

# Postgraduate Certificate

## Audiovisual Production



**tech** global  
university



## Postgraduate Certificate Audiovisual Production

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Global University
- » Credits: 12 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates who have previously completed any of the degrees in the field of Audiovisual Communication

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/audiovisual-production](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/audiovisual-production)



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01

# Welcome

A good audiovisual producer is an all-round professional, organizing most of the departments of a film. As it is a competitive environment, students interested in the area must show management skills, leadership and ingenuity. This makes this program a suitable option to enhance these capabilities. Thus, the following program becomes the right choice to explore and develop these skills. Therefore, the fundamental aspects for the elaboration of an audiovisual product will be addressed: the script, the recording, the sets, the professionals, the cast, among others. Enabling students to aspire to managerial positions and improve their profile to work in national and international projects.



Postgraduate Certificate in Audiovisual Production.  
TECH Global University

66

*Make key decisions for the production  
of a shoot by completing this program"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success”*

## At TECH Global University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%**

of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**

executives trained each year

**200+**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



## Learn with the best



In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

“

*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community”*

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level”

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

03

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

04

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

02

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts  
that will be instrumental for  
professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their  
own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and  
leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Global University community.

*We give you the opportunity to train with  
a team of world renowned teachers.*

04

# Objectives

This program seeks to train students to direct a major project such as a series, film or television program to be broadcast on different platforms. With the intention of turning them into directors and producers of great level and versatility in the sector.

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*If you want to excel and aspire to be a producer  
with great recognition, this program is for you"*

**Your goals are our goals.**

**We work together to help you achieve them.**

The Postgraduate Certificate in Audiovisual Production will qualify the student to:

**01**

Learn about the historical origins of audiovisual production and its evolution in contemporary society

**02**

Identify the theoretical concepts that define the production processes of audiovisual works

**03**

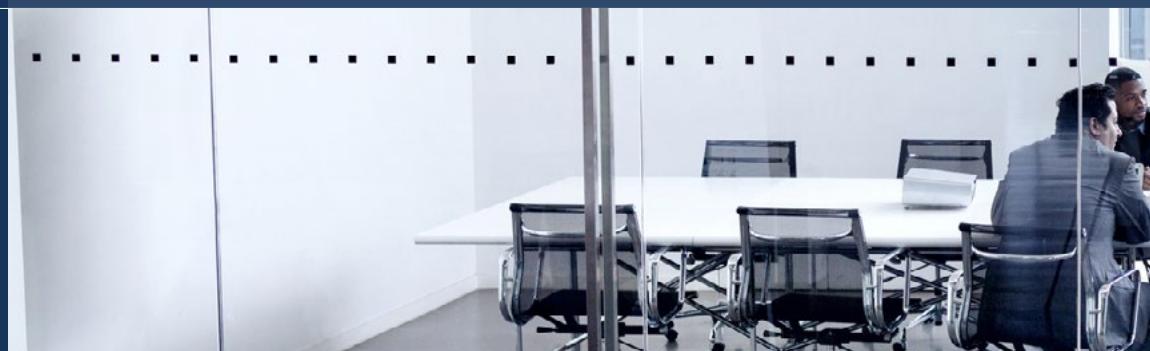
Knowledge of the legal framework and legislation governing the audiovisual production sector and its repercussions on the different production formats

**04**

Be able to identify the production design of an audiovisual work based on the analysis of its financing sources

**05**

Identify the different items in the budget of an audiovisual work



06

Point out production decisions from the final copy of an audiovisual production



07

Define ways of exploitation and commercialization of audiovisual productions

08

Identify and classify the human teams and technical means appropriate and necessary for each phase of the project: pre-production, recording/filming, post-production

09

Control the amortization process of audiovisual productions

10

Know the fundamental concepts governing the distribution, marketing and dissemination of an audiovisual product in contemporary society

**11**

Identifying the different audiovisual exhibition windows and monitoring amortizations

**12**

Knowledge of executive production strategies in the development and subsequent distribution of audiovisual projects

**13**

Identify the marketing design of an audiovisual production through its impact on the different contemporary audiovisual media





14

Know the history and contemporary problems of film festivals

15

Identify the different categories and modalities of film festivals

16

Analyze and interpret the economic, cultural and aesthetic logics of film festivals at local, national and global levels

05

# Structure and Content

The Audiovisual Production Postgraduate Certificate program has been designed taking into account the demands of the major production companies for their directors. In this way, we have arrived at an up-to-date and innovative syllabus, taught 100% online.



