

# Professional Master's Degree Professional Illustration





## Professional Master's Degree Professional Illustration

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/design/professional-master-degree/master-professional-illustration](http://www.techtitute.com/us/design/professional-master-degree/master-professional-illustration)

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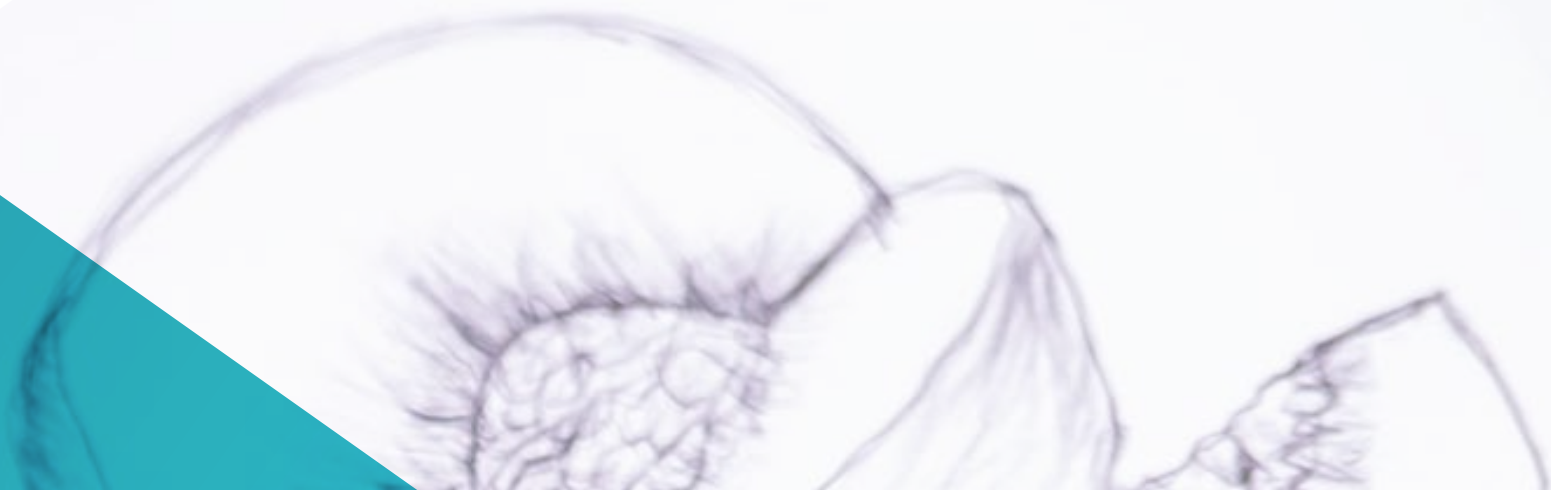
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# 01

# Introduction

The rise of new technologies has transformed sectors and industries of all kinds, including the field of graphic arts and illustration. Now more than ever, the public consumes an immense amount of audiovisual content in digital streaming platforms as well as in comics, publishing, advertising or video games. In all of them, the work of the professional illustrator is absolutely essential, since it is their responsibility to give shape and color to the creative ideas of other teams, being an irreplaceable link between the approach and execution of any product or campaign. As this is a sector in continuous growth and in need of highly trained professionals, TECH Technological University has developed this degree, which combines the latest knowledge in fields such as lettering, the Adobe suite, digital storytelling or the different techniques and advanced procedures. All this in a 100% online format, accessible and convenient, with no on-site classes or fixed schedules to ensure maximum flexibility.





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*Direct your career towards the most sought-after design studios with a comprehensive mastery of Adobe Photoshop, Illustrator and Procreate, giving you the versatility to tackle any project”*

The constant evolution of tools such as Adobe Photoshop, Illustrator or Procreate, together with the fast pace of industries such as fashion or comics, mean that today's illustrators must keep up to date with trends, styles, techniques and all kinds of knowledge that will help them in their daily work.

With the high level of professional competition, it is not enough for the illustrators to have an average knowledge of the software and hardware to be used, but they must also specialize in the fastest growing areas such as illustration, advertising or the publishing world. In this way, they will be able to focus their professional profile to positions such as Comic and Manga Illustrator, Videogame Graphic Designer, Artist for the film industry or Creator of pieces and creativities for advertising campaigns, among many other job prospects that Professional Illustration opens up.

In order to respond to this demand for specialization and renewal of artistic knowledge, TECH Technological University has created an exhaustive program that covers everything from illustration with iPad and Adobe suite to specific techniques and projects in the most important sectors. In this way, the designer will delve into video mapping, lettering, signage or UX projects. For this purpose, they will be supported by extensive multimedia content, including detailed videos, simulated scenarios, reflective readings and other useful resources for each of the topics covered.

A unique opportunity to boost the designer's career in Professional Illustration, with a Professional Master's Degree that will provide all the keys and technical details for it. The fully online format of the program gives the design professional the flexibility to adapt the entire course load to their own interests, allowing them to combine this degree with their most demanding responsibilities. In short, it is the ideal option to continue to grow personally and professionally without having to abandon any obligations.

This **Professional Master's Degree in Professional Illustration** 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



*Take advantage of the benefits of a completely flexible format that can be adapted to your needs, and you decide when, where and how to face the teaching load”*



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*You will strengthen your skills when it comes to designing the typography for a campaign or creating a coherent and impactful visual narrative, giving you that professional boost you need”*

*You will be able to access the online classroom from any device with an Internet connection, being able to study and review the contents even from the comfort of your Smartphone.*

*Hone your concept art skills to create illustrations of all kinds, whether for 3D modeling, sculpture or the film industry.*

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.



