

# Postgraduate Certificate Visual Illustration Techniques and Creative Processes





## Postgraduate Certificate Visual Illustration Techniques and Creative Processes

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

Website: [www.techtute.com/pk/design/postgraduate-certificate/visual-illustration-techniques-crative-processes](http://www.techtute.com/pk/design/postgraduate-certificate/visual-illustration-techniques-crative-processes)

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# 01

# Introduction

If there is one thing that is clear to illustration professionals, it is that this work has multiple professional opportunities. In today's society, whichever way you look at it, it is possible to see creative works everywhere and represented through various digital and traditional media. Based on this, specializing in this area through the course of a program designed specifically for it may be the best option to carve out a successful professional future. For this you can count on this training offered by TECH, in whose design have participated experts in the field with a wide and extensive experience in the management of various projects for the audiovisual sector. It is a 100% online degree that gathers the most exhaustive information related to visual illustration and with which the graduate will be able to work in the audiovisual sector and on the improvement of their competences through the exhaustive knowledge of the main techniques and creative strategies.



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*TECH offers you an immersive, multidisciplinary and highly empowering academic experience in exchange for your investment in this university for your professional future"*

Although many people consider that the illustrator's tasks are based on making drawings for a few traditional media, the truth is that they go much further and cover a very wide range of job opportunities. This has been encouraged, in part, by the development of new technologies, thanks to which it has been possible to adapt an ancient profession to the digital environment and the multiple channels that encompass the audiovisual and online sectors. All this without forgetting, of course, its application in work related to signage or product design, among others.

It is, therefore, an ever-changing profession in which increasingly complex and specific strategies are constantly being implemented. Therefore, in order to facilitate the graduate's specialization in this field, TECH has decided to create a program that gathers the latest and most exhaustive information related to visual design techniques and creative processes.

The professional will have 150 hours of diverse material to delve concretely into the application of illustration to different media: audiovisual projects, signage, signage, user experience, products and much more. In addition, one of the characteristic features of this program is that the graduate will work in a practical way in the elaboration of his own portfolio and an illustrated album.

In order to exceed your expectations, TECH and its team of experts in professional illustration have selected, in addition to the latest information, high quality additional content presented in different formats: detailed videos, research articles, further reading, etc.. All this presented in a convenient and accessible 100% online format that will allow you, in addition to connecting from wherever you want and with a schedule fully adapted to your availability, to combine the course of this degree with any work activity.

This **Postgraduate Certificate in Visual Techniques in Illustration and Creative Processes** 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 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



*The best option in the university market to delve into the keys of illustration oriented to product design"*

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*Do you want to become an expert in illustration applied to the film genre? Choose this Postgraduate Certificate and start working on it today”*

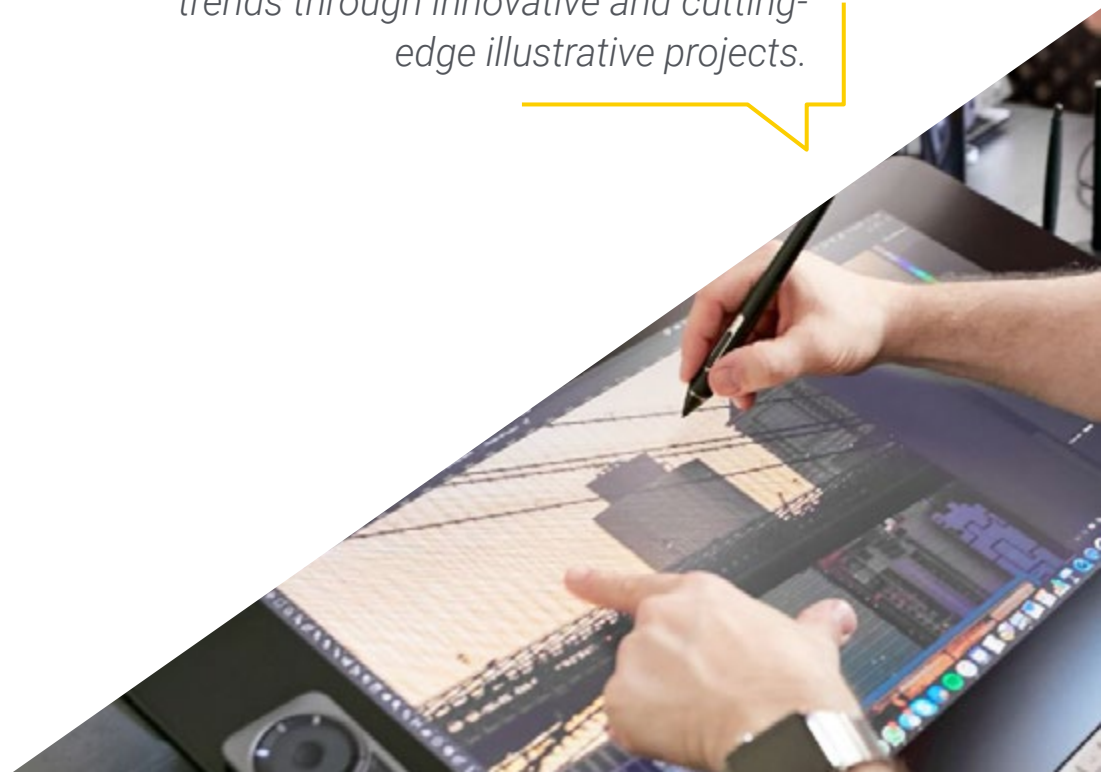
The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

