Postgraduate Certificate
Creation in Television

tech global university

Postgraduate Certificate
Creation in Television

- » Modality: **online**
- » Duration: **12 weeks**
- » Certificate: **TECH Global University**
- » Accreditation: **12 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/design/postgraduate-certificate/creation-television**

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Introduction

Television is one of the main means of mass communication. It reaches virtually everyone, regardless of their social conditions, so programs are aimed at a broad audience with diverse interests. Completing this TECH program opens the doors for designers to access a field of knowledge that is essential for their professional future, thanks to which they will be able to learn how scripts for different television formats should be developed, becoming true specialists in the field, capable of being part of the most prestigious templates of the small screen.

Creativity is the basis for producing high quality programs that get the best reviews and become big hits on the small screen"

The Audiovisual sector can be developed in different formats: cinema, television, internet. Television is probably one of the most consumed by the public, both for its ease of access and its low cost. In addition, the wide range of channels today means that there are products for practically all audiences, so specialization in Creation in Television will help managers to design innovative, high quality productions that are adapted to each type of audience and that make a difference with competitors in order to achieve the largest possible market share.

To achieve these objectives, TECH has designed this Postgraduate Certificate, specifically aimed at designers, in which they will find the most comprehensive information to learn to differentiate television formats and genres, because only then will they be able to select the most appropriate to develop their productions for a specific audience. But they will also be able to study the development of scripts for television programs and fiction in a great deal of depth, enabling them to discover the features of the narrative, the characters, the technical script, etc. A truly comprehensive program that will help them become specialists in the field, improving their employability options within a short space of time.

A 100% online program that will allow students to manage their own study time, meaning they are not hindered by by fixed schedules or the need to commute to another physical location. They can access all the contents at any time of the day, allowing them to balance their professional and personal life with their academic life.

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

- Case studies presented by design experts
- 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
- Its special focus on innovative methodologies for Creation 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

Know the evolution of television genres will give you the keys to designing successful programs that will stay on the air for years to come"

"TECH is a university with an international vision that adapts to the changes in society to create the most decisive programs for the professional future of its students"

The online format of this Postgraduate Certificate will allow you to continue studying while you continue to develop in the workplace.

If you are passionate about television and are looking for a career in this field, don't think twice and take this program with TECH.
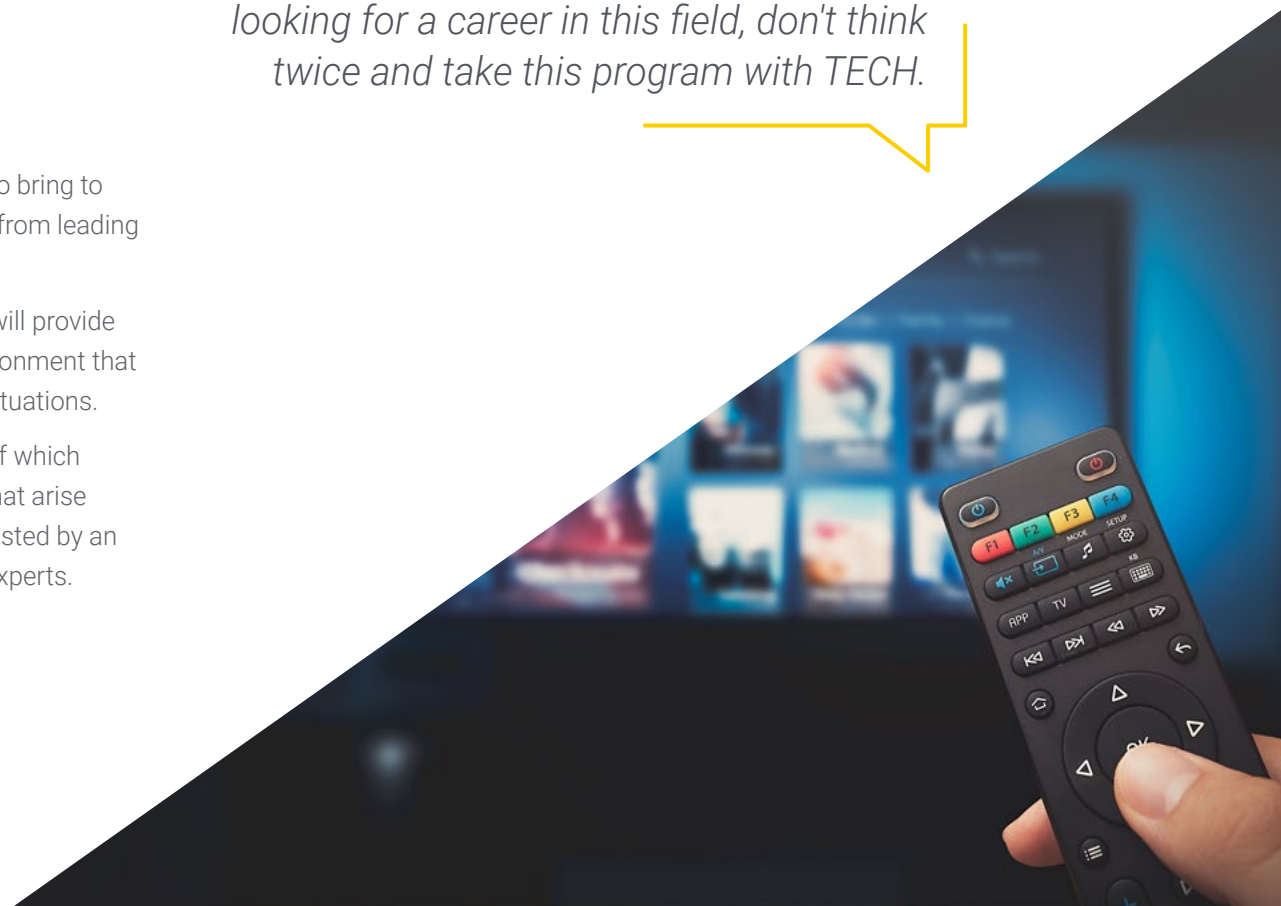
Its teaching staff includes professionals belonging to the field of design, who bring to this program the experience of their work, as well as recognized specialists from leading companies and prestigious universities.