# 02 Objectives

There are so many branches and job specializations that the designer can find in the field of Professional Illustration that it is essential to have an exhaustive and adequate focus in order to achieve the greatest success. For this reason, the entire syllabus of this Professional Master's Degree has been designed not only to provide you with the most important knowledge, but also to achieve a series of set objectives that will have a real impact on your job prospects and your own work methodology when dealing with different illustrative projects.





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*TECH's academic team has designed all the contents of this program to adapt them to the reality of the design market, so that you can specialize in the most important fields of illustration”*



## General Objectives

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- ◆ Examine current artistic trends in Professional Illustration
- ◆ Perform an exhaustive review of the main working tools, both software and hardware, essential in the illustrator's work
- ◆ Study the illustrator's work methodology in modern professional sectors

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*The contents of this program will exceed your highest expectations, giving you the boost you need to position yourself decisively in the Professional Illustration sector”*





## Specific Objectives

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### Module 1. Adobe Suite Tools

- ◆ Appreciate the great benefits and utilities provided by two basic pillars of Adobe: Photoshop and Illustrator
- ◆ Know the basic commands of each program and take advantage of the basic properties of bitmap and vector operation
- ◆ Develop a character by correctly differentiating the guidelines of the whole process, culminating with the final touches that give it greater dynamism
- ◆ Improve the techniques already known in both softwares through the use of complex tools
- ◆ Project vector illustration as an audiovisual resource for the field of animation

### Module 2. Illustration with the iPad

- ◆ Value the iPad as a key tool in the development of illustrations in the professional field
- ◆ Delve into the Procreate application as a canvas to foster creativity and all professional applications
- ◆ Learn traditional drawing techniques in Procreate and other visual styles
- ◆ Cartoon style character design and storyboard definition
- ◆ Study other drawing tools available for iPad as a professional illustrator

### Module 3. Digital Storytelling Applied to Illustration

- ◆ 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
- ◆ To master the visual technique of graphic narratives and to value Storytelling applied to the development of a character

#### **Module 4. Editorial Illustration**

- ◆ Encourage graphic creativity oriented to work in the specialty of editorial design
- ◆ Gain knowledge about the techniques of great reference in the publishing environment
- ◆ Study the application of humor or graphic parody and its use in the press
- ◆ Examine the use of magazines, brochures, or other media as a means of illustrating compositions
- ◆ Highlight graphic novels and children's illustration as one of the disciplines most worked and valued by professional illustrators

#### **Module 5. Illustration and Animation**

- ◆ 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

#### **Module 6. Professional Illustration Focused on Comics**

- ◆ 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

#### **Module 7. Concept Art**

- ◆ Introduce Concept Art as an artistic model in the creative landscape of the professional designer and illustrator
- ◆ Apply professional sculptural techniques in the digital field
- ◆ Knowledge of 3D texturing and coloring in the different elements to be modeled
- ◆ Evaluate the digital tools available to model a character or caricature and incorporate the visual requirements studied previously
- ◆ Simulate a real 3D project, introducing concepts of cinematographic language and art direction requirements

#### **Module 8. Illustration and Lettering**

- ◆ Take advantage of the specialty of lettering as a creative way to work and improve different illustration techniques
- ◆ Identify typography as an image, communicating concepts through the elaboration of letters and modifying their anatomy
- ◆ Know the relationship between calligraphy, lettering and typography
- ◆ Investigate the promotion of typography through advertising as a platform to link the individual with the emotions aroused by a particular product
- ◆ Project the typography through different media: digital environment, social networks, animation, etc





### Module 9. Illustration in Fashion Design

- ◆ Apply professional illustration to fashion design as one of the most consolidated modalities of current design
- ◆ Get to know the role of the illustrator in the production and distribution of the various fashion collections
- ◆ Perform the visual development of a piece through its corresponding phases
- ◆ Apply a series of industrial production principles directly related to fashion itself
- ◆ Gain knowledge about the technical considerations of special relevance such as pattern making or printing, relating their procedure to the illustration itself

### Module 10. Techniques and Procedures in Illustration

- ◆ Examine the application of classical 20th century aesthetics to new illustration projects, merging digital with analogical
- ◆ 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 Skills

The constant push and competition in the design industry drives illustrators to have a refined and perfected Portfolio, capable of demonstrating their skills in styles ranging from cartoonish comics to hyper-realistic film or fashion. Therefore, the designers who decide to undertake this Professional Master's Degree will also see their creative and work skills reinforced in multiple fields, being able to incorporate into their work methodology the most demanded and valued competencies nowadays.



