

# Postgraduate Certificate Fundamentals of 2D Character Design





## Postgraduate Certificate Fundamentals of 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/in/design/postgraduate-certificate/fundamentals-2d-character-design](http://www.techtute.com/in/design/postgraduate-certificate/fundamentals-2d-character-design)

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# 01

# Introduction

Nowadays, practically any cultural or commercial product has some kind of character integrated into it. Multinational brands launch marketing campaigns with distinctive characters, as in the case of Samsung and its virtual assistant "Sam", which was a success thanks to the careful design and charisma it exuded. The best designers know the Fundamentals of 2D Character Design to perfection, being able to adapt to all possible media, styles and requests. This program was created with the aim of offering the design professional a highly valuable resource in their professional career, compiling the advice and key tips from a team of teachers with vast experience in the creation of all types of characters. In addition, its 100% online format makes it possible to combine it perfectly with the most demanding personal or professional responsibilities.





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*By incorporating the knowledge from this Diploma into your daily work methodology, you will be able to quickly adapt to any type of work or style, whether for film, series or video games"*

In audiovisual narrative, both commercial and any other media, characters must be well defined and characterized to convey the message as powerfully as possible. 2D in particular requires a more extensive development on the part of the designer, since the techniques and styles vary according to the approach they decide to give to the whole artistic line.

In this program, the designer will deepen their knowledge in the analysis and development of the characters in the creative process, as well as the different styles to be followed according to the area or culture to which they are addressed. Likewise, we will cover in depth the classic typology of characters, their role in advertising or merchandising of characters and their commercial application: All key issues in the basis of character design.

This knowledge will allow the designer to demonstrate a greater comprehension and skill in understanding the same fundamentals that underpin detailed 2D character development. All the didactic content of the degree is available from the first day, completely online, without face-to-face fixed schedules. The program offers maximum flexibility, allowing the designer to choose how to distribute the teaching load, adapting it to their other commitments.

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

- ♦ Practical cases presented by experts in the creation of all kinds of 2D animated characters
- ♦ The graphic, schematic, and eminently practical contents with which they are created, provide 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 for experts and individual reflection work
- ♦ Access to content from any fixed or portable device with an Internet connection



*You will have the opportunity to download all the learning material, and you can even use it as reference material afterwards"*

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*You will master the fundamentals of 2D Character Design, making you a key player in any large-scale project”*

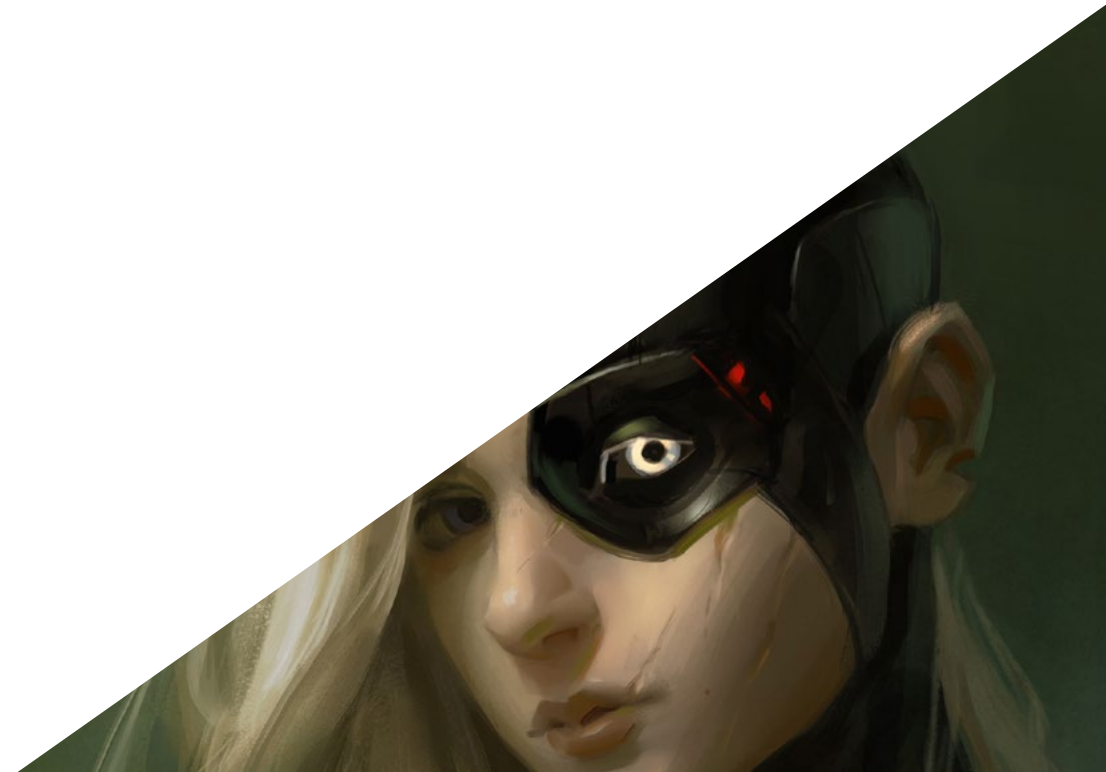
*Project your professional career into the most prestigious and successful design environments with this program.*

*You will have the support of a technical staff and a teaching team 100% committed to your professional improvement.*

The program's teaching staff includes professionals from 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.

