

Postgraduate Certificate Audiovisual Production



Postgraduate Certificate Audiovisual Production

- » Modality: online
- » Duration: 12 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-production

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01

Introduction

Working in production in the audiovisual world is an exciting job. A job in which numerous skills are put into action and diverse areas are handled that must be fully understood and up to date. This program will allow you to learn everything you need through a quality program, with the support of the largest online university in the world; the hallmark of all TECH experts.



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*The keys to a successful Audiovisual
Production unraveled in a first-class program”*

Planning, developing and implementing the production of an audiovisual project is not a simple matter. The complexity of this process is structured in different phases of work in which different human agents are involved, from the different fields of creation and development.

The main objective of this program is to learn the lines of work and how to structure and plan the production from the initial creative part to the distribution and sale for consumption. A program that will train the student with the background of an expert in the field.

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

- ♦ The latest technology in online teaching software
- ♦ A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical cases presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Autonomous learning: full compatibility with other occupations
- ♦ Practical exercises for self-evaluation and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teacher and individual reflection work
- ♦ Availability of content from any device, fixed or portable, with Internet connection
- ♦ Supplementary documentation databases are permanently available, even after the program



*The production of an audiovisual product
in a high-impact educational course"*

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We don't settle for theory: we take you to the most practical and competent qualification"

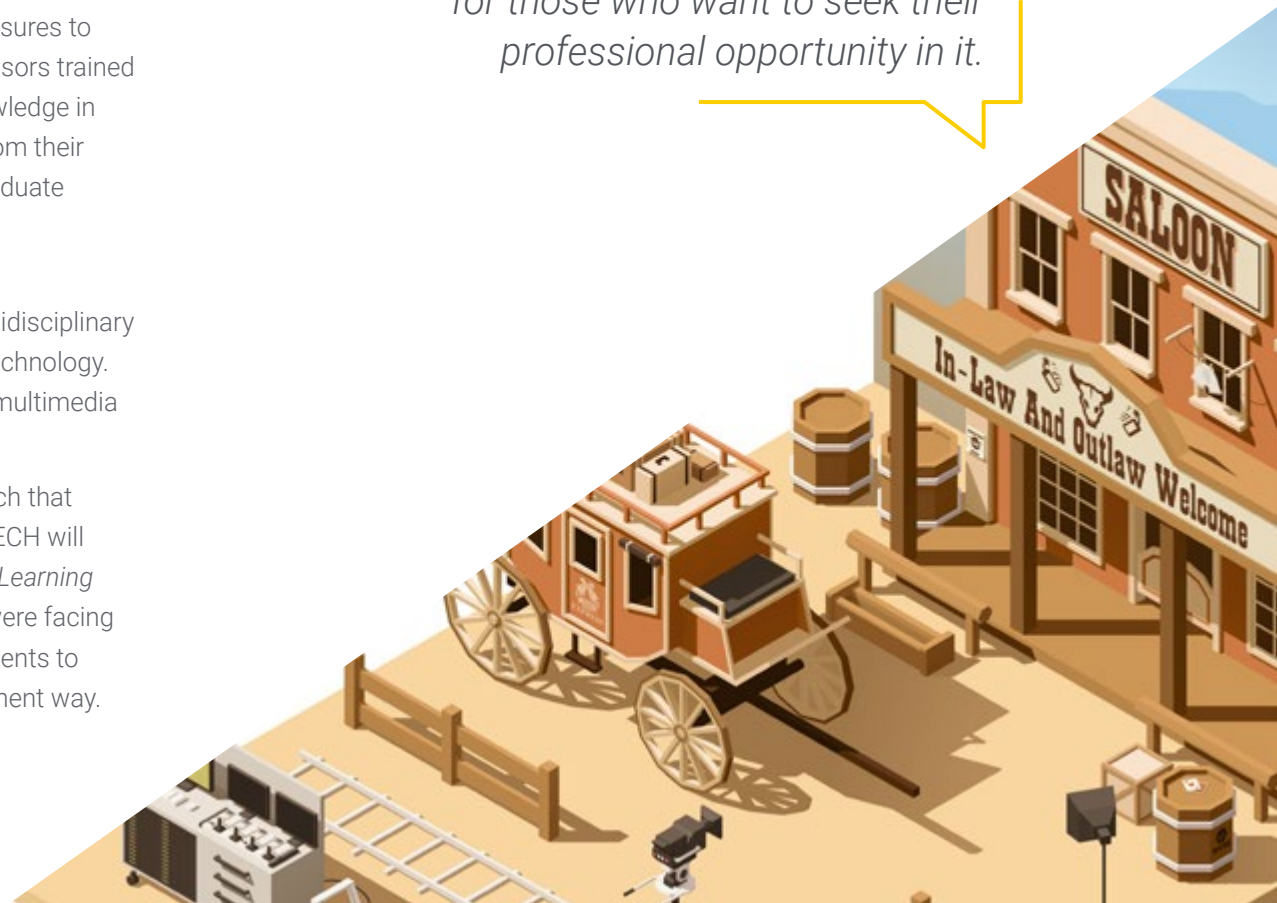
Our teaching staff is made up of working professionals. In this way TECH ensures to offer you the updating objective it intends. A multidisciplinary team of professors trained and experienced in different environments, who will develop theoretical knowledge in an efficient way, but, above all, will bring their practical knowledge derived from their own experience to the course: one of the differential qualities of this Postgraduate Certificate.