66

*It has an agenda that adapts to your personal and work needs"*

## Syllabus

The Postgraduate Certificate in Audiovisual Production at TECH Global University is an intensive and comprehensive program. Therefore, it will help the student to prepare him/her to face the work challenges that a producer must assume in a nationally or internationally-renowned company.

The Audiovisual Production Postgraduate Certificate program is designed to guarantee the development of managerial skills that will allow students to sell their ideas and successfully bring them to reality.

During the program, the fundamental aspects for the elaboration of an audiovisual product such as the script, the recording, the sets, the professionals, the cast, the budget, the post-production and editing will be presented.

In addition, there will be a module to understand the process of production, distribution, marketing and promotion of a project in traditional media and, not forgetting, the new digital platforms such as Netflix.

Therefore, this program is focused on encouraging the student to aspire to become a prestigious director or producer. Thus, supported by innovative content and the best teaching methodology, it meets the needs of large production companies. It is a unique opportunity to acquire new skills that translate into salary and personal improvement.

This Postgraduate Certificate takes place over 12 weeks and is divided into 2 modules:

**Module 1**

Audiovisual Production

**Module 2**

Management and Promotion of Audiovisual Products



### Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. During the 12 weeks of the training, the student will be able to access all the contents of this program at any time, which will allow them to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

## Module 1. Audiovisual Production

### 1.1. Audiovisual Production

- 1.1.1. Introductory Concepts
- 1.1.2. The Audiovisual Industry

### 1.2. The Production Equipment

- 1.2.1. Professionals
- 1.2.2. The Producer and the Script

### 1.3. The Audiovisual Project

- 1.3.1. Project Management
- 1.3.2. Evaluation of a Project
- 1.3.3. Presentation of Projects

### 1.4. Production and Financing Modalities

- 1.4.1. Financing of Audiovisual Production
- 1.4.2. Modes of Audiovisual Production
- 1.4.3. Resources for Pre-Financing

### 1.5. The Production Team and the Script Breakdown

- 1.5.1. The Production Equipment
- 1.5.2. The Breakdown of the Script

### 1.6. The Shooting Locations

- 1.6.1. Locations
- 1.6.2. Scenery

### 1.7. Casting and Filming Contracts

- 1.7.1. Casting
- 1.7.2. Casting
- 1.7.3. Contracts, Rights and Insurance

### 1.8. The Work Plan and the Budget of the Audiovisual Work

- 1.8.1. Work Plan
- 1.8.2. Budget

### 1.9. Production in Filming or Recording

- 1.9.1. Preparation for Filming
- 1.9.2. Filming Equipment and Means

### 1.10. Post-Production and the Final Assessment of the Audiovisual Work

- 1.10.1. Editing and Post-Production
- 1.10.2. Balance Sheet and Operations

## Module 2. Management and Promotion of Audiovisual Products

### 2.1. Audiovisual Distribution

- 2.1.1. Introduction
- 2.1.2. Distribution Players
- 2.1.3. Marketing Products
- 2.1.4. The Fields of Audiovisual Distribution
- 2.1.5. National Distribution
- 2.1.6. International Distribution

### 2.2. Distribution Companies

- 2.2.1. Organizational Structures
- 2.2.2. Negotiation of the Distribution Contract
- 2.2.3. International Customers

### 2.3. Operating Windows, Contracts and International Sales

- 2.3.1. Operating Windows
- 2.3.2. International Distribution Contracts
- 2.3.3. International Sales

