

# Postgraduate Certificate

## Transmedia Extended Reality: VR and AR





## Postgraduate Certificate Transmedia Extended Reality: VR and AR

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

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/transmedia-extended-reality-vr-ar](http://www.techtute.com/us/school-of-business/postgraduate-certificate/transmedia-extended-reality-vr-ar)

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# 01 Welcome

In the field of fiction, transmedia extended reality is widely chosen by companies to reach a much more demanding audience. However, nowadays, tools such as virtual or augmented reality are also increasingly used at news level to provide the audience with in-depth reports. As a result, more and more people are deciding to put these techniques to good use, looking for high-quality programs to enhance their skills in the field and introduce these techniques in their own companies and productions. For this reason, TECH Technological University has devised a highly academic program, allowing you to improve the competitiveness of your business by introducing the latest techniques.



Postgraduate Certificate in Transmedia Extended Reality: VR and AR.  
TECH Technological University



“

*Applying virtual and extended reality in your communications will allow you to have a real impact on your audience”*

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 Technological 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.





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



### Learn with the best

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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"*



### Analysis

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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 groundbreaking 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.*

**02**

### Develop a strategic and global vision of companies

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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.*

**03**

### Consolidate the student's senior management skills

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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.

*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 Technological University community.

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

# 04 Objectives

Communication has been adapting to new times in order to deliver higher-quality content and messages that resonate with the audience. That's why discovering the world of transmedia extended reality should be the foundation of any agency today. Based on this, this program has been designed, aimed at providing students with specialized knowledge that will allow them to apply the most competitive strategies in their business practice.



“

*Do you want to become an extended reality expert? Take the first step by enrolling in this Postgraduate Certificate"*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

This Postgraduate Certificate in Transmedia Extended Reality: VR and AR qualifies students to:

01

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

02

Further understand the importance of the extended reality in the field of Transmedia Storytelling







03

Understand the variety of existing contents and the creative process of them

04

Apply transmedia extended reality resources in new productions

05

# Structure and Content

The curriculum of this Postgraduate Certificate in Transmedia Extended Reality: VR and AR, has been focused on improving business professionals' skills in an important area of current interest. In this way, students will acquire the tools to create attractive messages through this type of digital resources that have gone beyond the mere field of entertainment to find a place in the news. To this purpose, a syllabus of 10 fully up-to-date topics with a strong practical component is proposed.



“

*Discover the best way to create speeches with virtual reality and become a leader in this field"*

## Syllabus

The world of communication has changed drastically thanks to new technology advances. The incorporation of transmedia extended reality tools is proving to be very useful to show viewers a more complete view of the information, through explanatory cases that are essential to support the media's educational work.

Its most recognizable use is probably in the fiction film or video game industry, where totally imaginary scenarios are created to develop stories that are impactful for the audience. Therefore, it can be seen that its use is very extensive, so it is necessary to have a wide knowledge of the sector in order to create really good and interesting products.

Thanks to this program, and in just 6 weeks, students will be able to get a general idea of this new way of understanding communication. To this end, it will have an exclusive agenda that covers everything related to virtual and augmented reality, from its evolution to its future perspective, narrative design or the user experience itself. All this, in an entirely online program, where students will have free access to the theoretical and practical resources from day one of their enrollment.

This Postgraduate Certificate is developed over 6 weeks and is composed of 1 module:

### Module 1

Transmedia Extended Reality: VR and AR



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

TECH offers the possibility of developing this Postgraduate Certificate in Transmedia Extended Reality: VR and AR completely online. Over the course of 12 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

**Module 1. Transmedia Extended Reality: VR and AR**

**1.1. Extended Reality (XR)**

**1.2. XR Evolution Predictions**

**1.3. Technical Aspects of XR**

**1.4. The Importance of 5 Senses**

- 1.2.1. Present
- 1.2.2. Device Comparison
- 1.2.3. Future

- 1.3.1. Types of Interactions
- 1.3.2. Locomotion
- 1.3.3. Advantages and Limitations of XR