The design of this Program focuses on Problem-Based Learning, by means of which the professional will have to try to solve the different situations of Professional Practice, which will be posed throughout the Program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.



# 02 Objectives

The objective of this degree is to provide the design professional with the fundamental methodologies of 2D character design. This gives a considerable boost to the designer's options to apply for more prestigious positions or even direct their own projects, having a more comprehensive vision of character development.



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*You will achieve your most ambitious professional goals thanks to the keys that this TECH Postgraduate Certificate will give you"*



## General Objectives

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- ◆ 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
- ◆ Exhaustively develop characters specifically for 2D and 3D videogames





## Specific Objectives

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- ◆ Study the different styles and cultures that exist
- ◆ Learn to develop characters through time
- ◆ Apply knowledge to the different formats
- ◆ Know the different techniques applied to specific characters
- ◆ Know the most current styles

“

*Incorporate the most advanced fundamentals of 2D character design into your day-to-day life, improving your perspective and ability to work in the process"*

03

# Course Management

The teaching team in charge of this course has extensive experience in the design of all kinds of 2D characters. This gives them a unique perspective to design an integrative curriculum, bringing together the theory and history of character design with their own practical experience honed over a multitude of projects.





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*You will have personalized tutoring, being able to develop the most advanced 2D Character Design Fundamentals with professionals with vast experience in the field"*

## 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

### Dr. Delgado Sánchez, Cruz

- ◆ Production coordinator of several feature films and television series: Gulliver's Travels, The 4 Musicians of Bremen (Goya Award), Los Trotamúsicos (also screenwriter)
- ◆ PhD in Audiovisual Communication
- ◆ Professor of Production and Scriptwriting and coordinator of the Animation Specialty at ECAM (School of Cinematography and Audiovisuals of the Community of Madrid)
- ◆ Professor of the subject History of Animation Cinema at the University School of Design, Innovation and Technology (ESNE) and at U-tad
- ◆ Lecturer on topics related to animated films at several universities (CEES European University, San Pablo-CEU)
- ◆ Academic Member of the Academy of Motion Picture Arts and Sciences
- ◆ Author of five books on animation and contributor to different written media
- ◆ Collaborator on cinematographic topics in various programs of Cadena COPE

# 04

## Structure and Content

The structure and contents of this Postgraduate Certificate follow TECH's most advanced pedagogical methodology, Relearning. This means that the student acquires the fundamentals of character design in a progressive and natural way throughout the program, without having to invest extensive hours of study to do so. In addition, the numerous supplementary contents, with detailed videos and interactive summaries, are a distinctive help for the student to successfully complete the degree.



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*The virtual classroom will be available 24 hours a day, being able to access it even from your own smartphone"*

## 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 of Each Product
  - 1.2.1. Characters for Cinema
  - 1.2.2. Characters for Series
  - 1.2.3. Characters for Videogames
- 1.3. Style 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. Current 2D
  - 1.4.3. Current 3D
- 1.5. Analysis of Types of Characters
  - 1.5.1. Cartoon
  - 1.5.2. Manga
  - 1.5.3. Realistic
- 1.6. Typology
  - 1.6.1. Hero-Antihero
  - 1.6.2. Villano-Antithesis
  - 1.6.3. Strongman-Goofy
- 1.7. Image Type
  - 1.7.1. Professions
  - 1.7.2. Age
  - 1.7.3. Personalities





- 1.8. Animal Characters
  - 1.8.1. Zoomorphic Humans
  - 1.8.2. Anthropomorphic Animals
  - 1.8.3. Pets
- 1.9. Characteristics of Characters
  - 1.9.1. Literary
  - 1.9.2. Psychological Techniques/Tactics
  - 1.9.3. Physical
- 1.10. Merchandising of Characters
  - 1.10.1. History
  - 1.10.2. Style Guides
  - 1.10.3. Commercial Application

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*Detailed videos, supplementary readings and various self-learning exercises will help you delve into the fundamentals of 2D Character Design at your own pace"*

# 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.



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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"*

### At TECH we use the Case Method

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

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



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*



### A learning method that is different and innovative.

This intensive Design program at TECH Technological University will prepare you to face all the challenges in this area, both nationally and internationally. We are committed to promoting your personal and professional growth, the best way to strive for success, that is why at TECH you will use Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

“*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 by 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, through collaborative activities and real cases, how to solve complex situations in real business environments.*

## Relearning Methodology

Our university is the first in the world to combine the Harvard University *case studies method* with a 100% online learning system based on repetition, combining 8 different didactic elements in each lesson.

We enhance Harvard *case studies* 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 Re-learning.

Our university is the only university 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.

*Re-learning 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.