### 2.4. Film Marketing

- 2.4.1. Film Marketing
- 2.4.2. The Film Production Value Chain
- 2.4.3. Advertising Media at the Service of Promotion
- 2.4.4. Launching Tools

### 2.5. Market Research in Film

- 2.5.1. Introduction
- 2.5.2. Preproduction stage
- 2.5.3. Post-production Stage
- 2.5.4. Commercialization Stage

### 2.6. Social Networks and Film Promotion

- 2.6.1. Introduction
- 2.6.2. Promises and Limits of Social Networking
- 2.6.3. Objectives and Their Measurement
- 2.6.4. Promotion Calendar and Strategies
- 2.6.5. Interpreting What Networks Are Saying

### 2.7. Audiovisual Distribution on the Internet I

- 2.7.1. The New World of Audiovisual Distribution
- 2.7.2. The Internet Distribution Process
- 2.7.3. Products and Possibilities in the New Scenario
- 2.7.4. New Distribution Modes

### 2.8. Audiovisual Distribution on the Internet II

- 2.8.1. Keys to the New Scenario
- 2.8.2. The Dangers of Internet Distribution
- 2.8.3. Video on Demand (VOD) as a New Window for Distribution

### 2.9. New Spaces for Distribution

- 2.9.1. Introduction
- 2.9.2. The Netflix Revolution

### 2.10. Film Festivals

- 2.10.1. Introduction
- 2.10.2. The Role of Film Festivals in Distribution and Exhibition



06

# 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"*

## TECH Business School uses the 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"*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

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 must integrate all their knowledge, research, 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 different teaching elements in each lesson.

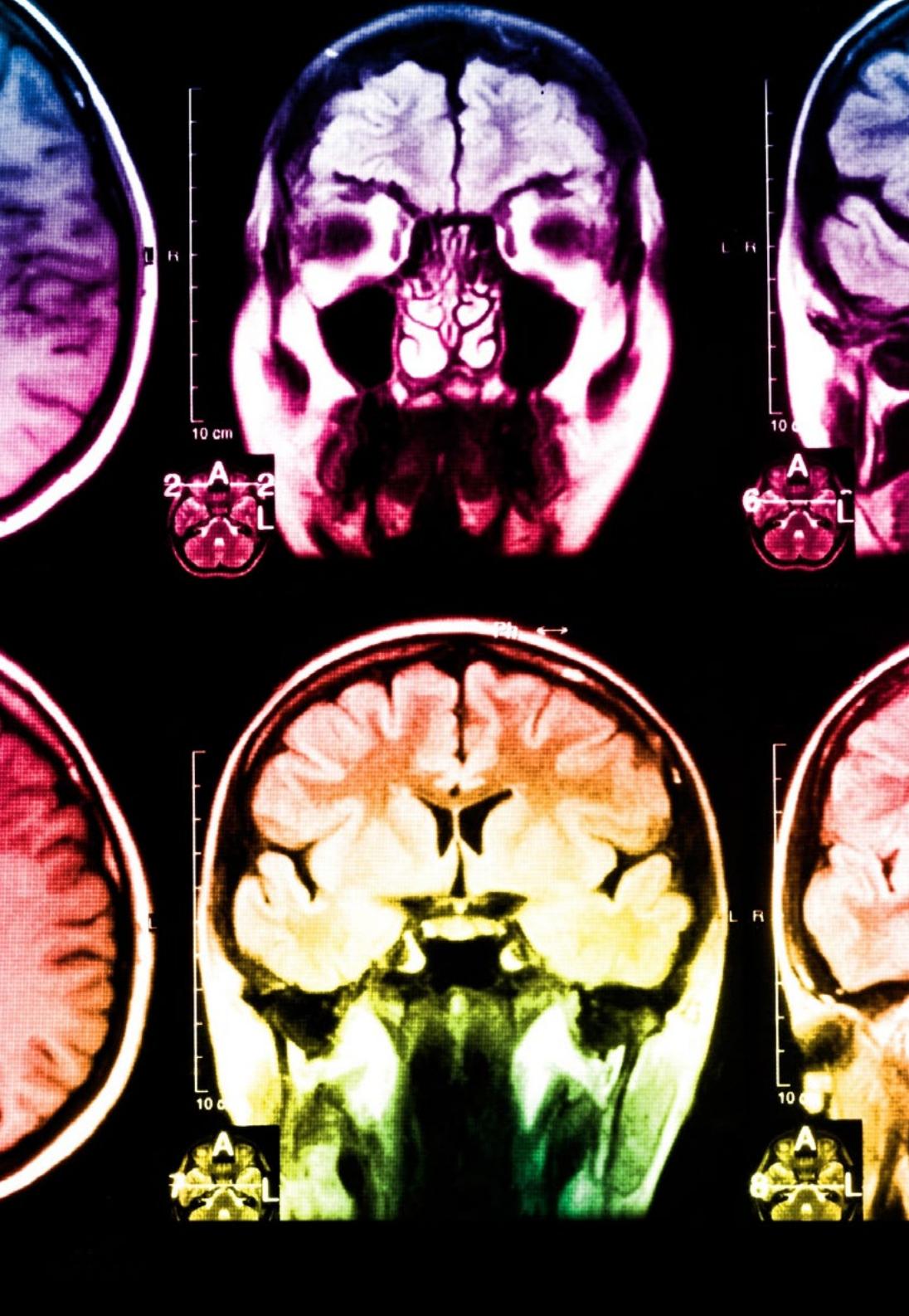
We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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 online business school is the only one in the world licensed to incorporate 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.

