Postgraduate Certificate
Design and Illustration
with Adobe Illustrator

tech technological university

Postgraduate Certificate
Design and Illustration
with Adobe Illustrator

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

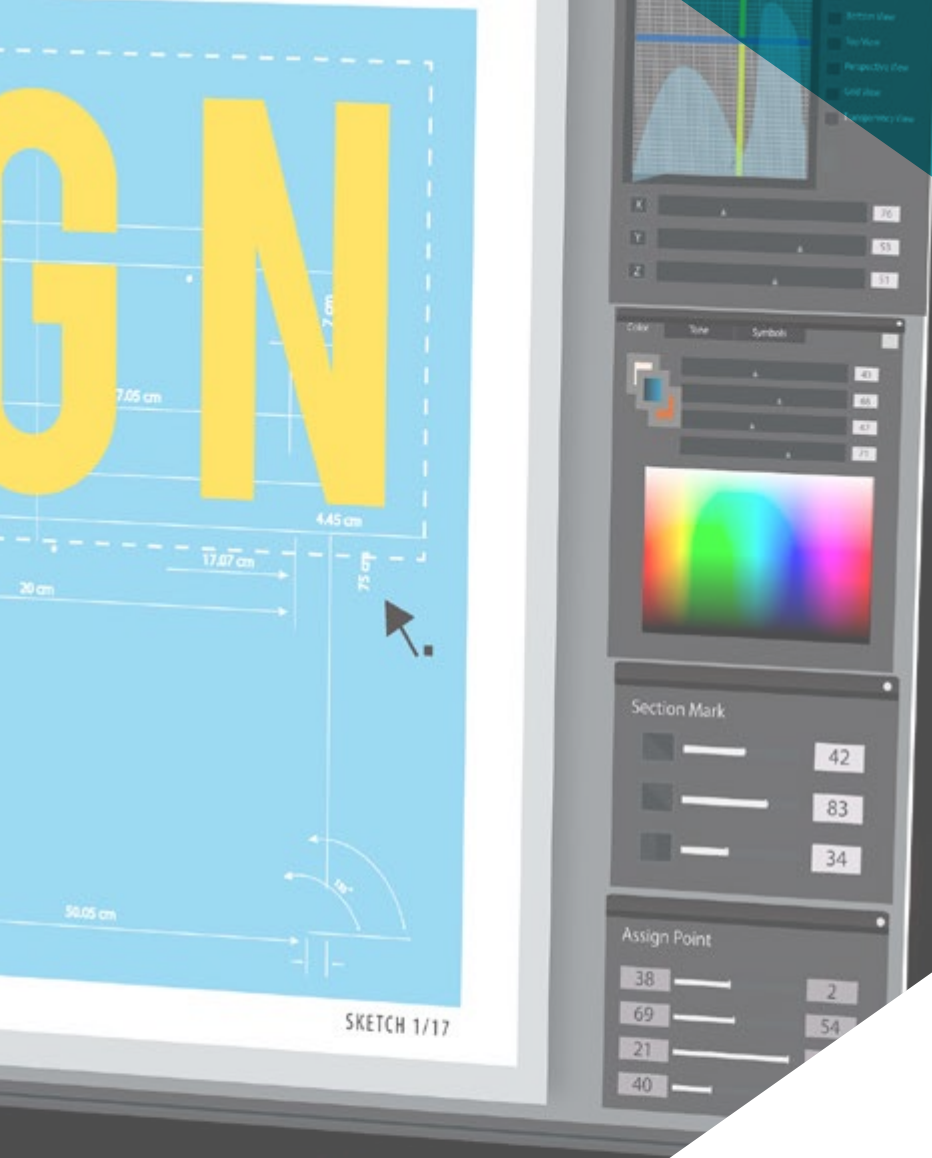Website: **www.techtitute.com/us/design/postgraduate-certificate/design-illustration-adobe-illustrator**

Index

01
Introduction

For today's designer, it is essential to have tools that facilitate their work and improve it in a transcendental way, especially when it comes to impressive projects such as the packaging of a product that will be the first image of it, and on said image may depend the success of the sale and engagement with the public. Adobe Illustrator is a digital tool widely used in the industry, as it allows versatility for its multiple resources and ease of use. That is why this exclusive program has been created with all the necessary content for the student to master the software and perfect their techniques through a 100% online teaching and with the most innovative methodology based on Relearning.

