

# Postgraduate Diploma Creation and Management in Television





## Postgraduate Diploma Creation and Management in Television

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 24 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/videogames-design/postgraduate-diploma/postgraduate-diploma-creation-management-television](http://www.techtute.com/us/videogames-design/postgraduate-diploma/postgraduate-diploma-creation-management-television)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 22*

06

Certificate

---

*p. 30*

# 01

# Introduction

Working in television is a challenge that many game designers are willing to accept. To do so, they must know how a production team works, the technological means used and even the creative process behind the idea. Therefore, this Postgraduate Diploma focuses on the theory and technique behind the making of a TV program, as well as the genres and formats most commonly used in the medium. It will also be an excellent opportunity to learn about the needs of the public and the different ways of approaching the study of audiovisual reception.





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*Access endless job opportunities by understanding the creative process of the audiovisual industry”*

Thanks to this University Expert in Creation and Management in Television, the video game designer will learn about the working environment of the production team, which brings together the personnel in charge of the development and distribution of an audiovisual product. In this way, and from an artistic point of view, they will learn the basic fundamentals of a staging, analyzing the necessary means to guarantee the correct sequence.

On the other hand, the different genres and formats used in television will be addressed. To this end, it will motivate the student to analyze the cultural, social and economic environment of audiovisual genres as a vertebral element of the practices of creation and consumption of the same. This will allow students to understand the processes of the television offer, its evolution and current reality, in relation to the phenomenon of reception and the social and cultural contexts in which it is produced.

Continuing with the agenda, the needs of the audiovisual public will be known at a theoretical level, understanding the impact of social networks in this medium. Finally, the creative process behind the development of a script, the backbone of any story and program, will be understood.

Thanks to all the content embodied in this degree, the student specialized in design and creation of video games, will be able to understand the needs of the industry and compete for a job in one of the most important companies such as Netflix or HBO.

This **Postgraduate Diploma in Creation and Management in Television** contains the most complete and up to date educational program on the market. The most important features of the program include:

- ♦ Practical cases studies are presented by experts in Design
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self assessment can be used to improve learning.
- ♦ Special focus on innovative methodologies in Creation and Management in Television
- ♦ 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



*If you listen to what the audience needs, you can create a story that achieves success"*

“

*The television market needs professionals with your talent to create new programs”*

*Learn which are the main tools for television work.*

*This program will help you complete your job profile to work in international companies.*

It includes, in its teaching staff, professionals belonging to the field of design, who bring to this program the experience of their work, as well as recognized specialists from prestigious societies and universities.

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 training experience designed to train for real life situations.

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



# 02 Objectives

The objectives of this Postgraduate Diploma are focused on providing video game designers with a complete training on how the television world works. They will be able to show their ability to plan narrative sequences in a logical order, while understanding the audience's needs for new and engaging stories. Therefore, they will be able to choose the format and genre that best suits the script and bring it successfully to the set.





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*Specialize in the world of television and explore new formats and genres that appeal to any audience”*



## General Objectives

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- ♦ Know the structure of the audiovisual system
- ♦ Learn how new businesses are managed and configured in the contemporary audiovisual landscape
- ♦ Know how audiovisual content is managed and produced
- ♦ Learn all phases of audiovisual content creation in television



## Specific Objectives

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### Module 1. Theory and Technique of Production

- ♦ Know the working environment of the production team: technological means, technical routines and human resources, as well as the figure of the producer in professional contexts: competences and responsibilities
- ♦ Know the creative path of the idea, from the script to the product on screen
- ♦ Learning the basics of staging elements
- ♦ Be able to analyze and foresee the necessary means from a sequence
- ♦ Acquire the ability to plan narrative and documentary sequences according to the available means
- ♦ Know the basic techniques of production
- ♦ Identify and properly use technological tools in the different phases of the audiovisual process



- ♦ Learning to put into practice the fundamental elements and processes of audiovisual storytelling
- ♦ Know the characteristics, uses and needs of multi-camera audiovisual projects
- ♦ Be able to move television programs from the set to the screen
- ♦ Understand the needs and advantages of teamwork in multi-camera audiovisual projects

### **Module 2. Television Genres, Formats and Programs**

- ♦ Know the concept of genre as applied to fiction production and television entertainment
- ♦ Distinguish and interpret the various genres of fiction production and television entertainment and their evolution over time
- ♦ Have the capacity for cultural, social and economic analysis of television genres as the backbone of audiovisual creation and consumption practices
- ♦ Know the modifications and hybridizations that occur in television genres in the context of contemporary television
- ♦ Recognize the different formats in the context of the current television landscape
- ♦ Identify the keys to a format, its structure, operation and impact factors
- ♦ Know how to interpret, analyze and comment on a television format from a professional, aesthetic and cultural perspective
- ♦ Know the theoretical keys and the professional, social and cultural context of television programs, with special attention to television programs in the Spanish television model
- ♦ Know the main techniques and processes of programs in generalist television
- ♦ Understand and critically analyze the processes of the television offer, its evolution and current reality, in relation to the phenomenon of reception and the social and cultural contexts in which it is produced

