

Postgraduate Certificate Transmedia Content Production





Postgraduate Certificate Transmedia Content Production

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

Website: www.techtute.com/in/journalism-communication/postgraduate-certificate/transmedia-content-production

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01

Introduction

In an increasingly well-informed society with more resources to access multimedia content, the demand for communicators goes one step further and professionals are sought who make use of transmediality to create more creative productions adapted to the interests of the public. This TECH Technological University program is the perfect opportunity to access specialized knowledge about Transmedia Content Production, as it has the most relevant information that will be useful for those who wish to turn their careers around. A qualification that will open the doors to the future of communication, giving them the necessary knowledge to access the most important companies in the sector globally.



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*Specializing in transmedia content
will help you understand the future
of communication, giving greater
prominence to your audience”*

Advances in new technologies and the emergence of new content generation applications have favored the consumption of high-quality multimedia products. But these contents should not be understood as separate pieces. In the world of transmediality, each publication should be seen as part of the same story, which will provide the user with a much more enriching experience.

Therefore, more and more communication and advertising agencies are looking for journalists and communicators specialized in Transmedia Content, who are capable of designing different stories that are part of the same story and that do so, in addition, through different media. This need for specialization has increased the interest of many professionals to take high-quality programs, with which they can obtain the necessary training to boost their careers and open a niche in a new market, which has left behind the linear structure of communication for a more complex one, in which the receiver has much to contribute.

With this in mind, TECH Technological University has created this Postgraduate Certificate in Transmedia Content Production, which brings together the most relevant information on the subject, so that students can carry out a complete learning process, thanks to which, they can develop the necessary skills to stand out in the sector. Additionally, one of the main advantages of this qualification is that it is offered in a 100% online format, so the students will be free to plan their studies.

This **Postgraduate Certificate in Transmedia Content Production** 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 Communication
- ♦ Its graphic, schematic and eminently practical contents are designed to provide theoretical and practical information on those disciplines that are essential for professional practice
- ♦ New developments in Transmedia Content production
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Special emphasis on innovative methodologies in Transmedia Content Production
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- ♦ 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



Manage all phases of transmedia content creation and deliver high-quality products to your audience"

“

The production of transmedia content requires a broad knowledge of the new communication platforms. Enroll in this program and you will learn everything you need to know about the subject”

Its teaching staff includes professionals from the field of Communication, who contribute their work experience to this program, as well as renowned specialists from prestigious universities and reference societies.

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 an immersive program designed to learn in real situations.

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

Thanks to the completion of this Postgraduate Certificate, you will be able to become a reference in transmedia production.

Create innovative content, of great interest to the public, and stand out in an increasingly competitive job market.



02 Objectives

This Postgraduate Certificate in Transmedia Content Production has been designed with the main objective of offering students a higher specialization in the subject. As a result, at the end of the program, they will be able to turn their careers around, accessing positions of greater responsibility in multimedia content creation companies, starting their own communication company or as freelancers. Undoubtedly, a program that will mark a before and after in your professional future.



“

If you dream of running transmedia advertising campaigns that gain high audience recognition, this program will help you get there”



General Objectives

- ♦ Conceptual knowledge and understanding of *Transmedia Storytelling* and its relevance in different professional fields (advertising, marketing, journalism, entertainment)
- ♦ Acquire the fundamentals of transmedia creation, from narrative to production, dynamization in social communities and economic monetization



Learn how to create high quality transmedia content and become the professional that every company wants to have on staff"





Specific Objectives

- ♦ Further develop the practical methodology in the construction of transmedia content, from the research and documentation phase, to the platforms and participatory mechanics
- ♦ Become a professional specialized in Transmedia Content that adds value to the companies you work for

03

Course Management

The teachers of this qualification are professionals with extensive experience in transmedia communication, who have understood their contribution to traditional processes and who want to revolutionize the sector by improving the knowledge of their students. Professors committed to teaching and to the use of new technologies at a didactic level, who are focused on teaching quality as the main method for training the experts of the future.



