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| --- | --- | --- | --- |
| **Título componente** | **Video Animado o Motion** | | |
| **Título del video** | *Brief* concepto digital y sus ilustraciones. | | |
| **Texto descriptivo** | Video introductorio del componente formativo *Bases conceptuales de la ilustración.* | | |
| **Escena** | **Imagen** | **Narración (voz en off)** | **Texto** |
| **Escena 1** | Project briefing, design summary or brief document presentation, business goal strategy or workflow development details, planning concept, businessman present project brief on meeting room whiteboard.  [Imágenes de Brief: descubre bancos de fotos, ilustraciones, vectores y vídeos de 338,474 | Adobe Stock](https://stock.adobe.com/co/search/images?k=brief&search_type=usertyped&asset_id=632102985) | Bienvenido al componente formativo denominado **“Bases conceptuales de la ilustración”**. | *“Bases conceptuales de la ilustración”.* |
| **Escena 2** | Questionnaire list, filling out test form, answers on questions. Tiny people write ticks on note checklist with pencil, research summary paper document on clipboard cartoon vector illustration  [Fotos de stock, imágenes, vectores y vídeos de Ilustración de personajes , libres de derechos de autor (adobe.com)](https://stock.adobe.com/co/search/images?filters%5Bcontent_type%3Aphoto%5D=1&filters%5Bcontent_type%3Aillustration%5D=1&filters%5Bcontent_type%3Azip_vector%5D=1&filters%5Binclude_stock_enterprise%5D=1&filters%5Bcontent_type%3Aimage%5D=1&k=ilustraci%C3%B3n+de+personajes+&order=relevance&price%5B%24%5D=1&safe_search=1&search_page=1&search_type=usertyped&acp=&aco=ilustraci%C3%B3n+de+personajes+&get_facets=0&asset_id=831584816) | La ilustración de personajes para medios digitales inicia con la recepción de un brief que detalla las necesidades del proyecto, | Ilustración de personajes  Medios digitales  Brief  Necesidades del proyecto |
| **Escena 3** | Email service web concept with people scenes set in flat style. Bundle of online communication programs, sending and receiving messages, promo newsletter. Vector illustration with character design [Email service web concept with people scenes set in flat style. Bundle of online communication programs, sending and receiving messages, promo newsletter. Vector illustration with character design vector de Stock | Adobe Stock](https://stock.adobe.com/co/images/email-service-web-concept-with-people-scenes-set-in-flat-style-bundle-of-online-communication-programs-sending-and-receiving-messages-promo-newsletter-vector-illustration-with-character-design/794435765?prev_url=detail) | ya sea educativo, publicitario, cinematográfico o para videojuegos. | Educativo  Publicitario  Cinematográfico  Videojuegos |
| **Escena 4** | Briefing concept. Business people in front of co-workers with a relevant  [Briefing concept. Business people in front of co-workers with a relevant vector de Stock | Adobe Stock](https://stock.adobe.com/co/images/briefing-concept-business-people-in-front-of-co-workers-with-a-relevant/430137530?prev_url=detail) | Este brief es fundamental para tomar decisiones clave sobre el esquema de color, | Fundamental  Decisiones clave  Color |
| **Escena 5** | [People with different types of thinking and mindset. Autistic and practical, creative and realistic, intuitive and involuntary, arbitrary and theoretical, analytical. Cartoon characters set, vector vector de Stock | Adobe Stock](https://stock.adobe.com/co/images/people-with-different-types-of-thinking-and-mindset-autistic-and-practical-creative-and-realistic-intuitive-and-involuntary-arbitrary-and-theoretical-analytical-cartoon-characters-set-vector/540662820?prev_url=detail) People with different types of thinking and mindset. Autistic and practical, creative and realistic, intuitive and involuntary, arbitrary and theoretical, analytical. Cartoon characters set, vector | texturas y perspectivas que definirán la apariencia y personalidad del personaje. | Texturas  Apariencia  Personalidad |
| **Escena 5** | [Questionnaire list, filling out test form, answers on questions. Tiny people write ticks on note checklist with pencil, research summary paper document on clipboard cartoon vector illustration vector de Stock | Adobe Stock](https://stock.adobe.com/co/images/questionnaire-list-filling-out-test-form-answers-on-questions-tiny-people-write-ticks-on-note-checklist-with-pencil-research-summary-paper-document-on-clipboard-cartoon-vector-illustration/831584816?prev_url=detail) Questionnaire list, filling out test form, answers on questions. Tiny people write ticks on note checklist with pencil, research summary paper document on clipboard cartoon vector illustration | Tras analizar la información del brief, el ilustrador procede a la fase de ideación, | Analizar la información  Fase de ideación |
