

# Postgraduate Certificate

## Transmedia Storytelling in the Video Game Industry



## Postgraduate Certificate Transmedia Storytelling in the Video Game Industry

- » 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/transmedia-storytelling-video-game-industry](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/transmedia-storytelling-video-game-industry)

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# 01

# Introduction

The world of video games is rapidly adapting to technological innovations that allow users to obtain a more enriching experience. For this reason, in recent times it has been relying on Transmedia Storytelling to create stories that really impact the audience and in which they can feel part of. With this program, the student will be one step closer to becoming a video game creator capable of creating emotions and interest in the audience to consume all the products related to the story or characters of a particular video game.







“

*Thanks to Transmedia Storytelling techniques, the user can be an active part of the development of video games”*

Video game consumers are becoming more demanding every day. Gone are the days of those fans who bought the most successful titles to spend long hours in front of the computer or screen. Now, users want something more, they want to experience more complete stories through complementary content of higher quality. As a result, the video game industry has fully entered the world of transmediality, offering additional experiences.

From access to podcasts, webinars or complementary websites to the sale of merchandising or costumes for cosplay gatherings, etc., a whole host of possibilities that the video game industry has to take advantage of to create new business options and achieve a higher return. However, for all this to be possible, it is necessary to have highly qualified professionals who are capable of adapting Transmedia Storytelling techniques to the creation of their designs.

In this new scenario for telling compelling stories, the profile of journalists and communicators acquires a relevant role. Therefore, this program is aimed at all these professionals who wish to acquire a higher qualification in this field and enter a job scenario that is constantly growing. To this end, we propose the completion of this Postgraduate Certificate in Transmedia Storytelling in the Video Game Industry, thanks to which they will obtain the qualities and knowledge demanded by the main companies in the sector in the profiles they wish to incorporate into their workforces.

This **Postgraduate Certificate in Transmedia Storytelling in the Video Game Industry** 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
- ♦ The latest developments in Transmedia Storytelling in the Video Game Industry
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies in Transmedia Storytelling in the Video Game Industry
- ♦ 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



*Video game fans are looking for complete experiences that transcend screens and become part of their daily lives. You can be an important part of its creation"*

“

*Video games are increasingly relying on transmediality to offer a better user experience. Thanks to your training in this field, you will be able to gain access to the main companies in the sector”*

*Learn the main techniques of Transmedia Storytelling and apply them with confidence in the design of your video games.*

*Do you want to work in the video game industry, but don't have specific studies? Enroll in this Postgraduate Certificate and take the first step to achieve it.*

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.



# 02

# Objectives

The video game sector is gaining more and more strength, thanks to the improvement of new technologies. Additionally, thanks to the use of Transmedia Storytelling techniques, there is a great difference in quality compared to the products of decades ago. Today, the user has more content available to enjoy a more complete experience adapted to their needs. The main objective of this program is to provide students with the necessary knowledge to create complementary content to their own video games.







“

*Thanks to Transmedia Storytelling you will be able to create stories for your videogames that will reach the public's acceptance”*



### General Objective

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- ♦ Study in depth the most recent developments of Transmedia Storytelling in technological fields such as virtual reality or video games

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*In the transmedia universe, video game fans are looking for much more than just hours in front of a screen. You will be in charge of providing them with a much more complete and satisfying experience”*





## Specific Objectives

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- Study in depth the relationship between Transmedia Storytelling and the video game industry
- Understand the role of the video game as the spearhead of the user experience in the transmedia universe



03

# Course Management

TECH Technological University has brought together a first-class teaching team for this Postgraduate Certificate. Professors with extensive experience in the creation of transmedia content, who have compiled the most complete and relevant information on this subject of great interest to the Videogame Industry. Undoubtedly, a unique opportunity to learn from the best specialists in the industry.







“

*The teachers of this program will teach you the secrets of Transmedia Storytelling focused on the video game industry”*

## 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 LMMA 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, Apollonia 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

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- 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 syllabus of this Postgraduate Certificate in Transmedia Storytelling in the Video Game Industry is designed for professionals to be able to create captivating stories that transcend and provoke interest in the audience. To this end, the syllabus covers the beginnings of the sector in the transmedia field, its importance in media conglomerates, the narrative in this type of product or the creation of characters that go beyond the mere game. In this way, the students will obtain an overview of a new field in which to direct their professional future.