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. This will be done with the help of an innovative system of interactive videos made by renowned experts.

*This program includes 150 hours of the best theoretical, practical and additional content, which is presented in multiple formats to make this degree a dynamic and entertaining academic experience.*

*Learning about new media applied to signage will help you anticipate future trends through innovative and cutting-edge illustrative projects.*



# 02 Objectives

Today's multiple applications of the illustrator's profession are increasing the demand by specialists in this area for a degree that will allow them to keep up to date with the latest trends and avant-garde developments in the sector. That is why TECH has considered necessary the development of a Diploma like this, with the aim of synthesizing in a single program, all the information that allows them to delve into the most relevant aspects of illustrative design adapted to contexts such as signage, film art, audiovisual projects, etc..







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*Would you like to learn how to create different personal portfolios that make you stand out? This Postgraduate Certificate will give you the keys to achieve it"*



## General Objectives

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- ◆ Know in detail the main techniques and procedures in current illustration applicable to the design of different types of products
- ◆ Delve into the keys to the creation of an illustrated album through the design of a final project that includes everything developed throughout the course

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*A modern and dynamic program with which you will also delve into the key aspects of illustration applicable to UX in the main operating systems"*





## Specific Objectives

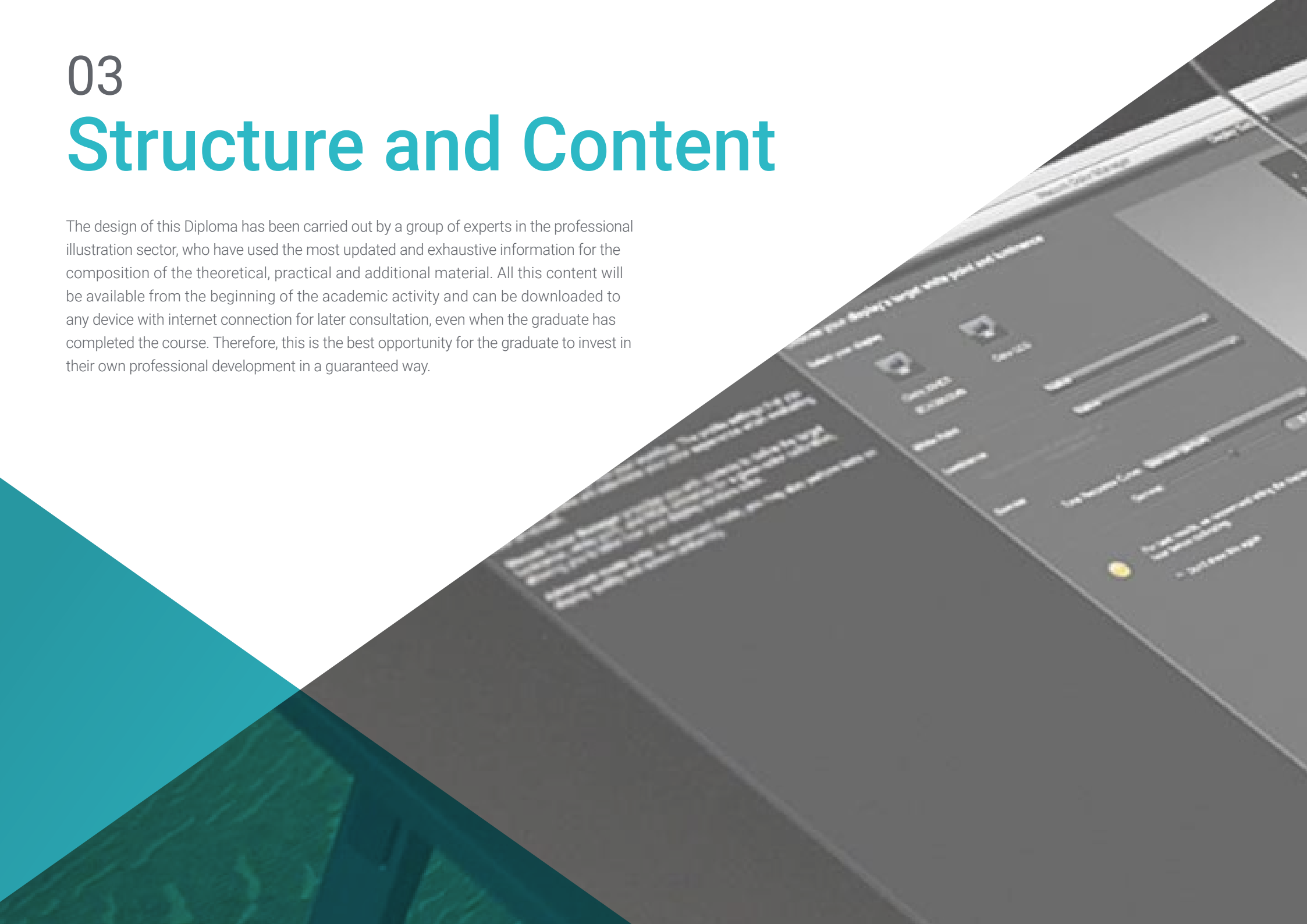
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- ◆ Examine the application of classical 20th century aesthetics to new illustration projects, merging digital and analog
- ◆ Analyze poster design as a propulsion engine for great illustrators and a reflection of their artistic trajectory