- 1.4.1. Haptic Devices
- 1.4.2. Multisensory Devices
- 1.4.3. Sound on the XR

**1.5. XR Project Creation Process**

**1.6. UX / UI Design in XR**

**1.7. New Narrative Languages of the XR: Storyliving**

**1.8. XR Narrative Design: Script and Storyboarding**

- 1.5.1. Creative Process
- 1.5.2. XR Profiles
- 1.5.3. Case Study

- 1.6.1. Design Process
- 1.6.2. UX / UI in XR

- 1.7.1. Storytelling vs. Storyliving
- 1.7.2. Narrative Aspects Specific to the XR
- 1.7.3. Transmedia Extended Reality Case Studies

- 1.8.1. Design
- 1.8.2. Script
- 1.8.3. Storyboard

**1.9. Technical Development and Tools**

**1.10. Distribution of an XR Experience**

- 1.9.1. Technical Briefing Development
- 1.9.2. Prototyping Tools
- 1.9.3. Spanish XR Industry

- 1.10.1. MVP
- 1.10.2. Distribution
- 1.10.3. Marketing and Promotion



“

*Take advantage of the benefits of extended reality and give your company a much-needed boost”*

# 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.







“

*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.



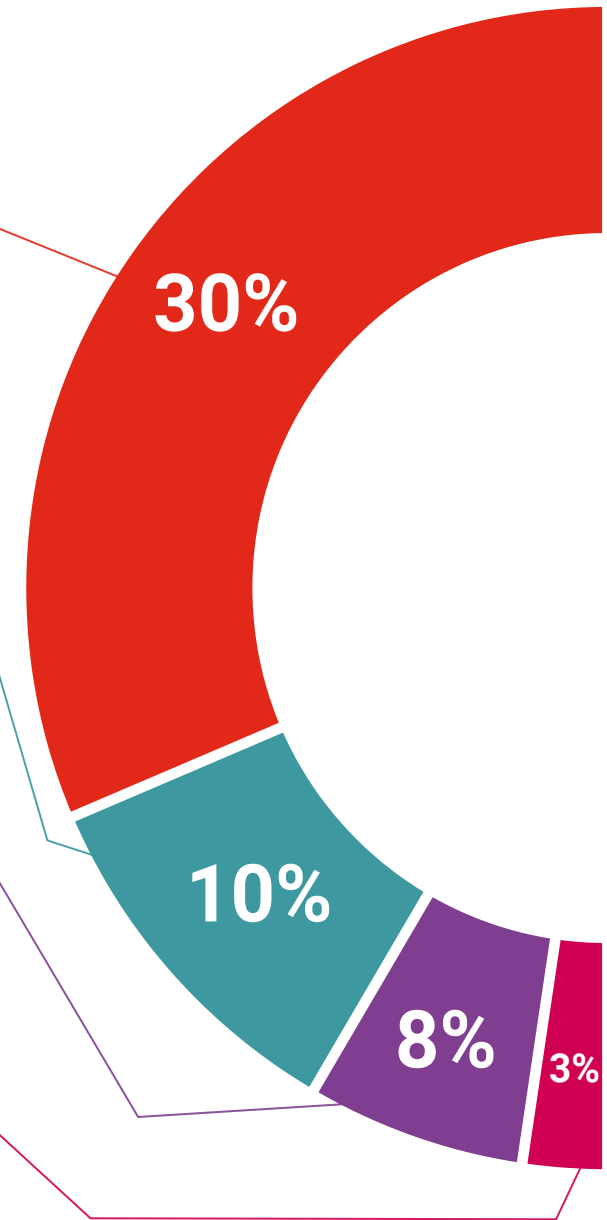
### Management Skills Exercises

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.





### 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

This program is especially aimed at business professionals with an interest in transmedia communication. People aware of the changes in the sector and the current need to adapt to the new times through more competitive content, allowing them to reach the public in a more effective way. An essential program for those who wish to boost their careers in a short period of time.







