

Postgraduate Certificate

Post-Production and Marketing in 2D Animation





Postgraduate Certificate Post-Production and Marketing in 2D Animation

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/videogames/postgraduate-certificate/post-production-marketing-2d-animation

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01

Introduction

DaVinci Resolve is a valuable tool for 2D video game developers, as it allows for easy color correction. This significantly improves the visual appearance of the experiences. Adjusting the levels of brightness, contrast, saturation, and hue makes the graphics look sharper. In addition to this, colors are used to convey emotions and set the tone of a scene or a game as a whole. For example, warm tones evoke a feeling of happiness, while cool tones convey a more somber atmosphere. Aware of its importance, TECH has created a university program that will provide the keys to effectively master DaVinci Resolve. All in a 100% online format.





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*Become an expert in the production of
Presentation Reels at the world's best
online university according to Forbes”*

Post-production and marketing are crucial aspects of 2D animation projects. These processes allow projects to be polished and perfected, thereby correcting errors, adjusting the sound and applying visual effects aimed at improving the overall quality of video games. Likewise, during these stages, animators edit sequences to ensure a coherent narrative and a smooth transition between scenes. This ensures that the story is told effectively and that the animation has the right pace. Furthermore, at this stage, any visual or sound flaws that may have gone unnoticed can be identified and corrected. In this way, professionals guarantee a high-quality end product.

In this context, TECH offers a Postgraduate Certificate that will provide a comprehensive overview of Post-Production and Marketing in 2D Animation. Designed by experts in the field, the academic program will analyze the demo reel in detail, taking into account factors such as the selection of the work, the sound aspect and the platforms. In line with this, the syllabus will delve into sound design, so that students can properly select the soundtracks for their projects. In addition, the teaching materials will delve into sound mixing, providing multiple analyses of examples. The program will also examine project financing, so that graduates can participate in different calls for proposals.

All this, in addition, is complemented by video summaries of each topic, detailed videos, specialized readings and case study simulations, accessible 24 hours a day, from any electronic device with an Internet connection. Added to this is the innovative Relearning methodology, based on the continuous reiteration of essential content, which will allow you to reduce long hours of study and consolidate concepts in a much simpler way. Without a doubt, developers are facing an ideal opportunity to obtain a complete update of their skills through a quality university program.

This **Postgraduate Certificate in Post-Production and Marketing in 2D Animation** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in 2D Animation
- ♦ The graphic, schematic and practical contents of the book provide theoretical and practical information on those 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



You will apply Motion Lock to maintain the balance of the game and advance the narrative”

“

You will be able to make color corrections using DaVinci Resolve”

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

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to prepare for real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the course. For this purpose, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will be able to self-manage social media thanks to this Postgraduate Certificate in just 6 weeks.

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



02 Objectives

The Postgraduate Certificate will provide students with advanced skills in Post-Production and Marketing in 2D Animation. Graduates will apply cutting-edge post-production techniques, including video editing, color correction and visual effects. In addition, students will integrate sound, music and effects elements in this phase to ensure a coherent audiovisual experience. On the other hand, they will develop specific marketing strategies for 2D animations, considering promotion and distribution in different platforms and markets. They will also gain communication skills to explain the creative decisions and concepts behind the projects.





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*A unique, key, and decisive
educational experience to boost
your professional development”*



General Objectives

- ♦ Master the visual language of 2D animation
- ♦ Apply the fundamental principles of 2D animation to create compelling and engaging sequences
- ♦ Research and apply trends and technological advances in 2D animation, keeping abreast of innovations and adapting practices to industry standards
- ♦ Encourage creativity and originality in the generation of concepts, characters and plots, promoting innovation and differentiation in animated projects
- ♦ Specialize in specific areas of animation, adapting skills to different styles and genres
- ♦ Master the pre-production phases to plan and conceptualize animated projects effectively
- ♦ Implement post-production techniques and marketing strategies to optimize the diffusion and impact of animated productions
- ♦ Analyze and evaluate own and others' work, identifying areas for improvement and applying adjustments to optimize the final quality of animations