“

The best professors are at TECH. Don't miss the opportunity to study with the best"

International Guest Director

Magda Romanska's name is unmistakable in the field of Performing Arts and Media on an international scale. Along with other projects, this expert has served as Principal Investigator at Harvard University's metaLAB and chairs the Transmedia Arts Seminar at the renowned Mahindra Humanities Center. She has also developed numerous studies linked to institutions such as the Center for European Studies and the Davis Center for Russian and Eurasian Studies.

Her lines of work focus on the intersection of art, humanities, technology and transmedia storytelling. Within that encompassing framework, they also include multiplatform and metaverse dramaturgy, and the interaction between humans and Artificial Intelligence in performance. From his in-depth studies on these fields, he has created Drametrics, a quantitative and computational analysis of dramatic texts.

She is also the founder, executive director and editor-in-chief of TheTheatreTimes.com, the world's largest digital theater portal. She also launched Performap.org, an interactive digital map of theater festivals, funded through the Yale Digital Humanities Lab and an LMDA innovation grant. On the other hand, he has also been in charge of the development of the International Online Theatre Festival (IOTF), an annual global streaming theater festival, which so far has reached more than one million participants. In addition, this initiative has been awarded the Second International Culture Online Award for "Best Online Project", chosen among 452 other proposals from 20 countries.

Dr. Romanska has also been awarded the MacDowell, Apophetae and Lark Theatre Playwriting grants from the Time Warner Foundation. She has also received the PAHA Creative Award and the Elliott Hayes Award for Excellence in Playwriting. She has also received awards from the American Association for Theatre Research and the Polish Studies Association.



Dra. Romanska, Magda

- Principal Investigator at Harvard metaLAB
- Executive Director and Editor-in-Chief at TheTheatreTimes.com
- Research Associate at the Minda Center for European Studies in Gunzburg
- Research Associate of the Davis Center for Russian and Eurasian Studies
- Professor of Performing Arts at Emerson College
- Associate Professor at the Berkman Center for Internet & Society
- Ph.D. in Theatre, Film and Dance from Cornell University
- M.A. in Modern Thought and Literature from Stanford University
- Graduate of Yale School of Drama and the Department of Comparative Literature
- Chair of the Transmedia Arts Seminar at the Mahindra Humanities Center
- Member of the Advisory Board at Digital Theatre+

“

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

Management



Dr. Regueira, Javier

- ♦ VP and founder of the Spanish Association of Branded Content
- ♦ Managing Director of the agency specialized in Branded Content ZOND (part of the MIO Group)
- ♦ Professor at Pontificia Comillas University, ESDEN, Esic, Inesdi, The Valley
- ♦ Former Marketing Executive at BDF Nivea and Imperial Tobacco
- ♦ Autor, blogger y TEDx Speaker
- ♦ Doctor in Branded Content
- ♦ Graduate in Economics and Business Administration European ICADE E4
- ♦ Master's Degree in Marketing

Professors

Ms. Rosendo, Nieves

- ♦ Professor University of Granada
- ♦ PhD Candidate in Transmedia Communication



04

Structure and Content

The content of this Postgraduate Certificate in Transmedia Content Production has been designed to favor the learning of Journalism and Communication professionals who wish to make a career change and focus on the advertising field, with the use of techniques and tools that add value to their stories. To this end, the syllabus covers everything from the initial phase of the project to creative strategies, the narrative proposal or the supports.





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A program designed to increase your competitiveness in the production of transmedia content"

Module 1. Transmedia Content Production

- 1.1. The Project Ideation Phase
 - 1.1.1. Story
 - 1.1.2. Platforms
 - 1.1.3. Public
- 1.2. Documentation, Research and Search for References
 - 1.2.1. Documentation
 - 1.2.2. Successful References
 - 1.2.3. Learning from Others
- 1.3. Creative Strategies: in Search of the Premise
 - 1.3.1. The Premise
 - 1.3.2. Necessity of the Premise
 - 1.3.3. Coherent Projects
- 1.4. Platforms, Narrative and Participation. An Iterative Process
 - 1.4.1. Creative Process
 - 1.4.2. Connection Between the Different Parts
 - 1.4.3. Transmedia Narratives as a Process
- 1.5. The Narrative Proposal: Story, Arcs, Worlds and Characters
 - 1.5.1. The Story and Narrative Arcs
 - 1.5.2. Worlds and Universes
 - 1.5.3. Characters at the Center of the Story
- 1.6. The Optimal Support for Our Narrative. Formats and Platforms
 - 1.6.1. The Medium and the Message
 - 1.6.2. Platform Selection
 - 1.6.3. Format Selection