With this methodology we have 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, markets, and financial 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.



#### **Management Skills Exercises**

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



#### **Additional Reading**

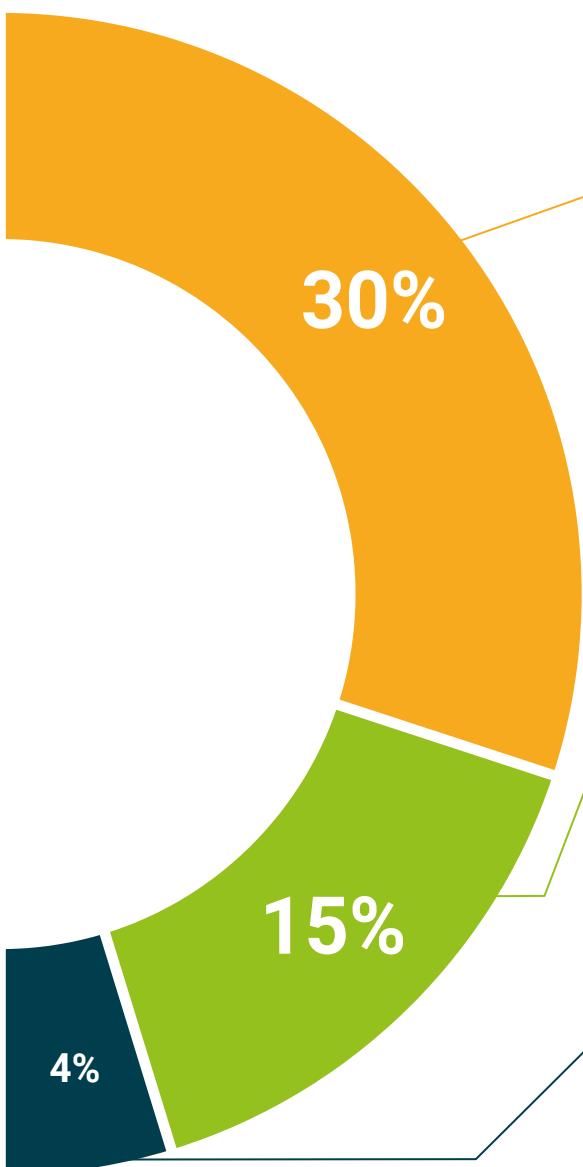
Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

3%

**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 senior management 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.



