Master's Degree
2D Character Design and Creation

Accreditation/Membership

the Design Society
a worldwide community

tech global university

tech global university

Master's Degree
2D Character Design and Creation

- 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-2d-character-design-creation

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01

Introduction to the Program

The digital entertainment industry is experiencing a boom, driven by the expansion of video games, animation, and interactive platforms. In this context, Character Design has become an essential area for creating memorable visual experiences. According to a report by the World Intellectual Property Organization, creative industries based on copyright generate global revenues exceeding $2.2 trillion annually, confirming their strategic impact on the digital economy. In response to this demand, TECH has developed an innovative 100% online university program, offering access to highly specialized knowledge guided by experts in the field.

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

The creation of visual characters not only defines the success of a narrative but also forms the emotional core of experiences in video games, animation, and multimedia products. In fact, in an industry where the relationship between design and technology evolves at a rapid pace, creative professionals face the challenge of generating coherent, expressive, and technically viable visual identities. This need becomes even more urgent when considering the sustained growth of the digital industry and the continuous demand for specialized profiles in this field.

With this vision, TECH presents the Master's Degree in 2D Character Design and Creation, a university qualification designed to enhance skills through a rigorous academic structure. In this way, the academic experience enables mastery of everything from the fundamentals of anatomical drawing to the keys of visual storytelling, character psychology, and integration into interactive environments. As a result, students will have the opportunity to stand out in a highly competitive sector.

TECH has designed this 100% online academic opportunity with the aim of offering flexibility without compromising excellence. Moreover, its innovative Relearning method will foster a progressive and effective acquisition of knowledge, adapted to the pace of active professionals. Furthermore, the guidance of a faculty made up of industry experts ensures an up-to-date, rigorous, and creative experience, aligned with the real demands of the international market.

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 2D Character Design and Creation** contains the most complete and up-to-date university program on the market. Its most notable features are:

- The development of practical cases presented by experts in 2D Character Design and Creation
- 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
- Special emphasis on innovative methodologies in 2D Character Design and Creation
- 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 design creatures, humans, and animated objects according to industry technical standards, thanks to this 100% online university qualification from TECH"

The wealth of practical resources in this program will help solidify theoretical knowledge efficiently"

TECH offers you the most innovative teaching methodology in today's academic landscape: Relearning.

You will generate original and creative ideas in 2D Character Creation that adapt to various artistic styles and narrative objectives.

The faculty includes professionals from the 2D Character Design and Creation field, sharing their work experience, as well as recognized 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 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 has a huge faculty of more than 6,000 professors of the highest international prestige.

Study at the largest online university in the world and ensure your professional success. The future begins 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.

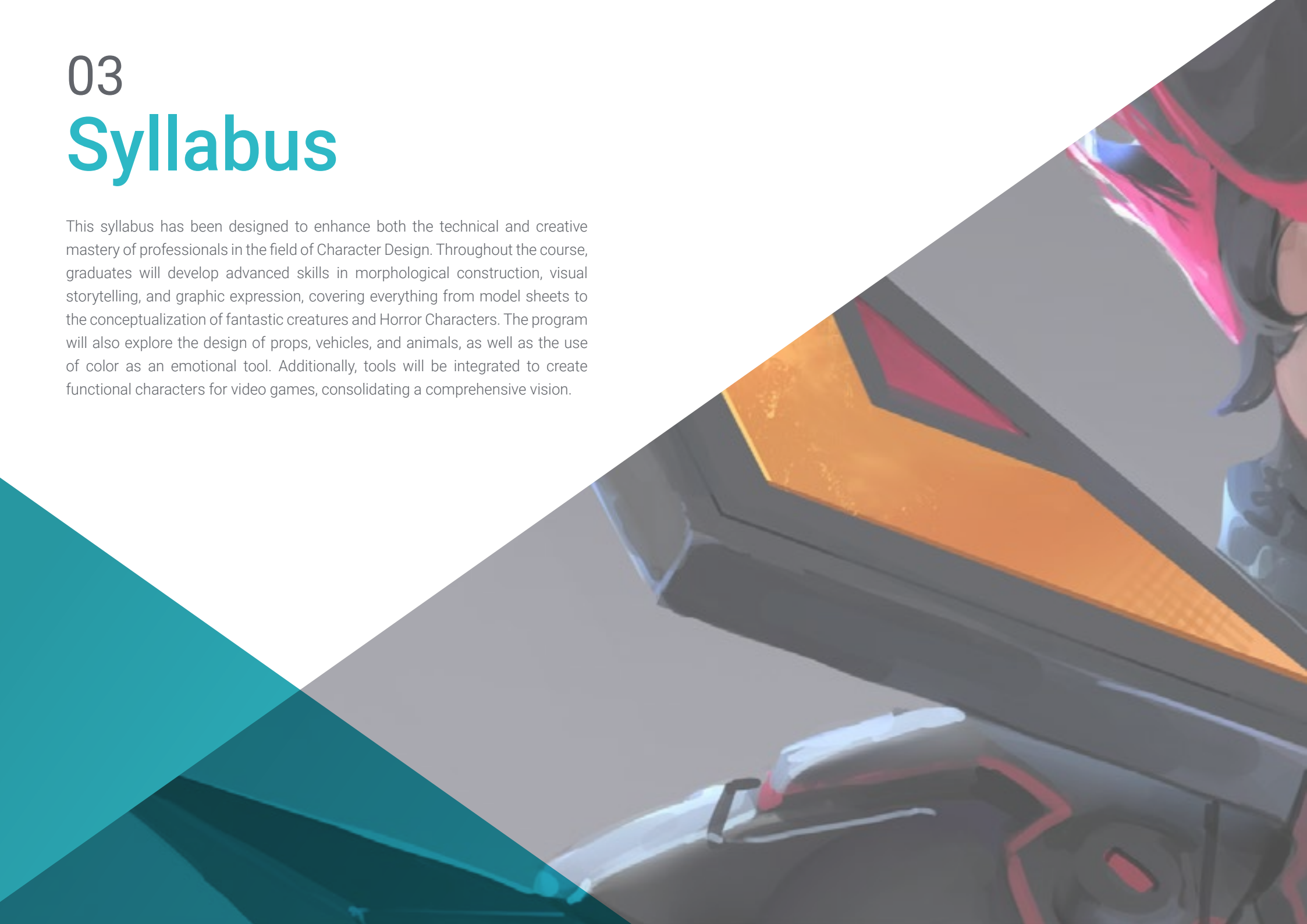
The top-rated university by its students

