

# Postgraduate Certificate Professional Illustration of Digital Narrative and Comic Design





## Postgraduate Certificate Professional Illustration of Digital Narrative and Comic Design

- » Modality: online
- » Duration: 12 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-digital-narrative-comic-design](http://www.techtitute.com/us/design/postgraduate-certificate/professional-illustration-digital-narrative-comic-design)

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# 01

# Introduction

Digital storytelling has become one of the main forms of communication in a world in which every day society is faced with continuous stimulus through advertisements, announcements, news, etc. That is why having a strategy that allows reaching a larger number of people in a creative and dynamic way has become a highly demanded professional characteristic in the labor market. In order for graduates to have access to a degree that allows them to adapt their professional profile to the specifications of the sector, TECH has developed this very complete program. It is a multidisciplinary and 100% online training through which they will be able to learn in detail the ins and outs of storytelling and comic design, being able to implement the most innovative and effective illustrative strategies in their practice.



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*TECH presents the perfect program to become an expert in digital storytelling applied to illustration in just 12 weeks and 100% online"*

The development of new technologies linked to the incessant growth of the digital sector has led to the birth of new communication strategies, among which storytelling stands out. It is a creative technique that combines traditional storytelling with multimedia tools, allowing to adapt the message in a more personalized way to the target audience and expanding the possibilities of achieving better results. Therefore, it is a dynamic and ingenious way of telling stories, something that can also be achieved through comic book design.

In order to gather in a single degree all the information that allows any illustrator to know in detail the ins and outs of both techniques, TECH has developed this Diploma. It is a program that combines, in 300 hours of the best theoretical, practical and online content, the most relevant concepts of digital storytelling and the development of comics as a voice, delving into the main techniques and tools for the successful creation of projects related to these creative expressions.

To do this, you will have an exhaustive, austere and dynamic syllabus designed by a team of experts in the illustration sector. In addition, in the Virtual Campus you will find detailed videos, research articles, self-knowledge exercises, dynamic summaries and complementary readings, everything you need to expand, based on the syllabus, your knowledge in a personalized way. In addition, you will have unlimited access, without timetables and from any device with an internet connection.

Therefore, is a unique opportunity to master your creative skills through an immersive degree that will provide you with everything you need to become a true specialist in professional illustration applied to digital storytelling and comic book design.

This **Postgraduate Certificate in Professional Illustration of Digital Narrative and Comic Design** 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



*A unique academic opportunity to perfect your skills as a professional illustrator focused on comics through the knowledge of the most innovative and effective creative strategies"*

“

*You will be able to access the Virtual Campus whenever you want and from any device with an internet connection, whether a PC, tablet or phone”*

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.

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, the student will be assisted by an innovative interactive video system created by renowned experts.

*Would you like to delve into the relationship between manga and anime? With this Diploma you will be able to learn the ins and outs of both genres in a guaranteed way.*

*You will be able to put into practice the syllabus in the final project of the course through the practical elaboration of a personalized comic book.*





# 02 Objectives

The launch of this Degree has been made with the aim that more and more graduates can access a training that allows them to specialize in the area of professional illustration focused on digital storytelling and comic design. For this reason, TECH has used the best academic tools to provide the most innovative and comprehensive information, which allows them to improve their skills in a guaranteed way and in less than 6 weeks.





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*A versatile and dynamic degree with which you can delve into the characteristics of the most important comic book genres: superheroes, fantasy and adventure"*



## General Objectives

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- ◆ Develop specialized knowledge in the alumni about professional illustration applied to digital narrative and comic design
- ◆ Provide the student with the necessary skills to perfectly handle the most effective tools for the design of avant-garde and modern creative projects

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*Thanks to the amount of additional material that you will find in the Virtual Campus, you will be able to deepen in a personalized way in the sections that most interest you for your professional development"*





## Specific Objectives

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- ◆ Knowledge of digital narratives for their application in the field of illustration
- ◆ Identify cyberculture as a fundamental part of digital art
- ◆ Manage the narrative of semiotics as a method of expression in one's own drawing
- ◆ Get to know the key trends in the field of illustration and establish a comparison of different artists
- ◆ Hone the visual technique of graphic storytelling and appreciate storytelling applied to the development of a character
- ◆ Interpret comics as a means of expression for many illustrators
- ◆ Gain knowledge about the different aesthetics in the visual development of a comic book
- ◆ Study the visual and narrative motifs in the superhero comic book genre and in the fantasy/adventure genre
- ◆ Analyze comics in Asia, with a formal study of manga as a leisure publishing product in Japan
- ◆ Understand the visual motifs of manga and anime and their construction

# 03

## Structure and Content

The development of the structure and content of this Postgraduate Certificate has been carried out by a team of experts in psychology versed in Illustration. Thanks to this, it has been possible to create a modern, exhaustive, dynamic and austere syllabus, thanks to which the graduate will have no problem in keeping up to date with the latest developments in the professional sector of digital narrative and comic design. It also includes a variety of additional material presented in different formats, with which you can delve in a personalized way in the aspects of the program that you consider most relevant for your professional performance.