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*Perfect your workflow and adaptation to different styles such as cartoon or lettering thanks to this Professional Master's Degree in Professional Illustration”*



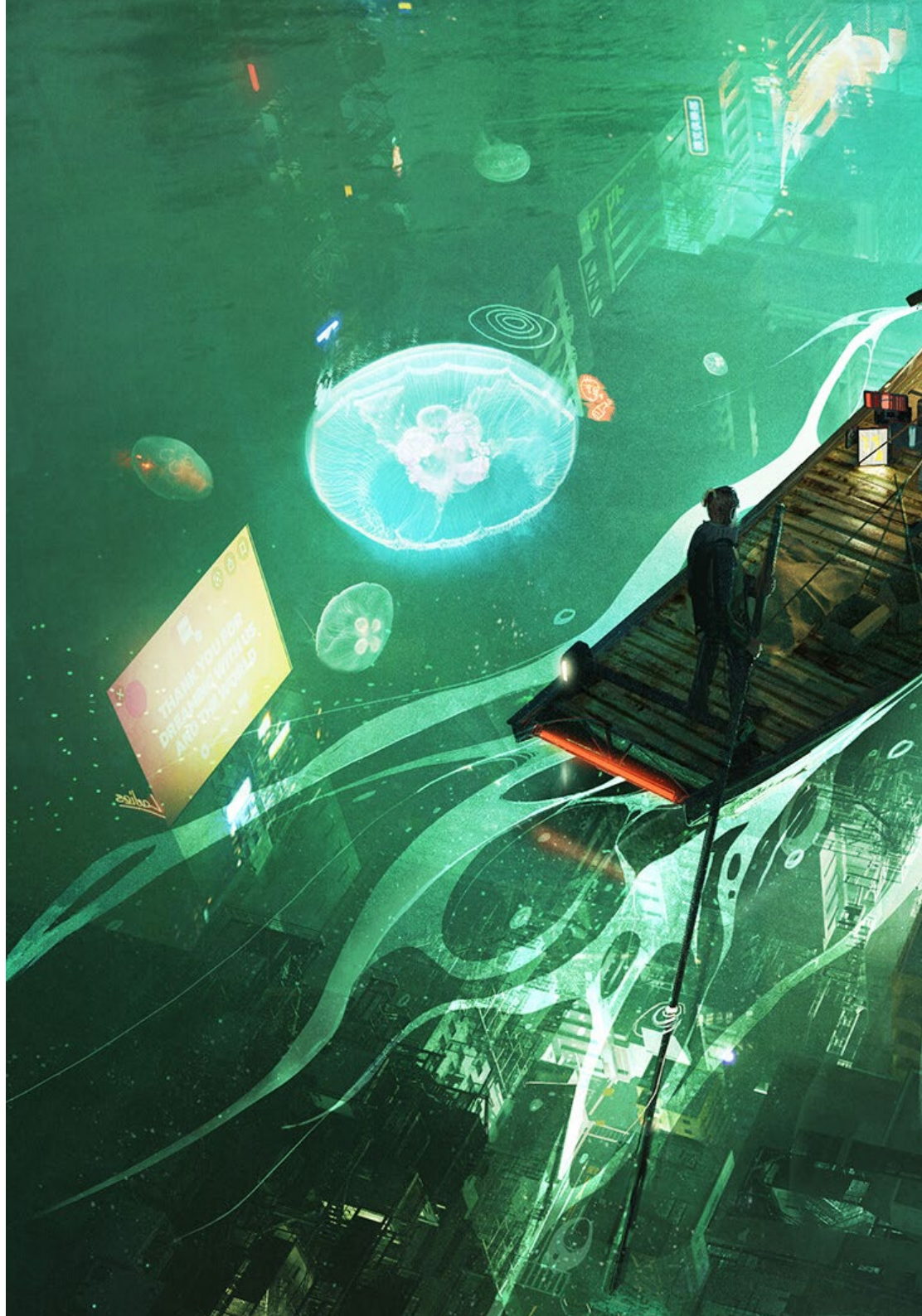
## General Skills

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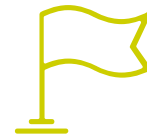
- ◆ Be able to use the main tools of Professional Illustration, adapting their work methodology to the required assignment
- ◆ Develop projects of all kinds, from cartoon style to fashion or cinema
- ◆ Master Professional Illustration from a Modern and Digital Perspective
- ◆ Apply the most advanced illustration techniques to streamline projects and processes

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*Acquire the professional skills that will distinguish you as a highly prestigious Professional Illustrator, giving a unique distinction to your value proposition”*







## Specific Skills

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- ◆ Perform correct color management in both Adobe Photoshop and Adobe Illustrator
- ◆ Create an illustrated portrait with Procreate, managing its tools, brushes and color tracing
- ◆ Illustrate by suppression of text and narration supported exclusively by pictures
- ◆ Accompany images elaborated using highly sophisticated digital techniques with the text itself
- ◆ Create projects with movement and visual narratives in mind
- ◆ Develop a comic book by following step by step the phases that make up the project
- ◆ Design 3D scenarios, applying the aesthetics previously worked on
- ◆ Draw typographic families knowing the necessary guidelines for their visual development
- ◆ Study and analyze the most important trends in fashion design
- ◆ Create a picture book project, correctly detailing the phases to be carried out and the objectives of its delivery

# 04

## Structure and Content

In order to create a deep, efficient and enjoyable educational experience, the contents of this Professional Master's Degree follow the Relearning pedagogical methodology. This means that the most relevant keys and subjects of Professional Illustration are given to the designer in a repeated, gradual and progressive way throughout the whole syllabus. This makes teaching and learning much more effective, saving numerous hours of study time that can be invested in additional multimedia or complementary content.