Specific Objectives

- ♦ Apply advanced post-production techniques to 2D animation, including video editing, color correction and visual effects.
- ♦ Integrate sound, music and effects elements effectively in post-production, ensuring a complete and coherent audiovisual experience
- ♦ Develop specific marketing strategies for 2D animations, considering promotion and distribution across different platforms and markets
- ♦ Develop presentation and communication skills to effectively explain the creative decisions and concepts behind the animations
- ♦ Collaborate with specialized Marketing and Communications teams, ensuring coherence in the overall marketing strategy for animated projects

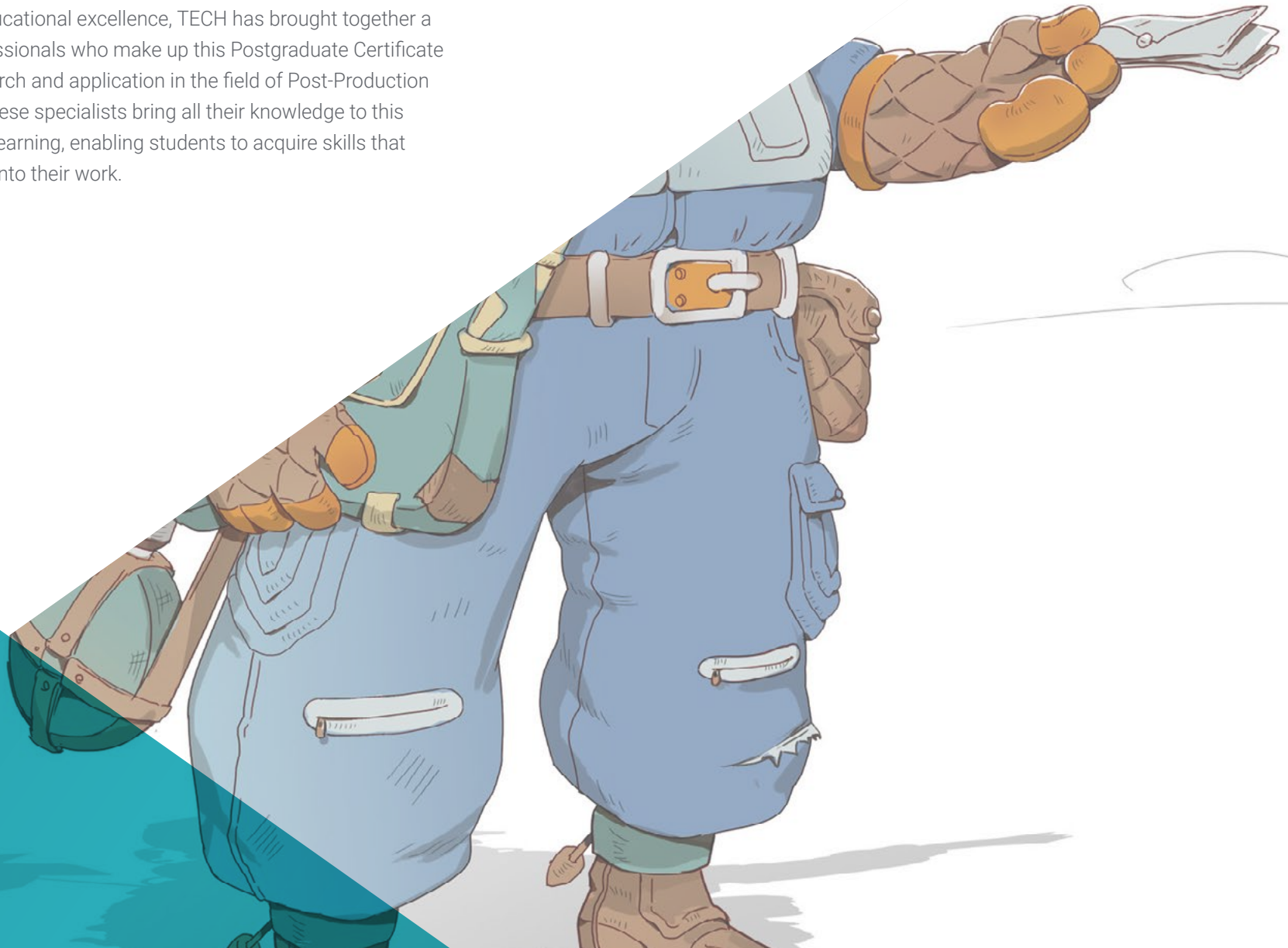


You will enjoy a library packed with multimedia resources in different audiovisual formats"

