

# Postgraduate Diploma Innovation in Creative Industries



## Postgraduate Diploma Innovation in Creative Industries

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

Website: [www.techtute.com/us/videogames-design/postgraduate-diploma/postgraduate-diploma-innovation-creative-industries](http://www.techtute.com/us/videogames-design/postgraduate-diploma/postgraduate-diploma-innovation-creative-industries)

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# 01

# Introduction

Innovation in video games is constant, with a greater need than ever to improve. To meet the high market demand, new titles must be released continuously, video games that must also incorporate mechanical or graphical innovations of some kind in order to stand out from the rest. Due to this urgent need to innovate, TECH has created this program in Creative Industries Innovation, which gives the student all the necessary tools and methodologies to be able to channel the innovation of the video game sector and turn it into useful resources and ideas that propel the titles themselves to the next level.





“

*Innovation is what has driven great titles like The Legend of Zelda to be what they are today. Learn all the most useful innovation techniques thanks to this TECH degree"*

Innovation is the main driver of change in the video game industry. Thanks to it, the great sagas that we know today have been established and new ones are continually emerging that try to break all the previous barriers. That's why good innovation is vital to success in the video game industry.

Aware of this fact, TECH has assembled a team of creative experts who have worked professionally on innovation to develop this degree. In this program, the student will learn all the necessary tools to focus innovation towards professional success. Among these tools are methodologies such as futures thinking or leadership based on innovation in creative environments.

This is a great opportunity for all professionals who want to add a plus of professionalism and a guarantee of success to their own work, being then recognized by players around the world.

A Postgraduate Diploma that has the advantage of being 100% online, which allows students total flexibility to adapt their studies to their own pace and personal obligations.

This **Postgraduate Diploma in Innovation in Creative Industries** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ The development of case studies presented by experts in the management of creative companies
- ◆ The graphic, schematic and eminently practical contents of the book provide practical information on those disciplines that are essential for professional practice
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Special emphasis on innovative methodologies in the Management of creative companies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Access to content from any fixed or portable device with an Internet connection



*You will make the most of your creativity and innovation thanks to this Postgraduate Diploma"*

“

*Get to work in the best development teams thanks to your knowledge in innovation and creative leadership”*

The program's teaching staff includes professionals from sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious 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 immersive training programmed to train in real situations.

This program is designed around Problem-Based Learning, whereby the professional 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.

*Boost your career within the video game industry with this TECH Postgraduate Diploma.*

*TECH gives you the facilities you need so that you can take on your studies in the most comfortable way possible.*



# 02 Objectives

The main objective of this Postgraduate Diploma in Innovation in Creative Industries is to provide professionals in the video game sector with all the methodologies and tools necessary to channel innovation in the various departments. In this way, the student adopts a series of key competencies to improve his or her professional performance and to be able to have better job aspirations. TECH guarantees these objectives by offering the best possible teaching developed by professionals with extensive experience in creative and innovative companies.







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*A Postgraduate Diploma that will raise the level of your resume to the most prestigious companies"*



## General Objectives

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- ♦ Offer useful knowledge for the specialization of students, providing them with skills for the development and application of original ideas in their personal and professional work
- ♦ Understand how creativity and innovation have become the drivers of the economy.
- ♦ Problem solving novel environments and in interdisciplinary contexts in the field of creativity management
- ♦ Integrate one's own knowledge with that of others, making informed judgments and reasoning on the basis of the information available in each case.
- ♦ Know how to manage the process of creation and implementation of novel ideas on a given topic
- ♦ Acquire specific knowledge for the management of companies and organizations in the new context of the creative industries
- ♦ Possess the tools to analyze the economic, social and cultural realities in which the creative industries develop and transform today
- ♦ Acquire the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments
- ♦ Gain knowledge to manage companies and organizations in the new context of creative industries
- ♦ Organize and plan tasks with the use of available resources in order to face them in precise time frames
- ♦ Use new information and communication technologies such as tools for training and the exchange of experiences in the field of study
- ♦ Develop communication skills, both written and oral, as well as the ability to make effective professional presentations in daily practice
- ♦ Acquire market research skills, strategic vision, digital and co-creation methodologies



*With the knowledge you will learn in this program you will be able to realize the future innovations that will change the video game landscape"*



## Specific Objectives

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### Module 1. Future Thinking How to Transform Today from Tomorrow?