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*Advance your career as a Professional  
Illustrator thanks to the most advanced  
techniques and work methodology in your field”*

## Module 1. Adobe Suite Tools

- 1.1. Project Design with Adobe Photoshop
  - 1.1.1. Photoshop as a Canvas for Illustration
  - 1.1.2. Benefits of Using Photoshop to Design Illustration Projects
  - 1.1.3. The Layers of our Illustration
  - 1.1.4. Optimal File Formats and Export
- 1.2. Improving our Brushes with Photoshop
  - 1.2.1. The Default Brushes
  - 1.2.2. Brush Installation
  - 1.2.3. Brush Refinement
  - 1.2.4. Coloring Techniques with our Brushes
- 1.3. Color Management in Photoshop
  - 1.3.1. Color and Visual Balance
  - 1.3.2. Contrast
  - 1.3.3. Light and Shading
  - 1.3.4. Compositional Unity
- 1.4. Character Design with Photoshop
  - 1.4.1. Draft and Sketches
  - 1.4.2. Linear Refinement
  - 1.4.3. Coloring and Definition
  - 1.4.4. Finishing Touches
- 1.5. Mixed Techniques in Photoshop
  - 1.5.1. Collage Aesthetics
  - 1.5.2. Fusion of Visual Styles
  - 1.5.3. Application of Mixed Resources
- 1.6. Project Design with Adobe Photoshop
  - 1.6.1. Exploitation of Available Resources
  - 1.6.2. Visual Organization in the Workspace
  - 1.6.3. Prototyping and Validation
  - 1.6.4. Volume and Color Management

- 1.7. Vector Illustration and Flow in Illustrator
  - 1.7.1. Control of Commands and Optimal Actions
  - 1.7.2. Thinking in a Vector System
  - 1.7.3. Geometric Illustration
- 1.8. Illustrator Graphic Enhancement
  - 1.8.1. Pattern Creation
  - 1.8.2. Texture
  - 1.8.3. Scenario Design
  - 1.8.4. Complex Actions
- 1.9. Animation with Illustrator and After Effects
  - 1.9.1. Vector Animation
  - 1.9.2. Essential Tools to Handle
  - 1.9.3. Continuity and Development
  - 1.9.4. File Export and Presentation
- 1.10. Illustration and Corporate Identity for New Media
  - 1.10.1. Illustration as a Corporate Visual Image
  - 1.10.2. Application and Definition of Visual Resources
  - 1.10.3. Design of a Graphic Identity without Logo
  - 1.10.4. Graphic Media Audit

## Module 2. Illustration with the iPad

- 2.1. Freehand Drawing
  - 2.1.1. Preliminary Considerations
  - 2.1.2. The iPad as a Tool
  - 2.1.3. Formal Aspects
  - 2.1.4. Interface and Technique
- 2.2. Procreate: Creative Illustration Techniques
  - 2.2.1. Creating a Project
  - 2.2.2. Formats
  - 2.2.3. Tool Management
  - 2.2.4. Brushes

- 2.3. Procreate: Illustrated Portrait
  - 2.3.1. Analysis
  - 2.3.2. Synthesis
  - 2.3.3. Trace
  - 2.3.4. Filling
- 2.4. Traditional Techniques with Procreate
  - 2.4.1. Traditional Drawing on Tablet
  - 2.4.2. Shading and Tracing
  - 2.4.3. Volume and Development
  - 2.4.4. Landscape and Reality
- 2.5. Visual Styles in Procreate
  - 2.5.1. Conceiving a Style
  - 2.5.2. Pathways and Resources
  - 2.5.3. Combination of Techniques
- 2.6. Naturalistic Illustration
  - 2.6.1. Landscape as a Means
  - 2.6.2. Knowledge of the Environment
  - 2.6.3. Light as Volume
  - 2.6.4. Building a Landscape
- 2.7. Realistic Illustration
  - 2.7.1. The Complexity of Realism
  - 2.7.2. Photographic Perception
  - 2.7.3. Construction of a Realistic Model
- 2.8. Cartoon Design in Procreate
  - 2.8.1. Visual References
  - 2.8.2. Anatomy and Body
  - 2.8.3. The History of the Character
  - 2.8.4. Character Building
- 2.9. Storyboard Creation in Procreate
  - 2.9.1. How to Define a Storyboard
  - 2.9.2. Phases and Elements of the Storyboard
  - 2.9.3. Animation and Storyboard

- 2.10. Other Apps to Illustrate on iPad
  - 2.10.1. Why is it Important to Compare Applications?
  - 2.10.2. Vector Illustration on iPad
  - 2.10.3. Bitmap Illustration on iPad
  - 2.10.4. 3D Illustration on iPad
  - 2.10.5. Professional Illustration Apps on iPad

### Module 3. Digital Storytelling Applied to Illustration

- 3.1. How to Translate Digital Storytelling to Illustration?
  - 3.1.1. Digital Storytelling
  - 3.1.2. The Art of Storytelling
  - 3.1.3. Available Resources
- 3.2. Cyberculture and Digital Art
  - 3.2.1. The Cyberculture of the New Century
  - 3.2.2. Culture Applied to Technology
  - 3.2.3. Successful Illustrators in the Digital Environment
- 3.3. Narrative Illustration
  - 3.3.1. Telling a Story
  - 3.3.2. Script and Refinement
  - 3.3.3. Continuity
  - 3.3.4. Other Narrative Elements
- 3.4. Illustration and Semiotics
  - 3.4.1. Semiology in the field of illustration
  - 3.4.2. Symbology as a resource
  - 3.4.3. The Syntax of the Image
- 3.5. Graphics that Speak for Themselves
  - 3.5.1. Delete Text
  - 3.5.2. Graphic Expression
  - 3.5.3. Drawing with a Speech in Mind
  - 3.5.4. Children's Drawing as a Paradigm