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

This syllabus has been designed to enhance both the technical and creative mastery of professionals in the field of Character Design. Throughout the course, graduates will develop advanced skills in morphological construction, visual storytelling, and graphic expression, covering everything from model sheets to the conceptualization of fantastic creatures and Horror Characters. The program will also explore the design of props, vehicles, and animals, as well as the use of color as an emotional tool. Additionally, tools will be integrated to create functional characters for video games, consolidating a comprehensive vision.



You will apply the fundamentals of Character Design, such as proportions, anatomy, and silhouettes"

Module 1. Characters

1.1. Characters
- 1.1.1. Analysis and Development of Characters
- 1.1.2. Styles and Designs Based on Zones and Cultures
- 1.1.3. Evolution of Characters and Current Styles

1.2. Styles in Each Product
- 1.2.1. Characters for Film
- 1.2.2. Characters for Series
- 1.2.3. Characters for Video Games

1.3. Styling Techniques
- 1.3.1. 2D
- 1.3.2. 3D
- 1.3.3. Cut-Out

1.4. Characters in Advertising
- 1.4.1. Advertising Styles Through History
- 1.4.2. Contemporary 2D
- 1.4.3. Contemporary 3D

1.5. Analysis of Character Types
- 1.5.1. *Cartoon*
- 1.5.2. Manga
- 1.5.3. Realistic

1.6. Typology
- 1.6.1. Hero - Antihero
- 1.6.2. Villain - Antithesis
- 1.6.3. Strongman - Fool

1.7. Character Archetypes
- 1.7.1. Professions
- 1.7.2. Ages
- 1.7.3. Personalities

1.8. Animal Characters
- 1.8.1. Zoomorphic Humans
- 1.8.2. Anthropomorphic Animals
- 1.8.3. Pets

1.9. Character Characteristics
- 1.9.1. Literary
- 1.9.2. Psychological
- 1.9.3. Physical

1.10. Character Merchandising
- 1.10.1. History
- 1.10.2. Style Guides
- 1.10.3. Commercial Application

Module 2. Character Construction

2.1. Geometric Shapes
- 2.1.1. Basic Shapes
- 2.1.2. Shape Combinations
- 2.1.3. Axes

2.2. Action Lines
- 2.2.1. Curves, Horizontal, and Diagonal Lines
- 2.2.2. Simple Shapes in the Action Line
- 2.2.3. Structure and Limbs

2.3. Complex Shapes
- 2.3.1. Combined Geometries
- 2.3.2. The Pose
- 2.3.3. Head Divisions

2.4. Anatomy
- 2.4.1. Classic Human Canon
- 2.4.2. Proportions
- 2.4.3. Action Poses

2.5. The Head
- 2.5.1. Construction
- 2.5.2. Axes
- 2.5.3. Eyes and Facial Features

2.6. Hair
- 2.6.1. Female Hair
- 2.6.2. Male Hair
- 2.6.3. Hairstyles

2.7. Cartoon Character Creation
- 2.7.1. Exaggerating Proportions
- 2.7.2. Heads and Expressions
- 2.7.3. Silhouette and Poses

2.8. Cartoon Animals
- 2.8.1. Pets
- 2.8.2. Quadrupeds and Birds
- 2.8.3. Other Types

2.9. Limbs
- 2.9.1. Construction
- 2.9.2. Joints
- 2.9.3. Poses

2.10. Hands
- 2.10.1. General Construction
- 2.10.2. Human Hands
- 2.10.3. *Cartoon Hands*

Module 3. *Model Sheet*

3.1. Construction
- 3.1.1. Three-Quarter View
- 3.1.2. Head Divisions
- 3.1.3. *Clean Up*

3.2. *Turnaround*
- 3.2.1. The Five Poses
- 3.2.2. Guide Lines
- 3.2.3. Symmetry and Asymmetry

3.3. Poses
- 3.3.1. Action Poses
- 3.3.2. Interaction with Props
- 3.3.3. Camera Position in the Pose

3.4. Expressions
- 3.4.1. Neutral
- 3.4.2. Happy
- 3.4.3. Sad and Angry

3.5. Hands
- 3.5.1. Construction
- 3.5.2. Positions and Rotations
- 3.5.3. Interaction with Props

3.6. Comparatives
- 3.6.1. Head Divisions and Guide Lines
- 3.6.2. Adjusting Other Characters to the Protagonist
- 3.6.3. Interaction