“

*Reach the elite of transmedia communication by applying the latest techniques in virtual and augmented reality”*

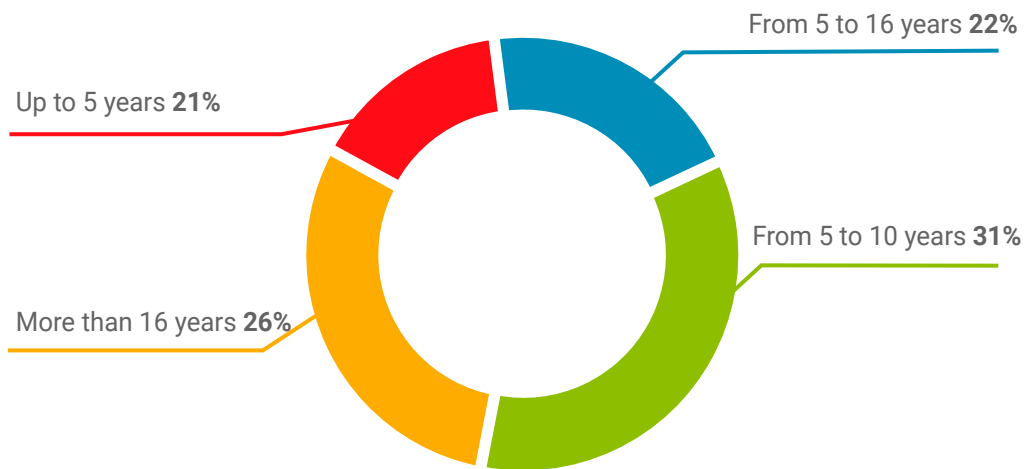
### Average Age

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

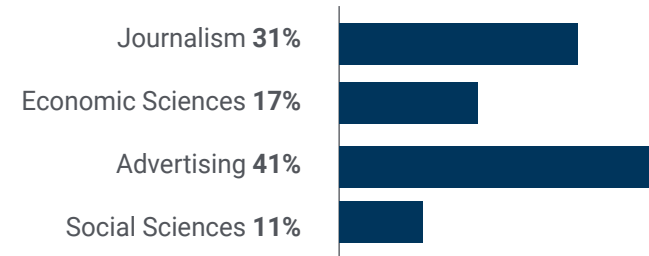
### Years of Experience

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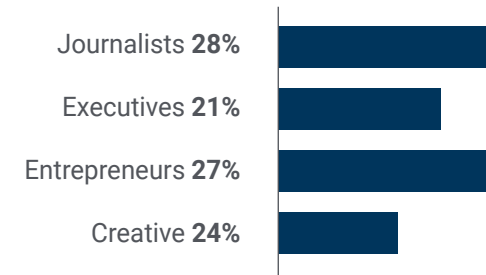
### Training

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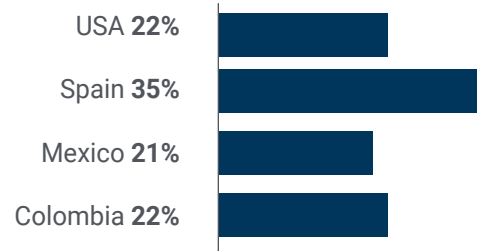
### Academic Profile

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## Geographical Distribution

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## Julián Hernández

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Communication Company Director

*"Because of my profession, I had been trying for some time to expand my knowledge of virtual reality and augmented reality, in order to implement these new techniques in my company. However, no single program provided me with everything I needed to achieve effective learning tailored to my needs. Thanks to TECH Technological University, I had the opportunity to learn everything related to this field in a comfortable way, using its online modality"*

08

# Course Management

The teaching staff of this Postgraduate Certificate in Transmedia Extended Reality: VR and AR have been chosen for their extensive professional, teaching and research careers. They have therefore designed a highly interesting syllabus, based on their own experience and comprehensive knowledge of the communications field. Students are shown the reality of the sector and the opportunities that the use of these techniques can offer.



