

# Postgraduate Diploma New Transmedia Production





## Postgraduate Diploma New Transmedia Production

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

Website: [www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-new-transmedia-production](http://www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-new-transmedia-production)

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01

# Introduction

Multimedia productions have had to adapt to the new era in order to offer users more personalized content, adapted to their needs and providing a unique experience. In this sense, communication and advertising agencies need specialized professionals in the field, who are able to create content for different media in an integrated and strategic way. With this program, the student will acquire the necessary skills to carry out this work, reaching a higher level of knowledge with which to become one of the top references in the sector.





“ Transmedia production has arrived to revolutionize the communication sector. That is why we are looking for professionals like you: more creative and adapted to the use of new technologies”

New technologies have changed the way people communicate, but above all, they have facilitated access to information and audiovisual productions. Today, the viewer is a more demanding consumer who knows what they want and when they want it. As a result, they are increasingly using platforms that allow them to self-manage this consumption.

In this sense, new transmedia productions have gained great relevance, thanks to which users are no longer mere spectators, but rather do a real search for the products they want, and complement, for example, the viewing of a series with other types of related content, such as participation in virtual communities, reading related blogs or even listening to podcasts on the subject. In this new communication paradigm, the consumption of video games plays a relevant role. Fans of this type of entertainment don't just want to sit in front of a computer or television and play through the stages of these games, they are looking for a whole atmosphere that makes them part of the story. This is why cosplay activities, the creation of digital communities, the consumption of music or other derivative products are so important, as they create a real atmosphere in which players feel like real protagonists.

In this Postgraduate Diploma in New Transmedia Production, the students will have access to specialized knowledge on the subject, which will allow them to get up to date on the latest issues in this field. In this way, in just a few months, you will be able to become a creator of quality transmedia content, which will be fundamental for your professional development. And all this, thanks to a fully online qualification that will give you the option to select the time and place of study that best suits you, taking into account your needs and interests.

This **Postgraduate Diploma in New Transmedia Production** contains the most complete and up-to-date 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 on the New Transmedia Production
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Special emphasis on innovative methodologies in transmedia productions
- ♦ 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



*New technologies have changed the way audiovisual products are consumed, giving greater power to the user to personalize this process”*

“

*The present and the future of communication is through transmedia communication. Your specialization in this field will be essential to get the boost your career needs"*

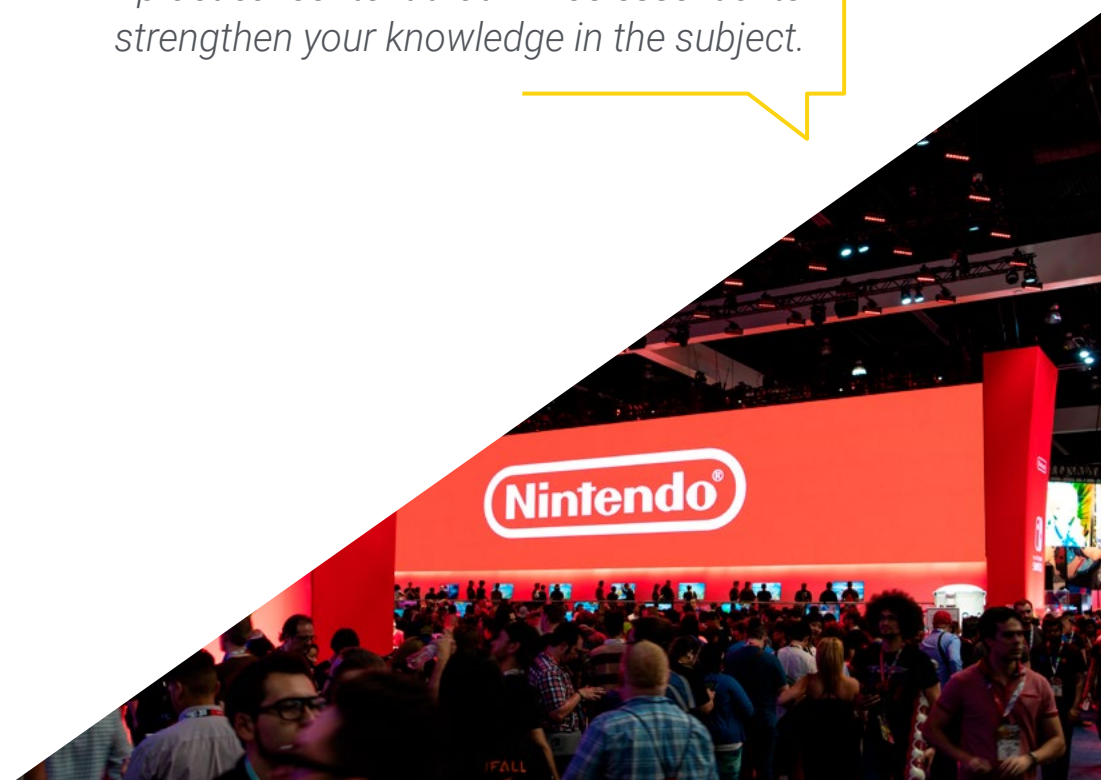
Its teaching staff includes professionals from the field of Communication, who contribute their work experience to this program, as well as renowned specialists from prestigious universities and reference societies.

