6.4. Transferring Ideas to Digital Media

5.7. Graphical Synthesis
- 5.7.1. Less is More
- 5.7.2. Illustrating with Subtlety
- 5.7.3. Geometry in Illustration

5.8. Design of a 2D Animation Story
- 5.8.1. 2D Illustration
- 5.8.2. Technical Considerations in 2D Animation
- 5.8.3. 2D Storytelling
- 5.8.4. 2D Scenarios

5.9. Design of a 3D Animation Story
- 5.9.1. 3D Illustration
- 5.9.2. Technical Considerations in 3D Animation
- 5.9.3. Volume and Modeling
- 5.9.4. Perspective in 3D Animation

5.10. The Art of Simulating 3D with 2D
- 5.10.1. Visual Perception in Animation
- 5.10.2. Textures in Animation
- 5.10.3. Light and Volume
- 5.10.4. Visual References

Module 6. Professional Illustration for Comics

6.1. Comic as a Means of Expression
- 6.1.1. The Comic as a Support for Graphic Communication
- 6.1.2. The Design of Visual Comics
- 6.1.3. Color Reproduction in Comics

6.2. Comic Techniques and Evolution
- 6.2.1. The Beginnings of Comics
- 6.2.2. Graphic Evolution
- 6.2.3. The Narrative Motifs
- 6.2.4. The Representation of Elements

6.3. Formal Thinking
- 6.3.1. The Structure of a Comic
- 6.3.2. Storytelling
- 6.3.3. Character Design
- 6.3.4. Scenario Design
- 6.3.5. Discourse of the Scenes

6.4. The Superhero Genre
- 6.4.1. The Superhero Comic
- 6.4.2. The Marvel Comics Case
- 6.4.3. The DC Comics Case
- 6.4.4. Visual Design

6.5. The Fantasy and Adventure Genre
- 6.5.1. The Fantasy Genre
- 6.5.2. Fantastic Character Design
- 6.5.3. Resources and Visual References

6.6. Comics in Asia
- 6.6.1. Visual Principles of Illustration in Asia
- 6.6.2. Calligraphy Design in the East
- 6.6.3. The Visual Storytelling of Comics
- 6.6.4. Eastern Graphic Design

6.7. Manga Technical Development
- 6.7.1. Manga Design
- 6.7.2. Formal Aspects and Structure
- 6.7.3. Storytelling and Storyboarding

6.8. Relationship between Manga and Anime
- 6.8.1. Animation in Japan
- 6.8.2. Anime Characteristics
- 6.8.3. The Anime Design Process
- 6.8.4. Visual Techniques in Anime

6.9. Comics in Digital Media
- 6.9.1. The Comic Through the Screen
- 6.9.2. Animation of a Comic
- 6.9.3. Color Balance and Visual Codes
- 6.9.4. Graphic Structure and Formats

6.10. Project: Design of a Personalized Comic
- 6.10.1. Defining the Objectives
- 6.10.2. The Story to be Developed
- 6.10.3. Characters and Performers
- 6.10.4. Scenario Design
- 6.10.5. Formats

Module 7. *Concept Art*

7.1. What is Concept Art?
- 7.1.1. Definition and Use of the Concept
- 7.1.2. Application of Concept Art to New Media
- 7.1.3. Digital Development of Concept Art

7.2. Color and Digital Composition
- 7.2.1. Digital Painting
- 7.2.2. Libraries and Color Palettes
- 7.2.3. Digital Coloring
- 7.2.4. Textures Application

7.3. Traditional Sculpting Techniques
- 7.3.1. Illustration Brought to Sculpture
- 7.3.2. Sculpting Modeling Techniques
- 7.3.3. Textures and Volume
- 7.3.4. Sculptural Project

7.4. 3D Painting and Texturing
- 7.4.1. Painting in 3D Design
- 7.4.2. Natural and Artificial Textures in 3D
- 7.4.3. Practical Case: Realism in Video Games

7.5. Character and Cartoon Modeling
- 7.5.1. Definition of a 3D Character
- 7.5.2. Software to Be Used
- 7.5.3. Technical Support
- 7.5.4. Tools Used

7.6. Object and Scenario Definition
- 7.6.1. Illustration Scenario
- 7.6.2. Scenario Design in Isometric Projection
- 7.6.3. Complementary Objects
- 7.6.4. Decoration of the Environment

