

Postgraduate Certificate

Color in 2D Character Design





Postgraduate Certificate Color in 2D Character Design

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

Website: www.techtute.com/us/design/postgraduate-certificate/color-2d-character-design

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01

Introduction

Color in the design of any character is fundamental. They can convey one's own personality and characteristics, as well as influence the viewer's perception if used intelligently. Mastering this is not a simple task and implies that the designer must know perfectly the theory of light and color itself, as well as contrasts, harmonies and even the psychology behind the symbolic and emotional meaning of color. This program not only brings together all this knowledge, but also expands it in a reliable way through the practical experience of a teaching team highly versed in the subject, giving the designer a comfortable and flexible opportunity to excel in their professional career.





“

Perfect your mastery of color theory and contrasts to make your 2D characters stand out in an eye-catching way, while improving the quality of your personal portfolio"

Aspects such as light or the lighting of a scene directly affect the colors of the characters. Likewise, the designer must take care of the background color and their own role in the narrative of the story, skills that will undoubtedly make them stand out and be chosen for better projects or positions of responsibility.

Therefore, the 10 topics that make up this course focus on the different aspects of color that the artist must know and master to highlight their characters to the fullest. The teaching team, made up of professionals with extensive experience in the industry, has combined their practical experience with the most current theory on the use of color in 2D.

This offers a unique and extensive perspective, in which the student deepens their understanding of those color methods and techniques that are most useful and practical today. In addition, the program is completely online, which gives it the necessary flexibility to combine it with the most demanding professional or personal activity. All the learning content is available from day one, and can be downloaded and studied from any device with an internet connection.

This **Postgraduate Certificate in Color in 2D Character Design** contains the most complete and up-to-date educational program on the market. The most important features include:

- ◆ Practical cases presented by experts in the creation of all kinds of 2D animated characters
- ◆ The graphic, schematic, and practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions for experts and individual reflection work
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



You will have the freedom to take on the course load at your own pace, with no fixed schedules or face-to-face classes to restrict you"

“*Enroll today in this Postgraduate Certificate and don't miss the opportunity to give your career a creative boost through high quality teaching*”

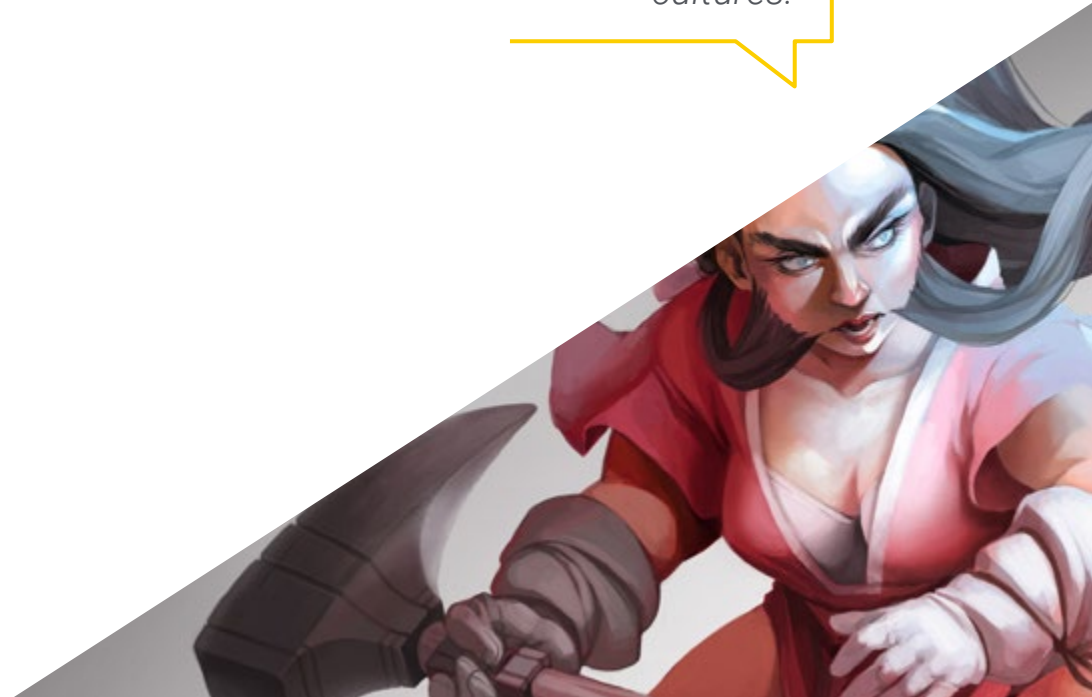
The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

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

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

Maximize the color of your characters with a more thorough understanding of the most relevant techniques and aspects of their use.

Access the most effective practical theory on color scripting, color harmony and the meaning of color in different cultures.