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.

*New transmedia productions are making a huge impact on audiences, increasing ratings around the world.*

*By enrolling in this Postgraduate Diploma, you will have access to a large amount of practical content that will be essential to strengthen your knowledge in the subject.*



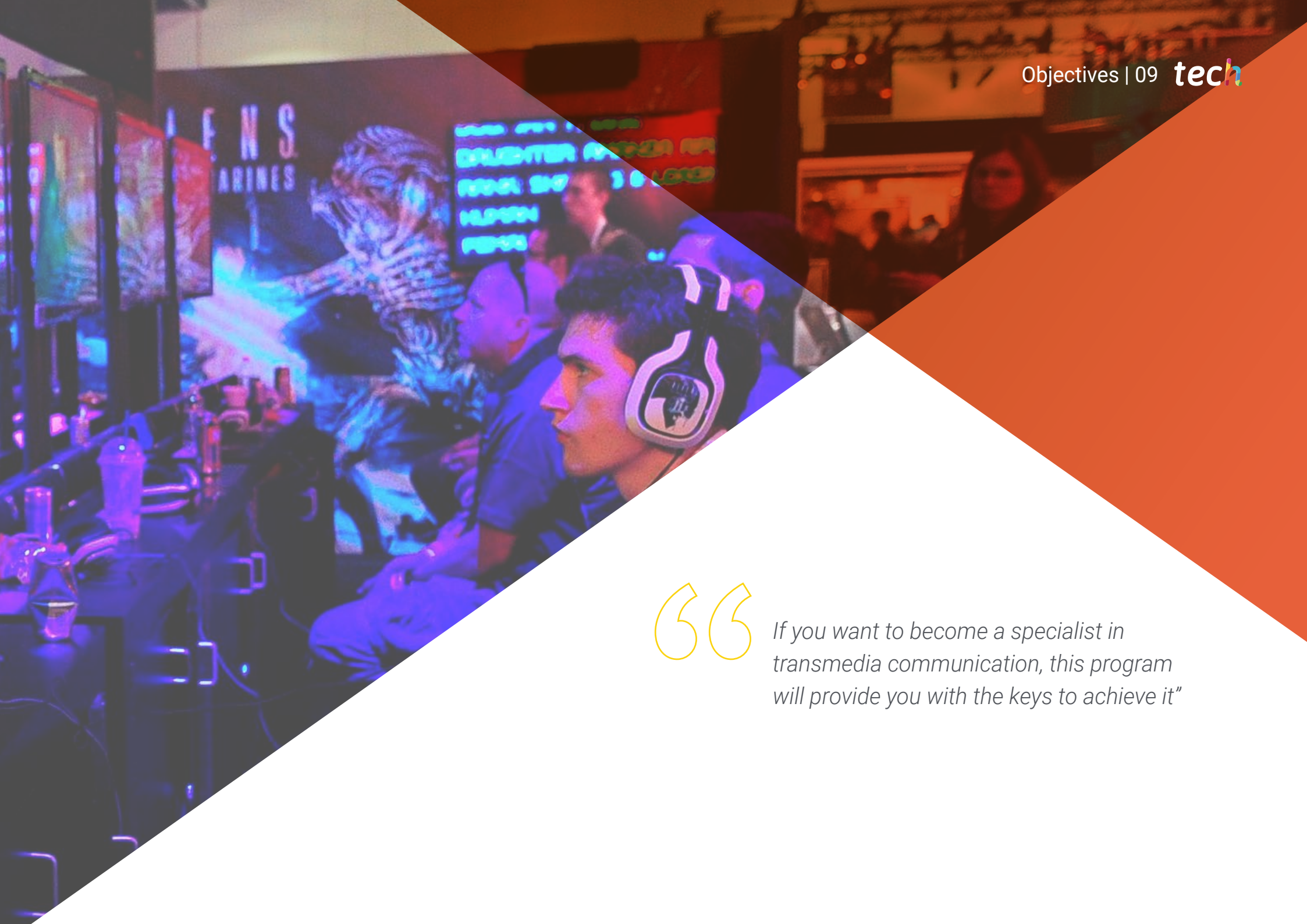
# 02

# Objectives

The main objective of this Postgraduate Diploma in New Transmedia Production is to provide students with specialized knowledge in the field, so that they are able to adapt to the new times and offer a more specialized product that adds value to the user's experience and turns them into loyal followers of the brand. In this way, at the end of the program, the student will be able to access more creative and responsible jobs.







“

*If you want to become a specialist in transmedia communication, this program will provide you with the keys to achieve it”*



## General Objectives

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



*Transmedia production applied to the video game industry offers a more enriching experience for gamers”*





## Specific Objectives

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### Module 1. Transmedia Content Production

- ♦ Further develop the practical methodology in the construction of transmedia content, from the research and documentation phase, to the platforms and participatory mechanics

### Module 2. Transmedia Franchises

- ♦ Master the fundamentals of transmedia business models
- ♦ Know the typologies, forms of monetization and the details of transmedia business management

### Module 3. Transmedia Storytelling in the Video Game Industry

- ♦ 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 selected the leading specialists in transmedia communication for the development of this educational program, so that they are able to select the most relevant content that brings added value to students. They are professionals with extensive experience in the sector who understand the importance of adapting to the new times in order to offer multimedia products of greater interest to the public.





“

*The leading specialists in transmedia productions will teach you the ins and outs of the sector, so that you can become an expert in the field”*