3.7. Mouth Codes
- 3.7.1. Standard Universal and Add-ons
- 3.7.2. Phonetic Correspondences and Lip Sync
- 3.7.3. Neutral, Happy, Angry, Sad

3.8. *Blinks*
- 3.8.1. Neutral Forms and Other Expressions
- 3.8.2. Closed Position
- 3.8.3. Inbetweens

3.9. Staging
- 3.9.1. Position in Backgrounds
- 3.9.2. Camera Positions
- 3.9.3. Interactions

3.10. Error Sheets
- 3.10.1. Do's
- 3.10.2. Don'ts
- 3.10.3. Help for Animators

Module 4. Props. Vehicles and Accessories

4.1. *Props*
- 4.1.1. What is a Prop?
- 4.1.2. Generalities
- 4.1.3. Props with Narrative Weight

4.2. Accessories
- 4.2.1. Accessories and Clothing
- 4.2.2. Real Accessories: Professions
- 4.2.3. Fantastic and Sci-Fi Accessories

4.3. Cars
- 4.3.1. Classic Cars
- 4.3.2. Contemporary Cars
- 4.3.3. Futuristic Cars

4.4. Motorcycles
- 4.4.1. Contemporary Motorcycles
- 4.4.2. Futuristic Motorcycles
- 4.4.3. Three-Wheeled Motorcycles

4.5. Other Vehicles
- 4.5.1. Land Vehicles
- 4.5.2. Aerial Vehicles
- 4.5.3. Marine Vehicles

4.6. Bladed Weapons
- 4.6.1. Types and Sizes
- 4.6.2. Design by Era
- 4.6.3. Shields

4.7. Firearms
- 4.7.1. Long Guns
- 4.7.2. Short Guns
- 4.7.3. Mechanism: Moving Parts

4.8. Futuristic Weapons
- 4.8.1. Firearms
- 4.8.2. Energy Weapons
- 4.8.3. FX of Futuristic Weapons

4.9. Armor
- 4.9.1. Classic and Contemporary Armor
- 4.9.2. Futuristic Armor
- 4.9.3. Mechanized and Robotic Armor

4.10. Props in Video Games
- 4.10.1. Differences with Animation Props
- 4.10.2. Props and Their Use
- 4.10.3. Design

Module 5. Animals

5.1. Quadrupeds
- 5.1.1. Comparative Anatomy
- 5.1.2. Realistic and Their Use
- 5.1.3. *Cartoon*

5.2. Canines
- 5.2.1. Anatomy
- 5.2.2. Design
- 5.2.3. Poses

5.3. Felines
- 5.3.1. Comparative Anatomy
- 5.3.2. Design
- 5.3.3. Poses

5.4. Herbivores
- 5.4.1. Ruminants
- 5.4.2. Equines
- 5.4.3. *Cartoon*

5.5. Large Mammals
- 5.5.1. Comparative Anatomy
- 5.5.2. Construction
- 5.5.3. Poses

5.6. Marine Animals
- 5.6.1. Mammals
- 5.6.2. Fish
- 5.6.3. Crustaceans

5.7. Birds
- 5.7.1. Anatomy
- 5.7.2. Poses
- 5.7.3. *Cartoon*

5.8. Amphibian Reptiles
- 5.8.1. Construction
- 5.8.2. Poses
- 5.8.3. *Cartoon*

5.9. Dinosaurs
- 5.9.1. Types
- 5.9.2. Construction
- 5.9.3. Poses

5.10. Insects
- 5.10.1. Design
- 5.10.2. Poses
- 5.10.3. Comparatives

Module 6. Objects and Plants as Characters

6.1. Flowers
- 6.1.1. Examples
- 6.1.2. Construction
- 6.1.3. Poses and Expressions

6.2. Vegetables
- 6.2.1. Examples
- 6.2.2. Construction
- 6.2.3. Poses and Expressions

6.3. Fruit
- 6.3.1. Examples
- 6.3.2. Construction
- 6.3.3. Poses and Expressions

6.4. Carnivorous Plants
- 6.4.1. Examples
- 6.4.2. Construction
- 6.4.3. Poses and Expressions

6.5. Trees
- 6.5.1. Types
- 6.5.2. Construction
- 6.5.3. Poses and Expressions

6.6. Shrubs
- 6.6.1. Types
- 6.6.2. Construction
- 6.6.3. Poses and Expressions

6.7. Objects
- 6.7.1. Examples
- 6.7.2. Personality
- 6.7.3. Types

6.8. Home Appliances
- 6.8.1. Types
- 6.8.2. Construction
- 6.8.3. Poses and Expressions

6.9. Vehicles
- 6.9.1. Types
- 6.9.2. Construction
- 6.9.3. Poses and Expressions

6.10. Other Objects
- 6.10.1. Types
- 6.10.2. Construction
- 6.10.3. Poses and Expressions

Module 7. Fantastic Creatures

7.1. Dragons and Hydras
- 7.1.1. Examples
- 7.1.2. Construction
- 7.1.3. Poses and Expressions

7.2. Giants
- 7.2.1. Examples
- 7.2.2. Construction
- 7.2.3. Poses and Expressions

7.3. Flying Creatures
- 7.3.1. Comparative Anatomy
- 7.3.2. Construction
- 7.3.3. Poses and Expressions

7.4. Aquatic Creatures
- 7.4.1. Modifications of Real Types
- 7.4.2. Construction
- 7.4.3. Poses and Expressions

7.5. Underground Creatures
- 7.5.1. Geometric Shapes
- 7.5.2. Development
- 7.5.3. Poses and Expressions

7.6. Fairy Beings
- 7.6.1. Human Anatomy
- 7.6.2. Construction