03

Course Management

In its commitment to providing educational excellence, TECH has brought together a top-level teaching team. The professionals who make up this Postgraduate Certificate have extensive experience in research and application in the field of Post-Production and Marketing in 2D Animation. These specialists bring all their knowledge to this program to guarantee successful learning, enabling students to acquire skills that they can immediately incorporate into their work.





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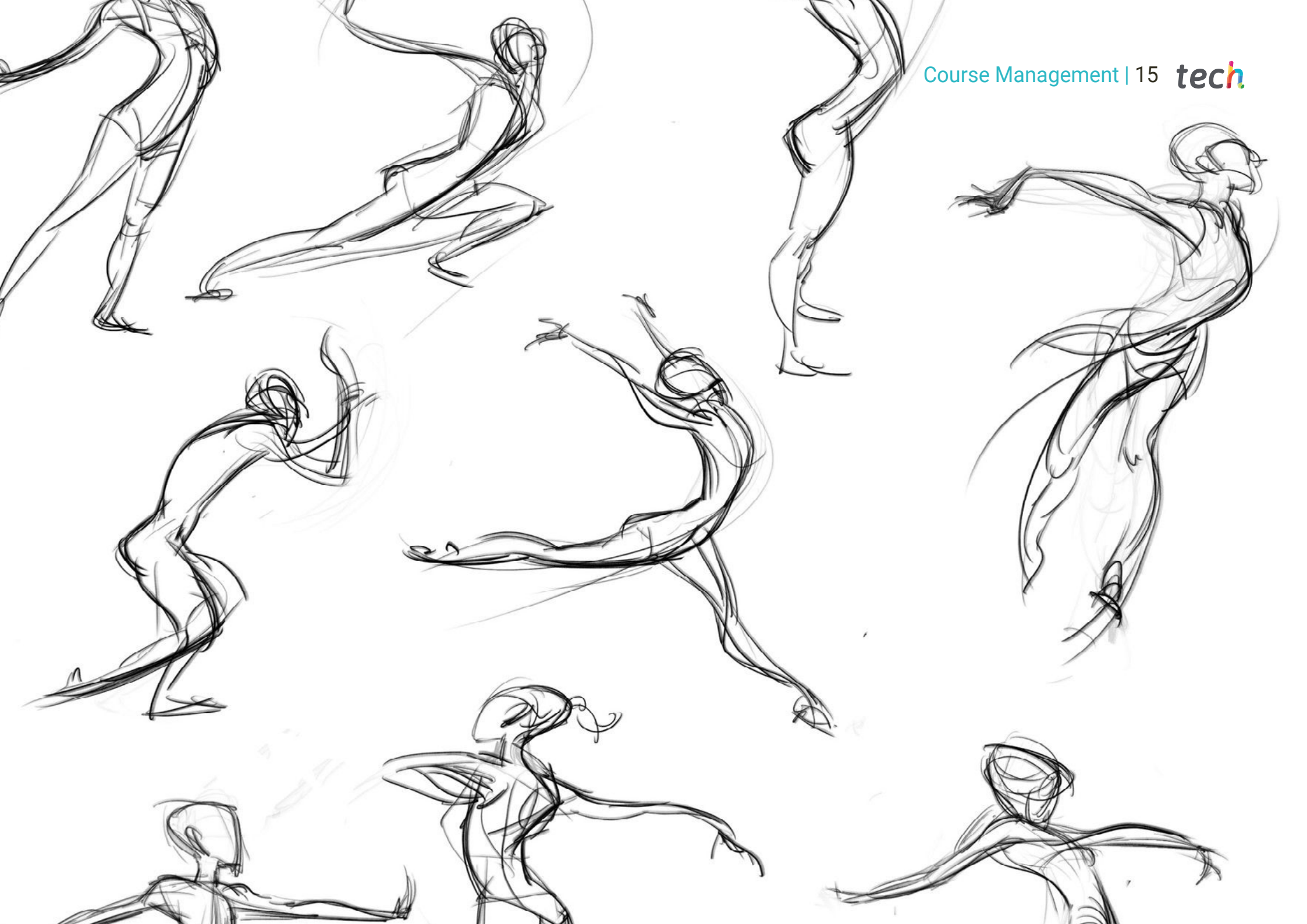
Update your knowledge of Post-production and Marketing in 2D Animation with the help of the leading experts in the field. Launch your professional career with TECH!"