## 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, Apothetae 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





## Teachers

### Ms. Rosendo, Nieves

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

### Dr. Sánchez López, Iván

- ♦ Collaborating Professor at UOC in the subject of "Storytelling: Narrative Resources"
- ♦ Researcher in the Agora Group of the UHU, the Euroamerican Alfamed Network and the GAPMIL Association of Unesco
- ♦ He has worked in film and television in the areas of production and direction holding the position of Director of Communications for the International Youth Agency

# 04

# Structure and Content

The contents of this Postgraduate Diploma of TECH Technological University have been designed to teach students the particularities of the new transmedia productions, which are the great innovation in the current communicative processes. For this purpose, up-to-date information on this type of content, franchises and the use of Storytelling in the videogame industry is shown. An agenda that will be essential for communication professionals who wish to give a boost to their careers.





“

*A fully up-to-date syllabus that will guide you through the learning process of transmedia communication”*

## 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

## Module 2. Transmedia Franchises

- 2.1. Naming and Delimitation of Terms: Media and Business Franchising, Licensing, Merchandising, Consumer Products
  - 2.1.1. Transmedia and Media Franchising vs. Franchise Business
  - 2.1.2. Transmedia Media Franchises
  - 2.1.3. Consumer Products, Licensing and Merchandising
- 2.2. Elements for Transmedia Business Models
  - 2.2.1. Technology
  - 2.2.2. Mainstream Culture
  - 2.2.3. Fan Phenomenon
- 2.3. Transmedia Business Models: Creation, Monetization and Life Cycle
  - 2.3.1. Origins of Transmedia Franchising and Types of Franchises
  - 2.3.2. Monetization of the Franchise Business
  - 2.3.3. Franchise Life Cycle
- 2.4. Historical Evolution of Transmedia Franchises
  - 2.4.1. Background
  - 2.4.2. Old Media Franchises (1928/1977)
  - 2.4.3. Modern Media Franchises
- 2.5. Legal Basis Franchises: Intellectual Property, Audiovisual Rights and Transfer of Rights
  - 2.5.1. Intellectual Property, Author and Work
  - 2.5.2. Intellectual Property Rights: Moral Rights and Economic Rights. Copyright and Author's Rights
  - 2.5.3. Transfer of Rights: Trademark and Trademark Registration. Types of Franchise Agreements