| **Escena 6** | [Motion designer animator working on computer creating animated video. Multimedia content, video post production. Motion design studio. Set flat vector modern illustration vector de Stock | Adobe Stock](https://stock.adobe.com/co/images/motion-designer-animator-working-on-computer-creating-animated-video-multimedia-content-video-post-production-motion-design-studio-set-flat-vector-modern-illustration/759412933?prev_url=detail) Motion designer animator working on computer creating animated video. Multimedia content, video post production. Motion design studio. Set flat vector modern illustration | creando bocetos y esquemas que abordan aspectos esenciales como la psicología del personaje, | Bocetos  Esquemas  Psicología del personaje |
| **Escena 7** | [flat vector business mobile application developer and graphic design team working concept vector de Stock | Adobe Stock](https://stock.adobe.com/co/images/flat-vector-business-mobile-application-developer-and-graphic-design-team-working-concept/893320293?prev_url=detail) flat vector business mobile application developer and graphic design team working concept | sus características dominantes y el concepto de diseño general. | Características  Concepto de diseño |
| **Escena 8** | [Woman studying - Female student person sitting on stack of books with laptop in lap doing online study with graph and charts. Financial education and data learning concept in flat design vector vector de Stock | Adobe Stock](https://stock.adobe.com/co/images/woman-studying-female-student-person-sitting-on-stack-of-books-with-laptop-in-lap-doing-online-study-with-graph-and-charts-financial-education-and-data-learning-concept-in-flat-design-vector/754509535?prev_url=detail) Woman studying - Female student person sitting on stack of books with laptop in lap doing online study with graph and charts. Financial education and data learning concept in flat design vector | Cada elección gráfica y visual se ajusta a los requerimientos específicos del proyecto, | Elección gráfica  Requerimientos  Proyecto |
| **Escena 9** | [Interviewing a candidate abstract concept vector illustration. vector de Stock | Adobe Stock](https://stock.adobe.com/co/images/interviewing-a-candidate-abstract-concept-vector-illustration/872426656?prev_url=detail) Interviewing a candidate abstract concept vector illustration. | permitiendo la construcción de un personaje con dimensiones, colores y elementos visuales únicos. | Construcción  Personaje  Elementos visuales |
| **Escena 10** | [A personal trainer who creates customized fitness plans based on each clients unique needs and goals.. Vector illustration vector de Stock | Adobe Stock](https://stock.adobe.com/co/images/a-personal-trainer-who-creates-customized-fitness-plans-based-on-each-clients-unique-needs-and-goals-vector-illustration/830280811?prev_url=detail) A personal trainer who creates customized fitness plans based on each clients unique needs and goals.. Vector illustration | Así, el diseño se adapta a las necesidades del cliente, asegurando que el personaje no solo sea visualmente atractivo, | Diseño  Necesidades  Cliente  Personaje |
| **Escena 11** | [A personal trainer who creates customized fitness plans based on each clients unique needs and goals.. Vector illustration vector de Stock | Adobe Stock](https://stock.adobe.com/co/images/a-personal-trainer-who-creates-customized-fitness-plans-based-on-each-clients-unique-needs-and-goals-vector-illustration/830280811?prev_url=detail&asset_id=830413865) Despite his busy schedule a man makes time for a weekly session with a personal trainer to help him reach his healthy fitness goals.. Vector illustration | sino que también cumpla con el propósito y la intención del proyecto en cuestión. | Propósito  Intención  Proyecto |
| **Escena 12** | [Innovation idea creation, teamwork on digital project design. Tiny people create bright light bulb pencil, compass and ruler, work with terms of reference on clipboard cartoon vector illustration vector de Stock | Adobe Stock](https://stock.adobe.com/co/images/innovation-idea-creation-teamwork-on-digital-project-design-tiny-people-create-bright-light-bulb-pencil-compass-and-ruler-work-with-terms-of-reference-on-clipboard-cartoon-vector-illustration/860240497?prev_url=detail) Innovation idea creation, teamwork on digital project design. Tiny people create bright light bulb pencil, compass and ruler, work with terms of reference on clipboard cartoon vector illustration | ¡Le invitamos a explorar y descubrir las bases para la creación de | Explorar  Descubrir  creación |
| **Escena 13** | Creative content manager editing web-site, publishing articles, blogs. Online editor creating, placing information, news at computer. CMS concept. Flat vector illustration isolated on white background[Creative content manager editing web-site, publishing articles, blogs. Online editor creating, placing information, news at computer. CMS concept. Flat vector illustration isolated on white background vector de Stock | Adobe Stock](https://stock.adobe.com/co/images/creative-content-manager-editing-web-site-publishing-articles-blogs-online-editor-creating-placing-information-news-at-computer-cms-concept-flat-vector-illustration-isolated-on-white-background/854658649?prev_url=detail) | personajes únicos y atractivos al espectador! | Personajes  Únicos  Atractivos  Espectador |