Management



Dr. Larrauri, Julián

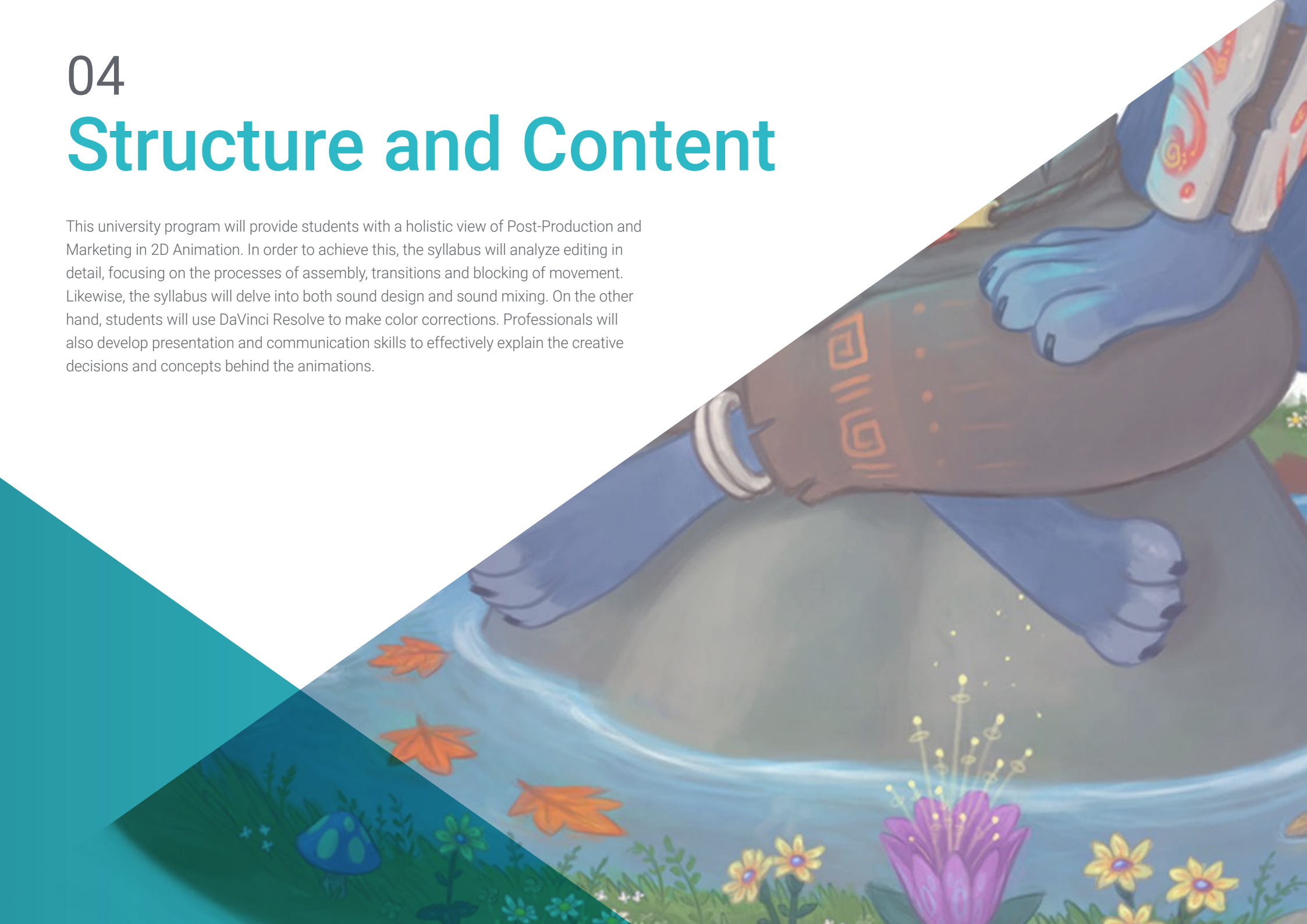
- Executive Producer at Capitán Araña
- Managing Producer at Arcadia Motion Pictures
- Head of Production, Director and Writer at B-Water
- Executive Producer, Production Manager and Head of Development at Ilion Animation Studios
- Production Manager at Imira Entertainment
- Ph.D. in Humanities from the Rey Juan Carlos University
- Master's Degree in Executive Production of Films and Series by Audiovisual Business School
- Master's Degree in Communication and Advertising Management by ESIC
- Degree in Audiovisual Communication from Complutense University of Madrid
- Nominated as "Best Production Director" at the Goya Awards for "Mortadelo y Filemón contra Jimmy el Cachondo"

