

Postgraduate Certificate Concept Art Design in Professional Illustration





Postgraduate Certificate Concept Art Design in Professional Illustration

- » 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/concept-art-design-professional-illustration

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01

Introduction

Concept Art has become one of the main formulas of expression in the creative context of origin, from which the project is born and later transformed into the final result. As a result, it is possible to transmit ideas quickly and agilely, exploring the way of multiple possibilities that can arise from a given representation. The wide range of professional opportunities in this field, from animation in films to its application in the graphic development of video game projects, is the argument that TECH has taken into account to create this program. Is an online, multidisciplinary and dynamic academic experience, with which the graduate will be able to work on upgrading their creative skills through a thorough knowledge of the latest concept art techniques in the sector.



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Do you want to know everything about Concept Art? Enroll in this 100% online Postgraduate Certificate and specialize in a branch of illustration with a wide demand in the creative labor market"

Concept Art could be defined as the visual representation from which a final image comes from, that in other words, it is the preliminary visualization of an idea that later becomes an animation project for film or a video game. Despite the fact that many professionals consider this strategy as a synonym of illustration, the truth is that they are not the same thing, although they go side by side. While the Concept Artist explores ideas and communicates them quickly, the illustrator creates finished works.

However, dedicating to both sectors is a very viable idea for the professional in this area, something that he/she will be able to do after passing this Diploma. Through 150 hours of diverse content, the graduate will be able to deepen in the details of Concept Art, with special emphasis on the most significant characteristics of the techniques of coloring and digital composition. In addition, the syllabus also focuses on the modeling of characters and caricatures, as well as the definition of objects and scenarios for multiple platforms and media.

All this will be presented in a comfortable and accessible 100% online format, which you will be able to access from the intuitive and cutting-edge virtual campus. In addition to the theoretical content, you will find additional high quality material: detailed videos, research articles, additional reading, etc. In short, everything you need to get the best results from this academic experience in a guaranteed way.

This **Postgraduate Certificate in Concept Art Design 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 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 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 work with the best syllabus in the improvement of important aspects such as digital coloring and the application of textures in visual composition"

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A program that adapts to your needs and to the demands of the creative sector through the implementation of the best theoretical, practical and additional academic material”

You will have unlimited access to the virtual campus: from wherever you want and through any device with internet connection.

If you are looking for a program that will help you learn in detail the traditional sculptural techniques and their details, this is the best option to achieve it.

The program includes, in its teaching staff, professionals from the sector who bring to this training the experience of their work, in addition to recognized specialists from prestigious reference societies and universities.

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

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, students will be assisted by an innovative, interactive video system created by renowned and experienced experts.



02 Objectives

Concept Art as the matrix of the creative process requires specialized knowledge. For this reason, TECH has considered necessary the development of a program through which illustration professionals can learn in detail the new developments related to visual composition and the latest character modeling techniques. They will have 150 hours of the best theoretical, practical and additional content, as well as access to the latest and most effective academic tools in the university academic sector.





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If your objectives include acquiring specialized knowledge of cinematographic language, this is the perfect academic opportunity to achieve it"



General Objectives

- ◆ Develop a broad and specialized knowledge of Concept Art and its characteristics in the illustration sector
- ◆ Know in detail the main traditional and modern sculptural techniques for the creation of innovating, creative and attractive projects

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Study in depth the most common mistakes in 3D design that will allow you to work on projects of this type in a more effective, productive and safe way”