7.7. Cinematographic Language
- 7.7.1. Animated Movies
- 7.7.2. Visual Graphic Resources
- 7.7.3. Motion Graphics
- 7.7.4. Real Image vs. Computer Animation

7.8. Retouching and Aesthetic Enhancement
- 7.8.1. Common Mistakes in 3D Design
- 7.8.2. Offering a Higher Degree of Realism
- 7.8.3. Technical Specifications

7.9. 3D Project Simulation
- 7.9.1. Volumetric Design
- 7.9.2. Space and Movement
- 7.9.3. The Visual Aesthetics of the Elements
- 7.9.4. The Final Touches

7.10. Artistic Direction of a Project
- 7.10.1. Artistic Direction Functions
- 7.10.2. Product Analysis
- 7.10.3. Technical Considerations
- 7.10.4. Project Evaluation

Module 8. Illustration and Lettering

8.1. Lettering Resurgence
- 8.1.1. Lettering and Typography
- 8.1.2. Lettering Evolution
- 8.1.3. Creating Lettering Purpose
- 8.1.4. Lettering Basis

8.2. Typography as an Illustration
- 8.2.1. The Letter as an Image
- 8.2.2. Typography as an Identity
- 8.2.3. Corporate Image and Typography

8.3. Design of a Typeface Family
- 8.3.1. Typographic Anatomy
- 8.3.2. Design of a Typography Quad
- 8.3.3. Technical Aspects
- 8.3.4. Decorative Elements

8.4. Calligraphy, Lettering and Typography
- 8.4.1. Calligraphy in Design
- 8.4.2. Lettering Legibility
- 8.4.3. The New Typography

8.5. Conceptualization and Drawing of the Letter
- 8.5.1. Professional Lettering Design
- 8.5.2. Convert Letters to Images
- 8.5.3. The Stroke of a Typographic Alphabet

8.6. Lettering and Advertising
- 8.6.1. Typography in Advertising
- 8.6.2. Product Promotion through Text
- 8.6.3. Visual Impact
- 8.6.4. Persuasion Through Marketing

8.7. Typography in the Corporate Environment
- 8.7.1. Corporate Identity through Images
- 8.7.2. Create an Identity without a Logo
- 8.7.3. Color and Typographic Aesthetics
- 8.7.4. Final Finishing and Other Effects

8.8. Typography in the Digital Environment
- 8.8.1. Typography in Mobile Applications
- 8.8.2. Typography in Advertising Banners
- 8.8.3. Typography in the Web Environment

8.9. Typography in Animation
- 8.9.1. Animated Graphics
- 8.9.2. Animation Guidelines for Working with Typefaces
- 8.9.3. Effects and Technical Considerations
- 8.9.4. Aesthetic References

8.10. Social Networks Lettering Design
- 8.10.1. Current User Preferences in Social Networks
- 8.10.2. The Display of Content on the Platforms
- 8.10.3. Cultural Exchange
- 8.10.3. Lettering on Social Networks

Module 9. Illustration in Fashion Design

9.1. Fashion Marketing
- 9.1.1. The Structure of the Fashion Market
- 9.1.2. Research and Planning
- 9.1.3. Fashion Promotion
- 9.1.4. Branding Applied to Fashion

9.2. The Role of the Illustrator in Fashion
- 9.2.1. The Premises of the Digital Illustrator
- 9.2.2. Illustration in the Field of Fashion
- 9.2.3. The Development of Fashion through Design

9.3. Creative Techniques Focused on Fashion
- 9.3.1. Art in the Creative Process
- 9.3.2. Positioning in Fashion Markets
- 9.3.3. The Fashion Product and the Brand
- 9.3.4. Macrotrends and Microtrends

9.4. Visual Development of a Fashion Piece
- 9.4.1. Sketches in Fashion Design
- 9.4.2. Visual References in Fashion
- 9.4.3. Experimental Techniques
- 9.4.4. Color and Fabric

9.5. Aesthetics in Fashion
- 9.5.1. Trends in Fashion Design
- 9.5.2. Avant-Garde in Fashion Design
- 9.5.3. Inspiration for Illustrating Fashion Products
- 9.5.4. Inclusive Design in Fashion

9.6. Industrial Development
- 9.6.1. Technical Considerations for Design
- 9.6.2. Production in Fashion
- 9.6.3. Impression Techniques

9.7. Illustrating on the Support
- 9.7.1. Illustration on Complex Supports
- 9.7.2. Fashion Inspired by Painting
- 9.7.3. Artistic Production

