

# Postgraduate Certificate Professional Illustration Animation





## Postgraduate Certificate Professional Illustration Animation

- » 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/professional-illustration-animation](http://www.techtitute.com/us/design/postgraduate-certificate/professional-illustration-animation)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Structure and Content

---

*p. 12*

04

Methodology

---

*p. 16*

05

Certificate

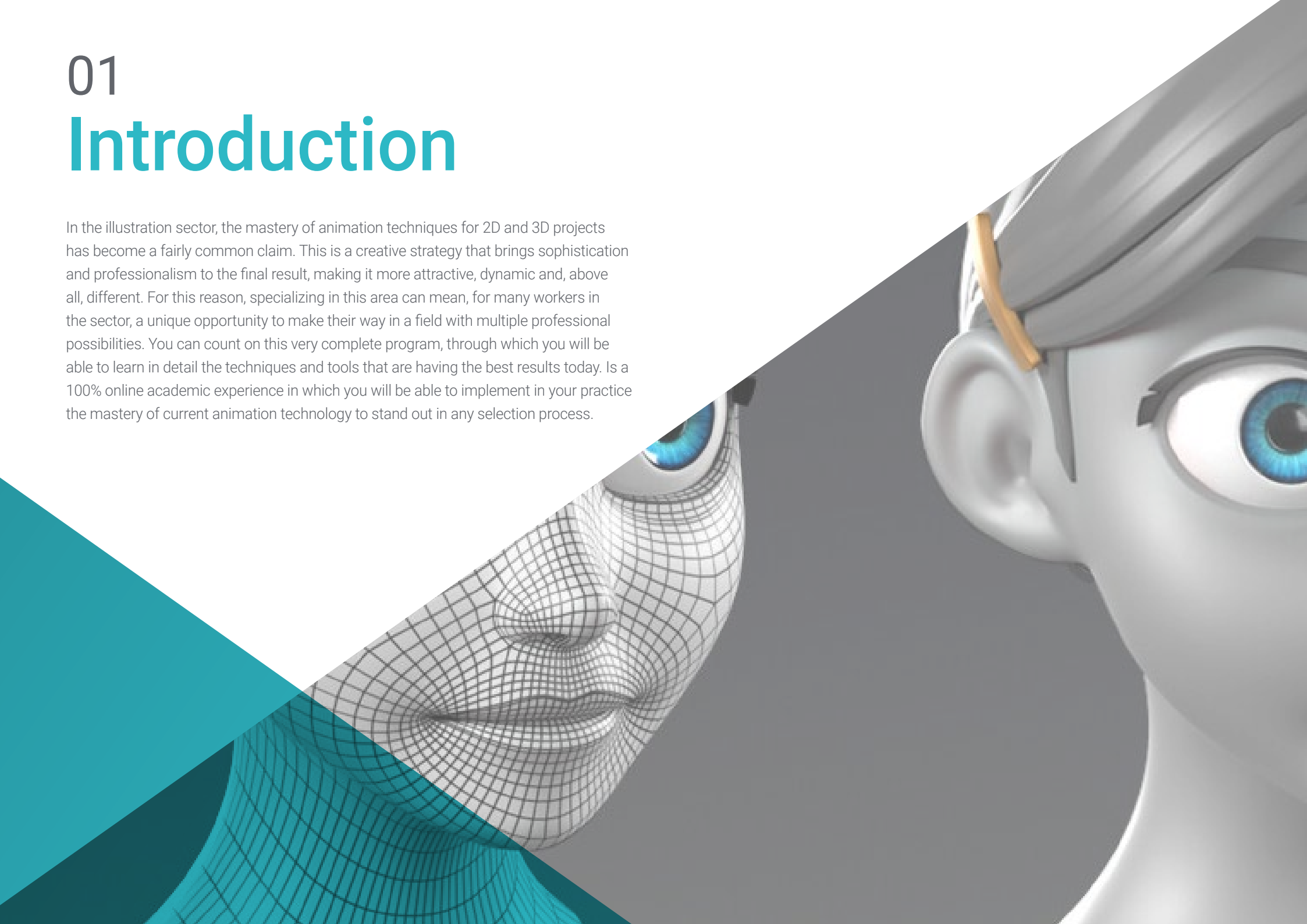
---

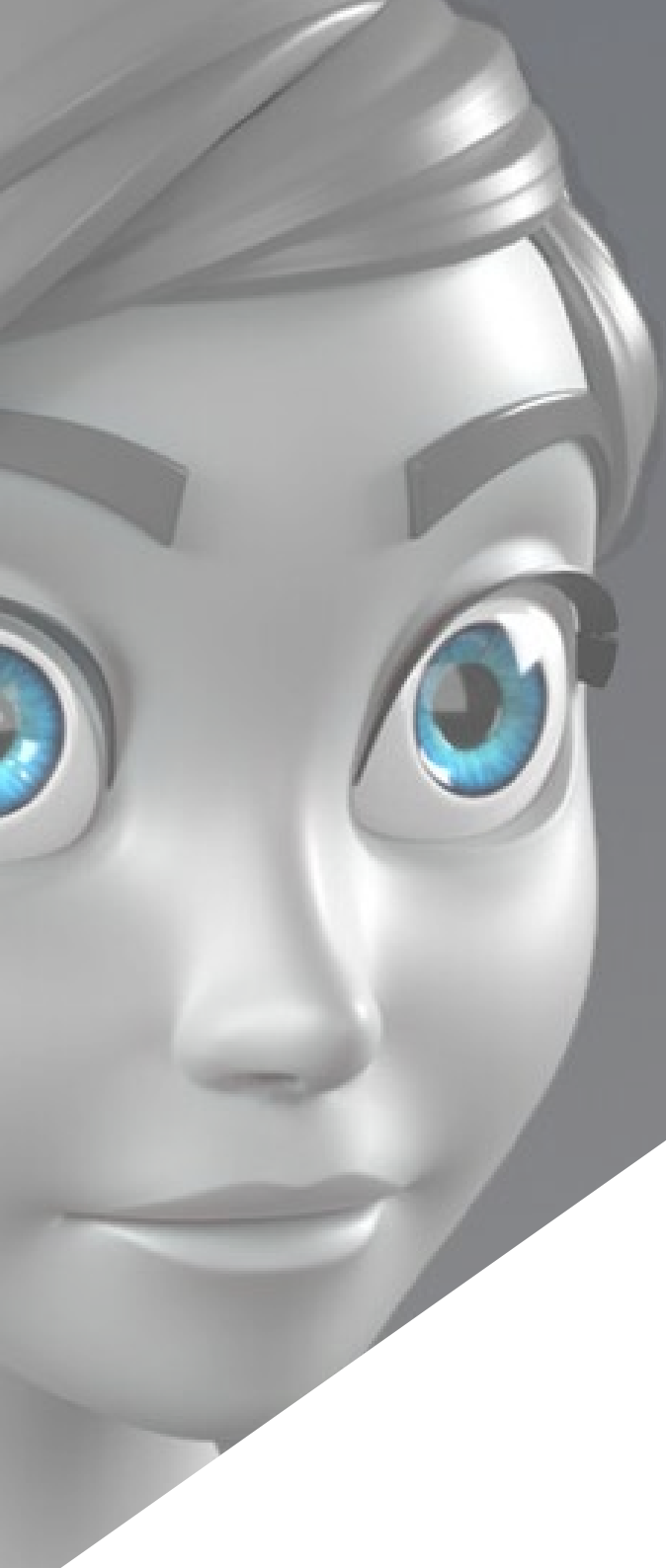
*p. 24*

# 01

# Introduction

In the illustration sector, the mastery of animation techniques for 2D and 3D projects has become a fairly common claim. This is a creative strategy that brings sophistication and professionalism to the final result, making it more attractive, dynamic and, above all, different. For this reason, specializing in this area can mean, for many workers in the sector, a unique opportunity to make their way in a field with multiple professional possibilities. You can count on this very complete program, through which you will be able to learn in detail the techniques and tools that are having the best results today. Is a 100% online academic experience in which you will be able to implement in your practice the mastery of current animation technology to stand out in any selection process.