- 3.6. Digital Storytelling as a Didactic Resource
  - 3.6.1. Narrative Development
  - 3.6.2. The Hypertext Environment
  - 3.6.3. The Multimedia Environment
- 3.7. The Power of Storytelling
  - 3.7.1. Leveraging Storytelling
  - 3.7.2. Discourse Management
  - 3.7.3. Complementary Actions
  - 3.7.4. Application of Nuances
- 3.8. Key Trends in Illustration
  - 3.8.1. Successful Artists
  - 3.8.2. Visual Styles that Have Made History
  - 3.8.3. Copying or Defining your Own Style?
  - 3.8.4. Potential Customer Demand
- 3.9. Storytelling Techniques for Visual Enhancement
  - 3.9.1. The Visual Storytelling
  - 3.9.2. Harmony and Contrast
  - 3.9.3. Connectivity with the Story
  - 3.9.4. Visual Allegories
- 3.10. Narrative Visual Identity of a Character
  - 3.10.1. The Identification of a Character
  - 3.10.2. Behavior and Gestures
  - 3.10.3. Autobiography
  - 3.10.4. Graphic Discourse and Projection Support

## Module 4. Editorial Illustration

- 4.1. Thinking About the Media Support
  - 4.1.1. Editorial Design and Illustration
  - 4.1.2. Available Formats
  - 4.1.3. Digital Printing or Digital Exporting?
  - 4.1.4. Hierarchy and Text
- 4.2. Literary Accompaniment
  - 4.2.1. Text Dictates Graphics
  - 4.2.2. How Can We Illustrate What We Read?
  - 4.2.3. What Aesthetics Are Most Appropriate?
- 4.3. Editorial Illustration Techniques
  - 4.3.1. The Editorial Technique
  - 4.3.2. Technical Considerations
  - 4.3.3. Beyond the Image
- 4.4. Graphic Humor
  - 4.4.1. The Graphic Comic Strip
  - 4.4.2. Humor and Illustration
  - 4.4.3. Expression and Criticism
  - 4.4.4. Means and Resources
- 4.5. Relationship between Text and Image
  - 4.5.1. Typography in Illustration
  - 4.5.2. Typography as an Image
  - 4.5.3. Creative Typography
  - 4.5.4. Hierarchy between Text and Image
- 4.6. Magazine Illustration
  - 4.6.1. The Magazine as a Media Support
  - 4.6.2. Why Illustrate in a Magazine?
  - 4.6.3. Formats and Technical Specifications
  - 4.6.4. The Final Finishing
- 4.7. Illustration in Catalogs or Brochures
  - 4.7.1. The Catalog and its Graphic Applications
  - 4.7.2. Graphic Identity of Printed Media
  - 4.7.3. Creative Possibilities
  - 4.7.4. Paper Engineering
- 4.8. Illustration in Books and Novels
  - 4.8.1. The Graphic Novel
  - 4.8.2. The Degree of Discretion
  - 4.8.3. Illustration in Children's Stories

- 4.9. Illustration in Press
  - 4.9.1. Graphical Simplicity
  - 4.9.2. Spaces for Illustration
  - 4.9.3. Great References
  - 4.9.4. The Graphic Controversy
- 4.10. Printed Digital Illustration
  - 4.10.1. Pre-Printing Considerations
  - 4.10.2. Testing and Comparison
  - 4.10.3. Inks and Color Reproduction
  - 4.10.4. Simulate a Traditional Technique on Paper

## Module 5. Illustration and Animation

- 5.1. Animation as an Illustrative Support
  - 5.1.1. Drawing to Animate
  - 5.1.2. First Sketches
  - 5.1.3. Approaches and Final Arts
  - 5.1.4. Movement Illustration
- 5.2. The Sophistication of Animation
  - 5.2.1. Technology in the Field of Animation
  - 5.2.2. Keys to Animate Elements
  - 5.2.3. New Methods and Techniques
- 5.3. Paradigms of Success in Animation
  - 5.3.1. Recognition of Success
  - 5.3.2. The Best Animation Studios
  - 5.3.3. Visual Trends
  - 5.3.4. Short and Feature Films
- 5.4. Current Technology in Animation
  - 5.4.1. What do We Need to Animate an Illustration?
  - 5.4.2. Software Available to Animate
  - 5.4.3. Bringing a Character and a Scenario to Life
- 5.5. Conceptualization of an Animated Story
  - 5.5.1. The Graphic Concept
  - 5.5.2. The Script and the Storyboard
  - 5.5.3. Shape Modeling
  - 5.5.4. Technical Development
- 5.6. Illustration Applied to an Advertising Campaign
  - 5.6.1. Advertising Illustration
  - 5.6.2. References
  - 5.6.3. What Do We Want to Tell?
  - 5.6.4. Transferring Ideas to Digital Media
- 5.7. Graphical Synthesis
  - 5.7.1. Less is More
  - 5.7.2. Illustrating with Subtlety
  - 5.7.3. Geometry in Illustration
- 5.8. Design of a 2D Animation Story
  - 5.8.1. 2D Illustration
  - 5.8.2. Technical Considerations in 2D Animation
  - 5.8.3. 2D Storytelling
  - 5.8.4. 2D Scenarios
- 5.9. Design of a 3D Animation Story
  - 5.9.1. 3D Illustration
  - 5.9.2. Technical Considerations in 3D Animation
  - 5.9.3. Volume and Modeling
  - 5.9.4. Perspective in 3D Animation
- 5.10. The Art of Simulating 3D with 2D
  - 5.10.1. Visual Perception in Animation
  - 5.10.2. Textures in Animation
  - 5.10.3. Light and Volume
  - 5.10.4. Visual References