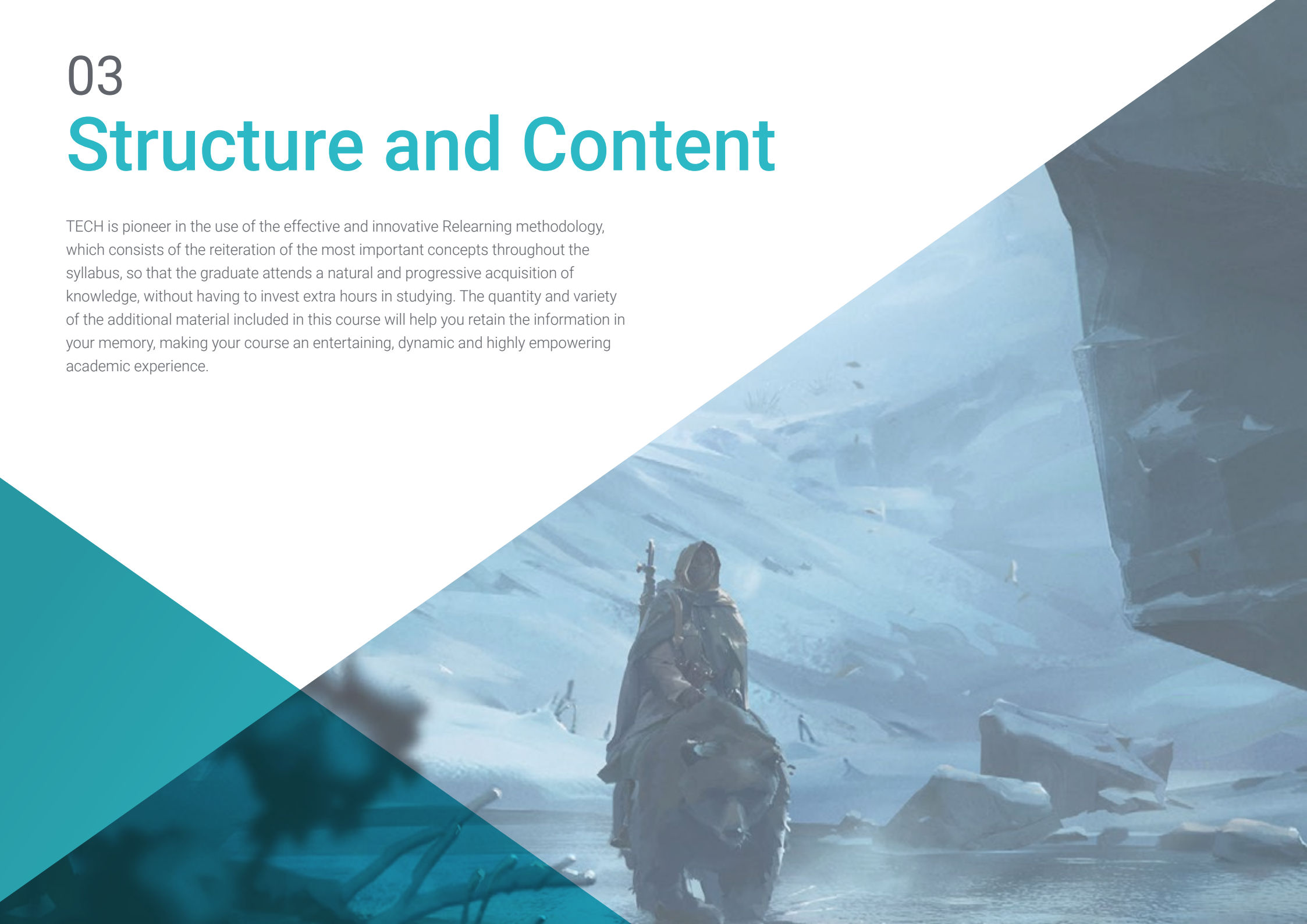
Specific Objectives

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

03

Structure and Content

TECH is pioneer in the use of the effective and innovative Relearning methodology, which consists of the reiteration of the most important concepts throughout the syllabus, so that the graduate attends a natural and progressive acquisition of knowledge, without having to invest extra hours in studying. The quantity and variety of the additional material included in this course will help you retain the information in your memory, making your course an entertaining, dynamic and highly empowering academic experience.