“

*The perfect program to understand animation as an illustrative support and learn how to handle the latest tools to give your projects a more creative and attractive approach"*

Animation has become, with the passage of time, one of the main illustrative media. The multiple options it offers and the establishment of imagination as the only limit, makes this creative strategy one of the most demanded nowadays. Allows professionals in this sector to work with different approaches, giving the final result a more sophisticated, lively, technical and, above all, specifically adapted to a target audience.

Therefore, the mastery of the main illustrative techniques through this art, as well as the specialized handling of the current technology for its elaboration, has become a distinctive asset. Having a qualification such as this diploma in your curriculum is a perfect option to broaden the professional opportunities of any graduate.

It is a 100% online program that gathers the most comprehensive and innovative information related to the paradigms of success in animation and the keys to the conceptualization of a moving story. It also explores the details of illustration applied to different media, focusing on advertising campaigns for digital and traditional media. It deepens in 2D and 3D story design and the multiple perspectives that can be used.

It will include 150 hours of the best content, presented in various formats, including practical, so that graduates can work actively on perfecting their skills and applying the knowledge acquired during theoretical learning. Everything will be available from the very beginning and can be downloaded to any device with an Internet connection.

This **Postgraduate Certificate in Professional Illustration Animation** 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



*To master professional illustration and animation, you will have to perfectly manage the main strategies of conceptualization of a story, something you will be able to practice with this Diploma"*

“

*Would you like to deepen your knowledge of geometry in illustration through the exhaustive knowledge of graphic synthesis? With this Postgraduate Certificate, you'll achieve it”*

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.

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.

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, students will be assisted by an innovative, interactive video system created by renowned and experienced experts.

*An academic experience adapted to all graduates, without schedules or on-site classes and optimized for any device with internet connection.*

*The ideal program to learn all the ins and outs of illustration applied to an advertising campaign.*