- 7.6.3. Poses and Expressions

7.7. Hybrid
- 7.7.1. Foundations
- 7.7.2. Design
- 7.7.3. Poses and Expressions

7.8. Demonic Beings
- 7.8.1. Anatomy
- 7.8.2. Design
- 7.8.3. Poses and Expressions

7.9. Gods and Demigods
- 7.9.1. Human Anatomy
- 7.9.2. Construction
- 7.9.3. Poses and Expressions

7.10. Other Fantastic Creatures
- 7.10.1. Examples
- 7.10.2. Construction
- 7.10.3. Poses and Expressions

Module 8. Horror Characters

8.1. Vampires
- 8.1.1. Human Anatomy
- 8.1.2. Design
- 8.1.3. Poses and Expressions

8.2. Frankenstein's Monster
- 8.2.1. Anatomy
- 8.2.2. Construction
- 8.2.3. Poses and Expressions

8.3. Werewolf
- 8.3.1. Comparative Anatomy
- 8.3.2. Construction
- 8.3.3. Poses and Expressions

8.4. Mummy
- 8.4.1. Human Anatomy
- 8.4.2. Design
- 8.4.3. Poses and Expressions

8.5. Swamp Monster
- 8.5.1. Anatomy
- 8.5.2. Construction
- 8.5.3. Poses and Expressions

8.6. Ghosts
- 8.6.1. Examples
- 8.6.2. Construction
- 8.6.3. Poses and Expressions

8.7. Zombies
- 8.7.1. Human Anatomy
- 8.7.2. Animal Zombies
- 8.7.3. Construction and Poses

8.8. Dr. Jekyll and Mr. Hyde
- 8.8.1. Human Anatomy
- 8.8.2. Construction
- 8.8.3. Poses and Expressions

8.9. Death
- 8.9.1. Anatomy
- 8.9.2. Construction
- 8.9.3. Poses and Expressions

8.10. Aliens and Beings from Other Dimensions
- 8.10.1. Geometric Shapes
- 8.10.2. Design
- 8.10.3. Poses and Expressions

Module 9. Color

9.1. Color Basics
- 9.1.1. Primary, Secondary, and Tertiary Colors
- 9.1.2. Digital Color and Color Issues Across Different Screens and Mediums
- 9.1.3. Color and Pigment

9.2. Color Theory
- 9.2.1. Color Wheel and Its Scales
- 9.2.2. CMYK and RGB
- 9.2.3. *Hexadecimal Pantone*

9.3. Light Theory
- 9.3.1. Light and Its Effects
- 9.3.2. Schemes in Animation Cinema
- 9.3.3. Physical Qualities of Color

9.4. Chromatic Relationships
- 9.4.1. Temperature
- 9.4.2. Contrast, Balance
- 9.4.3. Perception. Synesthesia

9.5. Contrasts and Harmonies
- 9.5.1. Visual Weight of Color
- 9.5.2. Color and Music
- 9.5.3. Harmonies and Equivalents

9.6. Psychology, Symbolism and Metaphor of Color
- 9.6.1. Emotional and Symbolic Color
- 9.6.2. The Meaning of Color in Different Cultures
- 9.6.3. Goethe's Theory of Color

9.7. Color in Storytelling
- 9.7.1. Color Analysis in Different Narratives
- 9.7.2. Color Script
- 9.7.3. Project

9.8. Character Color on Background
- 9.8.1. Environment
- 9.8.2. Contrasts
- 9.8.3. Color Palettes

9.9. Digital Application
- 9.9.1. Layers
- 9.9.2. Filters
- 9.9.3. Textures

9.10. Lighting
- 9.10.1. Lights
- 9.10.2. Shadows
- 9.10.3. Highlights

Module 10. Video Games and Characters

10.1. Characters and Video Games
- 10.1.1. Character Analysis in Video Games
- 10.1.2. Character Target Audience
- 10.1.3. References

10.2. Types
- 10.2.1. 2D-3D
- 10.2.2. Platforms and Types
- 10.2.3. Pixelated Characters

10.3. Methodology
- 10.3.1. Work Planning and Types of Documents
- 10.3.2. Analytical Drawing
- 10.3.3. Line Drawer and Shape Drawer

10.4. Defining a Style
- 10.4.1. References and Key Points
- 10.4.2. Light and Color: Creating an Atmosphere
- 10.4.3. Characters: Personality and Consistency

10.5. Traditional 2D
- 10.5.1. References
- 10.5.2. Creation
- 10.5.3. Model Sheet Package

10.6. Cut-Out I
- 10.6.1. References
- 10.6.2. Methodology
- 10.6.3. Construction

10.7. Cut-Out II
- 10.7.1. Color
- 10.7.2. *Rigging*
- 10.7.3. Libraries

10.8. 3D
- 10.8.1. References
- 10.8.2. Design
- 10.8.3. Construction

10.9. Pixelated Characters
- 10.9.1. References and Documentation
- 10.9.2. Design
- 10.9.3. Poses

10.10. Reference for 3D Modeling
- 10.10.1. Color Palettes
- 10.10.2. Textures
- 10.10.3. Lights and Shadows

You will create 2D Characters that can be used across different platforms and formats, such as video games, animation, or comics"