Learn about the latest trends applied in the market and the most implemented formats in Design and Illustration with Adobe Illustrator"

With the designer's talent and knowledge of this powerful tool, the handling of the final artwork and the creation of textures for designs of all kinds, especially in this case Packaging, will be incredible. Contouring, modifying and deforming text, warping, scaling and distorting shapes without losing quality is possible with this software, an aspect that gives it an advantage over others, especially for designing logos, labels and elements applied to make a product's packaging stand out.

Adobe Illustrator is considered one of the main pieces of design software to carry out digital illustrations; besides being a versatile work platform, adaptable to all those variable projects that the professional wishes to undertake.

This Postgraduate Certificate is intended to delve into the creation of vector graphics and the organization and planning of the work document. In addition to mastering the drawing of lines and the transformation of shapes, as well as the alignment of color with the product, which will be the keys to the creation of design documents.

All this, in only 6 weeks, through an innovative study methodology based on Relearning, which allows the professional a continuous and efficient specialization by connecting to a device of your choice from wherever you are. With the guidance of expert professionals who will help you to meet the objectives of your professionalization.

This **Postgraduate Certificate in Design and Illustration with Adobe Illustrator** 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 Design, Marketing and Communication
- 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 the self-assessment process can be carried out 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

If you want to become a professional in the field of Packaging design, this Postgraduate Certificate is for you"

Enroll now and you will achieve your goal in 6 weeks in an agile, comfortable and efficient way. Thanks to the 100% online methodology based on Relearning.

Learn to handle all the techniques of Design and Illustration with Adobe Illustrator and make the difference in your work field.

Generating harmony in Packaging design and execute the tools with personality, integrating the brand values, is possible with this program"

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

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 education programmed to learn in real situations.

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

02
Objectives

The main objective of this Postgraduate Certificate in Design and Illustration with Adobe Illustrator is to provide professionals with the latest knowledge and techniques in this area, so that they can incorporate them into their work immediately. In this way, they will be able to experience rapid progress thanks to the large number of advanced solutions that they will be able to offer to their clients or employers in the development of creative and functional ideas.

"Do you like the world of packaging design and are you looking to specialize in your career? This Postgraduate Certificate is for you. Enroll and study completely online"

General Objectives

- Master the tools of packaging design and digital illustration through the use of Adobe Illustrator software

- Creation of a conceptual, experimental and/or commercial visual identity adapted to all kinds of products

- Manage a complete packaging project and a customized portfolio

- Assimilate the product value chain in a comprehensive manner: from design to opening the package at home or sale in the store

- Generate branding and marketing strategies through the use of Big Data and continuous assessment

- Design all packaging structures with advanced knowledge of their materials and real-life applications

- Handle Ecopackaging and the materials involved in the design of product packaging

- Apply packaging design from mass consumption to cosmetics, jewelry or gourmet products and the luxury packaging market

Specific Objectives

- Integrate Adobe Illustrator tools into product packaging design
- Managing typography for labeling design
- Master the use of the color palette for correct printing
- Generate harmony in design and execute the tools with personality integrating brand values
- Incorporate digital design workflow into the packaging project

"The Packaging industry implements Design and Illustration with Adobe Illustrator. Take advantage of the evolution of the sector and choose to become a professional"