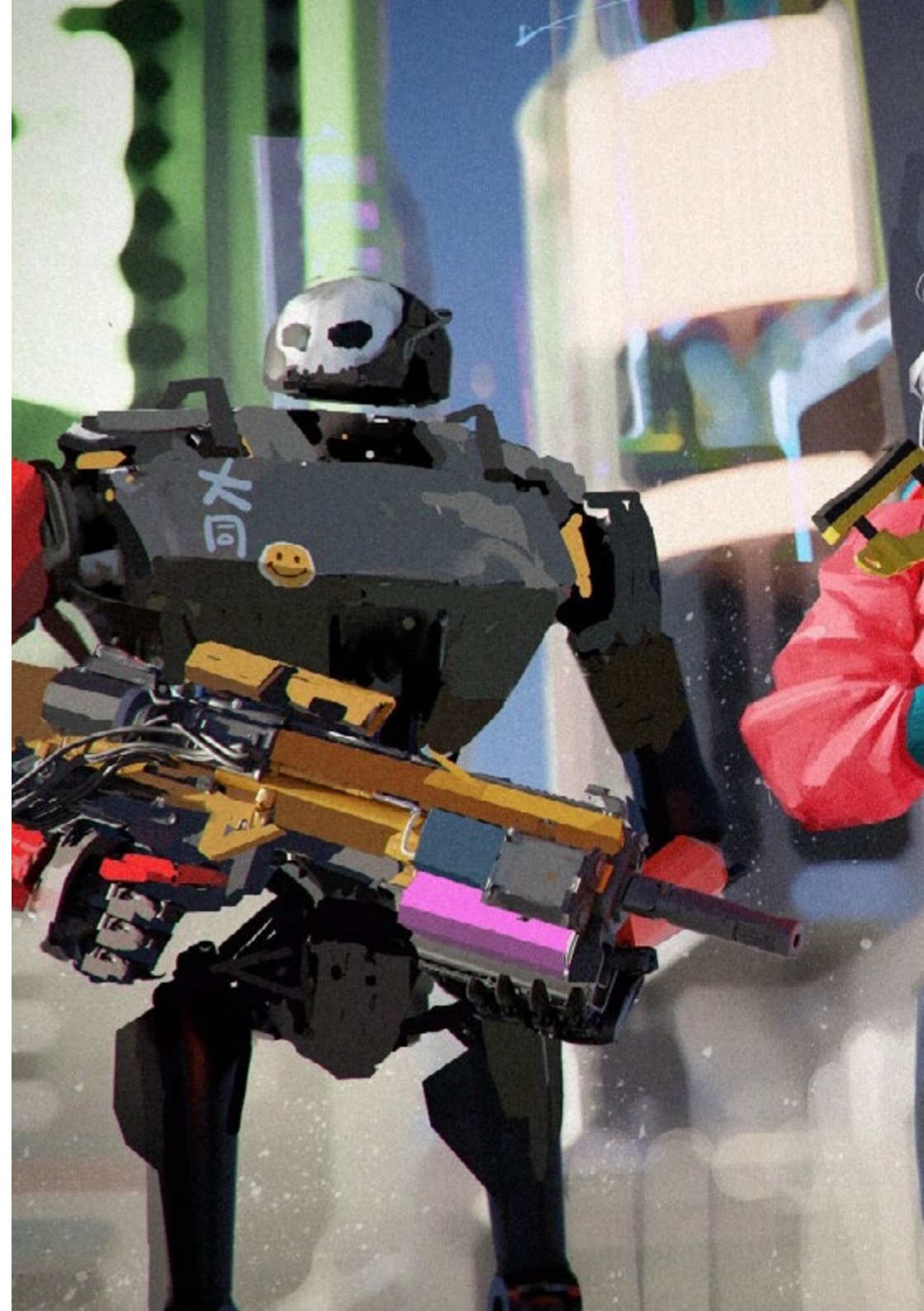


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The program includes a section dedicated exclusively to the simulation of a 3D project, so you can put your skills into practice, developing a realistic work adapted to the current situation of the sector”

Module 1. Concept Art

- 1.1. What is Concept Art?
 - 1.1.1. Definition and Use of the Concept
 - 1.1.2. Application of Concept Art to New Media
 - 1.1.3. Digital Development of Concept Art
- 1.2. Color and Digital Composition
 - 1.2.1. Digital Painting
 - 1.2.2. Libraries and Color Palettes
 - 1.2.3. Digital Coloring
 - 1.2.4. Textures Application
- 1.3. Traditional Sculpting Techniques
 - 1.3.1. Illustration Brought to Sculpture
 - 1.3.2. Sculpting Modeling Techniques
 - 1.3.3. Textures and Volume
 - 1.3.4. Sculptural Project
- 1.4. 3D Painting and Texturing
 - 1.4.1. Painting in 3D Design
 - 1.4.2. Natural and Artificial Textures in 3D
 - 1.4.3. Practical Case: Realism in Video Games
- 1.5. Character and Cartoon Modeling
 - 1.5.1. Definition of a 3D Character
 - 1.5.2. Software to Be Used
 - 1.5.3. Technical Support
 - 1.5.4. Tools Used
- 1.6. Object and Scenario Definition
 - 1.6.1. Illustration Scenario
 - 1.6.2. Scenario Design in Isometric Projection
 - 1.6.3. Complementary Objects
 - 1.6.4. Decoration of the Environment





- 1.7. Cinematographic Language
 - 1.7.1. Animated Movies
 - 1.7.2. Visual Graphic Resources
 - 1.7.3. Motion Graphics
 - 1.7.4. Real Image vs. Computer Animation
- 1.8. Retouching and Aesthetic Enhancement
 - 1.8.1. Common Mistakes in 3D Design
 - 1.8.2. Offering a Higher Degree of Realism
 - 1.8.3. Technical Specifications
- 1.9. 3D Project Simulation
 - 1.9.1. Volumetric Design
 - 1.9.2. Space and Movement
 - 1.9.3. The Visual Aesthetics of the Elements
 - 1.9.4. The Final Touches
- 1.10. Artistic Direction of a Project
 - 1.10.1. Artistic Direction Functions
 - 1.10.2. Product Analysis
 - 1.10.3. Technical Considerations
 - 1.10.4. Project Evaluation

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You will also be able to implement the most ingenious and effective concepts of art direction of a Concept Art project into your professional practice”

04

Methodology

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

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





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

Case Study to contextualize all content

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

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



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



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

A learning method that is different and innovative

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

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

The case method 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.