- ◆ Make use of the film genre as an illustration project for large and small productions
- ◆ Study the application of illustration in audiovisual projects such as video mapping
- ◆ Delve into the procedure for transferring digital illustration to other projects such as signage and UX design

03

# Structure and Content

The design of this Diploma has been carried out by a group of experts in the professional illustration sector, who have used the most updated and exhaustive information for the composition of the theoretical, practical and additional material. All this content will be available from the beginning of the academic activity and can be downloaded to any device with internet connection for later consultation, even when the graduate has completed the course. Therefore, this is the best opportunity for the graduate to invest in their own professional development in a guaranteed way.





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*You will be able to access the Virtual Campus without timetables and through any device with internet connection, whether pc, tablet or mobile”*

## Module 1. Techniques and Procedures in Illustration

- 1.1. Application of 20th Century Aesthetics
  - 1.1.1. Visual Idealism
  - 1.1.2. Pop Art in New Media
  - 1.1.3. Psychedelic Illustration
  - 1.1.4. Retro Style Development
- 1.2. Illustration Oriented to Product Design
  - 1.2.1. Complexity Forms
  - 1.2.2. Retro Packaging as a Graphic Reference
  - 1.2.3. Nordic Design
  - 1.2.4. Visual Orientation in Packaging
- 1.3. Illustration on Posters
  - 1.3.1. Poster as a Means of Communication
  - 1.3.2. Visual Purpose of the Poster
  - 1.3.3. New Media Applied to Posters
- 1.4. Illustration in the Film Genre
  - 1.4.1. Posters in the Cinema
  - 1.4.2. Posters in Animation
  - 1.4.3. The Digital Industry
  - 1.4.4. Creativity in Composition
- 1.5. Illustration in Audiovisual Projects
  - 1.5.1. Illustration for Stage Projection
  - 1.5.2. Movement Illustration
  - 1.5.3. Illustration for Video Mapping
  - 1.5.4. Design of Stands or Interactive Spaces
- 1.6. Illustration in the the Labor Market
  - 1.6.1. Preparation of Files
  - 1.6.2. Delivery of Products
  - 1.6.3. Contact with the Printer or Suppliers
  - 1.6.4. Meeting with the Client
  - 1.6.5. The Final Budget