04

Teaching Objectives

This Master's Degree has been designed to help professionals develop a highly specialized profile in the design and conceptualization of characters within 2D environments. Throughout the academic journey, students will acquire skills in stylized anatomy, visual language, and the creation of functional characters for video games and audiovisual products. Additionally, they will strengthen abilities in art direction, narrative consistency, emotional expression, and the use of color as a communicative element. They will also integrate technical resources for designing creatures, objects, and environments that interact with the character's identity, consolidating a comprehensive, creative, and strategic approach to visual project development.

You will gain the skills necessary to make visual decisions, enhancing your ability to lead character design projects in animation studios and video game development"

General Objectives

- Promote documentation and the gathering of necessary references to develop correct work
- Understand how to structure, create, and build characters
- Dive into the development of model sheets necessary in the animation industry
- Create all kinds of vehicles and objects for use in both 2D and 3D animation disciplines
- Master the anatomy of all types of animals
- Analyze the development and creation of Horror Characters
- Master the art of coloring the characters you create
- Thoroughly develop characters specifically for 2D and 3D video games

You will take control of the creative process for character creation, whether they are terrifying, fantastical, or even anthropomorphic"

Specific Objectives

Module 1. Characters

- Learn the different styles and techniques for character creation
- Differentiate between cartoon, manga, and realistic characters
- Develop the creation of animal characters
- Explore the physical, psychological, and literary characteristics of characters

Module 2. Character Construction

- Define the action lines of characters and their complex shapes
- Study the anatomy, hair, and head of characters
- Deepen the creation of cartoon characters and animals, and how to define them
- Learn the proper representation of limbs and hands in different types of characters

Module 3. *Model Sheet*

- Recognize the importance of a good model sheet in the artist's workflow
- Research expressions, poses, and essential guide lines for model sheets
- Explore the codes of mouth shapes and the staging of characters through model sheets
- Develop an accurate error sheet, crucial for subsequent animation

Module 4. Props. Vehicles and Accessories

- Learn about the different types of props and accessories, both real and fantastical, including science fiction
- Deepen the creation of cars, motorcycles, and futuristic or current vehicles
- Develop the ability to create bladed, firearms, and futuristic weapons
- Integrate different types of props correctly into video games

Module 5. Animals

- Study the differences between canines, felines, herbivores, and large mammals
- Differentiate between realistic and cartoon animals for correct creation
- Analyze other types of marine animals, birds, amphibious reptiles, and insects
- Understand dinosaurs for proper animation, creation, and posing

Module 6. Objects and Plants as Characters

- Explore the representation of flowers, vegetables, fruits, and other types of plants
- Learn examples and possible expressions for carnivorous plants
- Analyze the types of trees to create and design, as well as their possible role as characters
- Learn to create home appliances and vehicles of different types and constructions

Module 7. Fantastic Creatures

- Dive deeper into different types of fantastic creatures
- Correctly differentiate between flying, aquatic, and underground creatures
- Learn about fairy beings, hybrids, demons, and giants
- Develop a stronger representation of gods and demigods

Module 8. Horror Characters

- Learn the anatomy of horror characters and key elements for proper representation
- Delve into the creation and design of vampires, werewolves, and mummies
- Analyze classic horror figures like Frankenstein's monster or Dr. Jekyll and Mr. Hyde
- Understand the geometric shapes that define extraterrestrial or alien beings

Module 9. Color

- Examine color, its foundations, and theory, including light theory and color itself
- Learn about chromatic relationships, including temperature, contrast, and balance
- Analyze the psychology and symbolism of color
- Study the digital applications of all the content

Module 10. Video Games and Characters

- Delve into the implementation of characters in video games
- Learn the fundamental differences between 2D and 3D
- Strengthen your personal style for characters, light, and colors
- Create a solid methodology for working with references for 3D modeling

05

Career Opportunities

This university qualification opens up a wide range of opportunities in creative sectors such as animation, video game design, editorial illustration, and audiovisual production. For example, graduates will be able to join development studios, creative agencies, or technology companies, contributing a strategic vision in character design. Additionally, they will be equipped to lead design teams, participate in visual storytelling projects, or start their own ventures within digital art. The specialization in 2D Characters will also allow collaboration in designing interactive applications or immersive experiences, expanding their reach in a constantly evolving market.

Are you looking to work as a 2D Character Designer? This academic path will provide you with the keys to achieve that in just 12 months"

Graduate Profile

The graduate will be a professional with both technical and conceptual mastery in the creation of 2D Characters, capable of developing coherent, expressive visual proposals adapted to various narrative languages. Additionally, they will possess advanced skills in drawing, color, emotional design, and visual direction, as well as a deep understanding of character psychology and its narrative role. Their profile will be distinguished by the ability to integrate creativity, analysis, and technique in collaborative projects, offering innovative solutions in digital environments. As a result, they will be prepared to take on key roles in visual pre-production processes, graphic conceptualization, and art direction within the creative sector.

Your profile will stand out due to the combination of creative vision, becoming a designer capable of translating abstract ideas into memorable characters for high-impact products.