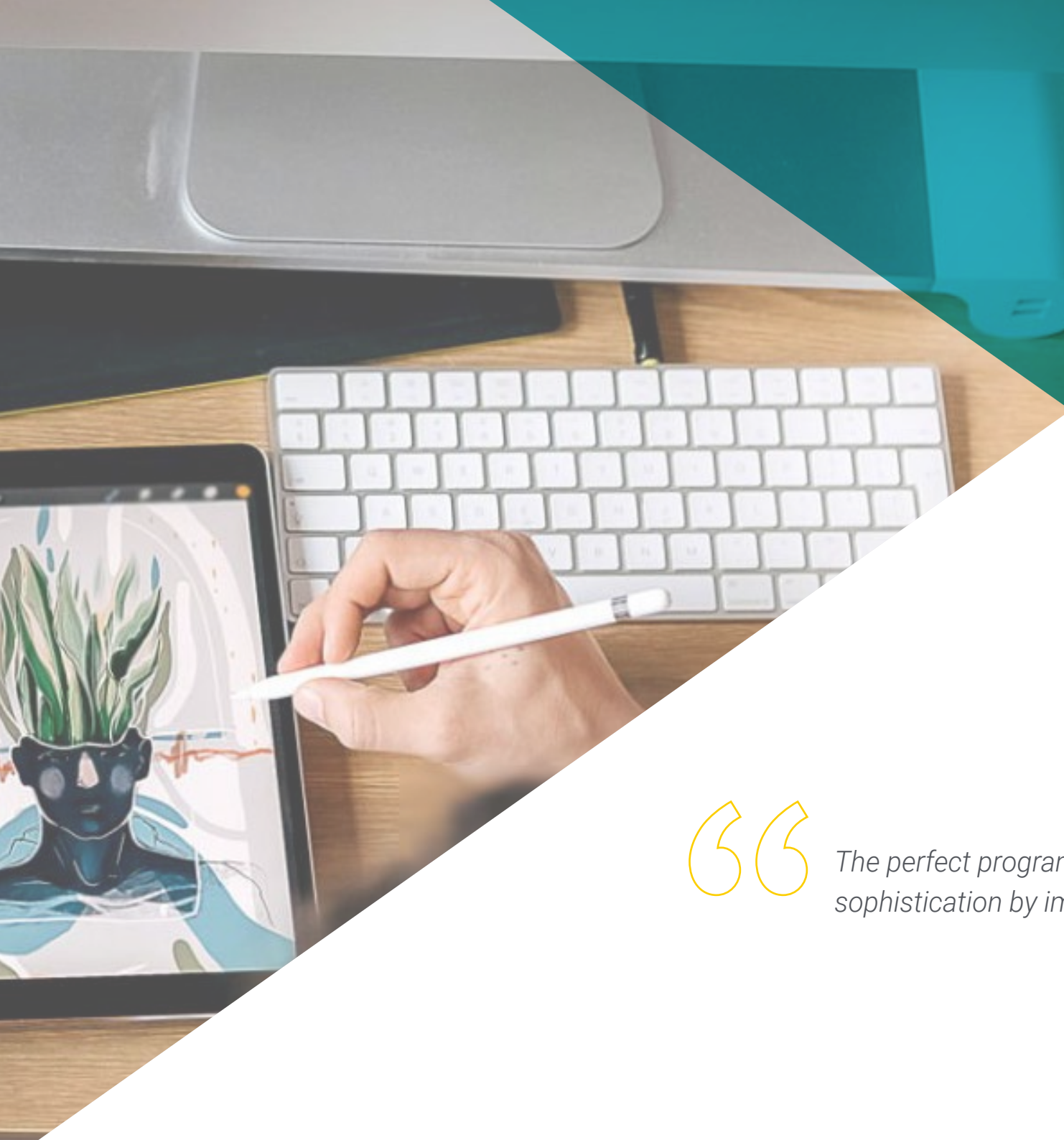


# 02 Objectives

This Postgraduate Degree has been designed by TECH and its experts team in the illustration sector with the aim of serving as a guide to all those professionals who wish to become true experts in animation. It will provide you with the best theoretical, practical and complementary material, as well as the most sophisticated academic tools that will facilitate your path to specialization. Thanks to all this, you will be able to exceed even your most ambitious and demanding expectations in less than 6 weeks.







“

*The perfect program to reach animation sophistication by improving your creative skills"*



## General Objectives

---

- ♦ Study in depth the new developments in illustration as an illustrative support, generating a specialized knowledge of the most avant-garde techniques in the creative sector
- ♦ Know in detail the current technology used for animation and develop a specialized professional handling of it

“

*Whatever your objectives are, TECH will provide you with the best theoretical, practical and additional material with which to achieve even the most demanding requirements will become a simple task to carry out"*





## Specific Objectives

---

- ◆ Apply animation resources by means of digital illustration
- ◆ Get to know the most sophisticated tools to work professionally with greater efficiency in the animation specialty
- ◆ Study the successful visual references that have set paradigms in the various animation studios
- ◆ Illustrate under a series of principles an advertising campaign that will later be animated
- ◆ Differentiate technical considerations when working in 2D animation or 3D animation

# 03

## Structure and Content

Graduates who access this Postgraduate Diploma in Professional Illustration and Animation will find the best theoretical, practical and additional content presented in different formats: detailed videos, research articles, complementary readings, etc. Thanks to this, you can delve in a personalized way in the different sections of the syllabus, also serving as a guide to contextualize the information. Its convenient 100% online format will allow you connect from wherever you want and through any device with internet connection.







“

*Do you know the Relearning methodology?  
TECH uses it in the development of all  
its degrees and with it you won't have to  
spend extra hours memorizing"*

## Module 1. Illustration and Animation

- 1.1. Animation as an Illustrative Support
  - 1.1.1. Drawing to Animate
  - 1.1.2. First Sketches
  - 1.1.3. Approaches and Final Arts
  - 1.1.4. Movement Illustration
- 1.2. The Sophistication of Animation
  - 1.2.1. Technology in the Field of Animation
  - 1.2.2. Keys to Animate Elements
  - 1.2.3. New Methods and Techniques
- 1.3. Paradigms of Success in Animation
  - 1.3.1. Recognition of Success
  - 1.3.2. The Best Animation Studios
  - 1.3.3. Visual Trends
  - 1.3.4. Short and Feature Films
- 1.4. Current Technology in Animation
  - 1.4.1. What do We Need to Animate an Illustration?
  - 1.4.2. Software Available to Animate
  - 1.4.3. Bringing a Character and a Scenario to Life
- 1.5. Conceptualization of an Animated Story
  - 1.5.1. The Graphic Concept
  - 1.5.2. The Script and the Storyboard
  - 1.5.3. Shape Modeling
  - 1.5.4. Technical Development
- 1.6. Illustration Applied to an Advertising Campaign
  - 1.6.1. Advertising Illustration
  - 1.6.2. References
  - 1.6.3. What do we want to tell?
  - 1.6.4. Transferring Ideas to Digital Media