02 Objectives

The main objective of this Postgraduate Certificate is to provide the design professional with the most important techniques and theory about color, focusing precisely on the practice of creating 2D characters. Thus, mastering the relevant knowledge of chromatic relationships and diverse harmonies, the designer will have a consistent advantage to lead 2-dimensional projects through more striking professional work and achieve better end results.





“

You will surpass your professional ambitions through a more technical, specialized and prominent use of color in your characters”



General Objectives

- ◆ Encourage the necessary documentation and reference taking needed to do the job correctly
- ◆ Know how to structure, create and build characters
- ◆ Gain deeper knowledge in the development of model portfolios needed in the animation industry
- ◆ Master the art of adding color to characters created





Specific Objectives

- ◆ Study color, its bases and theory of light and color itself
- ◆ Know the chromatic relationships between temperature, contrast and balance
- ◆ Analyze the psychology of color and the symbolism of certain colors
- ◆ Examine the digital applications that all content has

“

Get a portfolio that will impress the most reputable design teams and audiovisual studios at first glance"

03

Course Management

The teaching team in charge of this Postgraduate Certificate brings together a series of exceptional skills and competencies in the use of color. Throughout their career they have been part of highly successful audiovisual projects, recreating 2D characters with exceptional color. This has allowed them to create solid educational material for the students, which stands out for containing numerous practical cases based on their own knowledge.





“

You will be able to directly discuss with the tutors all your doubts regarding color theory or color analysis in different situations”

Management



Mr. Quilez Jordán, Francisco Manuel

- Background designer and assistant on the Goya award winning short film "Pollo"
- Background designer, storyboarder, animator and assistant on projects such as "A Midsummer Night's Dream", "The Spirit of the Forest", "Wrinkles" and "Phineas and Ferb"
- Intercalator and designer at 12 Pingüinos with projects such as "Las Tres Mellizas" or "Juanito Jones"



Professors

Mr. Sirgo González, Manuel

- ◆ Manager and director of the production company 12 Pingüinos SL
- ◆ Manager and director of the production company Cazatalentos SL
- ◆ Academic Member of the Academy of Motion Picture Arts and Sciences of Spain
- ◆ Professor at the Complutense University of Madrid, in the Faculty of Fine Arts, of the course Experimental Drawing and 2D Animation

04

Structure and Content

Thanks to the Relearning teaching methodology, the student will not have to invest many hours of study in understanding of color in 2D character design. On the contrary, the most essential competencies and skills are reiterated throughout the program, resulting in natural and progressive learning. In addition, the teaching load is lightened by the large number of high quality audiovisual resources used throughout the course.



A large, stylized yellow quote icon consisting of two curved lines forming an opening on the left side.

You will find interactive guides, summaries, simulated cases and detailed videos for each of the topics covered"

Module 1. Color

- 1.1. Color Bases
 - 1.1.1. Primary, Secondary and Tertiary Colors
 - 1.1.2. Digital Color and the Problem of Color in Different Screens and Displays
 - 1.1.3. Color and Pigmentation
- 1.2. Color Theory
 - 1.2.1. The Color Wheel and its Scales
 - 1.2.2. CMYK and RGB
 - 1.2.3. Hexadecimal Pantone
- 1.3. Light Theory
 - 1.3.1. Light and its Effects
 - 1.3.2. Schemes in Animated Cinema
 - 1.3.3. Physical Qualities of Color
- 1.4. Chromatic Relationships
 - 1.4.1. Temperature
 - 1.4.2. Contrast, Balance
 - 1.4.3. Perception. Synesthesia
- 1.5. Contrasts and Harmonies
 - 1.5.1. Visual Weight of Color
 - 1.5.2. Color and Music
 - 1.5.3. Harmonies and Equivalents
- 1.6. Psychology, Symbolism and Metaphor of Color
 - 1.6.1. Emotional and Symbolic Color
 - 1.6.2. The Meaning of Color in Different Cultures
 - 1.6.3. Goethe's Theory of Color





- 1.7. The Color of Narration
 - 1.7.1. Color Analysis in Different Narrations
 - 1.7.2. Color Script
 - 1.7.3. Project
- 1.8. Color of Characters in the Background
 - 1.8.1. Ambience
 - 1.8.2. Contrasts
 - 1.8.3. Color Palettes
- 1.9. Digital Application
 - 1.9.1. Layers
 - 1.9.2. Filters
 - 1.9.3. Texture
- 1.10. Lighting
 - 1.10.1. Light
 - 1.10.2. Shade
 - 1.10.3. Brightness



You will have access to reference material that will be useful even after you finish your degree, as you will be free to download it for the duration of the program"

