

# Postgraduate Certificate

## Television and Internet Series



## Postgraduate Certificate Television and Internet Series

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

Acceso web: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/television-internet-series](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/television-internet-series)

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01

# Introduction

The program in Television and Internet Series is aimed at consolidating professional scriptwriters' knowledge and techniques. Take advantage of this opportunity and become a professional television and internet series scriptwriter with solid foundations through this academic program and the latest educational technology, 100% online.

OFFI  
ce! Drop Y  
at your hand

MAN  
(Laughing) D  
think you're

o  
Don't move,

If you war

CER  
your weapon and  
s in the air!

N IN BLACK  
o you really  
going to stop me?

FFICER  
or I'll shoot

MAN IN BI  
t me,

“

*Study with us this Postgraduate Certificate  
in Television and Internet Series,  
where you will learn about the latest  
developments in audiovisual platforms"*

The entertainment industry is evolving rapidly in recent times. *Streaming* platforms, new content-producing corporations and the latest social trends are bringing about major changes that affect the industry and its professionals. Television series and Internet platforms appear as an opportunity for screenwriters, producers, actors, directors and other entertainment professionals.

Creating a script for a television or Internet series requires different skills that allow the idea to be put into practice and to make it work, from the initial idea and its historical process, to the realization of the script itself. Keeping up to date in this area is necessary even if scriptwriters' basic skills are extensive and experienced. In addition, it is not only enough to know the fundamentals of the processes that must be carried out for script series creation, but it is also important to incorporate the necessary information for its pre-production, production and post-production, viewing the process as a whole in an integral manner.

This program is the most complete and targeted program for professionals in series script creation to reach a higher performance level, based on the fundamentals and the latest trends in audiovisual script development for television or Internet series.

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

- ♦ The development of practical cases presented by experts in TV and Internet Series
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Algorithm-based interactive learning system for decision-making on the situations raised in Television and Internet Series
- ♦ 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



*This program will allow you to enhance your skills and become an expert scriptwriter in TV and Internet Series"*

“

*Work with the best scriptwriters and teaching professionals in this Postgraduate Certificate with curricular value of excellence”*

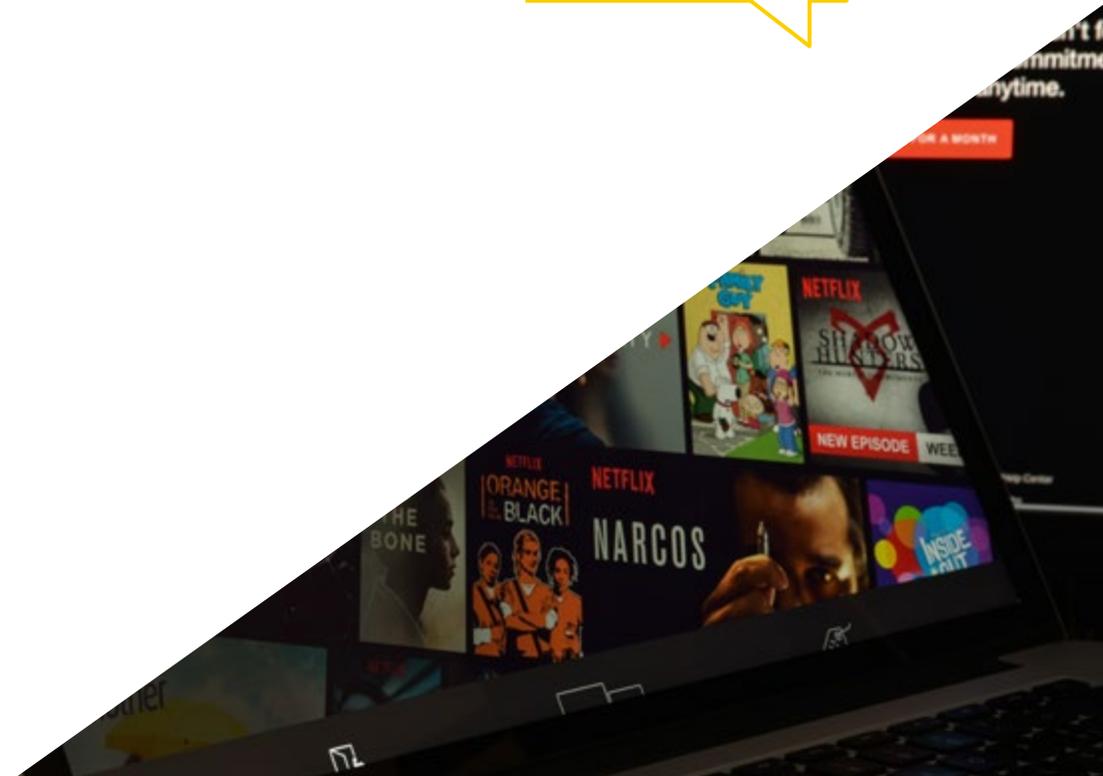
The teaching staff includes professionals from the field of audiovisual scripts, who bring their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

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 specialization programmed to learn in real situations.