This mastery of the subject is complemented by the effectiveness of the methodological design of this Postgraduate Certificate. Developed by a multidisciplinary team of *e-learning* experts, it integrates the latest advances in educational technology. This way, you will be able to study with a range of easy-to-use and versatile multimedia tools that will give you the necessary skills you need for your qualification.

The design of this program is based on Problem-Based Learning: an approach that conceives learning as a highly practical process. To achieve this remotely, TECH will use telepractice: with the help of an innovative interactive video system and *Learning from an Expert*, the student will be able to acquire the knowledge as if they were facing the scenario they are learning at that moment. A concept that will allow students to integrate and memorize what they have learnt in a more realistic and permanent way.

A contextualized and real educational program that will allow you to put your learning into practice through new skills.

A program of high interest for the professional in this field and for those who want to seek their professional opportunity in it.



02

Objectives

The objectives that TECH proposes in each of its programs are focused on achieving a global impulse to the development of its students, not only in the academic field, in which the highest quality standards are set, but also in the personal field. To this end, TECH offers a stimulating and flexible development that allows students to achieve the satisfaction of completing their goals in an effective manner.



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*You will grow professionally but also personally,
in a first-class educational experience"*



General Objective

- ◆ Learn the necessary aspects of Audiovisual Production



We promote your professional growth with this Postgraduate Certificate in Audiovisual Production, supporting your development with high-quality educational programs"





Specific Objectives

- ♦ Know the historical origins of audiovisual production and its evolution in contemporary society
- ♦ Identify the theoretical concepts that define the production processes of audiovisual works
- ♦ Knowledge of the legal framework and legislation governing the audiovisual production sector and its repercussions on the different production formats
- ♦ Be able to identify the production design of an audiovisual work based on the analysis of its financing sources
- ♦ Identify the different items in the budget of an audiovisual work
- ♦ Point out production decisions from the final copy of an audiovisual production
- ♦ Define ways of exploitation and commercialization of audiovisual productions
- ♦ Identify and classify the human teams and technical means appropriate and necessary for each phase of the project: pre-production, recording/filming, post-production
- ♦ Control the amortization process of audiovisual productions
- ♦ Know the fundamental concepts governing the distribution, marketing and dissemination of an audiovisual product in contemporary society
- ♦ Identify the different audiovisual exhibition windows and monitoring amortizations
- ♦ Knowledge of executive production strategies in the development and subsequent distribution of audiovisual projects
- ♦ Identify the marketing design of an audiovisual production through its impact on the different contemporary audiovisual media
- ♦ Know the history and contemporary problems of film festivals
- ♦ Identify the different categories and modalities of film festivals
- ♦ Analyze and interpret the economic, cultural and aesthetic logics of film festivals at local, national and global levels

03

Structure and Content

The syllabus of the Postgraduate Certificate is configured as a complete tour through each and every one of the elements required to understand and assume the ways of working in this field. With an approach focused on practical application that will allow the student to grow as a professional from the first moment of training





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A comprehensive syllabus focused on acquiring knowledge and converting it into real skills, created to propel you to excellence"