9.8. World References in Fashion Design
- 9.8.1. The Great Designers
- 9.8.2. The Great Contribution of Illustration
- 9.8.3. Fashion in Magazine Layout
- 9.8.4. Impact Through Color

9.9. Stamping Design
- 9.9.1. Stamping on the Piece
- 9.9.2. The Application of Graphic Design
- 9.9.3. Pattern Design
- 9.9.4. Haute Couture

9.10. Project: Fashion Collection Design
- 9.10.1. Prototype Objectives
- 9.10.2. Design Principles to Illustrate the Product
- 9.10.3. Sketches and Illustration
- 9.10.4. Packaging in Fashion Design
- 9.10.5. Production and Distribution

Module 10. Techniques and Procedures in Illustration

10.1. Application of 20th Century Aesthetics
- 10.1.1. Visual Idealism
- 10.1.2. Pop Art in New Media
- 10.1.3. Psychedelic Illustration
- 10.1.4. Retro Style Development

10.2. Illustration Oriented to Product Design
- 10.2.1. Complexity Forms
- 10.2.2. Retro Packaging as a Graphic Reference
- 10.2.3. Nordic Design
- 10.2.4. Visual Orientation in Packaging

10.3. Illustration on Posters
- 10.3.1. Poster as a Means of Communication
- 10.3.2. Visual Purpose of the Poster
- 10.3.3. New Media Applied to Posters

10.4. Illustration in the Film Genre
- 10.4.1. Posters in the Cinema
- 10.4.2. Posters in Animation
- 10.4.3. The Digital Industry
- 10.4.4. Creativity in Composition

10.5. Illustration in Audiovisual Projects
- 10.5.1. Illustration for Stage Projection
- 10.5.2. Movement Illustration
- 10.5.3. Illustration for Video Mapping
- 10.5.4. Design of Stands or Interactive Spaces

10.6. Illustration in the the Labor Market
- 10.6.1. Preparation of Files
- 10.6.2. Delivery of Products
- 10.6.3. Contact with the Printer or Suppliers
- 10.6.4. Meeting with the Client
- 10.6.5. The Final Budget

10.7. Illustration Oriented to Signage
- 10.7.1. Universal Iconography
- 10.7.2. Inclusive Signage
- 10.7.3. Study of Symbols
- 10.7.4. Signage Design

10.8. Illustration in the the UX Design
- 10.8.1. Guidelines for Interface Design
- 10.8.2. Infographics Design
- 10.8.3. Illustrating the Visual Style of an Interface

10.9. Creation of a Professional Portfolio
- 10.9.1. The Structure of the Portfolio
- 10.9.2. Classification of Works
- 10.9.3. Illustration and Layout of the Portfolio
- 10.9.4. Materials and Complements

10.10. Project: Design of an Illustrated Album
- 10.10.1. Presentation of the Project
- 10.10.2. Project Objectives
- 10.10.3. Theme of the Project
- 10.10.4. Visual Development of the Project
- 10.10.5. Final Arts and Finishing

You will master the formats and technical specifications required for professional, high-impact editorial illustration"

04

Teaching Objectives

This academic program at TECH is designed to provide illustrators with advanced mastery of the digital tools most widely used in professional environments. In fact, this academic opportunity addresses the most relevant contemporary methodologies, enabling designers to adapt with ease to diverse visual languages and creative styles. This approach promotes the successful execution of projects in fields as varied as publishing, animation, fashion, and comics. Through this training, graduates will acquire a comprehensive vision of the creative process and the competencies necessary to stand out in a highly competitive and constantly evolving job market.

You will perfect the final finish of your printed illustrations with top-level editorial standards"

General Objectives

- Develop advanced skills in the use of digital tools applied to illustration
- Integrate concepts of visual narrative into illustrative projects
- Apply specialized knowledge in different fields of Professional Illustration
- Enhance creativity through mastery of diverse styles and graphic languages
- Execute illustrated projects adapted to editorial, animated, and fashion formats
- Explore the foundations of Concept Art as an expressive and narrative resource
- Incorporate contemporary techniques into comic and sequential illustration design
- Master lettering as a complementary graphic element in illustrated works

You will explore the graphic potential of catalogs and brochures as creative media for applied illustration"

Specific Objectives

Module 1. Tools in the Adobe Suite

- 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

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
- Cartoon style character design and storyboard definition
- Research other drawing tools available for iPad as a professional illustrator