- ◆ In-depth knowledge of the Futures Thinking methodology
- ◆ Understand the signals that indicate that a change in the way of working should take place
- ◆ Understand what the future may look like in order to anticipate and create innovative strategies that favor company growth
- ◆ Thinking about sustainability as an objective to be achieved through all the actions proposed

### Module 2. Leadership and Innovation in the Creative Industries

- ◆ Apply creative resources in the development of the company
- ◆ Understand innovation as an essential part of any creative company
- ◆ Understand the obstacles to innovation in the creative industry
- ◆ Be able to lead an innovation strategy in the company

### Module 3. Digital Transformation in the Creative Industry

- ◆ Know how to carry out digital transformation in creative companies
- ◆ Understand the impacts of the fourth industrial revolution
- ◆ Apply big data concepts and strategies to the creative enterprise
- ◆ Applying blockchain technology

# 03

# Course Management

The professionals brought together by TECH for the development of this Postgraduate Diploma in Creative Industries Innovation have extensive experience at the head of various creative companies, where they have developed their innovative skills. This professional experience is reflected in the quality of the didactic material to which the student has access, containing all the keys to success that they have been able to test and prove effectively in their own work environment.



“

*The best professionals will help you get that job you've always wanted innovating in the video game industry"*

## International Guest Director

S. Mark Young is an internationally renowned expert who has focused his research career on the Entertainment Industry. His results have received numerous awards, including the 2020 Lifetime Achievement Award in Accounting and Management from the American Accounting Association. He has also been honored three times for his contributions to the academic literature in these fields.

One of the most outstanding milestones of his career was the publication of the study "Narcissism and Celebrities", together with Dr. Drew Pinsky. This text compiled direct data on famous personalities from Cinema or Television. In addition, in the article, which would later become a best-selling book, the expert analyzed the narcissistic behaviors of celluloid stars and how these have become normalized in the modern media. At the same time, he addressed the impact of these on contemporary youth.

Also throughout his professional life, Young has delved into organization and concentration in the film industry. Specifically, he has investigated models for predicting the box-office success of major motion pictures. He has also contributed to activity-based accounting and the design of control systems. In particular, he is recognized for his influence in the implementation of effective management based on Balanced Scorecard.

Likewise, academic work has also shaped his professional life, and he has been elected to lead the George Bozanic and Holman G. Hurt Research Chair in Sports and Entertainment Business. He has also lectured and participated in study programs related to Accounting, Journalism and Communications. At the same time, his undergraduate and graduate studies have linked him to prestigious American universities such as Pittsburgh and Ohio.



## Dr. Young, S. Mark

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- ♦ Director of the George Bozanic and Holman G. Hurt Chair in Sports and Entertainment Business
- ♦ Official Historian of the University of Southern California Men's Tennis Team
- ♦ Academic researcher specializing in the development of predictive models for the motion picture industry
- ♦ Co-author of book "Narcissism and Celebrities"
- ♦ Ph.D. in Accounting Science from the University of Pittsburgh
- ♦ M.S. in Accounting from The Ohio State University
- ♦ B.S. in Economics from Oberlin College
- ♦ Member of the Center for Excellence in Teaching

“

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

## Management



### Dr. Velar, Marga

- ♦ Corporate Marketing Manager at SGN Group (New York)
- ♦ Forefashion Lab Address
- ♦ Professor at Centro Universitario Villanueva, at ISEM Fashion Business School and at the School of Communication of the University of Navarra
- ♦ PhD. in Communication from Universidad Carlos III de Madrid
- ♦ Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from Centro Universitario Villanueva, Universidad Complutense, Madrid
- ♦ MBA in Fashion Business Management by ISEM Fashion Business School

## Professors

### Ms. Arroyo Villoria, Cristina

- ♦ Partner and director of projects and entrepreneurship at the creative industries factory
- ♦ Strategic planning, business development, communication and marketing strategy
- ♦ Bachelor's Degree in Labor Sciences from the University of Valladolid
- ♦ Professional Master's Degree in Human Resources Management from the San Pablo CEU Business School
- ♦ Professional Master's Degree in Educational Technology by the Bureau Veritas Business School





# 04

## Structure and Content

The structure of this TECH Postgraduate Diploma is direct and concise, as it is composed of 3 teaching modules in which the student will learn everything related to the Futures Thinking methodology, leadership and innovation in the creative industry and the digital transformation of the same, all with a special focus on the video game sector, where all this knowledge is of particular relevance.