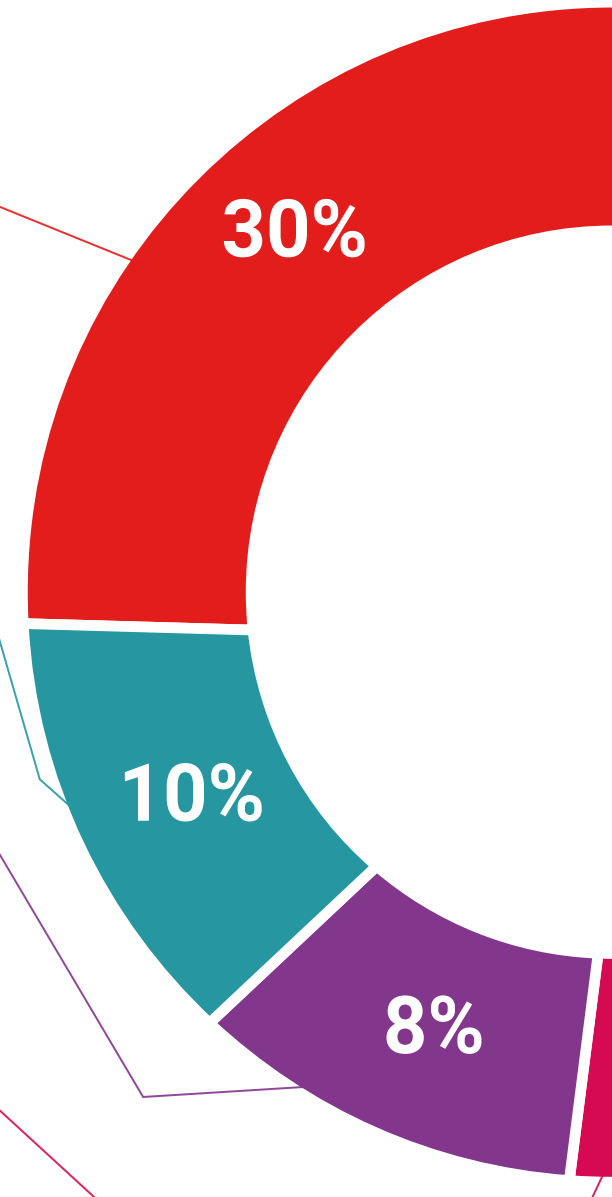
#### Practising Skills and Abilities

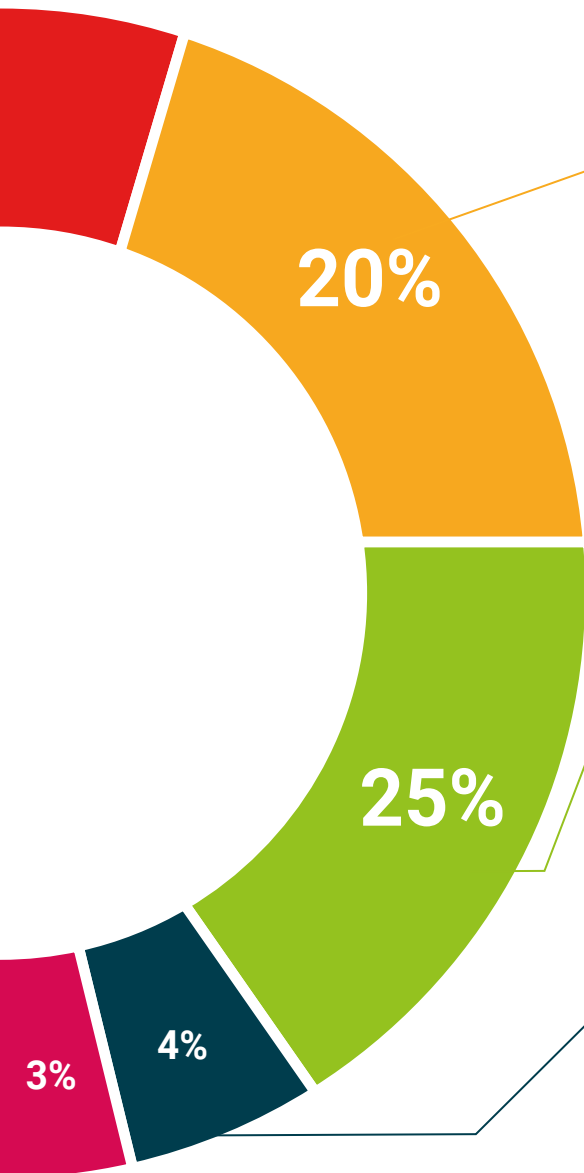
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



#### 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

They will complete a selection of the best case studies in the field used at Harvard. Cases that are presented, analyzed, and supervised by the best senior management 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 multimedia content presentation training Exclusive system 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 your goals.



# 06 Certificate

The Postgraduate Certificate in Fundamentals of 2D Character Design guarantees, in addition to the most rigorous and up-to-date training, access to a Postgraduate Diploma issued by TECH Technological University.



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*Successfully complete this training program  
and receive your university certificate without  
travel or laborious paperwork”*

This **Postgraduate Certificate in Fundamentals of 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** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Certificate in Fundamentals of 2D Character Design**

Official N° of Hours: **150 h.**



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



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