Module 3. Digital Storytelling Applied to Illustration

- Knowledge of digital narratives for their application in the field of illustration
- 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
- Master the visual technique of graphic narratives and to value Storytelling applied to the development of a character

Module 4. Editorial Illustration

- Encourage graphic creativity oriented to work in the specialty of editorial design
- Research 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 5. Illustration and Animation

- Get to know the most sophisticated tools to work professionally with greater efficiency in the animation specialty
- Research successful visual references that have set paradigms in various animation studios
- Illustrate, following a series of principles, an advertising campaign that will later be animated
- Differentiate the technical considerations involved when working in 2D animation versus 3D animation

Module 6. Professional Illustration for 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
- Delve into the visual and narrative motifs in superhero comics as well as in the fantasy and adventure genres
- Analyze comics in Asia, with a formal study of manga as a leisure publishing product in Japan

Module 7. *Concept Art*

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

Module 8. Illustration and Lettering

- Identify typography as an image, communicating concepts through the elaboration of letters and modifying their anatomy
- Understand 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 9. 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
- 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

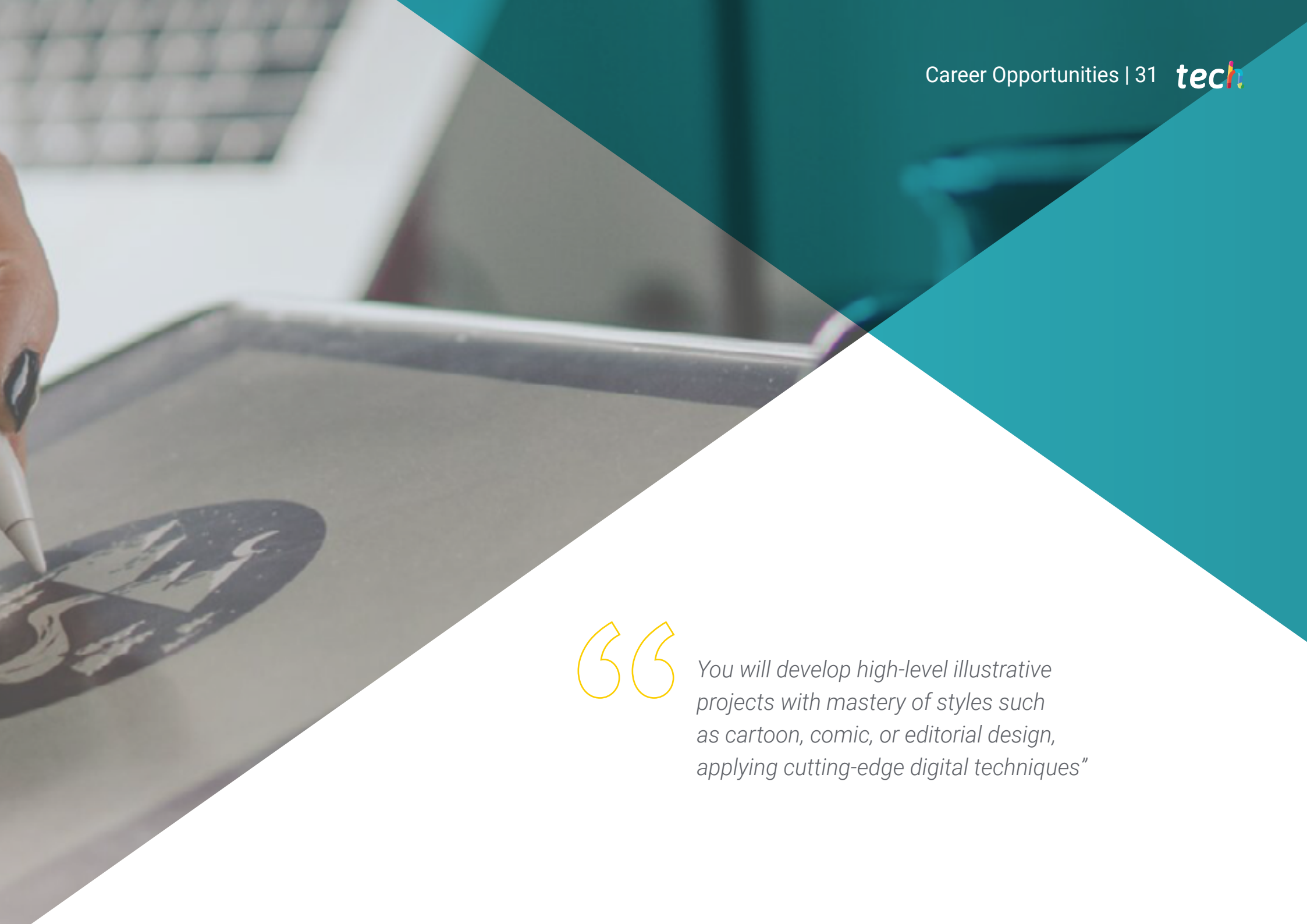
Module 10. Techniques and Procedures in Illustration