- 1.7. Graphical Synthesis
  - 1.7.1. Less is More
  - 1.7.2. Illustrating with Subtlety
  - 1.7.3. Geometry in Illustration
- 1.8. Design of a 2D Animation Story
  - 1.8.1. 2D Illustration
  - 1.8.2. Technical Considerations in 2D Animation
  - 1.8.3. 2D Storytelling
  - 1.8.4. 2D Scenarios
- 1.9. Design of a 3D Animation Story
  - 1.9.1. 3D Illustration
  - 1.9.2. Technical Considerations in 3D Animation
  - 1.9.3. Volume and Modeling
  - 1.9.4. Perspective in 3D Animation
- 1.10. The Art of Simulating 3D with 2D
  - 1.10.1. Visual Perception in Animation
  - 1.10.2. Textures in Animation
  - 1.10.3. Light and Volume
  - 1.10.4. Visual References

“

*A 100% online program that will give you everything you need to know to master the design of 2D and 3D animation stories"*

# 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.



“

*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.*



*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.



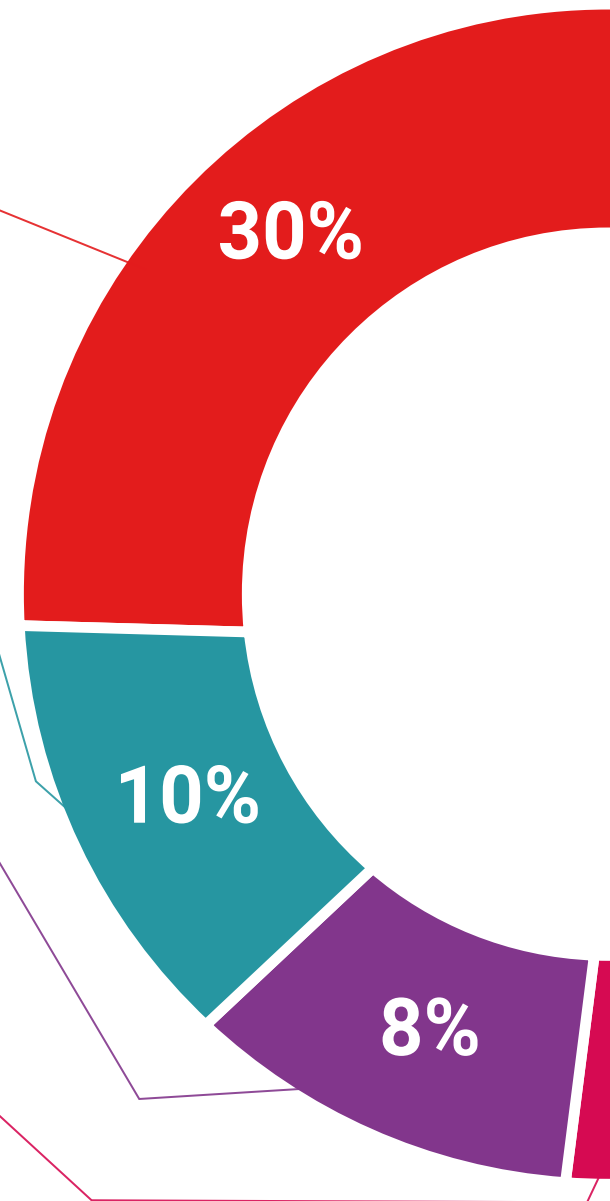
### Practising Skills and Abilities

They will carry out activities to develop specific 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.



# 05 Certificate

This Postgraduate Certificate in Professional Illustration Animation 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 Professional Illustration Animation** 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.

Program: **Postgraduate Certificate in Professional Illustration Animation**

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  
development language  
virtual classroom



## Postgraduate Certificate Professional Illustration Animation

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

# Postgraduate Certificate Professional Illustration Animation