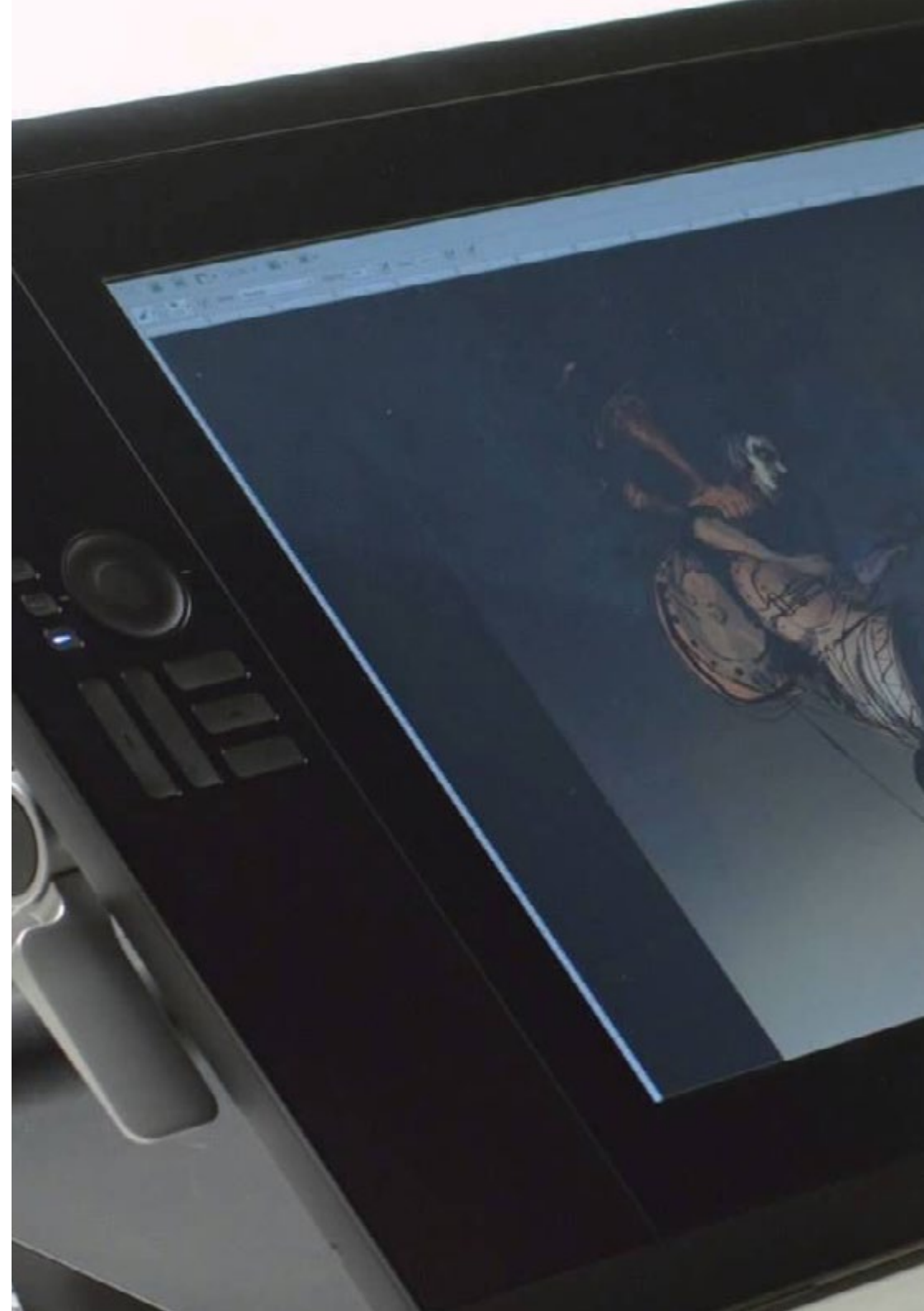


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*The perfect program to implement into your practice the narrative techniques of visual enhancement through an intensive, multidisciplinary academic experience that will bring out the best in you"*