- Examine the application of classical 20th century aesthetics to new illustration projects, merging digital with analogical
- 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
- Delve into the procedure for transferring digital illustration to other projects such as signage and UX design

05

Career Opportunities

This academic program at TECH represents a unique opportunity for illustrators seeking to refine their skills, update their working methodology, and broaden their competencies in high-demand areas such as concept art, visual narrative, and lettering. Through a comprehensive exploration of the most current tools and techniques, graduates of this Postgraduate Certificate will be able to participate in high-impact projects within the publishing, film, advertising, and fashion design sectors.



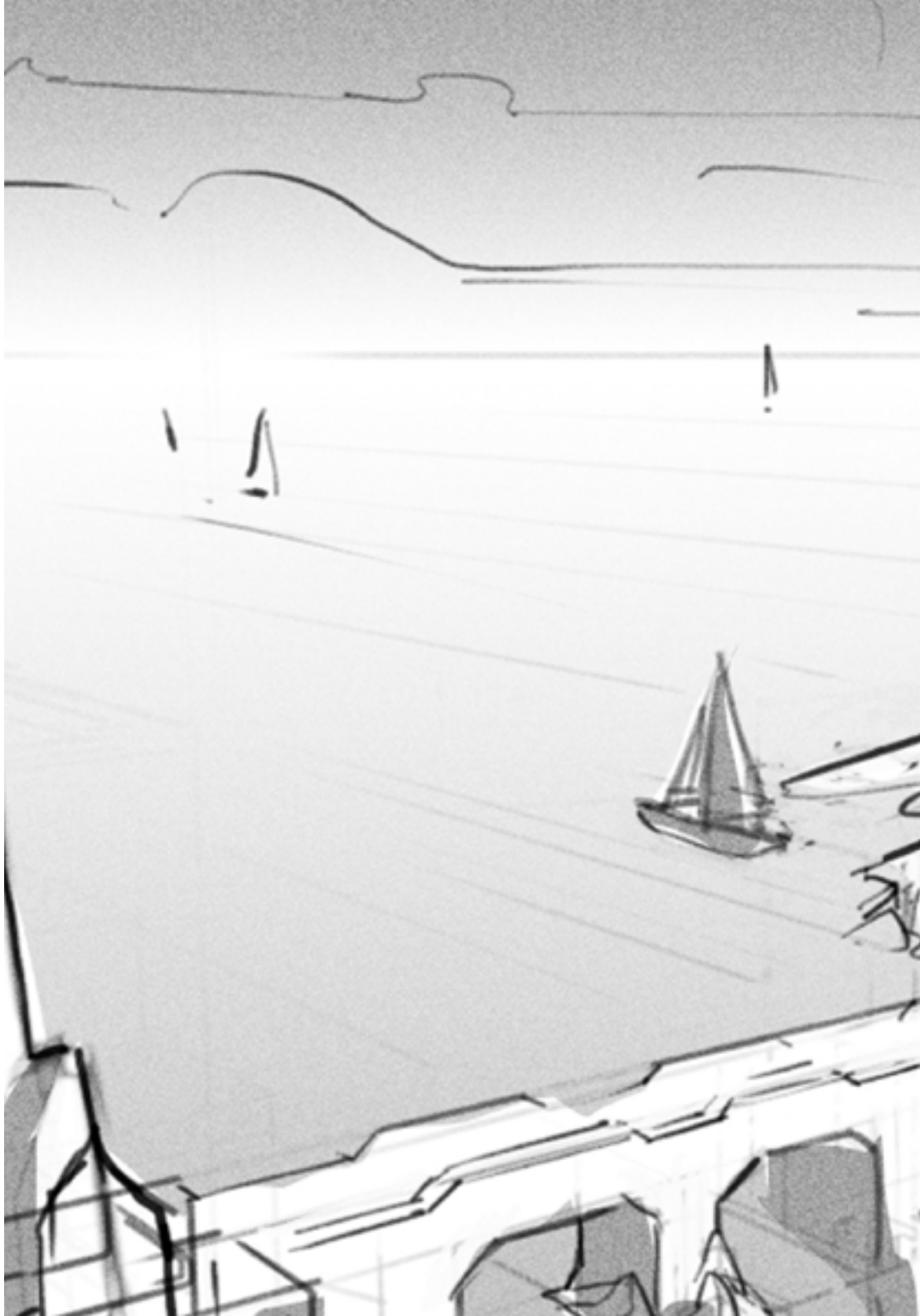
You will develop high-level illustrative projects with mastery of styles such as cartoon, comic, or editorial design, applying cutting-edge digital techniques"