“

*An excellent study plan with which to learn the techniques of Transmedia Storytelling that you will be able to apply in the design of video games”*



## Module 1. Transmedia Storytelling in the Video Game Industry

- 1.1. A Historical Relationship: Video Games at the Beginning of Transmedia Storytelling Theories
  - 1.1.1. Context
  - 1.1.2. Marsha Kinder and the Ninja Turtles
  - 1.1.3. From Pokémon to the Matrix: Henry Jenkins
- 1.2. Importance of the Video Game Industry in Media Conglomerates
  - 1.2.1. Video Games as Content Generators
  - 1.2.2. Some Figures
  - 1.2.3. The Leap to New and Old Media
- 1.3. Relevance and Evolution of Video Games as a Cultural Object and as an Object of Academic Study
  - 1.3.1. Video Games and Popular Culture
  - 1.3.2. Consideration as a Cultural Object
  - 1.3.3. Video Games at the University
- 1.4. Storytelling and Transmediality in Emerging Narratives
  - 1.4.1. Transmedia Storytelling at the Amusement Park
  - 1.4.2. New Considerations on Narrative
  - 1.4.3. Emerging Stories
- 1.5. On the Narrative of Videogames and their Weight in Transmedia Storytelling
  - 1.5.1. Early Discussions on Narrative and Videogames
  - 1.5.2. The Value of Storytelling in Video Games
  - 1.5.3. Ontology of Video Games
- 1.6. Videogames as Creators of Transmedia Worlds
  - 1.6.1. The Rules of the World
  - 1.6.2. Playable Universes
  - 1.6.3. Inexhaustible Worlds and Characters







- 1.7. Crossmediality and Transmediality: The Industry's Adaptive Strategy to New Audience Demands
  - 1.7.1. Derivative products
  - 1.7.2. A New Audience
  - 1.7.3. The Leap to Transmediality
- 1.8. Transmedia Video Game Adaptations and Expansions
  - 1.8.1. Industrial Strategy
  - 1.8.2. Failed Adaptations
  - 1.8.3. Transmedia Expansions
- 1.9. Video Games and Transmedial Characters
  - 1.9.1. Traveling Characters
  - 1.9.2. From the Narrative Media to the Video Game
  - 1.9.3. Out of our Control: The Leap to Other Media
- 1.10. Video Games and Fandom: Affective Theories and Followers
  - 1.10.1. Cosplaying Mario
  - 1.10.2. We are What We Play
  - 1.10.3. Fans Take the Lead

“

*Acquire a unique educational experience that will help you design quality transmedia content for video games”*

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.





“

*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.

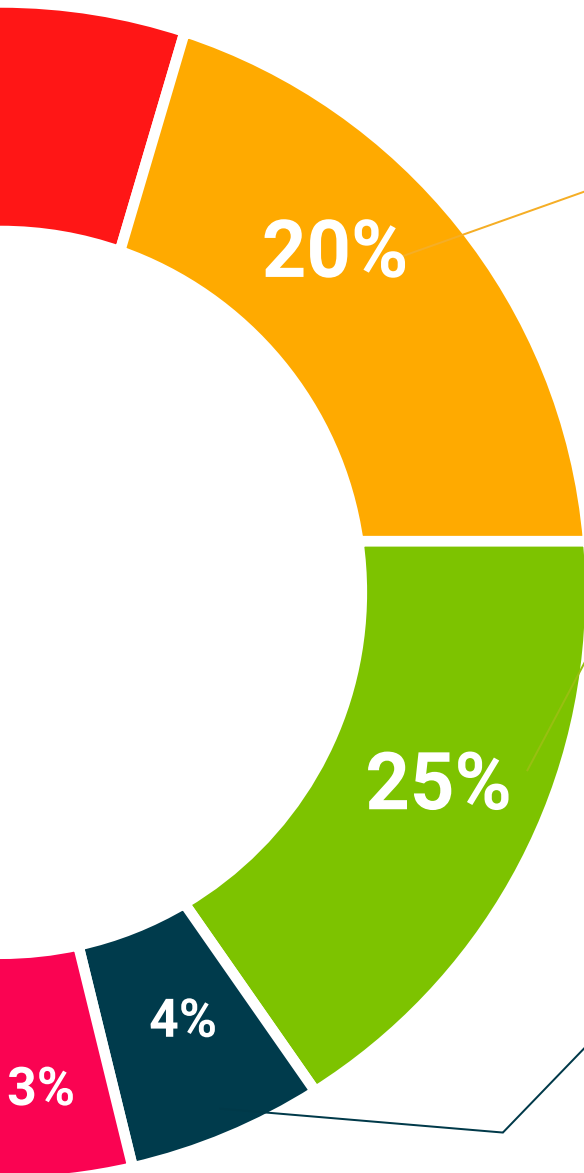


### Additional Reading

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 Transmedia Storytelling in the Video Game Industry 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 Storytelling in the Video Game Industry** 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 Transmedia Storytelling in the Video Game Industry**  
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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