## Module 1. Digital Storytelling Applied to Illustration

- 1.1. How to Translate Digital Storytelling to Illustration?
  - 1.1.1. Digital Storytelling
  - 1.1.2. The Art of Storytelling
  - 1.1.3. Available Resources
- 1.2. Cyberculture and Digital Art
  - 1.2.1. The Cyberculture of the New Century
  - 1.2.2. Culture Applied to Technology
  - 1.2.3. Successful Illustrators in the Digital Environment
- 1.3. Narrative Illustration
  - 1.3.1. Telling a Story
  - 1.3.2. Script and Refinement
  - 1.3.3. Continuity
  - 1.3.4. Other Narrative Elements
- 1.4. Illustration and Semiotics
  - 1.4.1. Semiology in the field of illustration
  - 1.4.2. Symbology as a resource
  - 1.4.3. The Syntax of the Image
- 1.5. Graphics that Speak for Themselves
  - 1.5.1. Delete Text
  - 1.5.2. Graphic Expression
  - 1.5.3. Drawing with a Speech in Mind
  - 1.5.4. Children's Drawing as a Paradigm
- 1.6. Digital Storytelling as a Didactic Resource
  - 1.6.1. Narrative Development
  - 1.6.2. The Hypertext Environment
  - 1.6.3. The Multimedia Environment
- 1.7. The power of storytelling
  - 1.7.1. Leveraging Storytelling
  - 1.7.2. Discourse Management
  - 1.7.3. Complementary Actions
  - 1.7.4. Application of Nuances





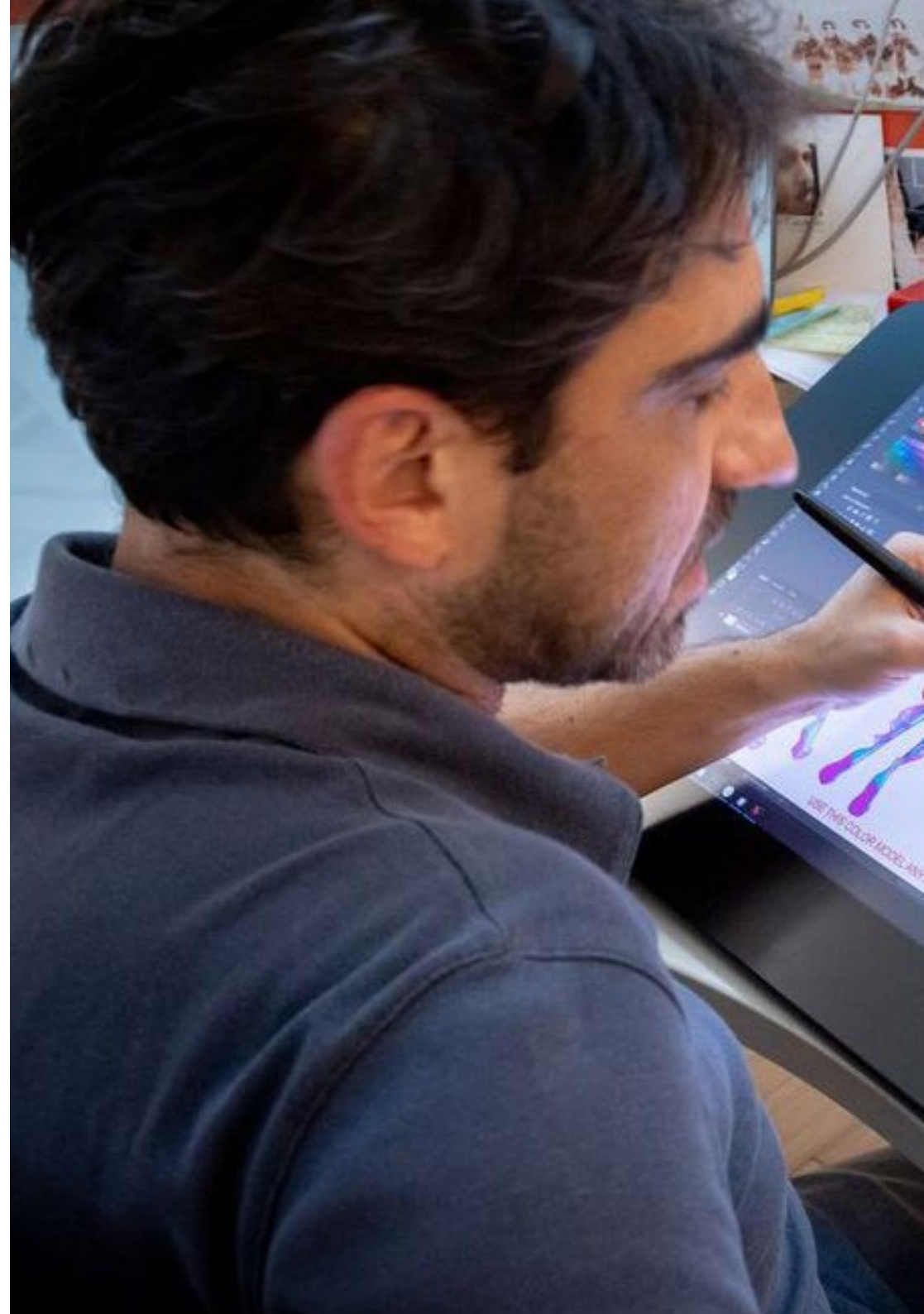
- 1.8. Key Trends in Illustration
  - 1.8.1. Successful Artists
  - 1.8.2. Visual Styles that Have Made History
  - 1.8.3. Copying or Defining your Own Style?
  - 1.8.4. Potential Customer Demand
- 1.9. Storytelling Techniques for Visual Enhancement
  - 1.9.1. The Visual Storytelling
  - 1.9.2. Harmony and Contrast
  - 1.9.3. Connectivity with the Story
  - 1.9.4. Visual Allegories
- 1.10. Narrative Visual Identity of a Character
  - 1.10.1. The Identification of a Character
  - 1.10.2. Behavior and Gestures
  - 1.10.3. Autobiography
  - 1.10.4. Graphic Discourse and Projection Support