- 2.6. Transmedia Franchise Management: Media, Chronology and Partners
  - 2.6.1. The Strategy
  - 2.6.2. Key Categories and Partners Selection
  - 2.6.3. Product and Service Development
- 2.7. Franchise Management Tools
  - 2.7.1. Franchise Agreement (Standard Clauses)
  - 2.7.2. Evaluation and Approval Forms
  - 2.7.3. Style Guide
- 2.8. Brand Marketing in Franchise Management
  - 2.8.1. Business Plan
  - 2.8.2. Royalties and Sell-Off
  - 2.8.3. Guaranteed Minimum and Other Fees
- 2.9. Financial Aspects
  - 2.9.1. Brand Marketing Plan
  - 2.9.2. 360° Marketing Campaign
  - 2.9.3. Consumer Behavior
- 2.10. Transmedia Franchise Management Diagram
  - 2.10.1. Strategy Management, Partners Selection and Franchise Agreement
  - 2.10.2. Production and Marketing Management

### Module 3. Transmedia Storytelling in the Video Game Industry

- 3.1. A Historical Relationship: Video Games at the Beginning of Transmedia Storytelling Theories
  - 3.1.1. Context
  - 3.1.2. Marsha Kinder and the Ninja Turtles
  - 3.1.3. From Pokémon to the Matrix: Henry Jenkins
- 3.2. Importance of the Videogame Industry in Media Conglomerates
  - 3.2.1. Video Games as Content Generators
  - 3.2.2. Some Figures
  - 3.2.3. The Leap to New and Old Media
- 3.3. Relevance and Evolution of Video Games as a Cultural Object and as an Object of Academic Study
  - 3.3.1. Video Games and Popular Culture
  - 3.3.2. Consideration as a Cultural Object
  - 3.3.3. Video Games at the University
- 3.4. *Storytelling* and Transmediality in Emerging Narratives
  - 3.4.1. *Transmedia Storytelling* at the Amusement Park
  - 3.4.2. New Considerations on Narrative
  - 3.4.3. Emerging Stories
- 3.5. On the Narrative of Videogames and their Weight in Transmedia Storytelling
  - 3.5.1. Early Discussions on Narrative and Videogames
  - 3.5.2. The Value of Storytelling in Video Games
  - 3.5.3. Ontology of Video Games
- 3.6. Videogames as Creators of Transmedia Worlds
  - 3.6.1. The Rules of the World
  - 3.6.2. Playable Universes
  - 3.6.3. Inexhaustible Worlds and Characters
- 3.7. Crossmediality and Transmediality: The Industry's Adaptive Strategy to New Audience Demands
  - 3.7.1. Derivative products
  - 3.7.2. A New Audience
  - 3.7.3. The Leap to Transmediality
- 3.8. Transmedia Video Game Adaptations and Expansions
  - 3.8.1. Industrial Strategy
  - 3.8.2. Failed Adaptations
  - 3.8.3. Transmedia Expansions
- 3.9. Video Games and Transmedia Characters
  - 3.9.1. Traveling Characters
  - 3.9.2. From the Narrative Medium to the Videogame
  - 3.9.3. Out of our Control: The Leap to Other Media
- 3.10. Video Games and Fandom: Affective Theories and Followers
  - 3.10.1. *Cosplaying* Mario
  - 3.10.2. We are What We Play
  - 3.10.3. Fans Take the Lead

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.