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

*Don't miss the opportunity to increase your knowledge in Television and Internet Series.*

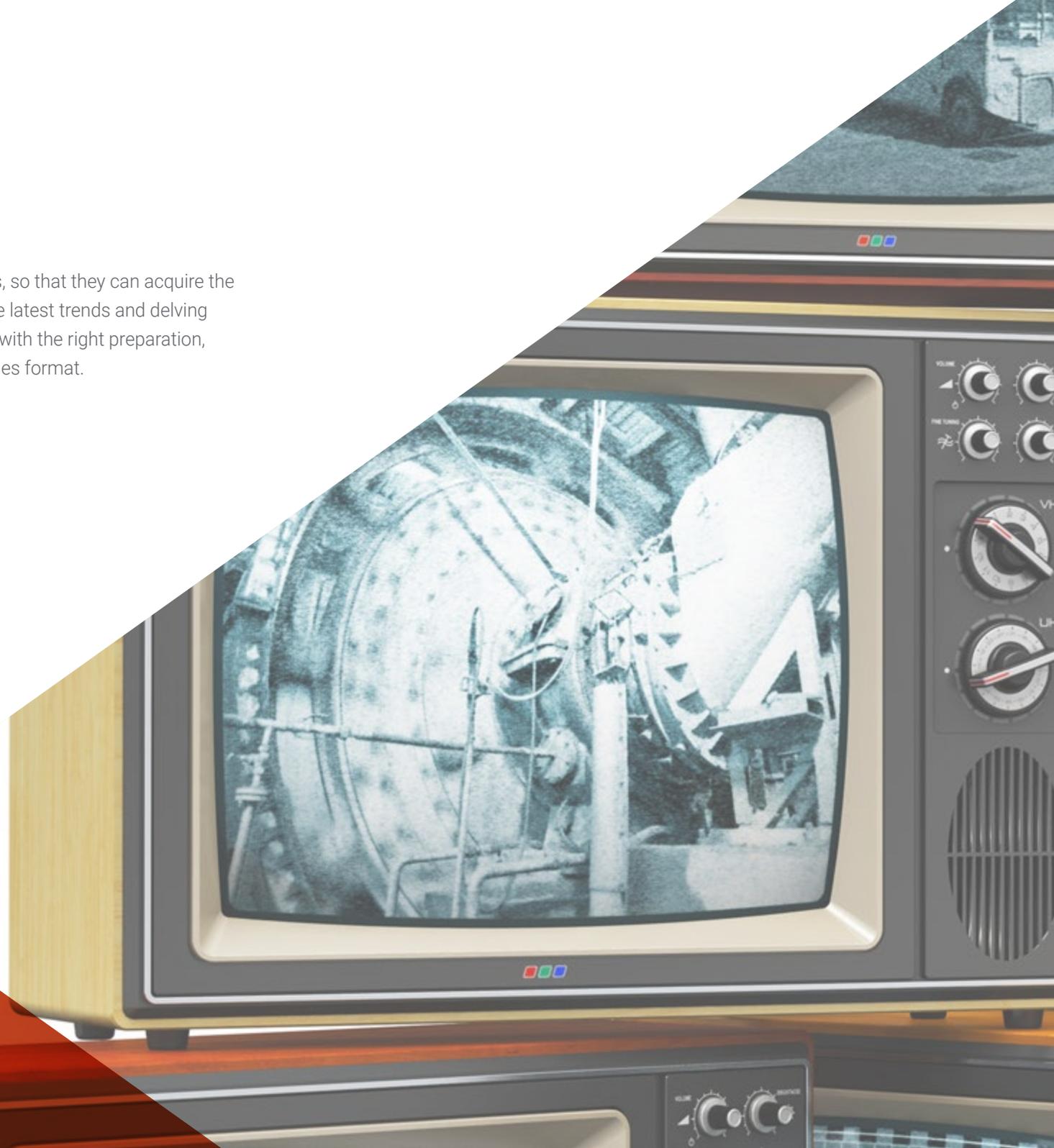
*Learn about the latest trends in the entertainment industry and update your knowledge in scriptwriting.*



# 02

# Objectives

This program is oriented to audiovisual script professionals, so that they can acquire the necessary tools to develop in this specific field, knowing the latest trends and delving into those issues that are at the forefront of this area. Only with the right preparation, scriptwriters will be able to capture what they want in a series format.