07

# Our Students' Profiles

The Postgraduate Certificate in Audiovisual Production is aimed at university graduates who have previously completed the following degrees in design, advertising, digital business, audiovisual communication or any other branch related to the area of this field of work.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.



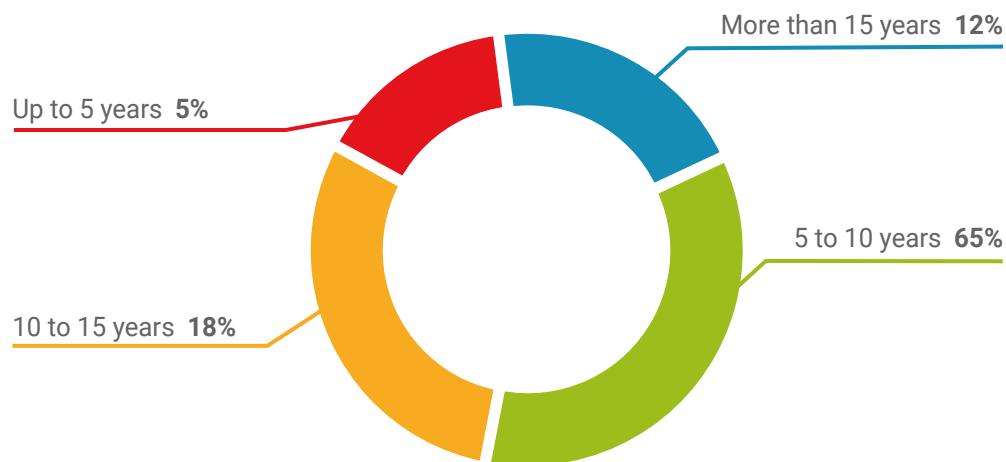
“

*This is a Postgraduate Certificate with the most complete program to become the next award-winning director at a major festival”*

### Average Age

Between **35** and **45** years old

### Years of Experience



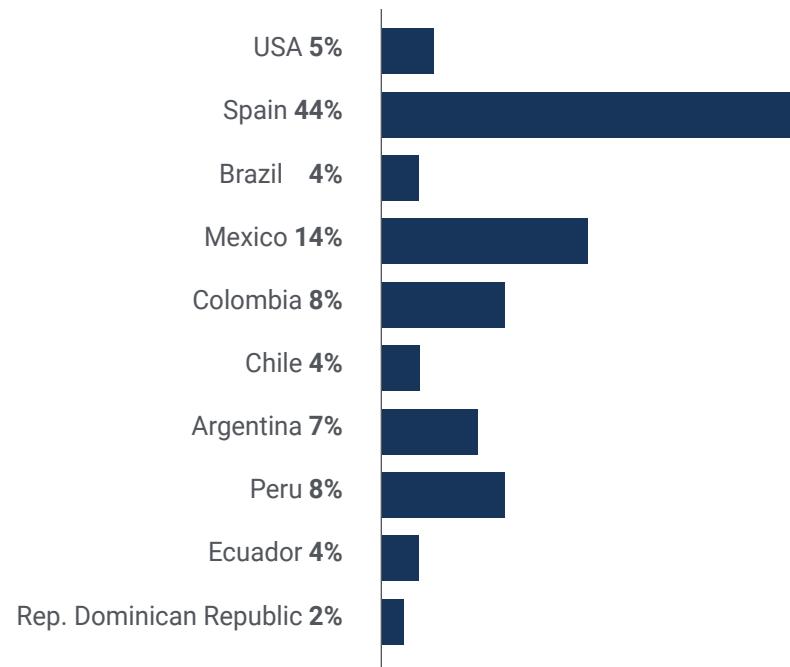
### Training



### Academic Profile



## Geographical Distribution



## Alejandra Ramón

Production Manager and Project Manager

*"Working as a producer had become a professional challenge that I was able to achieve after taking this program. I liked the methodology taught in each class, which is why I now manage large projects"*

08

# Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.