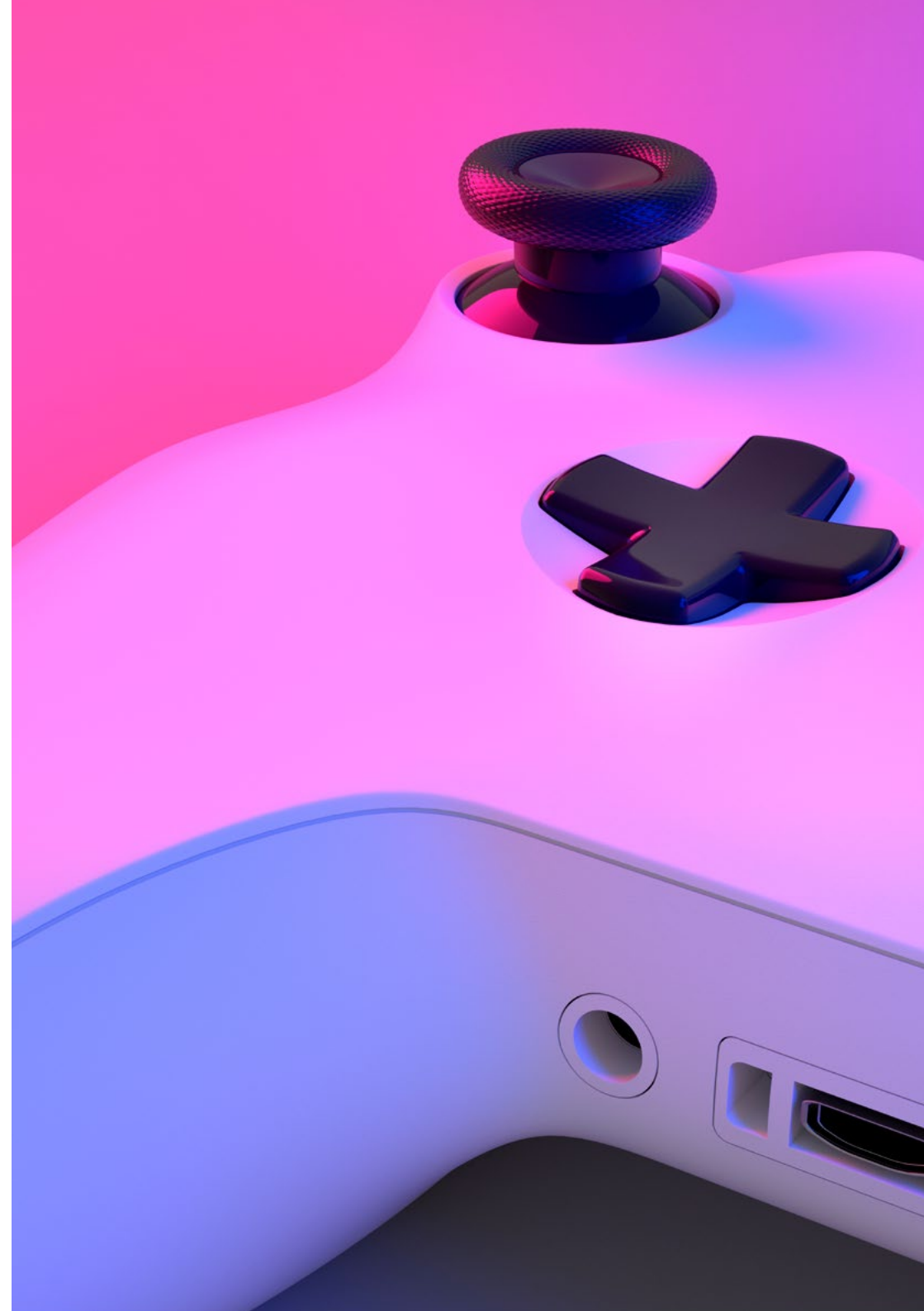


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*The precision of the contents and their good writing will help you assimilate the didactic material in a much simpler and faster way"*