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*The Postgraduate Certificate in Television and Internet Series will allow you to carry out the creation and adaptation of scripts at a higher level"*



### General Objective

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- Achieve the necessary knowledge to write the different types of series scripts according to the production's final format, whether for television or Internet, taking into account the character's construction and the history of the audiovisual media in particular from its origins to the present day



*Develop your skills to become a scriptwriter who is at the forefront of the latest trends"*





## Specific Objectives

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- ♦ Study television genres, the phases of television, the evolution and general characteristics of television fiction in terms of formats, seriality, and new trends
- ♦ Gain an in-depth understanding of the concept of *Webseries*, their origin, peculiarities, similarities and differences with respect to television, as well as advertising *Webseries* and their relationship with *Branded Content*
- ♦ Understand the configuration of the contemporary audiovisual industry, low-cost projects, the innovation and creativity involved, free knowledge, the possibilities of the Internet, and transmedia projects
- ♦ Elaborate a low-cost audiovisual project from production to festivals, launching and broadcasting
- ♦ Analyze and learn about the different types of audiovisual series in terms of plot, characters, industry, recommendations and evolution. In particular, procedurals, dramas, serials, sitcoms, new comedy and animations

03

# Structure and Content

The structure of the contents has been designed by a team of professionals in Audiovisual Screenwriting for audiovisual media, who are aware of the importance of up-to-date professional development in order to be able to delve into the field of knowledge, through the use of the available tools.





“

*This Postgraduate Certificate contains the most complete and up-to-date program on the academic panorama”*

## Module 1. Television and Internet Series Formats

- 1.1. Television Genres
  - 1.1.1. Television Phases
  - 1.1.2. Evolution
  - 1.1.3. General Features of Television Fiction
    - 1.1.3.1. Formats
      - 1.1.3.1.1. Types
    - 1.1.3.2. Seriality
    - 1.1.3.3. Tendencies in Fiction Format
- 1.2. Webseries
  - 1.2.1. Concept
    - 1.2.1.1. Genesis
    - 1.2.1.2. Particularities
      - 1.2.1.2.1. Similarities With Television
      - 1.2.1.2.2. Differences With Television
  - 1.2.2. Advertising
  - 1.2.3. Branded Content
- 1.3. Contemporary Audiovisual Content
  - 1.3.1. New Configuration
  - 1.3.2. Low-Cost Projects
    - 1.3.2.1. Innovation and Creativity
  - 1.3.3. Free Knowledge
    - 1.3.3.1. Licences
      - 1.3.3.1.1. Creative Commons
  - 1.3.4. Internet
    - 1.3.4.1. Financing
      - 1.3.4.1.1. Crowdfunding and Crowdlending
  - 1.3.5. Transmedia Projects
    - 1.3.5.1. Narratives
    - 1.3.5.2. New Formats
- 1.4. Creating a Low-Cost Project
  - 1.4.1. Production
  - 1.4.2. Launching and Outreach
    - 1.4.2.1. Social media
    - 1.4.2.2. Festivals
- 1.5. Procedural
  - 1.5.1. Series Structure
    - 1.5.1.1. Plots
    - 1.5.1.2. Characters
    - 1.5.1.3. Industry
    - 1.5.1.4. Recommendations
- 1.6. Drama
  - 1.6.1. Series Structure
    - 1.6.1.1. Plots
    - 1.6.1.2. Characters
    - 1.6.1.3. Industry
    - 1.6.1.4. Recommendations
    - 1.6.1.5. Plurality
      - 1.6.1.5.1. First Golden Age
      - 1.6.1.5.2. Second Golden Age
      - 1.6.1.5.3. Third Golden Age
- 1.7. Serial
  - 1.7.1. Series Structure
    - 1.7.1.1. Themes
    - 1.7.1.2. Plots
    - 1.7.1.3. Characters
    - 1.7.1.4. Industry
    - 1.7.1.5. Recommendations



- 1.8. Sitcom
  - 1.8.1. Series Structure
    - 1.8.1.1. Plots
    - 1.8.1.2. Characters
    - 1.8.1.3. Humor
    - 1.8.1.4. Industry
    - 1.8.1.5. Recommendations
- 1.9. The New Comedy
  - 1.9.1. Series Structure
    - 1.9.1.1. Themes
    - 1.9.1.2. Plots
    - 1.9.1.3. Characters
    - 1.9.1.4. Industry
    - 1.9.1.5. Formal Leaps
    - 1.9.1.6. Recommendations
- 1.10. Animation
  - 1.10.1. Series Structure
    - 1.10.1.1. Singularities
    - 1.10.1.2. Infant
    - 1.10.1.3. Juvenile
    - 1.10.1.4. Adult
    - 1.10.1.5. Anime

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.



“

*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.