Course Management

To ensure that the learning process is properly developed, TECH has selected a high-level teaching staff composed of professional experts in communication, visual arts and experts in Adobe Illustrator, who will transmit all their knowledge and experience through innovative methods so that the student learns effectively the topics of study and manages to integrate them in parallel to their professional performance.
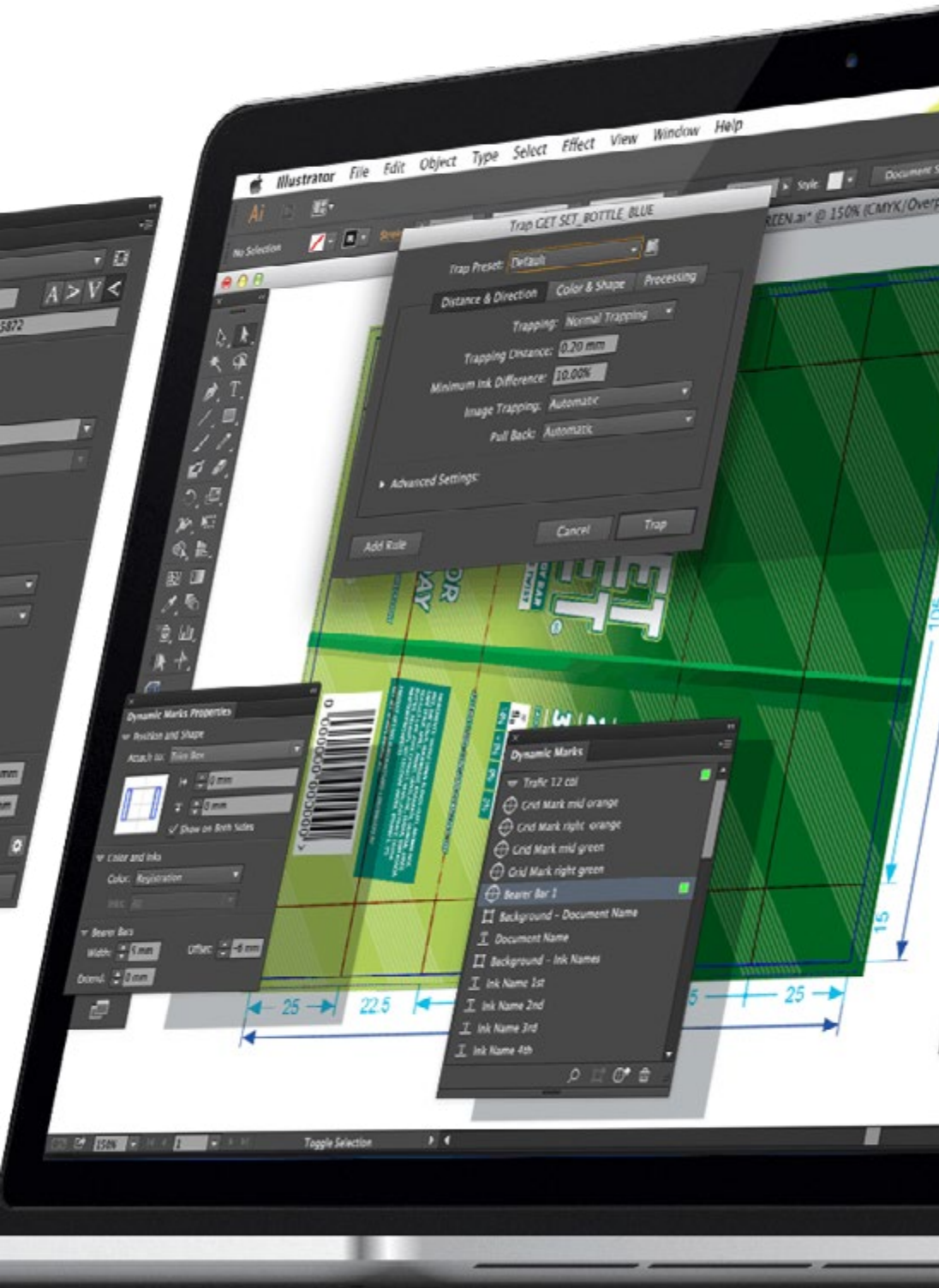
> *Make your journey towards professionalization with experts, in an online and reliable environment"*

Management

Dr. García Barriga, María

- PhD in Design and Marketing Data
- Communicator at RTVE
- Communicator at Telemadrid
- University Teacher
- Author of The Pattern of Eternity: Creating a Spiral Identity for Automating Fashion Trends
- Communication, Marketing and Social Campaigns. Arts Heritage - Digital Marketing
- Editor-in-Chief. Chroma Press
- Marketing and Social Media Account Executive. Servicecom
- Web Content Editor. Premium Difusión, Diario Siglo XXI and Magazine Of Managers
- PhD, Design and Marketing Data. Polytechnic University of Madrid
- Bachelor's Degree in Information Sciences, Communications, Marketing and Advertising. Complutense University of Madrid
- Postgraduate degree in Marketing and Communication in Fashion and Luxury companies. Complutense University of Madrid
- Certified in Data Analysis & Creativity with Python in China
- MBA Fashion Business School, the Fashion Business School of the University of Navarra

Professors

Ms. Miñana Grau, Mari Carmen

- Textile designer at Petite Antoinette
- Designer at Donzis Estudios
- Designer at Summon Press
- Pattern maker at Valentín Herraiz
- Degree in Fashion Design by Barreira Art and Design
- Digital Design Expert with Adobe Illustrator
- Specialty in pattern making, cutting and sewing of Valencian clothing by Aitex Paterna