## Module 1. Future Thinking How to Transform Today from Tomorrow?

- 1.1. Methodology Futures Thinking
  - 1.1.1. Futures Thinking
  - 1.1.2. Benefits of using this Methodology
  - 1.1.3. The Role of the "Futurist" in the Creative Enterprise
- 1.2. Signs of Change
  - 1.2.1. The Sign of Change
  - 1.2.2. Identification of the Signs of Change
  - 1.2.3. Interpretation of the Signs
- 1.3. Types of Futures
  - 1.3.1. Journey to the Past
  - 1.3.2. The Four Types of Futures
  - 1.3.3. Application of the Methodology Futures Thinking in the Workplace
- 1.4. Future Forecasting
  - 1.4.1. Searching for Drivers
  - 1.4.2. How to Create a Forecast for the Future?
  - 1.4.3. How to Design a Future Scenario?
- 1.5. Mental Stimulation Techniques
  - 1.5.1. Past, Future and Empathy
  - 1.5.2. Facts vs. Experience
  - 1.5.3. Alternative Routes
- 1.6. Collaborative Forecasting
  - 1.6.1. The Future as a Game
  - 1.6.2. Future Wheel
  - 1.6.3. The Future from Different Approaches
- 1.7. Epic Victories
  - 1.7.1. From Discovery to the Innovation Proposal
  - 1.7.2. The Epic Victory
  - 1.7.3. Fairness in the Game of the Future





- 1.8. Preferred Futures
  - 1.8.1. The Preferred Future
  - 1.8.2. Techniques
  - 1.8.3. Working Backwards from the Future
- 1.9. From Prediction to Action
  - 1.9.1. Images of the Future
  - 1.9.2. Artifacts of the Future
  - 1.9.3. Roadmap
- 1.10. ODS. A Global and Multidisciplinary Vision of the Future ODS
  - 1.10.1. Sustainable Development as a Global Goal
  - 1.10.2. Human Management in Nature
  - 1.10.3. Social Sustainability

## Module 2. Leadership and Innovation in the Creative Industries

- 2.1. Creativity Applied to Industry
  - 2.1.1. Creative Expression
  - 2.1.2. Creative Resources
  - 2.1.3. Creative Techniques
- 2.2. The New Innovative Culture
  - 2.2.1. The Context of the Innovation
  - 2.2.2. Why does Innovation Fail?
  - 2.2.3. Academic Theories
- 2.3. Innovation Dimensions and Levers
  - 2.3.1. The Plans or Dimensions of Innovation
  - 2.3.2. Attitudes for Innovation
  - 2.3.3. Intrapreneurship and Technology
- 2.4. Constraints and Obstacles to Innovation in the Creative Industry
  - 2.4.1. Personal and Group Restrictions
  - 2.4.2. Social Constraints and Organizations
  - 2.4.3. Industrial and Technological Restrictions

- 2.5. Closed Innovation and Open Innovation
  - 2.5.1. From Closed Innovation to Open Innovation
  - 2.5.2. Practical Classes to Implement Open Innovation
  - 2.5.3. Experiences of Open Innovation in Companies
- 2.6. Innovative Business Models in IICCs
  - 2.6.1. Business Trends in the Creative Economy
  - 2.6.2. Study Cases
  - 2.6.3. Sector Revolution
- 2.7. Leading and Managing an Innovation Strategy
  - 2.7.1. Boosting Adoption
  - 2.7.2. Leading the Process
  - 2.7.3. Portfolio Maps
- 2.8. Financing innovation
  - 2.8.1. CFO: Venture Capital Investor
  - 2.8.2. Dynamic Financing
  - 2.8.3. Response to the Challenges
- 2.9. Hybridization: Innovating in the Creative Economy
  - 2.9.1. Intersection of Sectors
  - 2.9.2. Generation of Disruptive Solutions
  - 2.9.3. The Medici Effect
- 2.10. New Creative and Innovative Ecosystems
  - 2.10.1. Generation of Innovative Environments
  - 2.10.2. Creativity as a Lifestyle
  - 2.10.3. Icosystems