Module 1. Audiovisual Production

- 1.1. Audiovisual Production
 - 1.1.1. Basic Notions
 - 1.1.2. Production and Management: Eternal Enemies or Necessary Collaboration?
 - 1.1.3. Historical Evolution of Film Production Systems
 - 1.1.4. Staging/Shooting
- 1.2. The Production Team: Members, Functions and Relationships
 - 1.2.1. Producer
 - 1.2.2. Production Manager
 - 1.2.3. Executive Producer
 - 1.2.4. Production Manager
 - 1.2.5. Production Assistant
 - 1.2.6. Production Clerk
 - 1.2.7. Terminology Problems Relating to the Producer's Role
- 1.3. Executive Production I: The Project
 - 1.3.1. The Executive Producer: Main Functions
 - 1.3.2. Search, Selection and Project Preparation
 - 1.3.3. Market Analysis: Box Office, Audiences and Film Trends
- 1.4. Film Legislation and Legal Documents
 - 1.4.1. The Law for the Promotion and Protection of Cinematography
 - 1.4.2. Script Rights Assignment Agreement
 - 1.4.3. Other Documents
- 1.5. Executive Production II: Financing Audiovisual Projects
 - 1.5.1. The Script: Pillar of the Project
 - 1.5.2. The Budget (Items): Technical Script, Literary Script, Set Design, In-Front Artists, Technical Equipment, Equipment and Consumables, Machinery and Transportation, Travel, Per Diem, Hotels, Soundtrack, Post-Production, Voice-Over and Dubbing, Physical Format, Project Insurance, Overhead and Amortization Costs, Copy Costs, Advertising and Passive Interest, etc.
 - 1.5.3. Budget Templates
 - 1.5.4. Sources and Methods of Financing: Media Program, Ibermedia
 - 1.5.5. Main Amortization Methods: Distribution, Broadcasting and Antenna Rights Agreements
 - 1.5.6. Other Methods of Financing: Crowdfunding, Crowdlending





- 1.6. Pre-Production: Production Management
 - 1.6.1. The Breakdown of the Script
 - 1.6.2. Research and Documentation Archive Images
 - 1.6.3. The Locations
 - 1.6.4. Film Commissions
 - 1.6.5. Technical Resources: Auxiliary Companies
 - 1.6.6. The Shooting Schedule
 - 1.6.7. Film Insurance
 - 1.6.8. Audiovisual Production Management Software
- 1.7. Human Resources
 - 1.7.1. Technical Teams Functions and Relationships
 - 1.7.2. The Artistic Team
 - 1.7.3. The Casting
 - 1.7.4. Contracts
- 1.8. Production in Filming or Recording
 - 1.8.1. Documentation During Filming
 - 1.8.2. Follow-Up of the Filming Plan
 - 1.8.3. Relationships and Duties of the Technical Team
 - 1.8.4. Filming Management
- 1.9. Post-Production of the Audiovisual Work
 - 1.9.1. The Editing
 - 1.9.2. Sound
 - 1.9.3. Music in Cinema
 - 1.9.4. Special Effects
 - 1.9.5. Animation
- 1.10. Marketing and Exhibition of Films
 - 1.10.1. Distribution
 - 1.10.2. The Cinema
 - 1.10.3. Advertising

