

# Postgraduate Certificate

## Audiovisual Communication in the Digital Environment





## Postgraduate Certificate Audiovisual Communication in the Digital Environment

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

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/audiovisual-communication-digital-environment](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/audiovisual-communication-digital-environment)

# Index

01

Introduction

---

p. 4

02

Objectives

---

p. 8

03

Course Management

---

p. 12

04

Structure and Content

---

p. 18

05

Methodology

---

p. 22

06

Certificate

---

p. 30

01

# Introduction

Text is no longer the king of internet content. Video has dethroned it, occupying a privileged position in internet user preferences. The formats and channels and the ways of consuming audiovisual content in general have multiplied in recent years, absorbing the majority of users' attention. With this educational program, TECH Technological University provides students with a reliable tool to learn how to communicate in audiovisual format, creating content with great monetization potential.



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*For a communication expert, knowing how to create videos is as important as knowing how to write”*

From the appearance of the first digital formats for cultural consumption in the 1990s to the popularization of the internet in the new century, the new networks have radically transformed cultural production, distribution and consumption, changing the value chain for cultural industries.

In other words, today everyone is on an equal footing when it comes to transmitting ideas in audiovisual format. Production equipment is of increasingly higher quality in relation to price, a fact that has greatly democratized the opportunity to become a transmitter of ideas in video.

A prime example is Youtubers, young people who have achieved audiences that sometimes quadruple in number those of the major television networks, by creating content free of the editorial and deontological burdens that, in contrast, still limit television programming.

From an idealistic point of view, digital technologies offer extraordinary potential to enrich the diversity of cultural expressions. In addition to offering significant advances in the quality of transmission and reproduction of information, storage through compression and convergence, digital technologies "dematerialize" cultural expressions, allowing them to circulate more quickly, in greater quantity and to reach wider and more dispersed audiences as well as more limited ones.

This **Postgraduate Certificate in Audiovisual Communication in the Digital Environment** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Case studies presented by experts in this in the field
- ♦ Graphic, schematic, and practical contents which provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be undertaken to improve learning
- ♦ A 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



*An extraordinary program to acquire all the necessary knowledge for the creation of audiovisual content for the Internet"*

“

*Being able to create quality audiovisual content will make you a sought-after professional by all types of companies in the communication industry”*

The program’s teaching staff includes professionals from the sector who pour their work experience into this Postgraduate Certificate, 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 learning designed for real situations.

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

*Video is the new gold. Learn to think it, design it and create it, at the same time that you attract and build your audience with the techniques that this TECH program offers you.*

*Dare to take your career as a communicator along the path of Audiovisual Communication in the Digital Environment.*



# 02 Objectives

This academic program was born from the desire to contribute help students improve their professional effectiveness in a contemporary skill in high demand by companies in the communications sector. The high level of competitiveness in the creation of audiovisual content has necessitated expertise in Audiovisual Communication, something that in TECH Technological University has taken into account when creating of this course.





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*An unparalleled educational program  
to master Audiovisual Communication  
in the Digital Environment”*



## General Objectives

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- ♦ Master photographic technique from basic to advanced level.
- ♦ Create a concept with an audiovisual narrative structure
- ♦ Build a personal portfolio of high quality and high market impact
- ♦ Development of creative talent and professional attitude
- ♦ Build a professional portfolio and a personal brand



*Make the most of this opportunity and acquire the tools to enhance your expertise in this field"*





## Specific Objectives

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- ♦ Communicate effectively through images
- ♦ Identify the main lines of communication of the photographic project
- ♦ Discover how messages are interpreted
- ♦ Integrate modern photography channels
- ♦ Adopt the ten commandments of the skilled photographer

03

# Course Management

This academic program is taught by María García Barriga, a professional in the world of communication with extensive experience in the creation of audiovisual content. Having acquired much of her experience in some of the main television networks in Spain, she is able to teach the student on this course the ins and outs of Audiovisual Communication in the Digital Environment.





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*TECH only includes the best teachers among its ranks: benefit from this fact by taking this program"*

## International Guest Director

James Coupe is an internationally renowned artist whose work delves into themes of **visibility, labor and Surveillance Capitalism**. He works with a wide range of media, including Photography, Video, Sculpture, Installation and Digital Media.