- **Character Construction:** Master the structural and expressive design of characters for narrative and visual environments.
- **Art Direction:** Lead creative processes from a conceptual and aesthetic perspective.
- ***Visual Storytelling:*** Apply graphic resources to tell stories through character design.
- **Emotional Expression:** Develop characters with body language and gestures that align with their personality and context.

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

1. **2D Character Designer:** Responsible for the visual creation of characters for animation, video game, and comic book projects.
2. **Conceptual Illustrator:** In charge of developing visual proposals that define the graphic identity of characters and creatures.
3. **Art Director in 2D Productions:** Responsible for overseeing the aesthetic and narrative coherence of characters throughout the entire project.
4. **Fantastic Creature Designer:** Dedicated to conceptualizing imaginary beings with applicability in interactive media or film.
5. **Props and Set Design Artist:** Responsible for the visual design of objects, backgrounds, and complementary elements surrounding the character.
6. ***Character Layout Artist:*** Responsible for creating key poses, expressions, and compositions that guide 2D animation.
7. **Video Game Character Designer:** In charge of adapting characters to gameplay mechanics, graphic styles, and technical requirements.
8. **Color and Visual Expression Specialist:** Responsible for the chromatic and emotional treatment in the graphic construction of characters.
9. **Visual Pre-production Coordinator:** Manages the initial design phase, model sheets, and technical guides for production.

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.

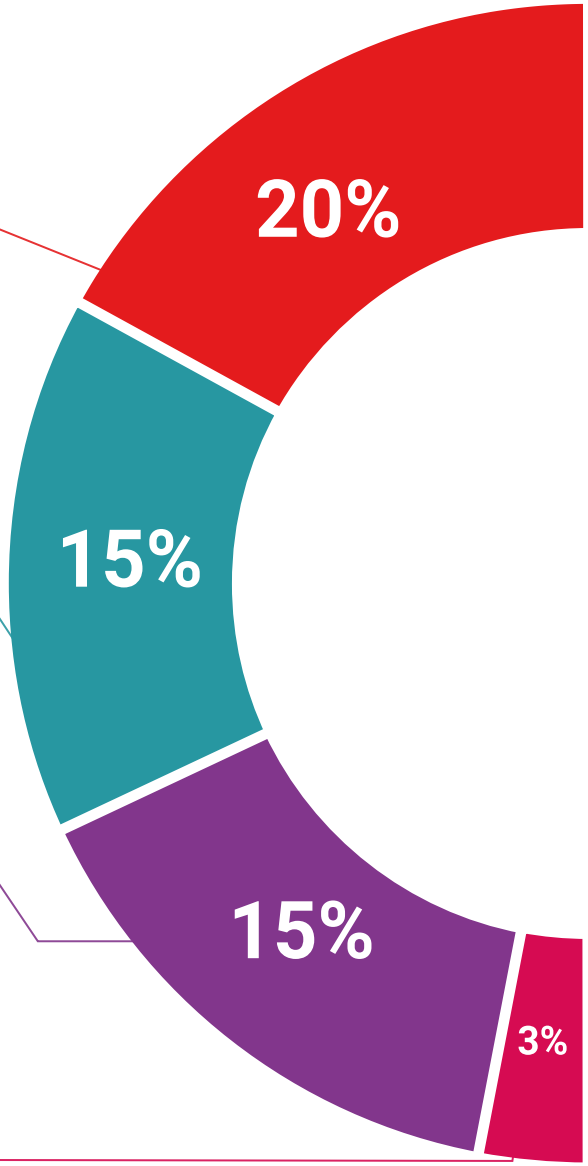
Interactive Summaries

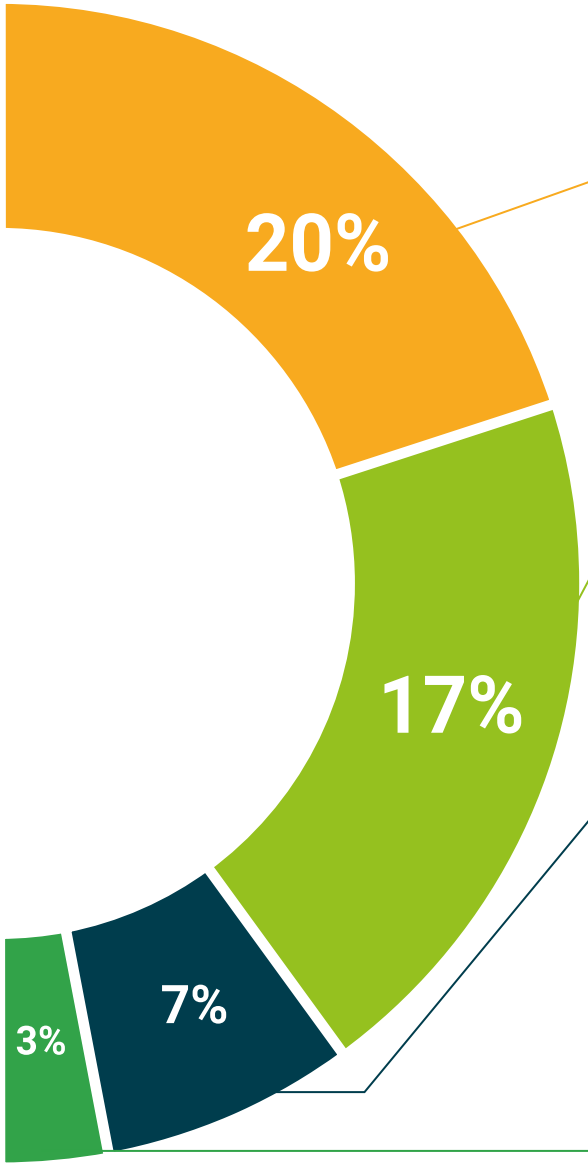
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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.