“

*TECH offers the most specialized  
teaching staff in the field of study.  
Enroll now and enjoy the quality  
you deserve”*

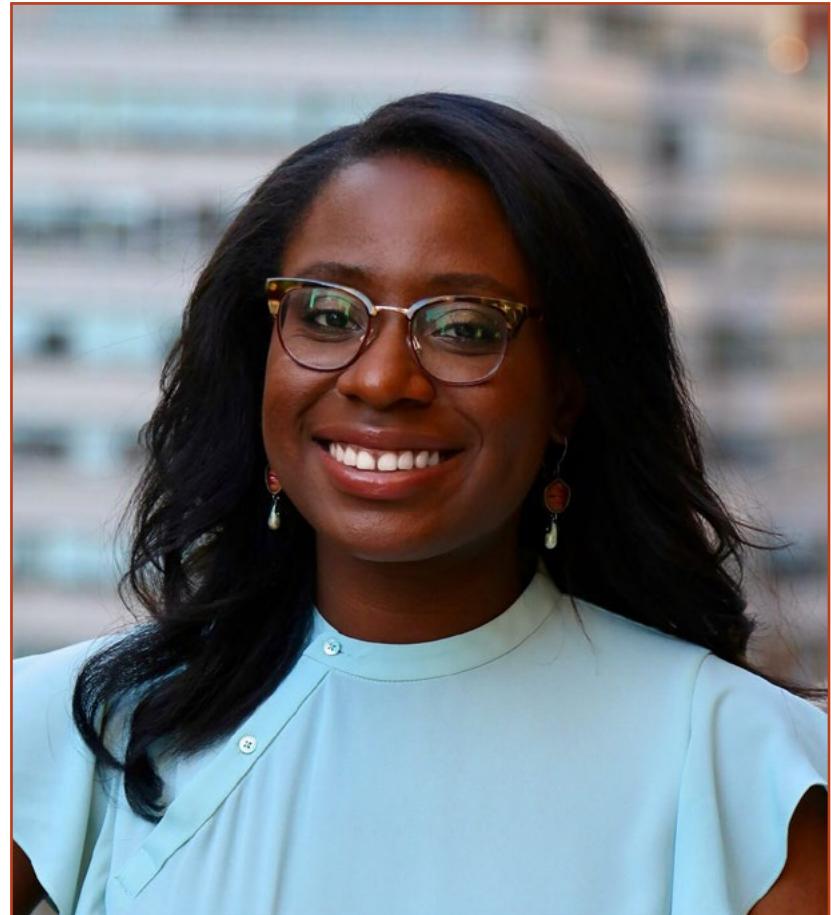
## International Guest Director

Awarded by Women We Admire for her leadership in the news sector, Amirah Cissé is a prestigious expert in **Audiovisual Communication**. In fact, she has spent most of her professional career managing international projects for renowned brands based on the most innovative **marketing** strategies.

In this sense, her strategic skills and ability to integrate emerging technologies into multimedia content narratives in an avant-garde way have allowed her to be part of renowned institutions on a global scale. For example **Google**, **NBCUniversal** or **Frederator Networks** in New York. In this way, her work has focused on the creation of communication campaigns for various companies, generating highly creative **audiovisual content** that connects emotionally with audiences. Thanks to this, multiple companies have succeeded in building consumer loyalty over a long period of time; while the companies have also strengthened their market presence and ensured their long-term sustainability.

It is worth noting that her extensive work experience ranges from the production of **television programs** or the creation of sophisticated **marketing techniques** to the management of visual content on the main **social networks**. At the same time, she is considered a true **strategist** who identifies culturally relevant opportunities for clients. In doing so, she has developed tactics aligned with both audience expectations and needs; enabling entities to implement cost-effective solutions.

Firmly committed to the advancement of the audiovisual industry and excellence in her daily practice, she has combined these functions with her role as a **researcher**. As such, she has written multiple scientific articles specialized in emerging areas such as the dynamics of user behavior on the Internet, the impact of **eSports** in the field of entertainment and even the latest trends to enhance creativity.