05

Methodology

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

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



“

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

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

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

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



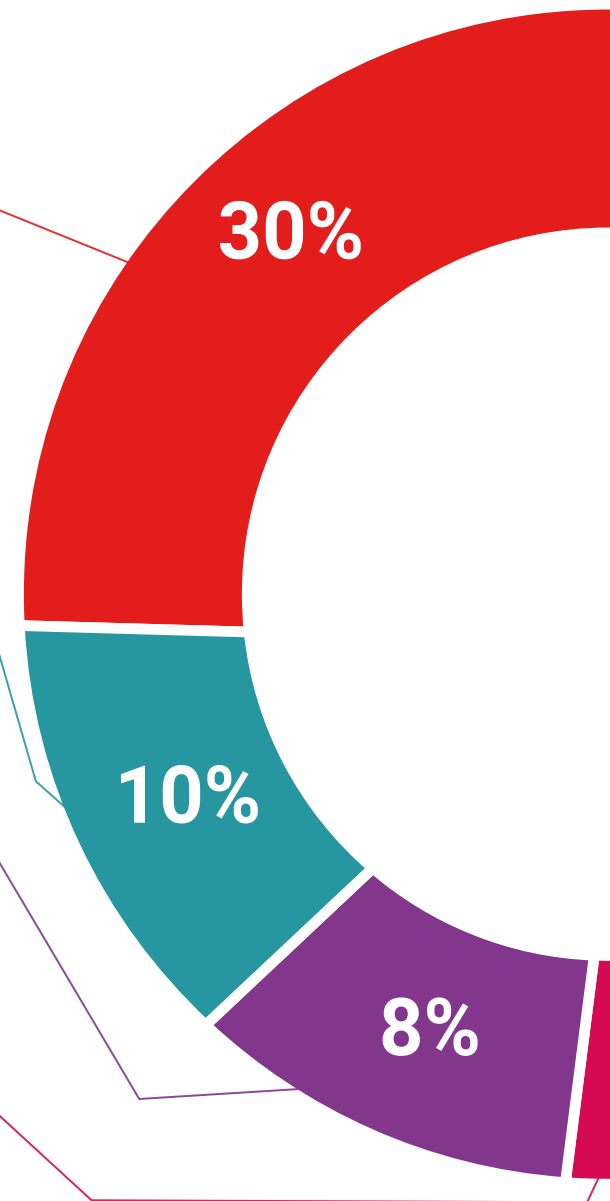
Practising Skills and Abilities

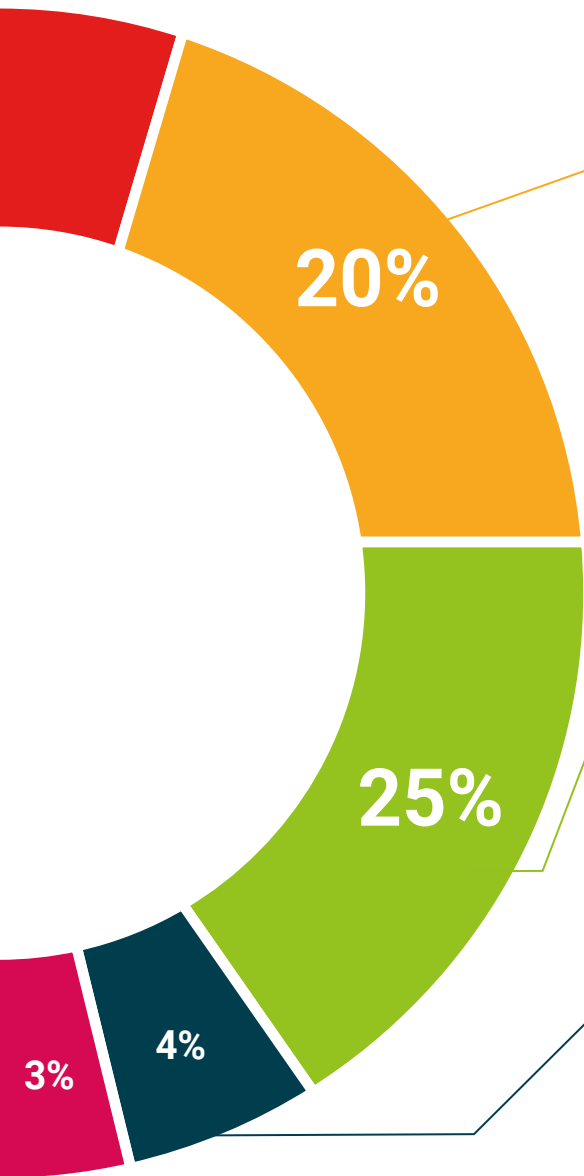
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

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





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

Certificate

The Postgraduate Certificate in Color in 2D Character Design guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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

This **Postgraduate Certificate in Color in 2D Character Design** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** diploma issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Certificate in Color in 2D Character Design**

Official N° of Hours: **150 h.**



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



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Postgraduate Certificate

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