### **Module 3. Audiovisual Audiences**

- ♦ Know, at a theoretical level, the currents of studies dedicated to audiovisual reception
- ♦ Identify the differences between the different approaches to the study of audiovisual reception and the current state of the art
- ♦ Understand the functioning of social networks as a fundamental part of today's audiovisual environment
- ♦ Understanding the links between audience and content
- ♦ Understand the transformations resulting from digitalization

### **Module 4. Television Scriptwriting: Programs and Fiction**

- ♦ Understand the creative and industrial process in the development of a fiction script for television
- ♦ Identify the different genres of television programs in order to determine the scripting techniques they require
- ♦ Know the different tools available to a television scriptwriter
- ♦ Learn how a television program format is related to its writing techniques
- ♦ Understand the basics of the dynamics of a television program format
- ♦ Gain an overview of international franchises of TV program formats
- ♦ Use a critical point of view when analyzing the various genres and formats of television programs based on their scripts
- ♦ Know the ways to present a draft script for a TV series

03

# 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

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

# 04

# Structure and Content

The structure of this syllabus has been designed to provide students with all the skills and knowledge they need to specialize in the world of television. In this way, they will learn how to carry out, manage and coordinate the work team for the production of a program or series. Likewise, they will address the processes of television supply in relation to the phenomenon of reception and the social and cultural contexts in which it is produced.





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*If you want to work in the world of television, contributing innovative ideas, this program is for you"*

## Module 1. Theory and Technique of Production

- 1.1. Production as the Construction of the Audiovisual Work. The Work Equipment
  - 1.1.1. From the Literary Script to the Technical Script or Playbill
  - 1.1.2. The Work Equipment
- 1.2. The Elements of the Screen Layout. Construction Materials
  - 1.2.1. Spatial Pre-Adaptation. Art Direction
  - 1.2.2. The Elements of the Screen Layout
- 1.3. Pre-Production. Implementation Documents
  - 1.3.1. Technical Script
  - 1.3.2. The Scenographic Plan
  - 1.3.3. *Storyboard*
  - 1.3.4. Plan
  - 1.3.5. The Shooting Plan
- 1.4. The Expressive Value of Sound
  - 1.4.1. Typology of Sound Elements
  - 1.4.2. Construction of Sound Space
- 1.5. The Expressive Value of Light
  - 1.5.1. Expressive Value of Light
  - 1.5.2. Basic Lighting Techniques
- 1.6. Basic Single-Camera Shooting Techniques
  - 1.6.1. Uses and Techniques of Single-Camera Shooting
  - 1.6.2. *Found Footage* Subgenre Fiction and Documentary Films
  - 1.6.3. Single Camera Production in Television
- 1.7. Assembly
  - 1.7.1. Assembly as an Ensemble. Space-Time Reconstruction
  - 1.7.2. Non-Linear Assembly Techniques
- 1.8. Post-Production and Color Grading
  - 1.8.1. Postproduction
  - 1.8.2. Vertical Mounting Concept
  - 1.8.3. Color Correction





- 1.9. Formats and Production Equipment
  - 1.9.1. Multi-Camera Formats
  - 1.9.2. The Study and the Team
- 1.10. Keys, Techniques and Routines in Multi-Camera Production
  - 1.10.1. Multi-Camera Techniques
  - 1.10.2. Some Common Formats

## Module 2. Television Genres, Formats and Programs

- 2.1. Genre in Television
  - 2.1.1. Introduction
  - 2.1.2. Television Genres
- 2.2. Format in Television
  - 2.2.1. Approach to the Concept of Format
  - 2.2.2. Television Formats
- 2.3. Creating Television
  - 2.3.1. The Creative Process in Entertainment
  - 2.3.2. The Creative Process in Fiction
- 2.4. Evolution of Formats in Today's International Market I
  - 2.4.1. Consolidation of the Format
  - 2.4.2. The Reality TV Format
  - 2.4.3. News in Reality TV
  - 2.4.4. Digital Terrestrial Television and Financial Crisis
- 2.5. Evolution of Formats in Today's International Market II
  - 2.5.1. Emerging Markets
  - 2.5.2. Global Brands
  - 2.5.3. Television Reinvents Itself
  - 2.5.4. The Ae of Globalization
- 2.6. Selling the Format. The *Pitching*
  - 2.6.1. Sale of a Television Format
  - 2.6.2. The *Pitching*