## Module 2. Professional Illustration Focused on Comics

- 2.1. Comic as a Means of Expression
  - 2.1.1. The Comic as a Support for Graphic Communication
  - 2.1.2. The Design of Visual Comics
  - 2.1.3. Color Reproduction in Comics
- 2.2. Comic Techniques and Evolution
  - 2.2.1. The Beginnings of Comics
  - 2.2.2. Graphic Evolution
  - 2.2.3. The Narrative Motifs
  - 2.2.4. The Representation of Elements
- 2.3. Formal Thinking
  - 2.3.1. The Structure of a Comic
  - 2.3.2. Storytelling
  - 2.3.3. Character Design
  - 2.3.4. Scenario Design
  - 2.3.5. Discourse of the Scenes



- 2.4. The Superhero Genre
  - 2.4.1. The Superhero Comic
  - 2.4.2. The Marvel Comics Case
  - 2.4.3. The DC Comics Case
  - 2.4.4. Visual Design
- 2.5. The Fantasy and Adventure Genre
  - 2.5.1. The Fantasy Genre
  - 2.5.2. Fantastic Character Design
  - 2.5.3. Resources and Visual References
- 2.6. Comics in Asia
  - 2.6.1. Visual Principles of Illustration in Asia
  - 2.6.2. Calligraphy Design in the East
  - 2.6.3. The Visual Storytelling of Comics
  - 2.6.4. Eastern Graphic Design
- 2.7. Manga Technical Development
  - 2.7.1. Manga Design
  - 2.7.2. Formal Aspects and Structure
  - 2.7.3. Storytelling and Storyboarding
- 2.8. Relationship between Manga and Anime
  - 2.8.1. Animation in Japan
  - 2.8.2. Anime Characteristics
  - 2.8.3. The Anime Design Process
  - 2.8.4. Visual Techniques in Anime
- 2.9. Comics in Digital Media
  - 2.9.1. The Comic Through the Screen
  - 2.9.2. Animation of a Comic
  - 2.9.3. Color Balance and Visual Codes
  - 2.9.4. Graphic Structure and Formats
- 2.10. Project: Design of a Personalized Comic
  - 2.10.1. Definition of objectives
  - 2.10.2. The Story to be Developed
  - 2.10.3. Characters and Performers
  - 2.10.4. Scenario Design
  - 2.10.5. Formats





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*Learn about the power of storytelling and expand your future opportunities in the creative sector with this magnificent Diploma"*