- 1.7. User Experience (UX) Design Know your Audience
 - 1.7.1. Discover your Audience
 - 1.7.2. Levels of Participation
 - 1.7.3. Experience and Memorability
- 1.8. The Transmedia Production Bible: Approach, Platforms and User Journey
 - 1.8.1. The Transmedia Production Bible
 - 1.8.2. Approach and Platforms
 - 1.8.3. User Journey
- 1.9. The Transmedia Production Bible: Project Aesthetics, Material and Technical Requirements
 - 1.9.1. Importance of Aesthetics
 - 1.9.2. Possibilities and Production
 - 1.9.3. Material and Technical Requirements
- 1.10. The Transmedia Production Bible: Case Studies on Business Models
 - 1.10.1. Model Design
 - 1.10.2. Model Adaptation
 - 1.10.3. Cases



Research your target audience and create transmedia content tailored to their tastes and interests"

05

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.

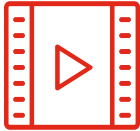
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.



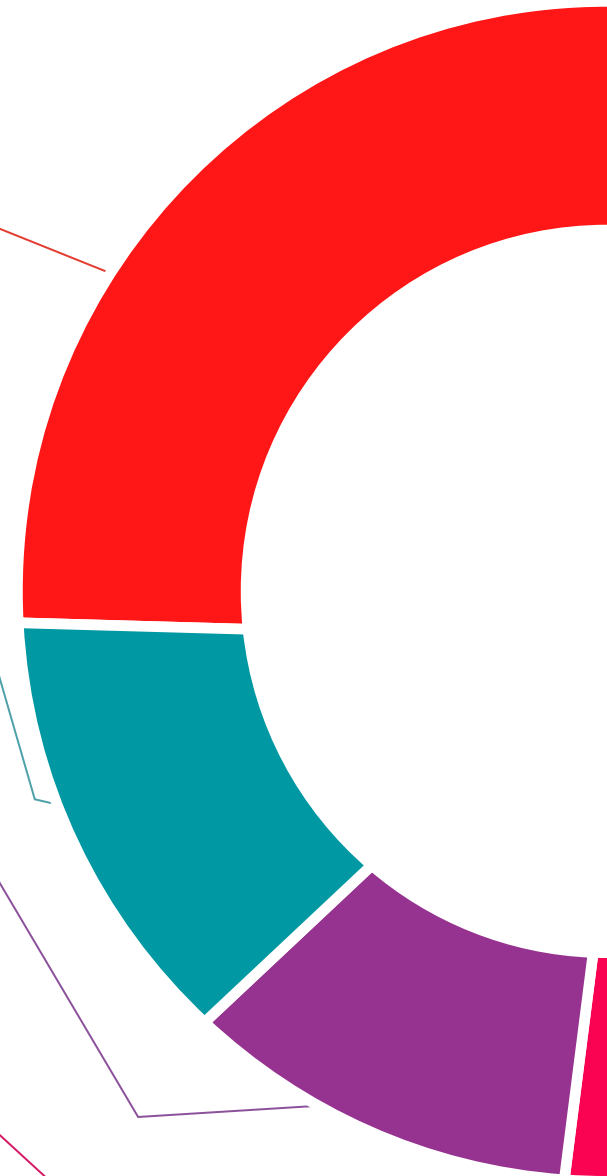
Practising Skills and Abilities

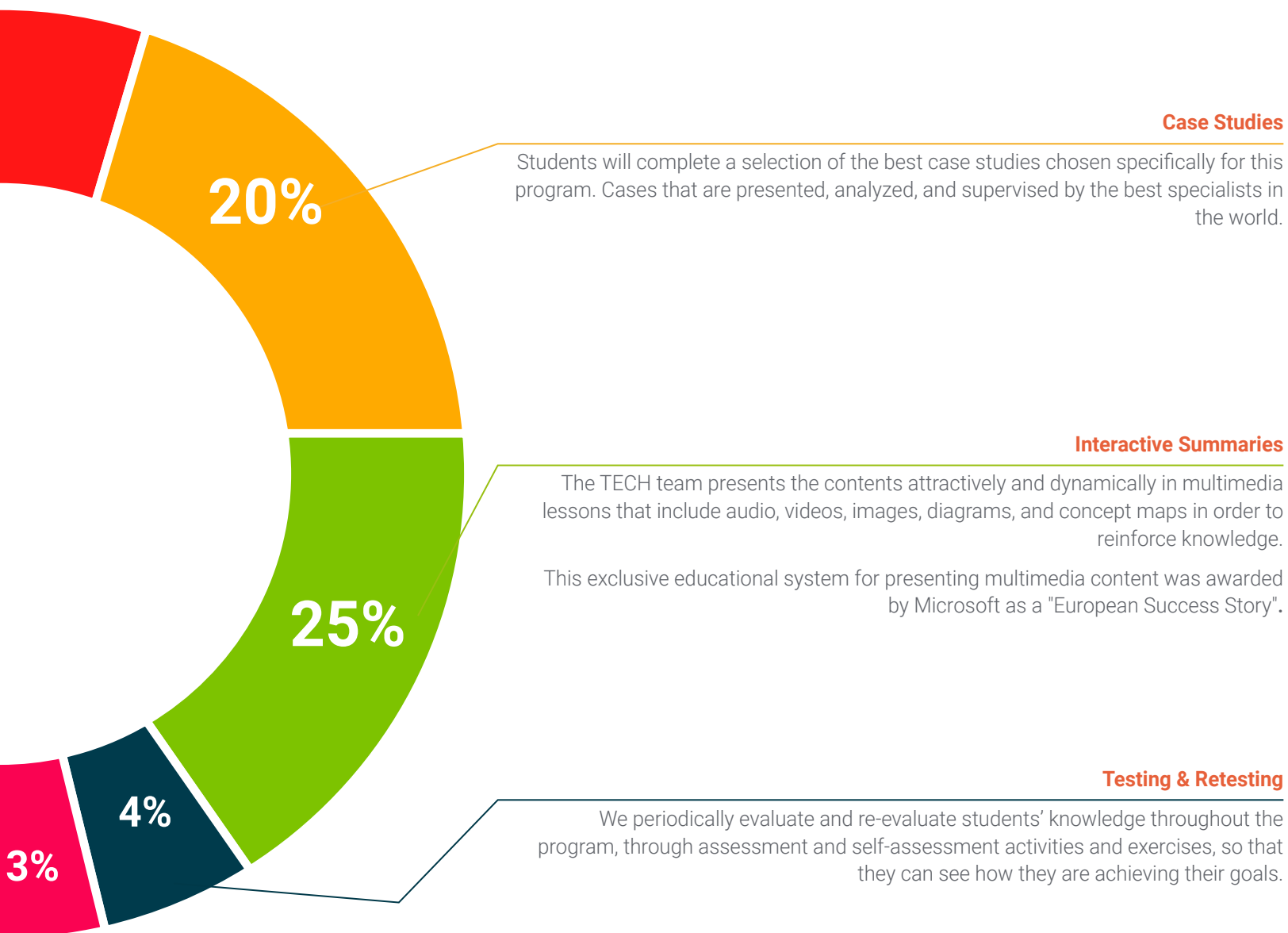
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.





06 Certificate

The Postgraduate Certificate in Transmedia Content 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 Transmedia Content 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 certificate 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 Transmedia Content Production**

Official Number of Hours: **150 h.**



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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Postgraduate Certificate

Transmedia Content
Production