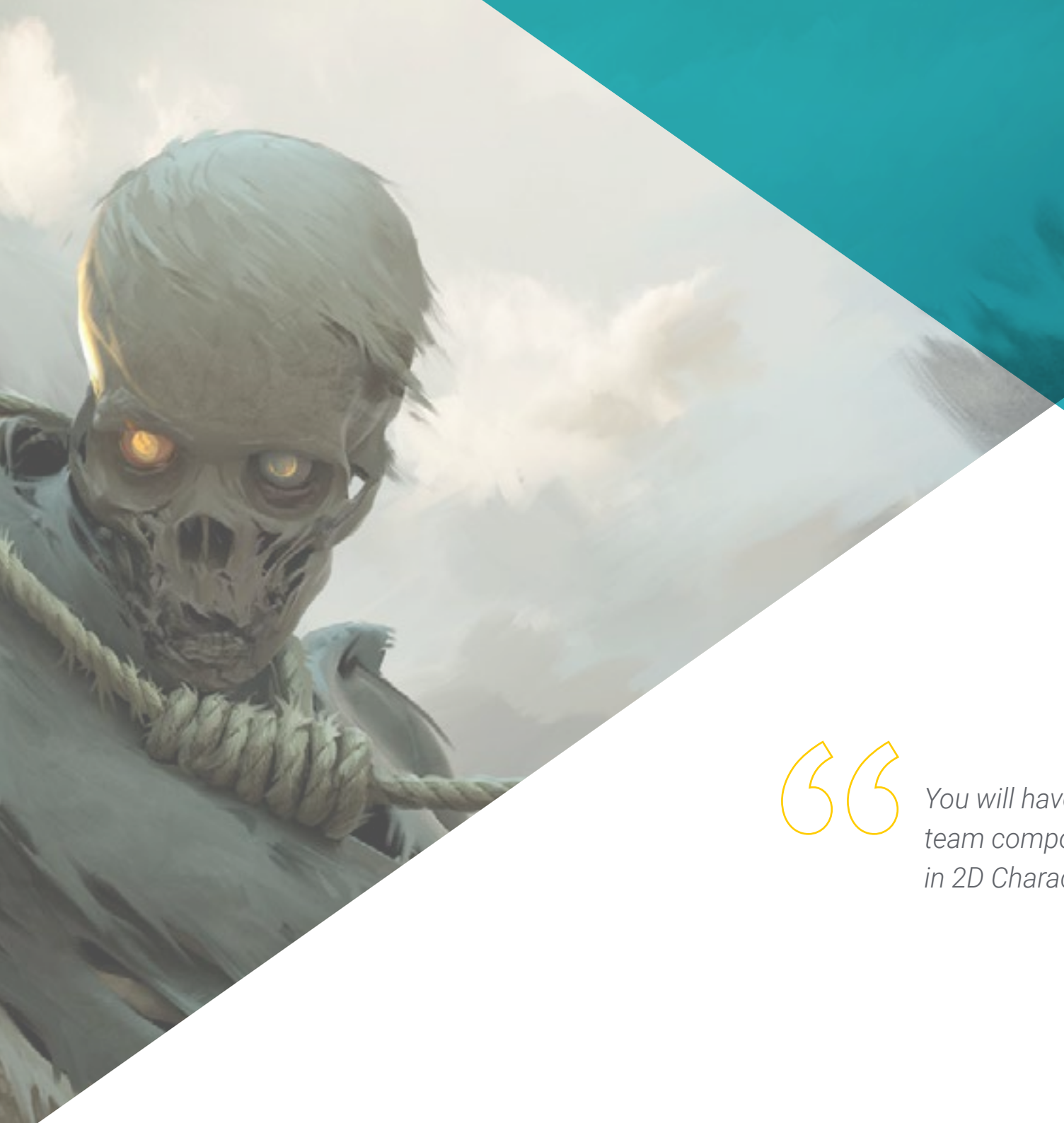
Quick Action Guides

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

Teaching Staff

The creative mastery and strategic vision are two of the key qualities that define this faculty. Therefore, this university program is supported by visual artists, art directors, character designers, and entertainment professionals with a distinguished track record in international studios and transmedia projects. Thanks to their experience, graduates will receive precise, up-to-date guidance focused on professional development in real production environments. Moreover, the faculty members combine their creative work with the ability to convey knowledge from an applied, critical, and constructive perspective.