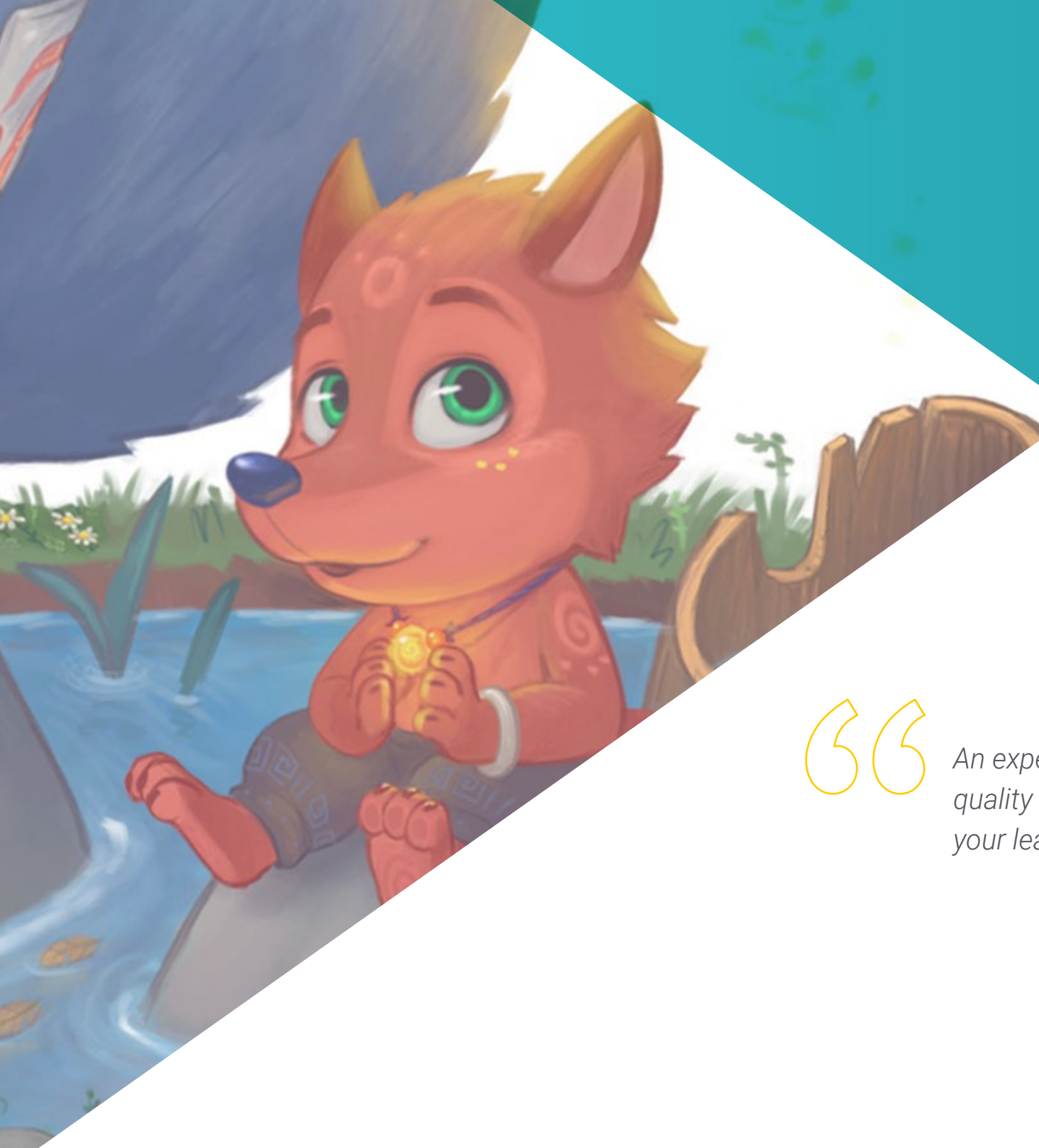


04

Structure and Content

This university program will provide students with a holistic view of Post-Production and Marketing in 2D Animation. In order to achieve this, the syllabus will analyze editing in detail, focusing on the processes of assembly, transitions and blocking of movement. Likewise, the syllabus will delve into both sound design and sound mixing. On the other hand, students will use DaVinci Resolve to make color corrections. Professionals will also develop presentation and communication skills to effectively explain the creative decisions and concepts behind the animations.





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An expertly crafted syllabus and quality content will be the key to your learning success"

Module 1. Post-Production and Marketing

- 1.1. Editing and Final Composition
 - 1.1.1. Assembly
 - 1.1.2. Transitions
 - 1.1.3. Motion Blocking
- 1.2. Sound Design
 - 1.2.1. Definition and Analysis of Examples
 - 1.2.2. Management of the Sound Designer
 - 1.2.3. Scores and Soundtrack
- 1.3. Sound Mixing
 - 1.3.1. Definition and Analysis of Examples
 - 1.3.2. Management in Sound Mixing
 - 1.3.3. Final Mix
- 1.4. Color Correction through DaVinci Resolve
 - 1.4.1. Introduction to DaVinci Resolve
 - 1.4.2. Color Balance
 - 1.4.3. Dynamic Range
- 1.5. Demo Reel
 - 1.5.1. Task Selection and Editing
 - 1.5.2. Sound Aspect
 - 1.5.3. Platforms and Promotion
- 1.6. Markets
 - 1.6.1. Advertising
 - 1.6.2. Self-Management of Social Networks
 - 1.6.3. Animation, Technical, Medical and Other Specialties
- 1.7. Self-Representation
 - 1.7.1. Negotiation
 - 1.7.2. Animation Tests and their Quotation
 - 1.7.3. Operational and Situation Questions





- 1.8. Project Financing
 - 1.8.1. Channels and Proposals Calls
 - 1.8.2. Folder Creation
 - 1.8.3. Mixed Financing
- 1.9. Private Financing
 - 1.9.1. Equity and Creative Partnerships
 - 1.9.2. Micro Sponsorship
 - 1.9.3. Treatment and Sales Strategy
- 1.10. Registration and Rights of the Artwork
 - 1.10.1. Registration of Artwork
 - 1.10.2. International Copyright Law
 - 1.10.3. International Royalties

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TECH's learning system follows the highest international quality standards"

05 Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



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TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

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*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