## Module 6. Professional Illustration Focused on Comics

- 6.1. Comic as a Means of Expression
  - 6.1.1. The Comic as a Support for Graphic Communication
  - 6.1.2. The Design of Visual Comics
  - 6.1.3. Color Reproduction in Comics
- 6.2. Comic Techniques and Evolution
  - 6.2.1. The Beginnings of Comics
  - 6.2.2. Graphic Evolution
  - 6.2.3. The Narrative Motifs
  - 6.2.4. The Representation of Elements
- 6.3. Formal Thinking
  - 6.3.1. The Structure of a Comic
  - 6.3.2. Storytelling
  - 6.3.3. Character Design
  - 6.3.4. Scenario Design
  - 6.3.5. Discourse of the Scenes
- 6.4. The Superhero Genre
  - 6.4.1. The Superhero Comic
  - 6.4.2. The Marvel Comics Case
  - 6.4.3. The DC Comics Case
  - 6.4.4. Visual Design
- 6.5. The Fantasy and Adventure Genre
  - 6.5.1. The Fantasy Genre
  - 6.5.2. Fantastic Character Design
  - 6.5.3. Resources and Visual References
- 6.6. Comics in Asia
  - 6.6.1. Visual Principles of Illustration in Asia
  - 6.6.2. Calligraphy Design in the East
  - 6.6.3. The Visual Storytelling of Comics
  - 6.6.4. Eastern Graphic Design

- 6.7. Manga Technical Development
  - 6.7.1. Manga Design
  - 6.7.2. Formal Aspects and Structure
  - 6.7.3. Storytelling and Storyboarding
- 6.8. Relationship between Manga and Anime
  - 6.8.1. Animation in Japan
  - 6.8.2. Anime Characteristics
  - 6.8.3. The Anime Design Process
  - 6.8.4. Visual Techniques in Anime
- 6.9. Comics in Digital Media
  - 6.9.1. The Comic Through the Screen
  - 6.9.2. Animation of a Comic
  - 6.9.3. Color Balance and Visual Codes
  - 6.9.4. Graphic Structure and Formats
- 6.10. Project: Design of a Personalized Comic
  - 6.10.1. Definition of objectives
  - 6.10.2. The Story to be Developed
  - 6.10.3. Characters and Performers
  - 6.10.4. Scenario Design
  - 6.10.5. Formats

## Module 7. Concept Art

- 7.1. What is Concept Art?
  - 7.1.1. Definition and Use of the Concept
  - 7.1.2. Application of Concept Art to New Media
  - 7.1.3. Digital Development of Concept Art
- 7.2. Color and Digital Composition
  - 7.2.1. Digital Painting
  - 7.2.2. Libraries and Color Palettes
  - 7.2.3. Digital Coloring
  - 7.2.4. Textures Application

- 7.3. Traditional Sculpting Techniques
  - 7.3.1. Illustration Brought to Sculpture
  - 7.3.2. Sculpting Modeling Techniques
  - 7.3.3. Textures and Volume
  - 7.3.4. Sculptural Project
- 7.4. 3D Painting and Texturing
  - 7.4.1. Painting in 3D Design
  - 7.4.2. Natural and Artificial Textures in 3D
  - 7.4.3. Practical Case: Realism in Video Games
- 7.5. Character and Cartoon Modeling
  - 7.5.1. Definition of a 3D Character
  - 7.5.2. Software to Be Used
  - 7.5.3. Technical Support
  - 7.5.4. Tools Used
- 7.6. Object and Scenario Definition
  - 7.6.1. Illustration Scenario
  - 7.6.2. Scenario Design in Isometric Projection
  - 7.6.3. Complementary Objects
  - 7.6.4. Decoration of the Environment
- 7.7. Cinematographic Language
  - 7.7.1. Animated Movies
  - 7.7.2. Visual Graphic Resources
  - 7.7.3. Motion Graphics
  - 7.7.4. Real Image vs. Computer Animation
- 7.8. Retouching and Aesthetic Enhancement
  - 7.8.1. Common Mistakes in 3D Design
  - 7.8.2. Offering a Higher Degree of Realism
  - 7.8.3. Technical Specifications
- 7.9. 3D Project Simulation
  - 7.9.1. Volumetric Design
  - 7.9.2. Space and Movement
  - 7.9.3. The Visual Aesthetics of the Elements
  - 7.9.4. The Final Touches

- 7.10. Artistic Direction of a Project
  - 7.10.1. Artistic Direction Functions
  - 7.10.2. Product Analysis
  - 7.10.3. Technical Considerations
  - 7.10.4. Project Evaluation

## Module 8. Illustration and Lettering

- 8.1. Resurgence of Lettering
  - 8.1.1. Lettering and Typography
  - 8.1.2. Evolution of Lettering
  - 8.1.3. Purpose of Creating Lettering
  - 8.1.4. Basis of Lettering
- 8.2. Typography as an Illustration
  - 8.2.1. The Letter as an Image
  - 8.2.2. Typography as an Identity
  - 8.2.3. Corporate Image and Typography
- 8.3. Design of a Typeface Family
  - 8.3.1. Typographic Anatomy
  - 8.3.2. Design of a Typography Quad
  - 8.3.3. Technical Aspects
  - 8.3.4. Decorative Elements
- 8.4. Calligraphy, Lettering and Typography
  - 8.4.1. Calligraphy in Design
  - 8.4.2. Legibility in Lettering
  - 8.4.3. The New Typography
- 8.5. Conceptualization and Drawing of the Letter
  - 8.5.1. Professional Lettering Design
  - 8.5.2. Convert Letters to Images
  - 8.5.3. The Stroke of a Typographic Alphabet