Module 2. Management and Promotion of Audiovisual Products

- 2.1. Executive Production Management
 - 2.1.1. Financial Channels
 - 2.1.2. Legislation
 - 2.1.3. National and International Co-Productions
 - 2.1.4. Copyrights and Royalties
- 2.2. Audiovisual Distribution
 - 2.2.1. The Distribution Strategy
 - 2.2.2. Introduction to the Distribution of Audiovisual Products in Spain
 - 2.2.3. Distribution Company
 - 2.2.4. Operating Windows: Distribution in Classic Windows/Online Distribution
 - 2.2.5. Contracts and Distribution Rights
 - 2.2.6. Advertising and Marketing
 - 2.2.7. Festivals
 - 2.2.8. Academies and Associations
 - 2.2.9. Promotional Pieces: Trailers
 - 2.2.10. The Low-Cost Audiovisual Project: Creation and Promotion
- 2.3. Audiovisual Exhibition
 - 2.3.1. Showrooms
 - 2.3.2. Television Exhibition: Media/Audiences
 - 2.3.3. Digital Media and Multimedia
- 2.4. Film Festivals: Introduction I
 - 2.4.1. Origins, Objectives
- 2.5. Film Festivals: Introduction II
 - 2.5.1. Types of Festivals
 - 2.5.2. Exhibition and Legitimization of Film Production in the Global Society
 - 2.5.3. The Festival as a Legitimizing Discourse: The Case of Sundance and Indie
- 2.6. The Film Festival as an Agora: Festival Structure
 - 2.6.1. Selection and Sections
 - 2.6.2. Galas, Awards and Juries
 - 2.6.3. Audiences and Public Opinion
- 2.7. The Festival as a Mediator
 - 2.7.1. Production and Management of Festivals: Editorial Lines (Policies)
 - 2.7.2. The Programmer: Canons and Counter-Canons
 - 2.7.3. The Star: Promoting Cinema
- 2.8. Geopolitics of the Film Festival
 - 2.8.1. Festival Geographies
 - 2.8.2. City Branding
 - 2.8.3. Local Communities and Transnational Networks
 - 2.8.4. The Festival as a Market
 - 2.8.5. The Festival as a Producer
- 2.9. Film Festivals in Spain
 - 2.9.1. Cartography and Typology
 - 2.9.2. Financing and Organizational Models
 - 2.9.3. Study Cases
- 2.10. The Legitimization of Transnational Cinema on the International Festival Circuit
 - 2.10.1. The Case of Latin America



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Study at your own pace, with the flexibility of a program that combines learning with other occupations in a comfortable and real way”

04

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



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Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

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.



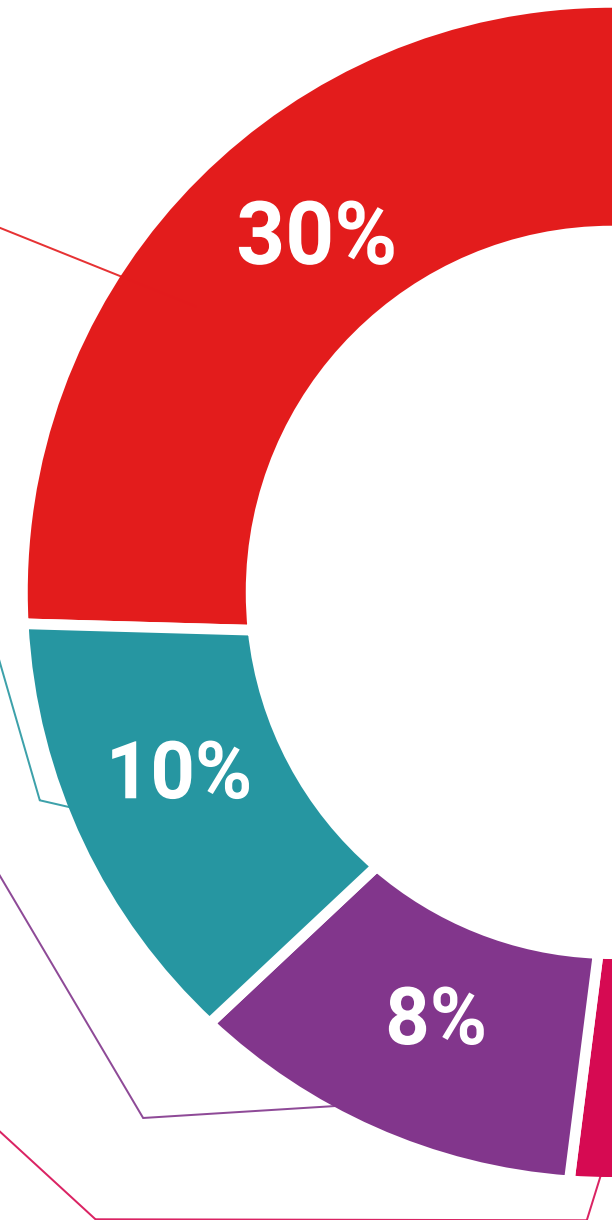
Practising Skills and Abilities

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.



05

Certificate

The Postgraduate Certificate in Audiovisual Production 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 Production** 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 Production**

Official N° of Hours: **300 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 language
virtual classroom

tech technological
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