- 2.7. Introduction to Television Programs
  - 2.7.1. The Role of Programs
  - 2.7.2. Factors Affecting Programs
- 2.8. Television Programs Models
  - 2.8.1. United States and United Kingdom
  - 2.8.2. Spain
- 2.9. The Professional Practice of Television Programs
  - 2.9.1. The Programs Department
  - 2.9.2. Programs for Television
- 2.10. Study of Audiences
  - 2.10.1. Television Audience Research
  - 2.10.2. Audience Concepts and Ratings

### Module 3. Audiovisual Audiences

- 3.1. Audiences in the Audiovisual Media
  - 3.1.1. Introduction
  - 3.1.2. The Constitution of the Hearings
- 3.2. The Study of Audiences: Traditions I
  - 3.2.1. Theory of Effects
  - 3.2.2. Theory of Uses and Gratifications
  - 3.2.3. Cultural Studies
- 3.3. The Study of Audiences: Traditions II
  - 3.3.1. Studies conducted on Reception
  - 3.3.2. Audiences for Humanistic Studies
- 3.4. Audiences from an Economic Perspective
  - 3.4.1. Introduction
  - 3.4.2. Audience Measurement
- 3.5. Theories of Reception
  - 3.5.1. Introduction to Reception Theories
  - 3.5.2. Historical Approach to Reception Studies

- 3.6. Audiences in the Digital World
  - 3.6.1. Digital Environment
  - 3.6.2. Communication and Convergence Culture
  - 3.6.3. The Active Nature of the Audiences
  - 3.6.4. Interactivity and Participation
  - 3.6.5. The Transnationality of Audiences
  - 3.6.6. Fragmented Audiences
  - 3.9.7. The Autonomy of Audiences
- 3.7. Audiences: The Essential Questions I
  - 3.7.1. Introduction
  - 3.7.2. Who Are They?
  - 3.7.3. Why Do They Consume?
- 3.8. Audiences: The Essential Questions II
  - 3.8.1. What Do They Consume?
  - 3.8.2. How Do They Consume it?
  - 3.8.3. With What Effects?
- 3.9. The *Engagement* Model I
  - 3.9.1. *Engagement* as a Metadimension of Audience Behavior
  - 3.9.2. The Complex Assessment of *Engagement*
- 3.10. The *Engagement* Model II
  - 3.10.1. Introduction. The Dimensions of *Engagement*
  - 3.10.2. Engagement and User Experiences
  - 3.10.3. Engagement as an Emotional Response from Audiences
  - 3.10.4. Engagement as a Result of Human Cognition
  - 3.10.5. The Observable Behaviors of Audiences as an Expression of *Engagement*

## Module 4. Television Scriptwriting: Programs and Fiction

- 4.1. Television Fiction
  - 4.1.1. Concepts and Limits
  - 4.1.2. Codes and Structures
- 4.2. Narrative Categories in Television
  - 4.2.1. The Enunciation
  - 4.2.2. Characters
  - 4.2.3. Actions and Transformations
  - 4.2.4. The Space
  - 4.2.5. The Weather
- 4.3. Television Genres and Formats
  - 4.3.1. Narrative Units
  - 4.3.2. Television Genres and Formats
- 4.4. Fiction Formats
  - 4.4.1. Television Fiction
  - 4.4.2. Situation Comedy
  - 4.4.3. Dramatic Series
  - 4.4.4. The Soap Opera
  - 4.4.5. Other Formats
- 4.5. The Fiction Script in Television
  - 4.5.1. Introduction
  - 4.5.2. The Technique
- 4.6. The Television Drama
  - 4.6.1. Dramatic Series
  - 4.6.2. The Soap Opera
- 4.7. Comedy Series
  - 4.7.1. Introduction
  - 4.7.2. The Sitcom
- 4.8. The Entertainment Script
  - 4.8.1. The Script Step by Step
  - 4.8.2. Writing to Say
- 4.9. Entertainment Script Writing
  - 4.9.1. Script Meeting
  - 4.9.2. Technical Script
  - 4.9.3. Production Breakdown
  - 4.9.4. The Playbill
- 4.10. Entertainment Script Design
  - 4.10.1. Magazin
  - 4.10.2. Humor Program
  - 4.10.3. *Talent Show*
  - 4.10.4. Documentaries
  - 4.10.5. Other Formats



*Complete your career path and explore new opportunities in television thanks to this Postgraduate Diploma"*

# 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 to solve complex situations in real business environments through collaborative activities and real cases.*

### 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 that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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