- 8.6. Lettering and Advertising
  - 8.6.1. Typography in Advertising
  - 8.6.2. Product Promotion through Text
  - 8.6.3. Visual Impact
  - 8.6.4. Persuasion Through Marketing
- 8.7. Typography in the Corporate Environment
  - 8.7.1. Corporate Identity through Images
  - 8.7.2. Create an Identity without a Logo
  - 8.7.3. Color and Typographic Aesthetics
  - 8.7.4. Final Finishing and Other Effects
- 8.8. Typography in the Digital Environment
  - 8.8.1. Typography in Mobile Applications
  - 8.8.2. Typography in Advertising Banners
  - 8.8.3. Typography in the Web Environment
- 8.9. Typography in Animation
  - 8.9.1. Animated Graphics
  - 8.9.2. Animation Guidelines for Working with Typefaces
  - 8.9.3. Effects and Technical Considerations
  - 8.9.4. Aesthetic References
- 8.10. Lettering Design for Social Networks
  - 8.10.1. Current User Preferences in Social Networks
  - 8.10.2. The Display of Content on the Platforms
  - 8.10.3. Cultural Exchange
  - 8.10.4. Lettering on Social Networks

## Module 9. Illustration in Fashion Design

- 9.1. Fashion Marketing
  - 9.1.1. The Structure of the Fashion Market
  - 9.1.2. Research and Planning
  - 9.1.3. Fashion Promotion
  - 9.1.4. Branding Applied to Fashion
- 9.2. The Role of the Illustrator in Fashion
  - 9.2.1. The Premises of the Digital Illustrator
  - 9.2.2. Illustration in the Field of Fashion
  - 9.2.3. The Development of Fashion through Design
- 9.3. Creative Techniques Focused on Fashion
  - 9.3.1. Art in the Creative Process
  - 9.3.2. Positioning in Fashion Markets
  - 9.3.3. The Fashion Product and the Brand
  - 9.3.4. Macrotrends and Microtrends
- 9.4. Visual Development of a Fashion Piece
  - 9.4.1. Sketches in Fashion Design
  - 9.4.2. Visual References in Fashion
  - 9.4.3. Experimental Techniques
  - 9.4.4. Color and Fabric
- 9.5. Aesthetics in Fashion
  - 9.5.1. Trends in Fashion Design
  - 9.5.2. Avant-Garde in Fashion Design
  - 9.5.3. Inspiration for Illustrating Fashion Products
  - 9.5.4. Inclusive Design in Fashion
- 9.6. Industrial Development
  - 9.6.1. Technical Considerations for Design
  - 9.6.2. Production in Fashion
  - 9.6.3. Impression Techniques
- 9.7. Illustrating on the Support
  - 9.7.1. Illustration on Complex Supports
  - 9.7.2. Fashion Inspired by Painting
  - 9.7.3. Artistic Production
- 9.8. World References in Fashion Design
  - 9.8.1. The Great Designers
  - 9.8.2. The Great Contribution of Illustration
  - 9.8.3. Fashion in Magazine Layout
  - 9.8.4. Impact Through Color

- 9.9. Stamping Design
  - 9.9.1. Stamping on the Piece
  - 9.9.2. The Application of Graphic Design
  - 9.9.3. Pattern Design
  - 9.9.4. Haute Couture
- 9.10. Project: Fashion Collection Design
  - 9.10.1. Prototype Objectives
  - 9.10.2. Design Principles to Illustrate the Product
  - 9.10.3. Sketches and Illustration
  - 9.10.4. Packaging in Fashion Design
  - 9.10.5. Production and Distribution

## Module 10. Techniques and Procedures in Illustration

- 10.1. Application of 20th Century Aesthetics
  - 10.1.1. Visual Idealism
  - 10.1.2. Pop Art in New Media
  - 10.1.3. Psychedelic Illustration
  - 10.1.4. Retro Style Development
- 10.2. Illustration Oriented to Product Design
  - 10.2.1. Complexity Forms
  - 10.2.2. Retro Packaging as a Graphic Reference
  - 10.2.3. Nordic Design
  - 10.2.4. Visual Orientation in Packaging
- 10.3. Illustration on Posters
  - 10.3.1. Poster as a Means of Communication
  - 10.3.2. Visual Purpose of the Poster
  - 10.3.3. New Media Applied to Posters
- 10.4. Illustration in the Film Genre
  - 10.4.1. Posters in the Cinema
  - 10.4.2. Posters in Animation
  - 10.4.3. The Digital Industry
  - 10.4.4. Creativity in Composition
- 10.5. Illustration in Audiovisual Projects
  - 10.5.1. Illustration for Stage Projection
  - 10.5.2. Movement Illustration
  - 10.5.3. Illustration for Video Mapping
  - 10.5.4. Design of Stands or Interactive Spaces
- 10.6. Illustration in the the Labor Market
  - 10.6.1. Preparation of Files
  - 10.6.2. Delivery of Products
  - 10.6.3. Contact with the Printer or Suppliers
  - 10.6.4. Meeting with the Client
  - 10.6.5. The Final Budget
- 10.7. Illustration Oriented to Signage
  - 10.7.1. Universal Iconography
  - 10.7.2. Inclusive Signage
  - 10.7.3. Study of Symbols
  - 10.7.4. Signage Design
- 10.8. Illustration in the the UX Design
  - 10.8.1. Guidelines for Interface Design
  - 10.8.2. Infographics Design
  - 10.8.3. Illustrating the Visual Style of an Interface
- 10.9. Creation of a Professional Portfolio
  - 10.9.1. The Structure of the Portfolio
  - 10.9.2. Classification of Works
  - 10.9.3. Illustration and Layout of the Portfolio
  - 10.9.4. Materials and Complements
- 10.10. Project: Design of an Illustrated Album
  - 10.10.1. Presentation of the Project
  - 10.10.2. Project Objectives
  - 10.10.3. Theme of the Project
  - 10.10.4. Visual Development of the Project
  - 10.10.5. Final Arts and Finishing

# 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.*



*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.