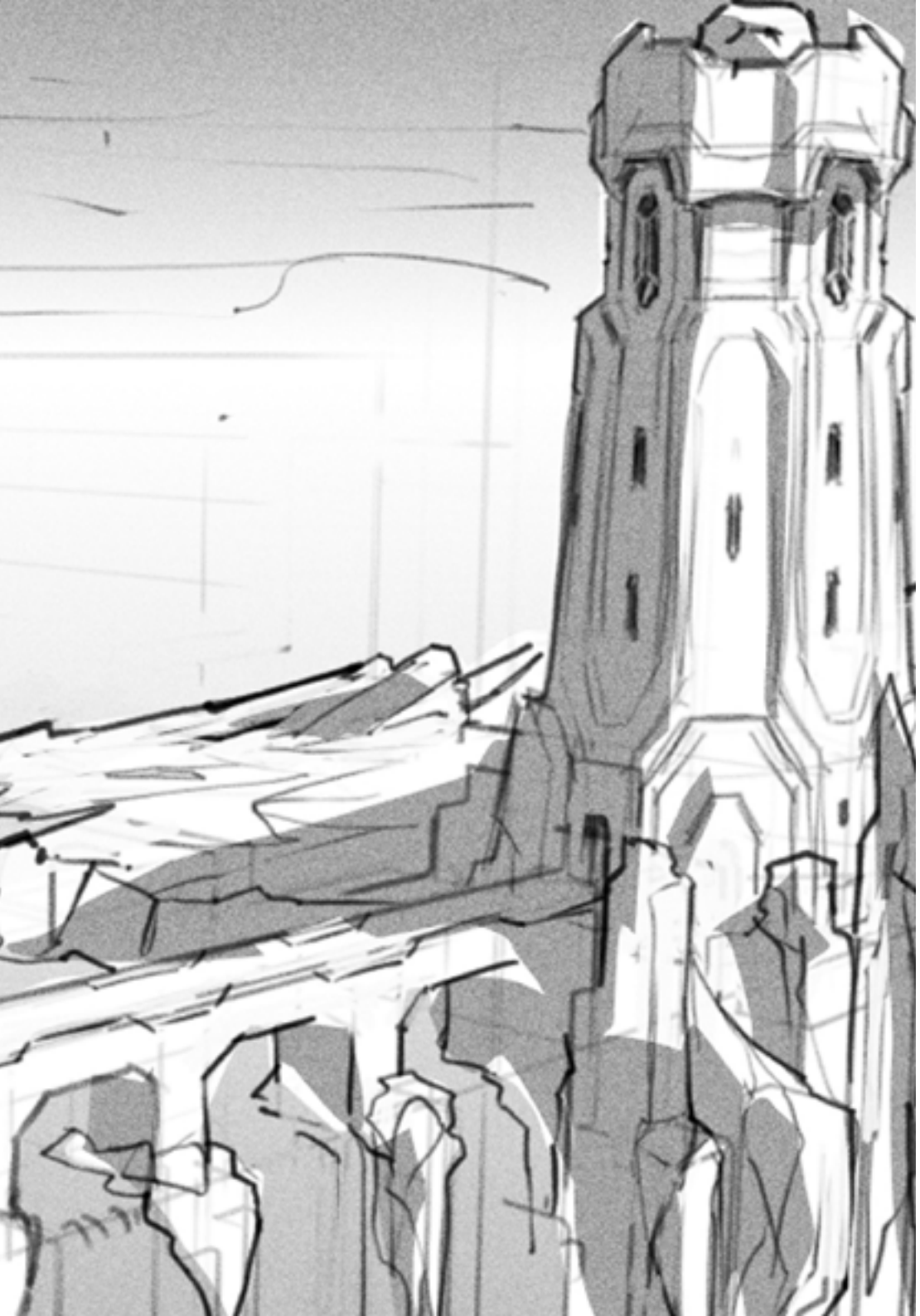
Graduate Profile

Graduates of this Master's Degree will acquire a strong ability to interpret visual briefs with both aesthetic and functional judgment. They will also be able to structure efficient workflows from the initial idea to the final piece, making creative decisions independently. In addition, they will develop the ability to graphically resolve complex concepts, adapt their style to different formats, and achieve precise visual communication. Graduates will also demonstrate confidence in managing illustrative projects and collaborating with other creative professionals, while maintaining a strategic vision of the impact of their work across various media.

You will gain knowledge of the fundamentals of paper engineering to take your illustrations beyond the visual plane.

- **Technical Versatility:** Master Adobe Photoshop, Illustrator, and Procreate for illustration, coloring, and vector design
- **Graphic Narrative:** Tell visual stories either without text or combined with editorial storytelling
- **Visual Specialization:** Create characters, settings, storyboards, comics, and illustrated albums
- **Style and Typography:** Develop creative lettering and customized typefaces for visual projects





After completing the university program, you will be able to apply your knowledge and skills in the following positions:

1. **Editorial Illustrator:** Responsible for producing images that complement and enrich texts in newspapers, magazines, illustrated books, and graphic novels, contributing a unique visual language that reinforces the narrative message.
2. **Comic Designer:** Oversees the creation of visual sequences and characters within the fields of comics and manga, collaborating with publishers or studios focused on graphic storytelling.
3. **2D/3D Animation Illustrator:** Develops illustrations and visual concepts that are integrated into audiovisual productions, working alongside animation studios during the design and pre-production stages.
4. **Fashion Illustrator:** Translates creative proposals from textile and runway design into precise and stylized visual images, used in catalogs, presentations, and campaigns within the fashion industry.
5. **Lettering Specialist:** Creates customized typographic compositions applied to branding projects, digital content, social media, or advertising campaigns with high visual impact.
6. **Character and Environment Designer:** Brings worlds and protagonists to life for video games, series, films, or digital experiences, combining creativity with aesthetic coherence.
7. **Visual Consultant for Advertising Campaigns:** Collaborates with marketing teams in the conceptualization of illustrations that strengthen the visual identity of campaigns, promotional materials, and communication strategies.

06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

"At TECH you will NOT have live classes (which you might not be able to attend)"

The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

> *TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"*

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

"The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

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

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
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.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:

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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