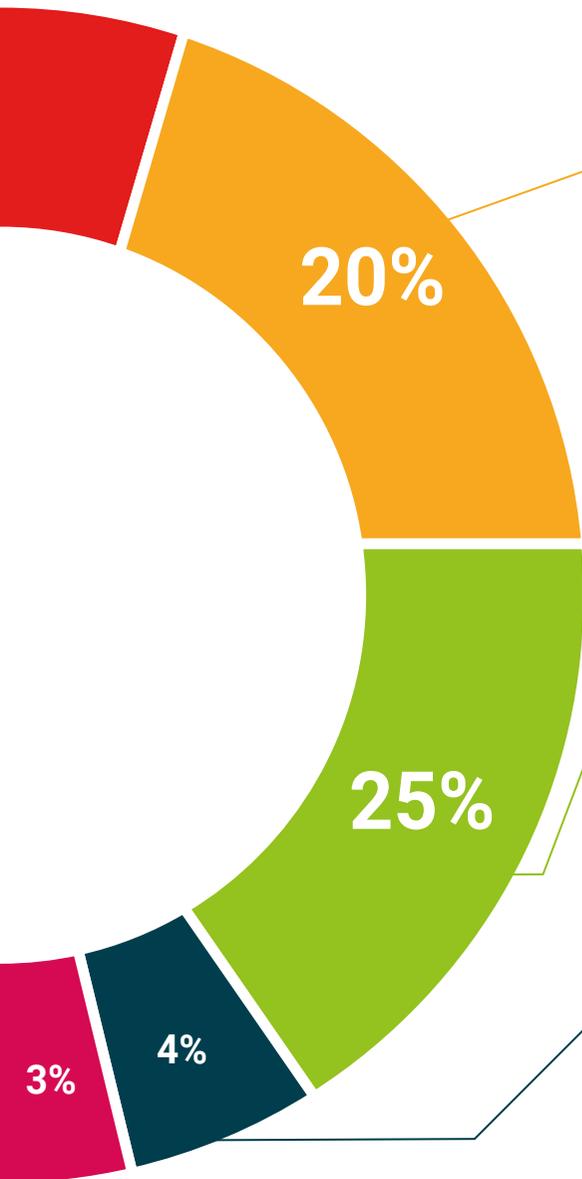
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



### 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 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 Creation and Management in Television guarantees you, in addition to the most rigorous and up to date training, access to a Postgraduate Diploma issued by TECH Global University.



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

This program will allow you to obtain your **Postgraduate Diploma in Creation and Management in Television** 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.

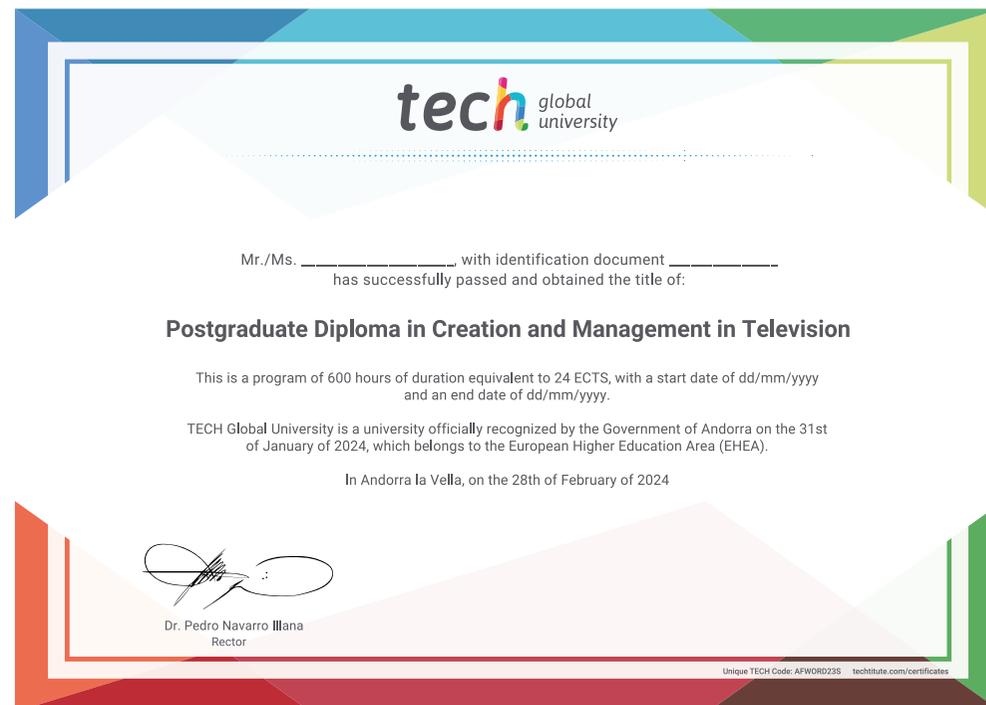
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Creation and Management in Television**

Modality: **online**

Duration: **6 months**

Accreditation: **24 ECTS**



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development languages  
virtual classroom



## Postgraduate Diploma Creation and Management in Television

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