His recent works include real-time public surveillance systems, deepfake interactive installations and collaborations with Amazon Mechanical Turk micro-workers. At the same time, reflecting on **the impact of Big Data, immaterial labor and AI**, his pieces explore searches, queries, automation, classification systems, the use of algorithmic narratives, surplus value and human affect. His ongoing investigations at the intersection of art, technology, human rights, ethics and privacy position him as a true visionary and a **leader in the field of global critical-creative thinking**.

James Coupe is Professor of Art and Experimental Media and Head of Photography at the Royal College of Art. Prior to assuming this position, he was a professor in the Department of Digital Art and Experimental Media (DXARTS) at the University of Washington in Seattle for nearly two decades. While there, he helped establish the DXARTS practice-based PhD program as one of the world's leading PhD programs in Digital Art.

His 2020 project, "Warriors," was a **milestone in the use of deepfake technology in a mainstream art space**. Beyond the technical infrastructure and machine learning models he uses to make his work, **his interests in synthetic media transcend disciplinary boundaries**: ethics and best practices for dealing with and detecting fake media, artistic exploration of deceptive, altered, and parafictional media, and emerging opportunities in filmmaking, algorithmic film, and narrative.

His work, **both solo and group**, has been exhibited at renowned galleries such as the International Center of Photography in New York, Kunstraum Kreuzberg in Berlin, FACT Liverpool, Ars Electronica and the Toronto International Film Festival. At the same time, he has received **numerous awards and prizes**, such as those from Creative Capital, Ars Electronica, HeK Basel and Surveillance Studies Network.



## Dr. Coupe, James

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- ♦ Head of Photography at the Royal College of Art
- ♦ Former Professor, Department of Digital Art and Experimental Media, University of Washington
- ♦ Author of a dozen solo exhibitions and participant in twenty group shows
- ♦ D. in Digital Art and Experimental Media from the University of Washington-  
Professional Master's Degree in Creative Technology from the University of Salford in Manchester (UK)
- ♦ Professional Master's Degree in Fine Art (Sculpture) from the University of Edinburgh (UK)

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### Ms. García Barriga, María

- ◆ Digital Marketing Professional
- ◆ More than 15 years of experience in content generation of various kinds: logistics and distribution, fashion and literature or artistic heritage conservation
- ◆ She has worked in major media outlets such as RTVE and Telemadrid
- ◆ Graduate in Information Sciences, UCM
- ◆ Postgraduate course in Marketing and Communication in Fashion and Luxury Companies, UCM
- ◆ MBA from ISEM Fashion Business School, the Fashion Business School of the University of Navarra
- ◆ PhD Candidate in Fashion Trend Creation
- ◆ Author of The Pattern of Eternity: Creating a Spiral Identity for Automating Fashion Trends





# 04

## Structure and Content

Audiovisual concepts are addressed by the syllabus in a well-structured way that places the Digital Environment at the center of the entire educational process. Its 150 hours cover all the knowledge related to Audiovisual Communication for the internet, so that the student will be able to acquire each and every one of the skills required by an increasingly demanding labor market. In short, we are faced with a finely planned program that leaves no loose ends in the mastery of the discipline.



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*Stand out from the rest by learning how to create your own audiovisual content"*