### Module 3. Digital Transformation in the Creative Industry

- 3.1. Digital Future of the Creative Industry
  - 3.1.1. Digital Transformation
  - 3.1.2. Situation of the Sector and its Comparison
  - 3.1.3. Future Challenges
- 3.2. Forth Industrial Revolution
  - 3.2.1. Industrial Revolution
  - 3.2.2. Application
  - 3.2.3. Impacts
- 3.3. Digital Enablers for Growth
  - 3.3.1. Operational Effectiveness, Acceleration and Improvement
  - 3.3.2. Continuous Digital Transformation
  - 3.3.3. Solutions and Services for the Creative Industries
- 3.4. The Application of Big Data to the Compamu
  - 3.4.1. Data Value
  - 3.4.2. Data in Decision-Making
  - 3.4.3. Data Driven Company
- 3.5. Cognitive Technology
  - 3.5.1. AI and Digital Interaction
  - 3.5.2. IoT and Robotics
  - 3.5.3. Other Digital Training
- 3.6. Uses and Applications of Blockchain Technology
  - 3.6.1. Blockchain.
  - 3.6.2. Value for the IICC Sector
  - 3.6.3. Transaction Versatility
- 3.7. Omnichannel and Transmedia Development
  - 3.7.1. Impacts in the Sector
  - 3.7.2. Challenge Analysis
  - 3.7.3. Evolution

- 3.8. Entrepreneurship Ecosystems
  - 3.8.1. The Role of Innovation and Venture Capital
  - 3.8.2. The Start-up Ecosystem and the Agents that comprise it
  - 3.8.3. How to Maximize the Relationship between the Creative Agent and the Start-up?
- 3.9. New Disruptive Business Models.
  - 3.9.1. Marketing-based (Platforms and Marketplaces)
  - 3.9.2. Service-Based (Freemium, Premium or Subscription models)
  - 3.9.3. Community-based (from Crowdfunding, Social Networking or Blogging)
- 3.10. Methodologies to Promote a Culture of Innovation in the Creative Industries
  - 3.10.1. Blue Ocean Innovation Strategy
  - 3.10.2. Lean Start-up Innovation Strategy
  - 3.10.3. Agile Innovation Strategy

“ Thanks to the great audiovisual support and a multitude of examples of real case studies, this Postgraduate Diploma will not pose any difficulty for you”



# 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.







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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"*

## 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.

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*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

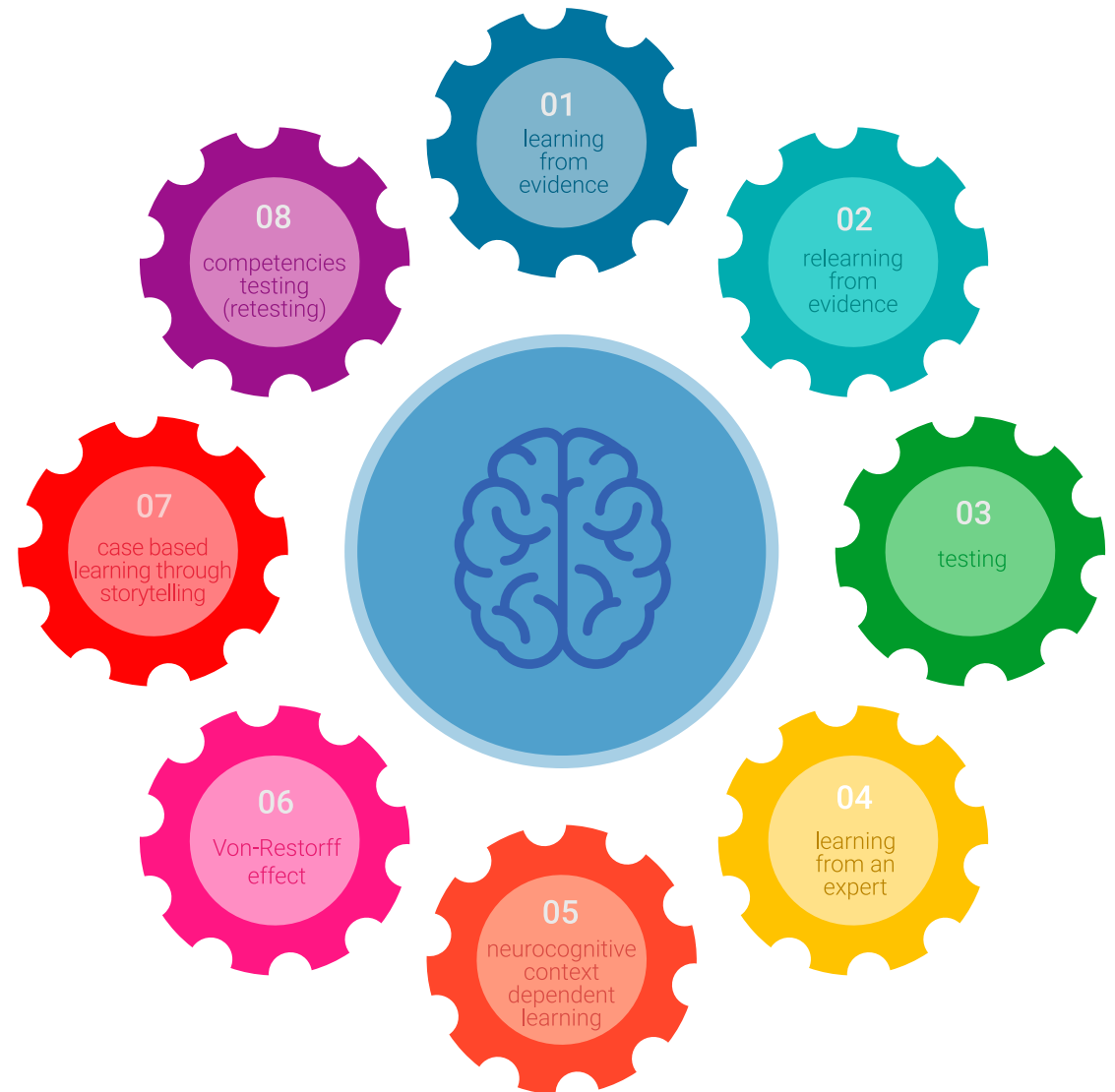
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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