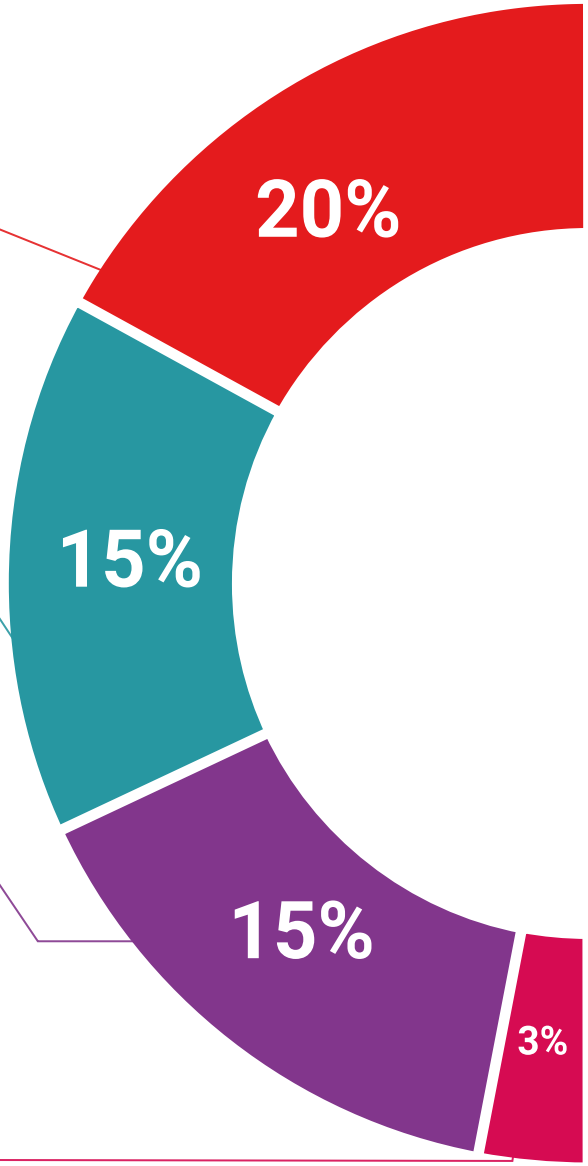
Interactive Summaries

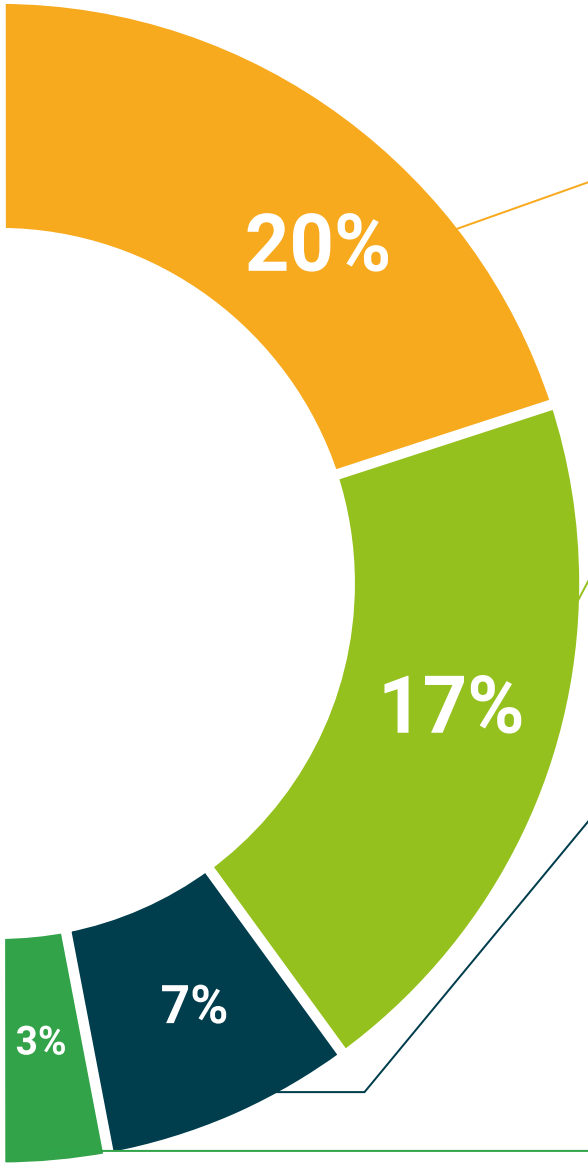
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

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 for 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.

07

Certificate

The Master's Degree in Professional Illustration guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Master's Degree issued by TECH Global University.

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

This private qualification will allow you to obtain a diploma for the **Master's Degree in Professional Illustration** 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 private qualification from **TECH Global University** is a European continuing education and professional development program that guarantees the acquisition of competencies in its area of expertise, providing significant curricular value to the student who successfully completes the program.

TECH is a member of **The Design Society (DS)**, the largest community of leading experts in design science. This membership strengthens its presence in international networks dedicated to the theoretical and practical evolution of design.

TECH is a member of:

the Design Society
a worldwide community

Title: **Master's Degree in Professional Illustration**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**

tech global university

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

Master's Degree in Professional Illustration

This is a private qualification of 1,800 hours of duration equivalent to 60 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
Dean

Unique TECH Code: AFWOR023S techtitute.com/certificates

Master's Degree in Professional Illustration

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total 60	

General Structure of the Syllabus

Year	Subject	ECTS	Type
1°	Tools in the Adobe Suite	6	CO
1°	Illustration with the iPad	6	CO
1°	Digital Storytelling Applied to Illustration	6	CO
1°	Editorial Illustration	6	CO
1°	Illustration and Animation	6	CO
1°	Professional Illustration for Comics	6	CO
1°	Concept Art	6	CO
1°	Illustration and Lettering	6	CO
1°	Illustration in Fashion Design	6	CO
1°	Techniques and Procedures in Illustration	6	CO

Dr. Pedro Navarro Illana
Dean

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*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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Master's Degree
Professional Illustration

- Modality: **online**
- Duration: **12 months**
- Certificate: **TECH Global University**
- Accreditation: **60 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Master's Degree
Professional Illustration

The Design Society

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