“

*Learn from leading transmedia  
extended reality specialists”*

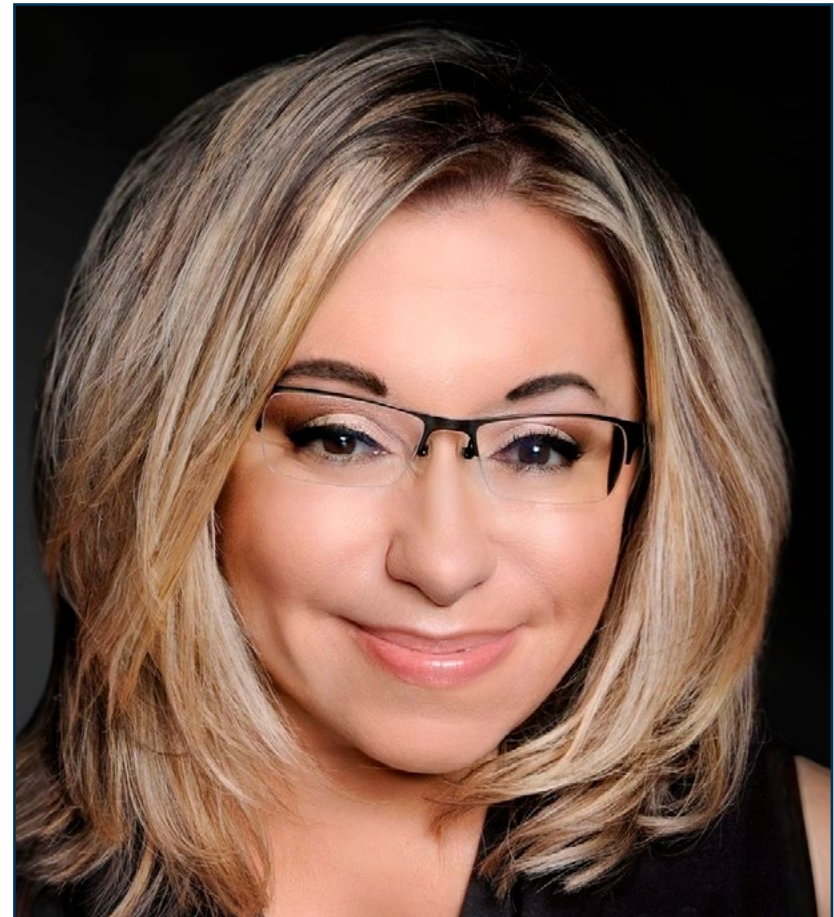
## International Guest Director

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, 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

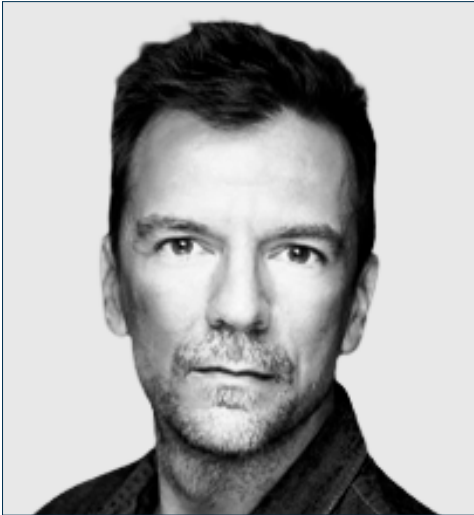
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- Principal Investigator at Harvard metaLAB
- Executive Director and Editor-in-Chief at TheTheatreTimes.com
- Research Associate at the Minda Center for European Studies in Gunzburg
- Research Associate of the Davis Center for Russian and Eurasian 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 co-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 Universidad Pontificia Comillas, ESDEN, Esic, Inesdi, The Valley
- ◆ Former Marketing Executive at BDF Nivea and Imperial Tobacco
- ◆ Autor, blogger and TEDx Speaker
- ◆ Doctorate in Branded Content
- ◆ Graduate in Economics and Business Administration European ICADE E4
- ◆ Master's Degree in Marketing