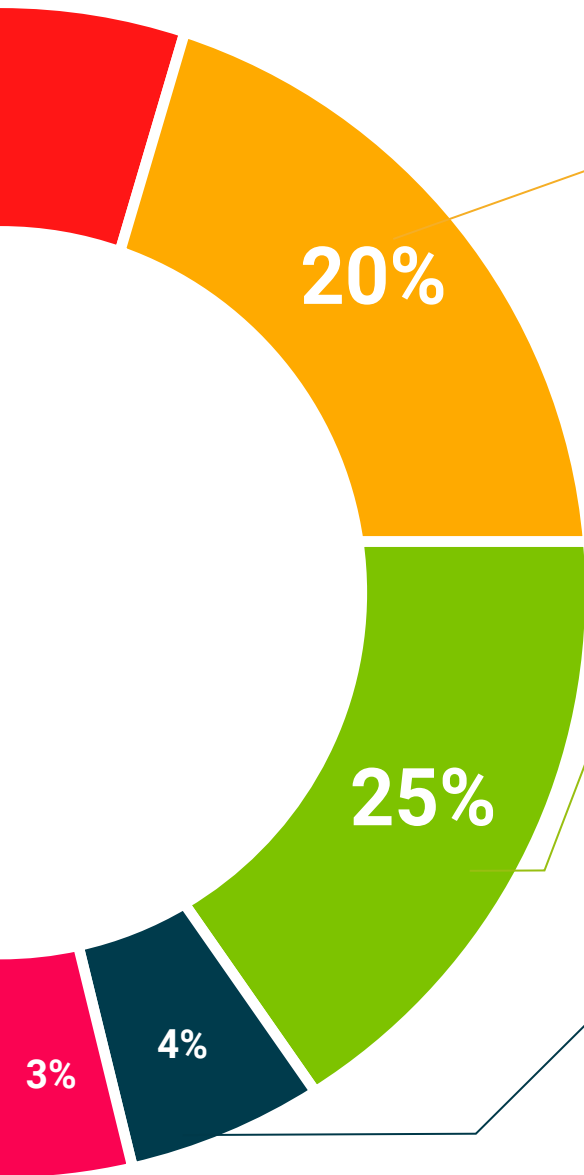
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



### 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 Innovation in Creative Industries guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.





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

This **Postgraduate Diploma in Innovation in Creative Industries** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Diploma in Innovation in Creative Industries**

Official N° of Hours: **450 h.**



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

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



## Postgraduate Diploma Innovation in Creative Industries

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

# Postgraduate Diploma Innovation in Creative Industries