## Ms. Cissé, Amirah

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- Director of Global Client Strategy, NBCUniversal, New York, United States
- Strategy Expert at Horizon Media, New York
- Engagement Manager at Google, California
- Cultural Strategist at Spaks & honey, New York
- Account Manager at Reelio, New York
- Account Coordinator at Jun Group, New York
- Content Strategy Specialist at Frederator Networks, New York
- Researcher at the Genealogical and Biographical Society of New York
- Academic Internship in Sociology and Anthropology at Kanda Gaigo University
- Bachelor of Fine Arts with a major in Sociology from Williams College
- Certification in: Leadership Training and Executive Coaching, Marketing Research

“

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

09

# Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. For this reason, the ultimate goal will always be to provide all the necessary tools and an innovative methodology to motivate students in each class. This will guarantee a satisfactory labor insertion in a sector that demands quality and excellence.



“

*You can be the next CEO of a production,  
trust your talent to make it happen”*

Achieve the positive change you need to boost your career and profession with the Postgraduate Certificate in Audiovisual Production.

### Are you ready to take the leap? Excellent professional development awaits you

The Postgraduate Certificate in Audiovisual Production of TECH is an intensive program that prepares future graduates to face challenges and business decisions in the field of audiovisual business management. The main objective is to promote personal and professional growth. Help you achieve success.

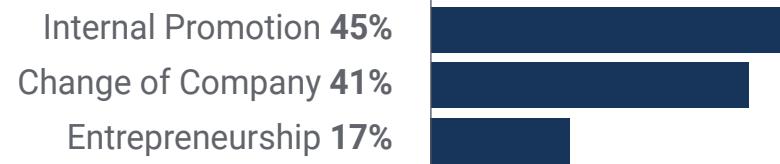
So, if you want to better yourself, make a positive change professionally and related with the best, this is the place for you.

*By managing all key points of production and post-production you will guarantee a quality job.*

#### When the change occurs



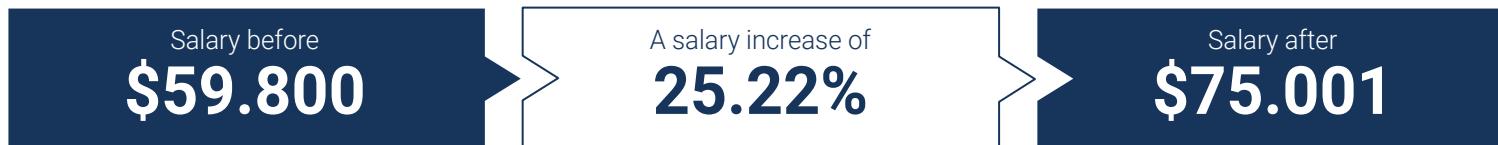
#### Type of change



## Salary increase

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This program represents a salary increase of more than **25%** for our students.



10

# Benefits for Your Company

The Postgraduate Certificate in Audiovisual Production helps to elevate the organization's talent to its maximum potential by training high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

You can become the producer of Netflix's next hit, bringing an inventive and innovative point of view to the project”

Developing and retaining talent in companies is the best long-term investment.

### **Intellectual Capital and Talent Growth**

**01**

The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

**02**

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

**03**

### **Building agents of change**

The manager will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

**04**

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### Project Development

The manager can work on a real project or develop new projects.

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06

### Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization.

11

# Certificate

The Postgraduate Certificate in Audiovisual Production guarantees you, in addition to the most rigorous and updated training, access to a Postgraduate Certificate issued by TECH Global University.



66

*Successfully complete this training and receive your university degree without travel or laborious paperwork”*

This program will allow you to obtain your **Postgraduate Certificate in Audiovisual Production** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Audiovisual Production**

Modality: **online**

Duration: **12 weeks**

Accreditation: **12 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



## Postgraduate Certificate Audiovisual Production

- » Modality: **online**
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- » Exams: **online**

# Postgraduate Certificate Audiovisual Production