## Professors

### Ms. Vasán, Vicky

- ◆ Co-founder of INMERSIVA, an association of extended reality in Spain.
- ◆ UX designer and scriptwriter specializing in virtual reality
- ◆ Excreative and transmedia producer at El Cañonazo
- ◆ Organizer of the Global VR Day in Madrid
- ◆ Degree in Audiovisual Communication
- ◆ Postgraduate Course in Branded Content and Transmedia Storytelling





09

# Impact on Your Career

Virtual and augmented reality are becoming two great allies of transmedia communication. These two techniques can be put into practice both for advertising or videogame creation, as well as at an informative level, producing in-depth reports on highly relevant topics. As a result, more and more business professionals want to incorporate this type of tool into their creations. In this sense, implementing this program will be crucial for professionals not to be left behind in a currently very interesting sector.





“

*Learn how to lead teams specialized in transmedia extended reality and make your company more competitive”*

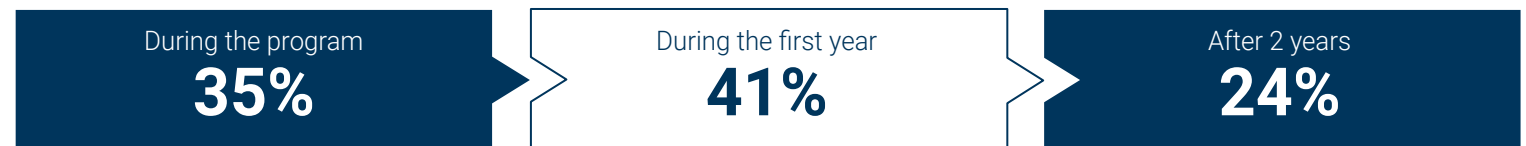
### Are you ready to take the leap? Excellent professional development awaits you

This Postgraduate Certificate in Transmedia Extended Reality: VR and AR by TECH is an intensive program that prepares its students to face challenges and decisions in the field of content generation through different platforms. The main objective is to promote personal and professional growth. Helping students achieve success.

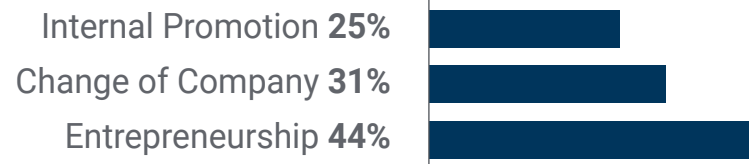
*Are you looking for quick professional improvement? Register in this Postgraduate Certificate now, and you will be one step closer.*

*Do you want to learn how to create virtual and augmented reality content? With this program you will acquire the tools to do so.*

#### When the change occurs



#### Type of change



### Salary increase

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This program represents a salary increase of more than **23.65%** for our students.



10

# Benefits for Your Company

The media are increasingly opting for innovative techniques that serve as a method to promote communication and its educational aspect. In this sense, the use of transmedia extended reality techniques is gradually being introduced in this sector. Therefore, professionals' specialization in this field will be an added value in order to manage these projects, making them attractive to the audience and building loyalty. Undoubtedly, a unique opportunity that companies should take advantage of to differentiate themselves from their competition through higher quality products.





“

*The use of augmented and virtual reality will be fundamental for the growth of your company”*

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

01

### Intellectual Capital and Talent Growth

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

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02

### Retaining high-potential managers Avoiding talent drain

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

03

### Building agents of change

You 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**

Professionals can work on a real project or develop new projects in the field of R&D or Business Development of your company.

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06

### **Increased competitiveness**

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

11

# Certificate

This Postgraduate Certificate in Transmedia Extended Reality: VR and AR guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **Postgraduate Certificate in Transmedia Extended Reality: VR and AR** 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** by 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 Extended Reality: VR and AR**

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.



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