- 1.7. Illustration Oriented to Signage
  - 1.7.1. Universal Iconography
  - 1.7.2. Inclusive Signage
  - 1.7.3. Study of Symbols
  - 1.7.4. Signage Design
- 1.8. Illustration in the the UX Design
  - 1.8.1. Guidelines for Interface Design
  - 1.8.2. Infographics Design
  - 1.8.3. Illustrating the Visual Style of an Interface
- 1.9. Creation of a Professional Portfolio
  - 1.9.1. The Structure of the Portfolio
  - 1.9.2. Classification of Works
  - 1.9.3. Illustration and Layout of the Portfolio
  - 1.9.4. Materials and Complements
- 1.10. Project: Design of an Illustrated Album
  - 1.10.1. Presentation of the Project
  - 1.10.2. Project Objectives
  - 1.10.3. Theme of the Project
  - 1.10.4. Visual Development of the Project
  - 1.10.5. Final Arts and Finishing



*Do not hesitate and enroll in a program that will enhance your skills to become a true expert in creative processes through professional illustration"*

# 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.



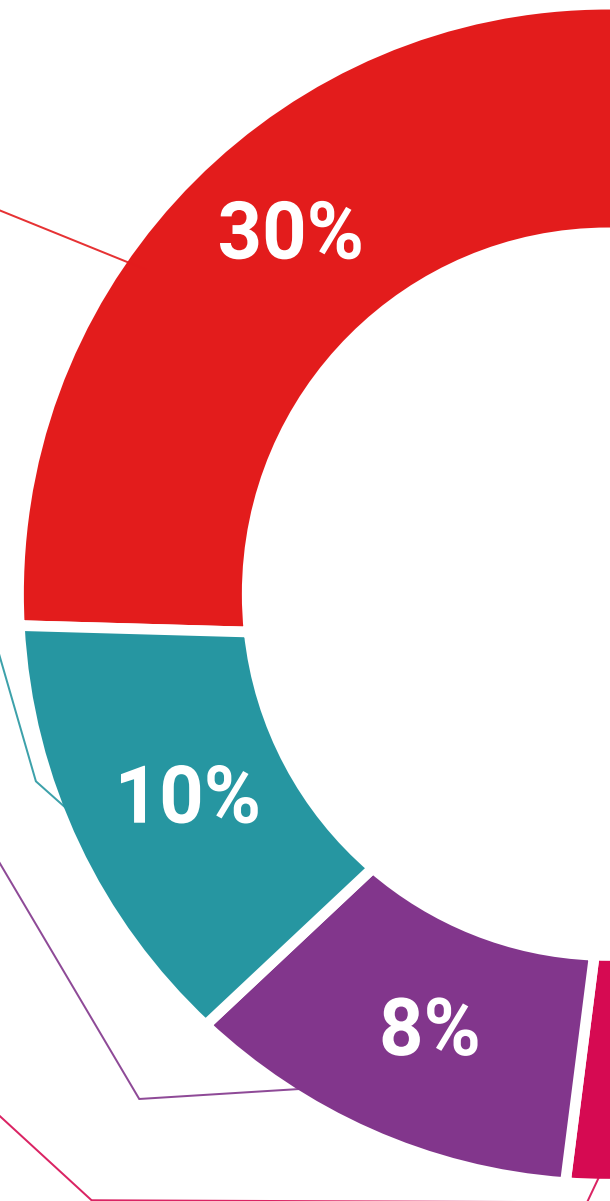
### Practising Skills and Abilities

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 Visual in Illustration and Creative Techniques 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 and Creative Processes Techniques** 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 labor exchanges, competitive examinations, and professional career evaluation committees.

Program: **Postgraduate Certificate in Visual Illustration Techniques and Creative Processes**

Official No. 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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- » Exams: **online**

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