# 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.



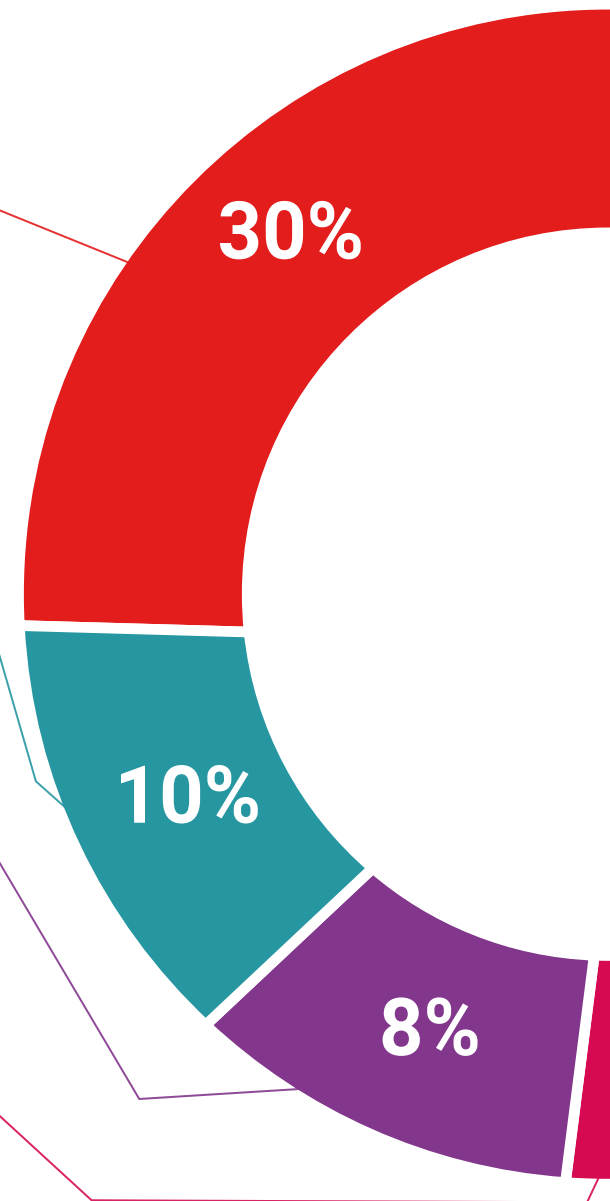
### Practising Skills and Abilities

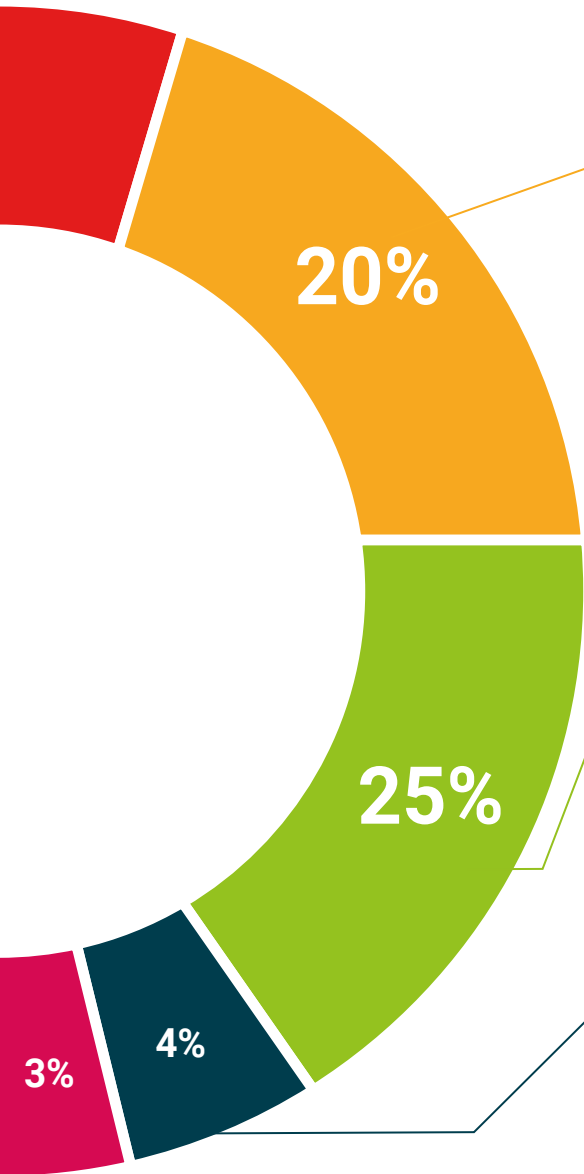
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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

The Postgraduate Certificate in Professional Illustration of Digital Narrative and Comic Design guarantees, in addition to the most rigorous and updated training, access to a Diploma degree 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 Professional Illustration of Digital Narrative and Comic 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 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 Professional Illustration of Digital Narrative and Comic Design**

Official N° of hours: **300 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



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