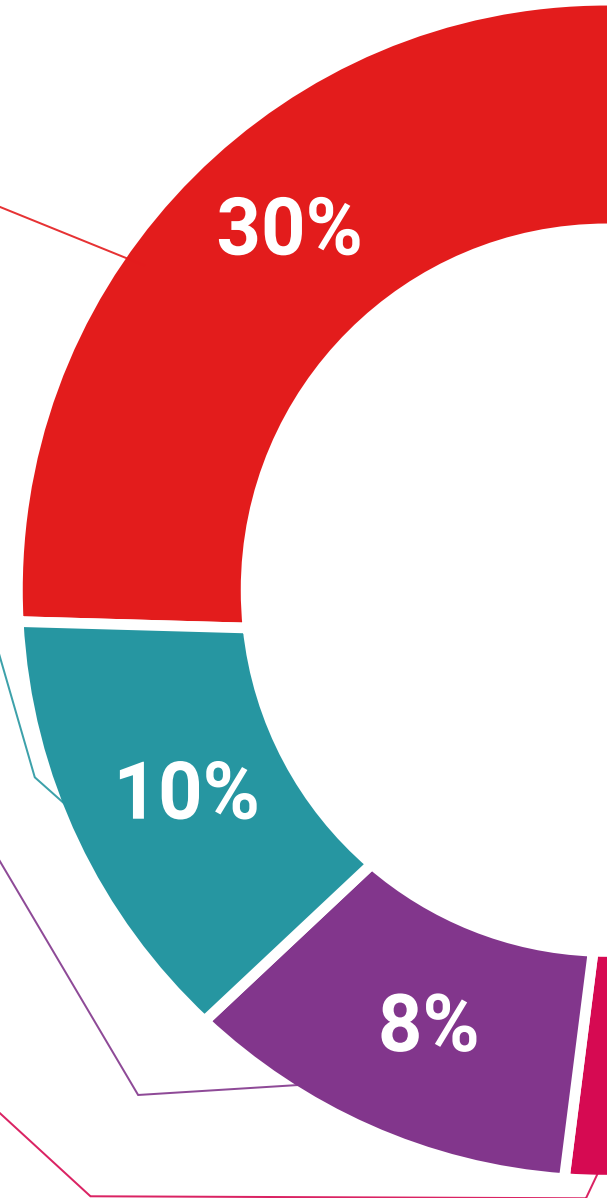
Practising Skills and Abilities

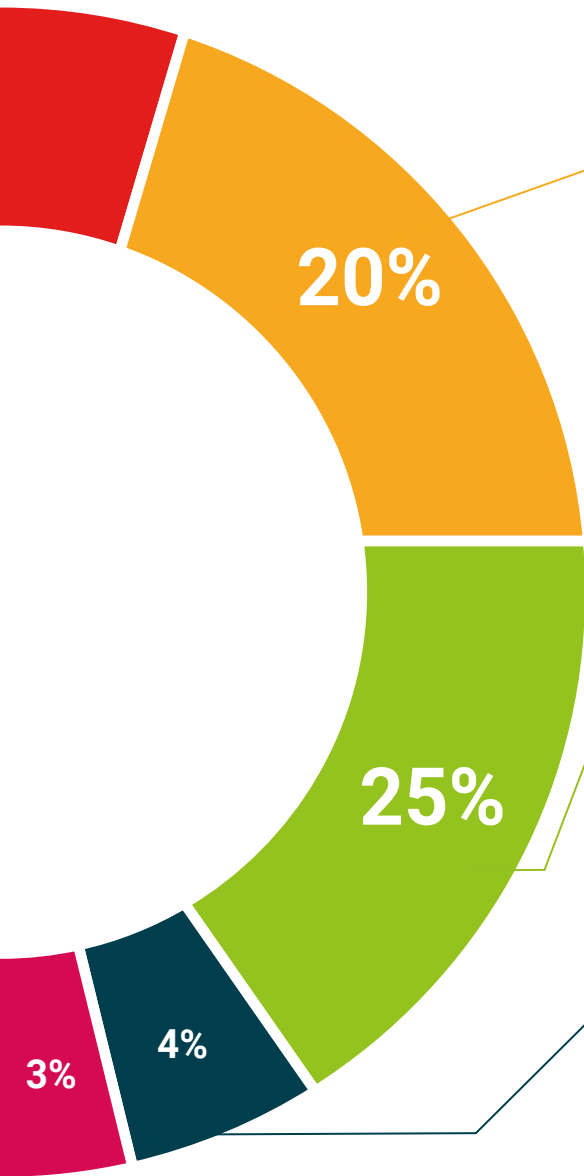
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.



05

Certificate

The Postgraduate Certificate in Concept Art Design in Professional Illustration 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 Concept Art Design in Professional Illustration** contains the most complete and up-to-date program on the market.

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

The 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 Art Design in Professional Illustration**
Official N° of Hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service innovation

knowledge present

online training

development language

virtual classroom

tech technological
university

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