## Module 1. Audiovisual Communication in the Digital Environment

- 1.1. Audiovisual Language
  - 1.1.1. Multisensory Communication
  - 1.1.2. Dimensions of Audiovisual Language: Morphology and Syntax
  - 1.1.3. Semantics and Image Aesthetics
- 1.2. Communicating Without Words
  - 1.2.1. From Mass Communication to Globalization
  - 1.2.2. The Sender and the Receiver
  - 1.2.3. The Message, the Code and the Channel
- 1.3. Image Identity
  - 1.3.1. Individual Identity
  - 1.3.2. Message Projection
  - 1.3.3. Audiences and the Public
- 1.4. Graphic Attributes
  - 1.4.1. Attribute Adaptation
  - 1.4.2. Aesthetic Attributes
  - 1.4.3. Ethical Attributes
- 1.5. Shape, Color and Texture: The Visual Message
  - 1.5.1. The Visual Message
  - 1.5.2. Shape, Color and Texture
  - 1.5.3. Practical Applications
- 1.6. Viewer Psychology
  - 1.6.1. Perception, Interpretation and Subconscious Intuition
  - 1.6.2. Target Audience and Segmentation
  - 1.6.3. New Eyes Watching
- 1.7. Information, Photojournalism and Reporting
  - 1.7.1. The Image as a Source of Information
  - 1.7.2. The Photojournalist
  - 1.7.3. Report Structure and Composition
- 1.8. Advertising and Social Networks
  - 1.8.1. Image Dissemination Channels
  - 1.8.2. The Growth of the Audiovisual Format among Opinion Leaders
  - 1.8.3. Advertising in the Digital Environment: Banners
- 1.9. New Trends in the Audiovisual Field
  - 1.9.1. Consolidated Formats: Streaming, Laser Projection and 4K Resolution
  - 1.9.2. Virtual Reality: Gamification and Sensory Experience
  - 1.9.3. The Future of the Image
- 1.10. Ethics and Morality of the Photographic Profession
  - 1.10.1. The Photographer's Lifestyle
  - 1.10.2. Respect for the Profession and Artistic Style
  - 1.10.3. The Ten Commandments of Good Practice in the Photographic Profession



*You will take your post-production skills to the next level on a program with excellent academic credentials"*



06

# 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, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### 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 has been the most widely used learning system among the world's leading business schools for as long as they have existed. 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.

This methodology has 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, and financial markets and 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to 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

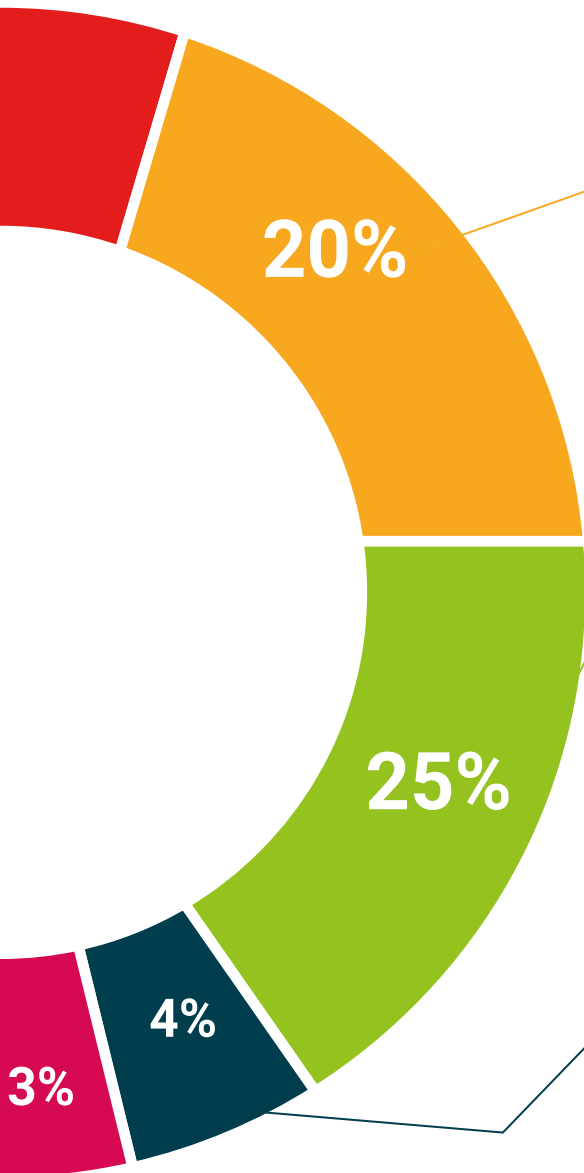
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 Postgraduate Certificate in Audiovisual Communication in the Digital Environment 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 Audiovisual Communication in the Digital Environment** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Certificate in Audiovisual Communication in the Digital Environment**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development languages  
virtual classroom



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