You will have the support of a faculty team composed of renowned experts in 2D Character Design and Creation"

Management

Mr. Sirgo González, Manuel

- Director, Producer and Animation Producer
- Manager and Director of the Production Company 12 Pingüinos Dibujos Animados S.L.
- Manager and director of the production company Cazatalentos SL.
- Director, Producer and Director of several short films
- Animation director in advertising campaigns
- Animation director in series
- Animation collaborator in different national and international animation production companies
- Lecturer in postgraduate programs and studies
- Winner of the Goya Award for Best Animated Short Film for *Cazatalentos y Pollo*

Teachers

Mr. Rodríguez Tendero, Rodrigo

- Illustrator and Designer with experience in video games
- Illustrator and Designer for Ikea's Christmas Campaign
- Illustrator and Designer for Antivirus McAfee
- Illustrator and Designer for Club Megatrix magazine
- Collaborator in commercials
- Collaborator in TV series
- Collaborator in PC video games
- Studies in Illustration and Design at the School of Applied Arts

Mr. Quilez Jordán, Francisco Manuel

- Animation and 2D Illustration Specialist
- Animator and assistant on *Phineas and Ferb*
- Interleaver and Layouter in *Las Tres Mellizas*
- Backgrounder and assistant in the short film *Pollo*
- Storyboarder in commercials, TV series and films
- Lecturer in programs and postgraduate studies related to animation and illustration
- Winner of the Goya Award with the short film *Pollo*

Dr. Delgado Sánchez, Cruz

- Expert Animation Filmmaker and Scriptwriter
- Director and scriptwriter of several feature films and television series
- Goya Award for best animated film with The Four Musicians of Bremen
- Author of five books on animation and contributor to different written media.
- Lecturer in programs and university studies related to animation
- PhD in Audiovisual Communication
- Degree in Information Sciences
- Member of: Cinematographic Writers Circle, Academy of Motion Picture Arts and Sciences

Mr. Custodio Arenal, Nacho

- Expert Animator in 2D, 3D, and Cut-Out
- Freelance Animator
- Collaborator in Short Films and Feature Films
- Collaborator in TV Series

A unique, essential and decisive learning experience to boost your professional development"

08

Certificate

The Master's Degree in 2D Character Design and Creation 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 **Master's Degree in 2D Character Design and Creation** 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** private qualification 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.

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.

Accreditation/Membership

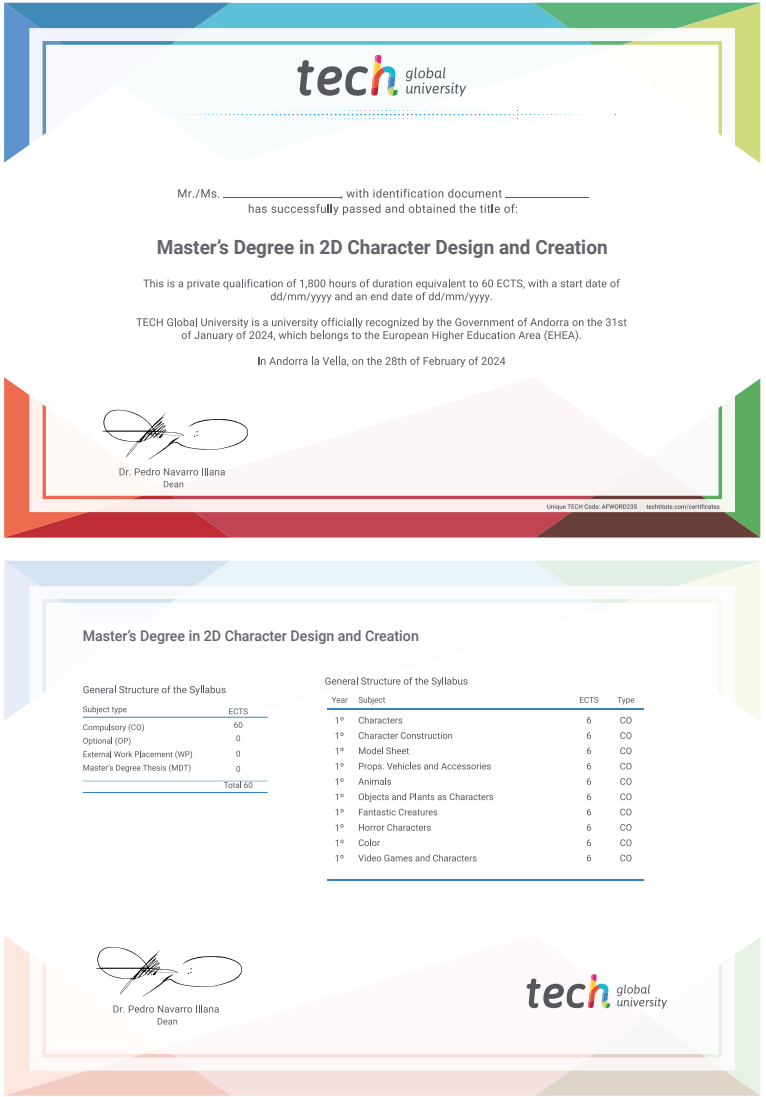
the Design Society
a worldwide community

Title: **Master's Degree in 2D Character Design and Creation**

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 2D Character Design and Creation

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 2D Character Design and Creation

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°	Characters	6	CO
1°	Character Construction	6	CO
1°	Model Sheet	6	CO
1°	Props, Vehicles and Accessories	6	CO
1°	Animals	6	CO
1°	Objects and Plants as Characters	6	CO
1°	Fantastic Creatures	6	CO
1°	Horror Characters	6	CO
1°	Color	6	CO
1°	Video Games and Characters	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.

tech global university

Master's Degree
2D Character Design and Creation

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

Master's Degree
2D Character Design and Creation

Accreditation/Membership

the Design Society
a worldwide community

tech global university