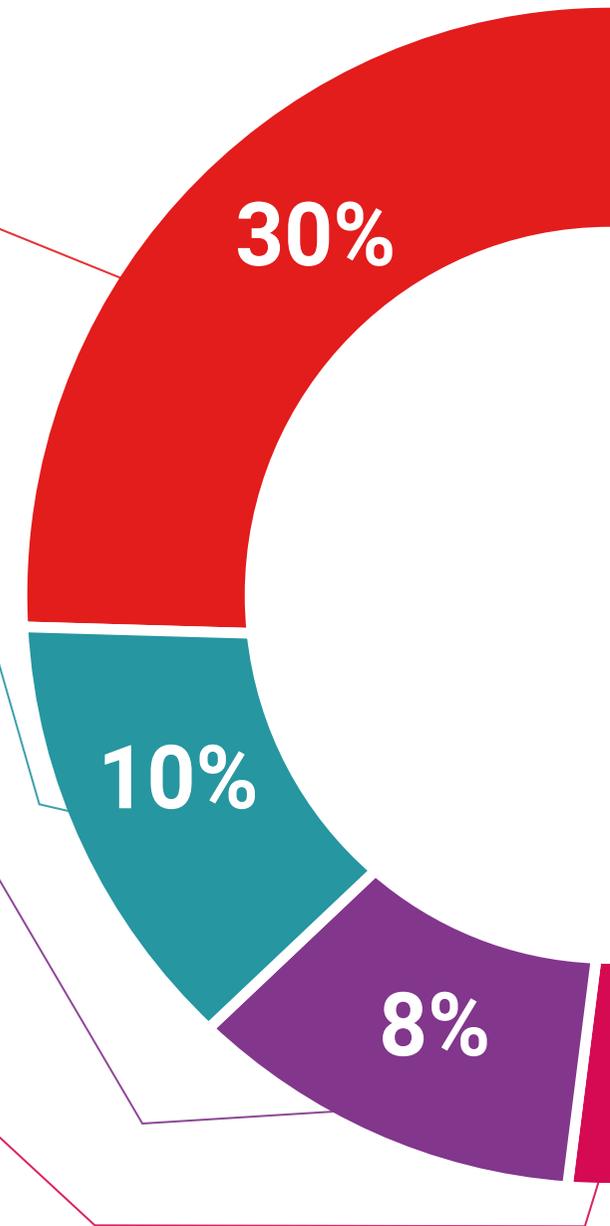
#### Practising Skills and Abilities

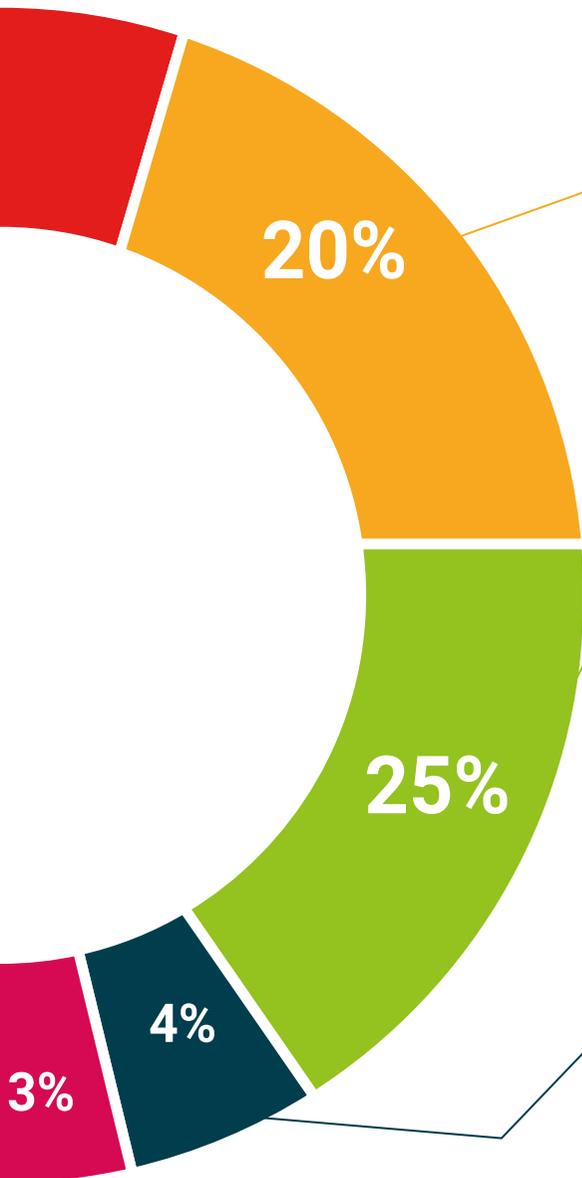
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### 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 Television and Internet Series 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 Television and Internet Series** 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 Television and Internet Series**

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 language  
virtual classroom



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