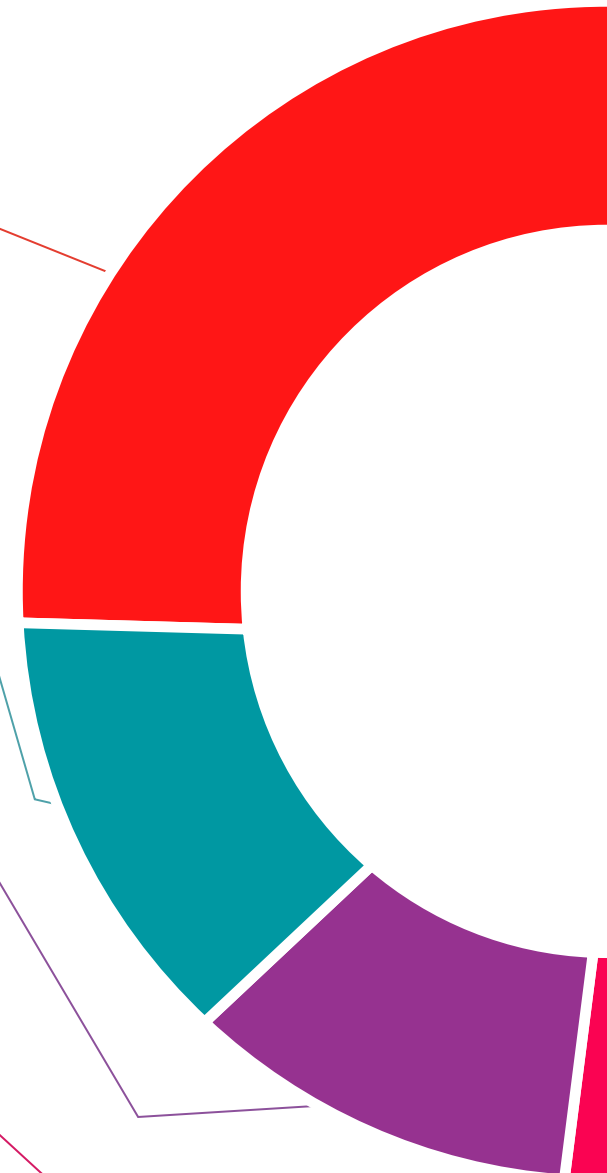
### Practising Skills and Abilities

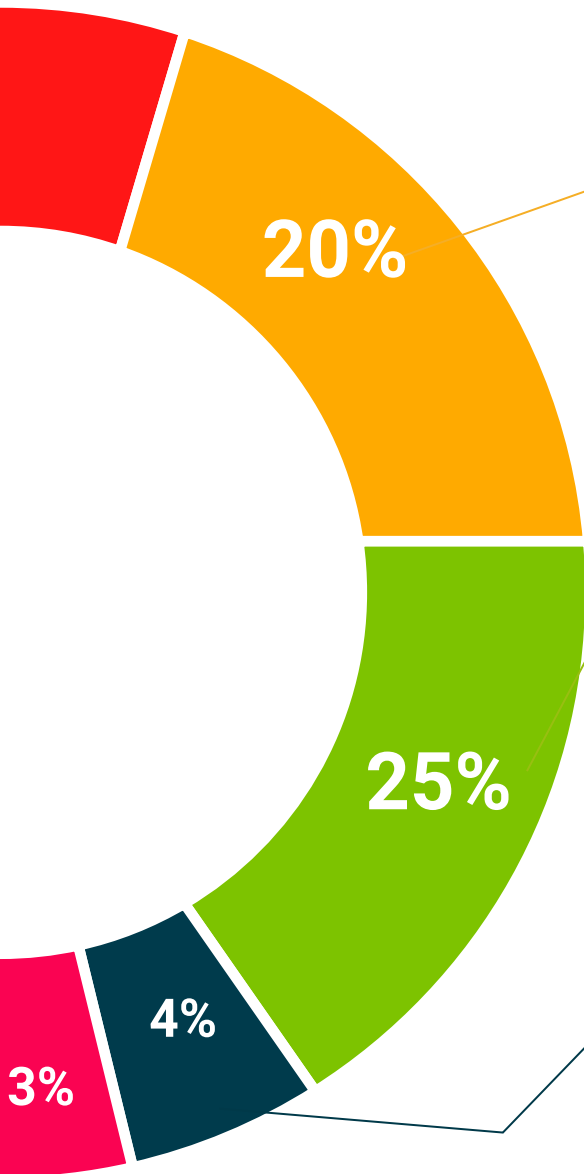
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 Diploma in New Transmedia Production guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in New Transmedia 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Diploma in New Transmedia Production**

Official N° of Hours: **450 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 quality  
development language  
virtual classroom



Postgraduate Diploma  
New Transmedia  
Production

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

# Postgraduate Diploma

## New Transmedia Production