04
Structure and Content

This Postgraduate Certificate has been designed for today's professional who works in the world of design and wants to focus on the Packaging sector, with a specialized curriculum in Design and Illustration with Adobe Illustrator, for the mastery of techniques, tools, to the development of skills with the implementation in different market sectors effectively. Thanks to the practical exercises and interactive content that make the user experience much more agile, available from day one for download or consultation from TECH's modern virtual campus.
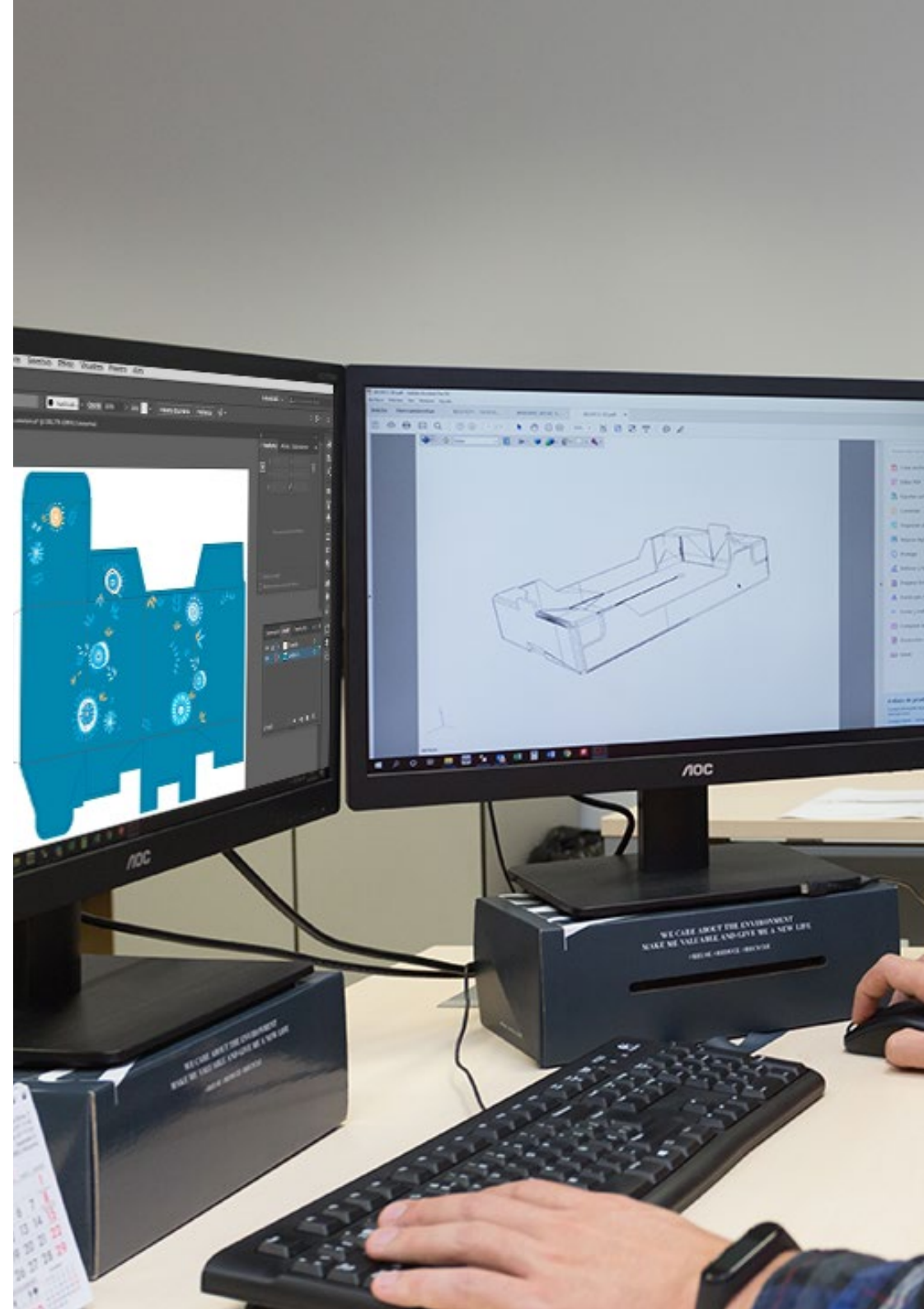
TECH combines the Harvard Case Method with a 100% online learning system based on repetition: Relearning"

Enroll now and achieve your specialization in an area as specific as Design and Illustration with Adobe Illustrator in just 6 weeks, which will open doors in the competitive world of work"

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 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.

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

Relearning Methodology

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

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

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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

30%

10%

8%

20%

25%

4%

3%

Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

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

06
Certificate

The Postgraduate Certificate in Design and Illustration with Adobe Illustrator guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Design and Illustration with Adobe Illustrator** 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 Design and Illustration with Adobe Illustrator**

Official N° of hours: **150 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Design and Illustration with Adobe Illustrator

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

Postgraduate Certificate
Design and Illustration
with Adobe Illustrator

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

Postgraduate Certificate

Design and Illustration with Adobe Illustrator

tech technological university