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 an immersive training experience designed to train for real-life situations.

The design of this program focuses on problem based learning, by means of which the student must try to solve the different professional practice situations that arise throughout the academic program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

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Objectives

This TECH Postgraduate Certificate has been designed to offer designers a perfect complement to their career in the Audiovisual sector. As such, at the end of this program, students will have in depth knowledge of the main television genres and formats, and will learn how to create quality scripts for both programs and fiction productions. A high quality syllabus that will open the doors to positions as scriptwriters or producers for prestigious international networks such as CNN, BBC or Telemundo.

Acquiring in depth knowledge of television formats will help you create the most appropriate productions for your audience"

General Objectives

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

Develop the creative skills needed to develop television scripts that appeal to audiences"

Specific Objectives

◆ 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 the practices of audiovisual creation and consumption

◆ 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 panorama

◆ 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

◆ 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

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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

- 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"

Structure and Content

The structure of this syllabus has been designed taking into account the main academic needs of designers who wish to develop professionally in the television industry. To this end, the teachers have compiled all the fundamental aspects of the genres and formats of the sector, as well as the development of television scripts. A comprehensive program that will represent a before and after in the qualification of workers.

A very well structured syllabus in which you will be able to learn about the main television genres"

Module 1. Television Genres, Formats and Programming

1.1.   Gender in Television
   1.1.1.   Introduction
   1.1.2.   Television Genres
1.2.   The Television Format
   1.2.1.   Approach to the Concept of Format
   1.2.2.   Television Formats
1.3.   Create Television
   1.3.1.   The Creative Process in Entertainment
   1.3.2.   The Creative Process in Fiction
1.4.   Evolution of Formats in Today's International Market I
   1.4.1.   Consolidation of the Format
   1.4.2.   The Reality TV Format
   1.4.3.   News in *Reality* TV
   1.4.4.   Digital Terrestrial Television and Financial Crisis
1.5.   Evolution of Formats in Today's International Market II
   1.5.1.   Emerging Markets
   1.5.2.   Global Brands
   1.5.3.   Television Reinvents Itself
   1.5.4.   The Era of Globalization
1.6.   Selling the Format. *Pitching*
   1.6.1.   Sale of a Television Format
   1.6.2.   *Pitching*
1.7.   Introduction to Television Programming
   1.7.1.   The Role of Programming
   1.7.2.   Factors Affecting Programming
1.8.   Television Programming Models
   1.8.1.   United States and United Kingdom
   1.8.2.   Spain
1.9.   The Professional Practice of Television Programming
   1.9.1.   The Programming Department
   1.9.2.   Programming for Television
1.10.   Audience Research
   1.10.1.   Television Audience Research
   1.10.2.   Audience Concepts and Ratings

Module 2. Television Scriptwriting: Programs and Fiction

2.1.   Television Fiction
   2.1.1.   Concepts and Limits
   2.1.2.   Codes and Structures
2.2.   Narrative Categories in Television
   2.2.1.   The Enunciation
   2.2.2.   Characters
   2.2.3.   Actions and Transformations
   2.2.4.   The Space
   2.2.5.   The Weather
2.3.   Television Genres and Formats
   2.3.1.   Narrative Units
   2.3.2.   Television Genres and Formats
2.4.   Fiction Formats
   2.4.1.   Television Fiction
   2.4.2.   Situation Comedy
   2.4.3.   Drama Series
   2.4.4.   The Soap Opera
   2.4.5.   Other Formats
2.5.   The Fiction Script in Television
   2.5.1.   Introduction
   2.5.2.   The Technique

Specialize in Creation in Television and open the doors to an exciting world"

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.

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 is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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 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 that we are experiencing.

Additional Reading

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

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20%

25%

4%

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 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.

Certificate

The Postgraduate Certificate in Creation in Television guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Certificate issued by TECH Global University.

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

This private qualification will allow you to obtain an **Postgraduate Certificate in Creation 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** private qualification, 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 Creation in Television**

Modality: **online**

Duration: **12 weeks**

Accreditation: **12 ECTS**

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Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Postgraduate Certificate in Creation in Television

This is a private qualification of 360 hours of duration equivalent to 12 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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*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.

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