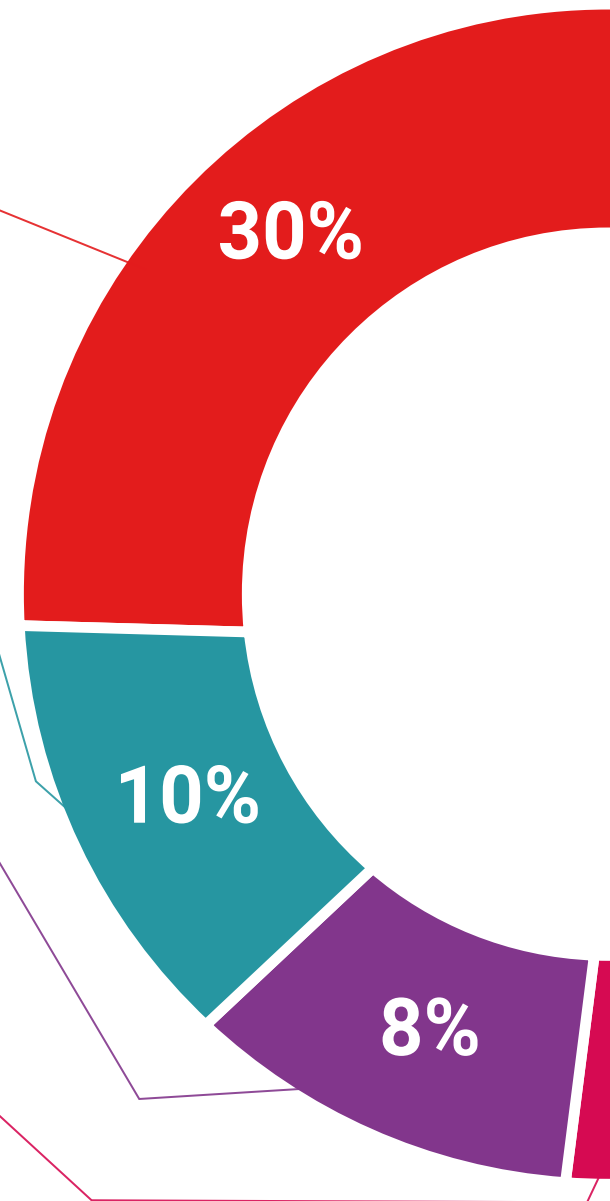
#### Practising Skills and Abilities

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.



# 06 Certificate

The Professional Master's Degree in Professional Illustration guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree diploma issued by TECH Technological University.



“

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

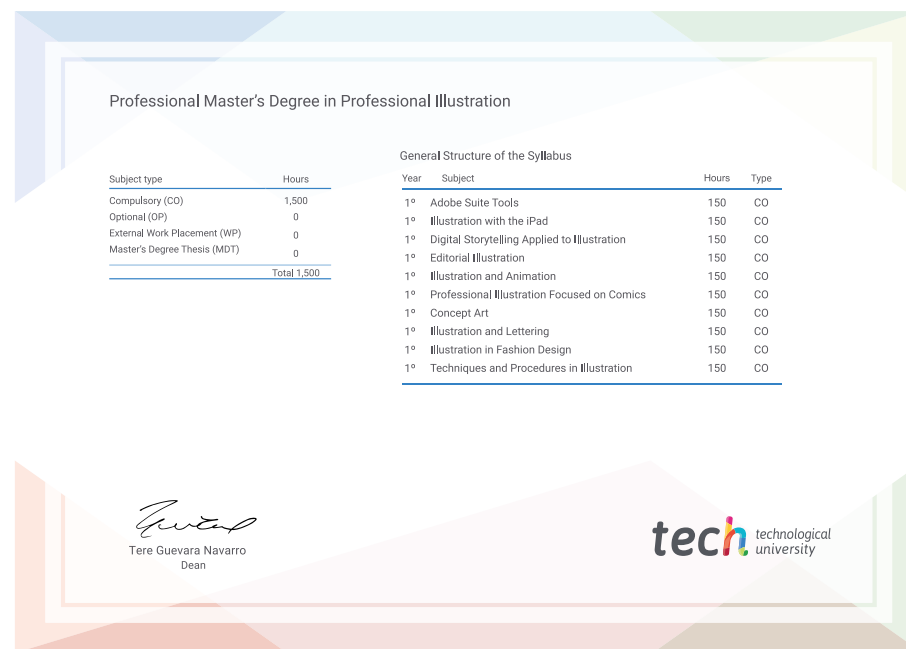
This **Professional Master's Degree in Professional Illustration** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Professional Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Professional Master's Degree in Professional Illustration**

Official N° of Hours: **1,500 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.





## Professional Master's Degree Professional Illustration

- › Modality: online
- › Duration: 12 months
- › Certificate: TECH Technological University
- › Dedication: 16h/week
- › Schedule: at your own pace
- › Exams: online

# Professional Master's Degree Professional Illustration