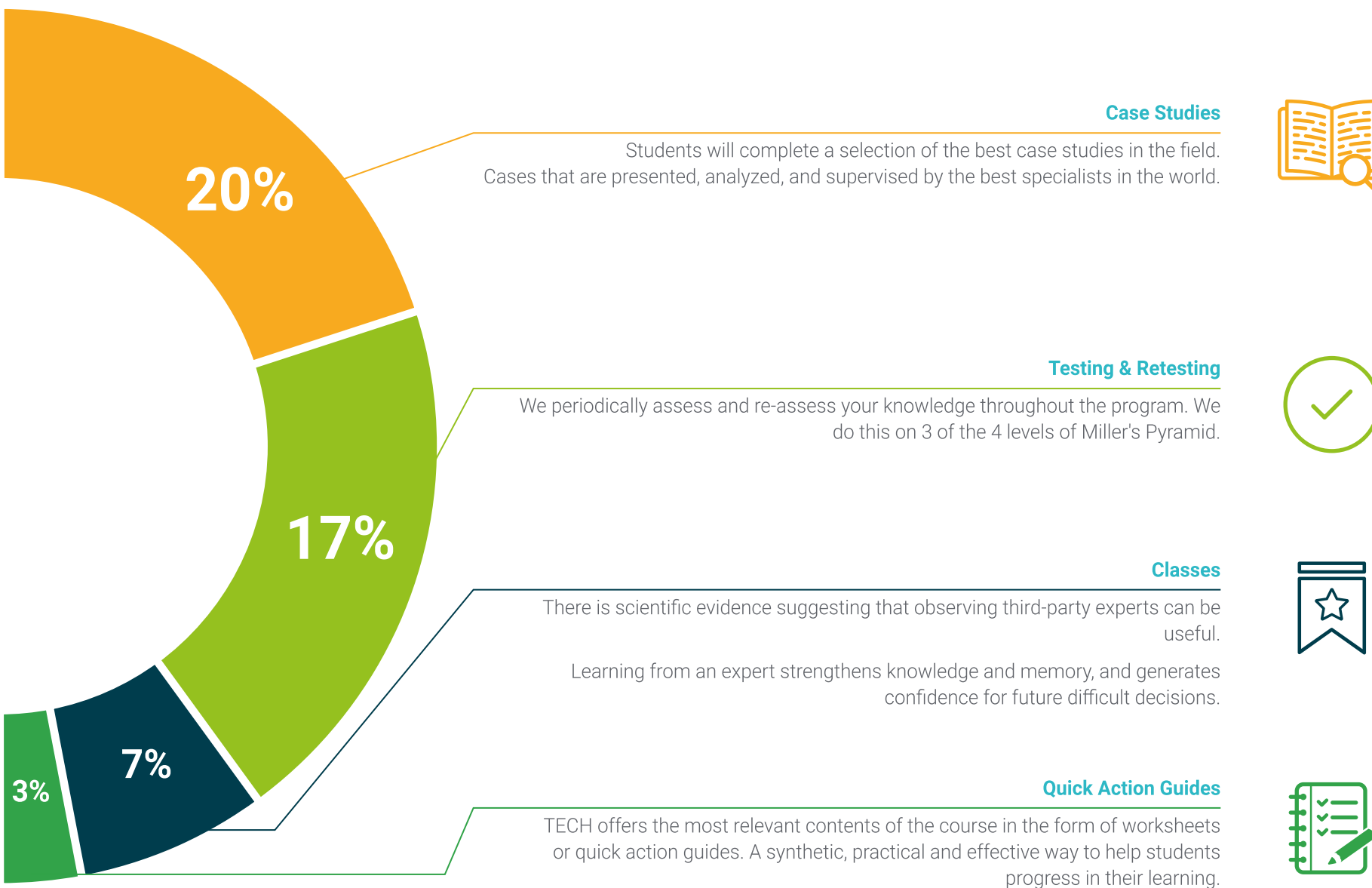
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





06 Certificate

The Postgraduate Certificate in Post-Production and Marketing in 2D Animation guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Postgraduate Certificate issued by TECH Global University.



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

This private qualification will allow you to obtain a diploma for the **Postgraduate Certificate in Post-Production and Marketing in 2D Animation** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University private qualification**, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

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Modality: **online**

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Accreditation: **6 ECTS**





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