

# Postgraduate Certificate Audiovisual Production



## Postgraduate Certificate Audiovisual Production

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/design/postgraduate-certificate/audiovisual-production](http://www.techtute.com/us/design/postgraduate-certificate/audiovisual-production)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 20*

06

Certificate

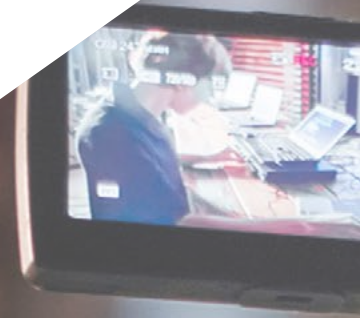
---

*p. 28*

# 01

# Introduction

Knowing all the processes of Audiovisual Production in depth will allow designers to be more competent in their daily work in this sector. This way, they will be able to participate in all phases of production, creating high quality audiovisual products for the public. With the aim of improving students' qualifications in this field, TECH has designed this program, which will open the doors to a competitive job market, where they will have to strive to gain access to major audiovisual companies, such as Pixar, Warner Bros or Paramount, but also to leading international television networks, such as CNN or the BBC.







“

*After completing this Postgraduate Certificate, you will be able to work with ease in all phases of Audiovisual Production"*

The audiovisual sector is highly competitive, so only through specialization will it be possible to make a difference in the final products. This TECH Postgraduate Certificate, specially aimed at designers, will represent a high quality plus on their professional profiles, but also in their way of working, by offering them the most up to date information on all the phases of Audiovisual Production.

Specifically, the syllabus covers all the fundamental aspects for the elaboration of an Audiovisual Product: the script, the recording, the sets, the professionals, the cast, the budget, the post-production and editing, etc. Undoubtedly, without comprehensive knowledge of these aspects, it is likely that the final product will not achieve the expected success, which is why higher education in this field is becoming increasingly relevant nowadays. But, on the other hand, once production is finished, it is essential to take into account other aspects, such as the management, distribution, marketing and promotion of the work. These are essential issues for audiovisual works to reach the general public, and are also dealt with in depth in this Postgraduate Certificate.

In this sense, it must be taken into account that the Internet has come to revolutionize the sector, facilitating the public's access to audiovisual content. But, in addition, new online viewing platforms, such as Netflix, have changed consumption patterns forever. The public wants to consume movies and television on demand, at different times of the day and, therefore, many companies are betting on these media to offer their productions. In addition, the syllabus does not neglect film festivals, as relevant media for the exhibition of the works with the best international reviews.

A 100% online program that will allow students to distribute their study time, not being conditioned by fixed schedules or the need to move to another physical location, being able to access all the contents at any time of the day, and therefore able to balance their work and personal life with their academic life.

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

- ◆ Development of 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
- ◆ Special emphasis is placed on innovative methodologies in Audiovisual Production
- ◆ 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



*Learn about the main marketing channels for Audiovisual Products and make your creations reach the whole world"*

“ *A 100% online Postgraduate Certificate with which you can study at your own pace, without rushing, and combining your learning with the rest of your obligations*”

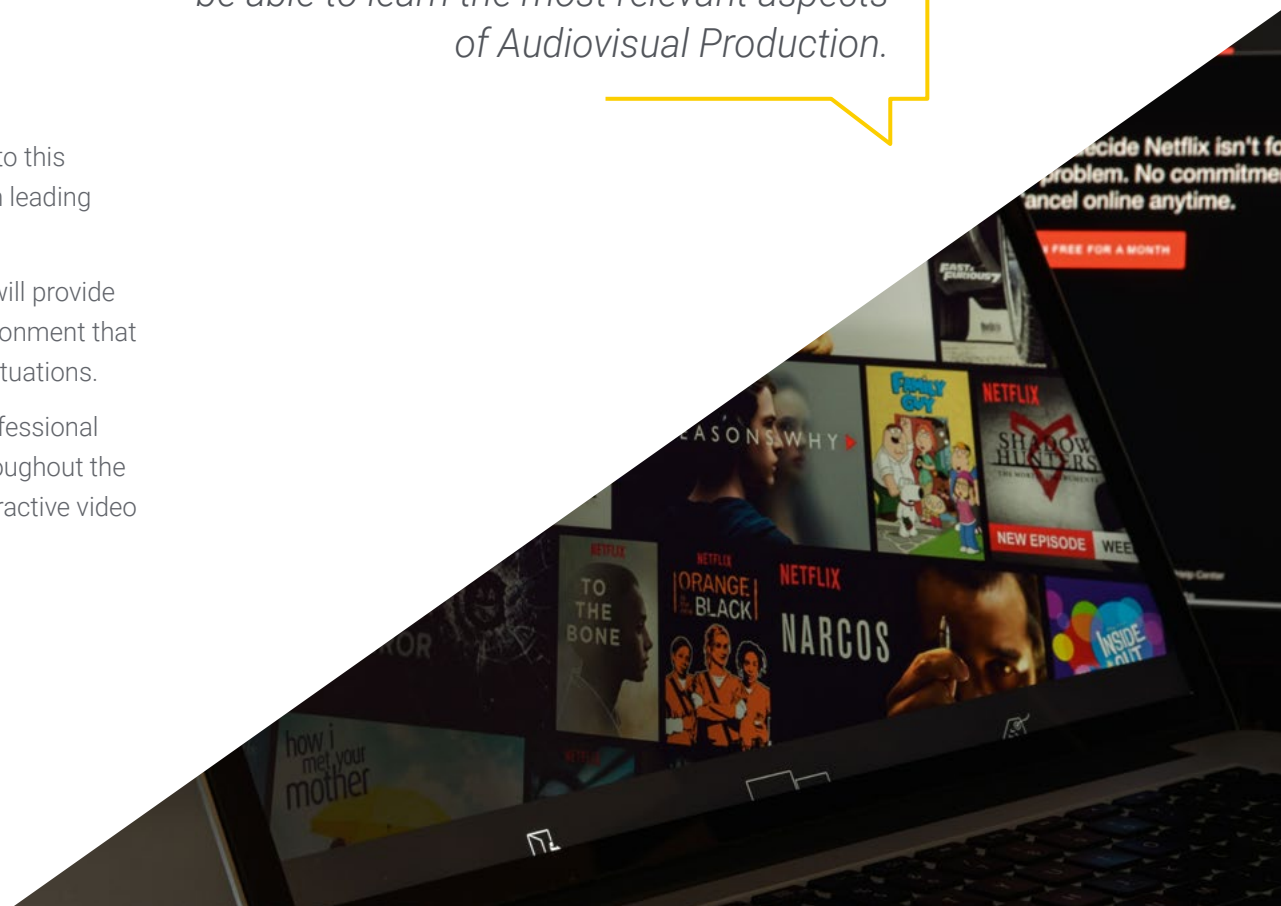
Its teaching staff includes professionals from the field of design, who bring to this program the experience of their work, as well as recognized specialists from leading companies and prestigious universities.

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.

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

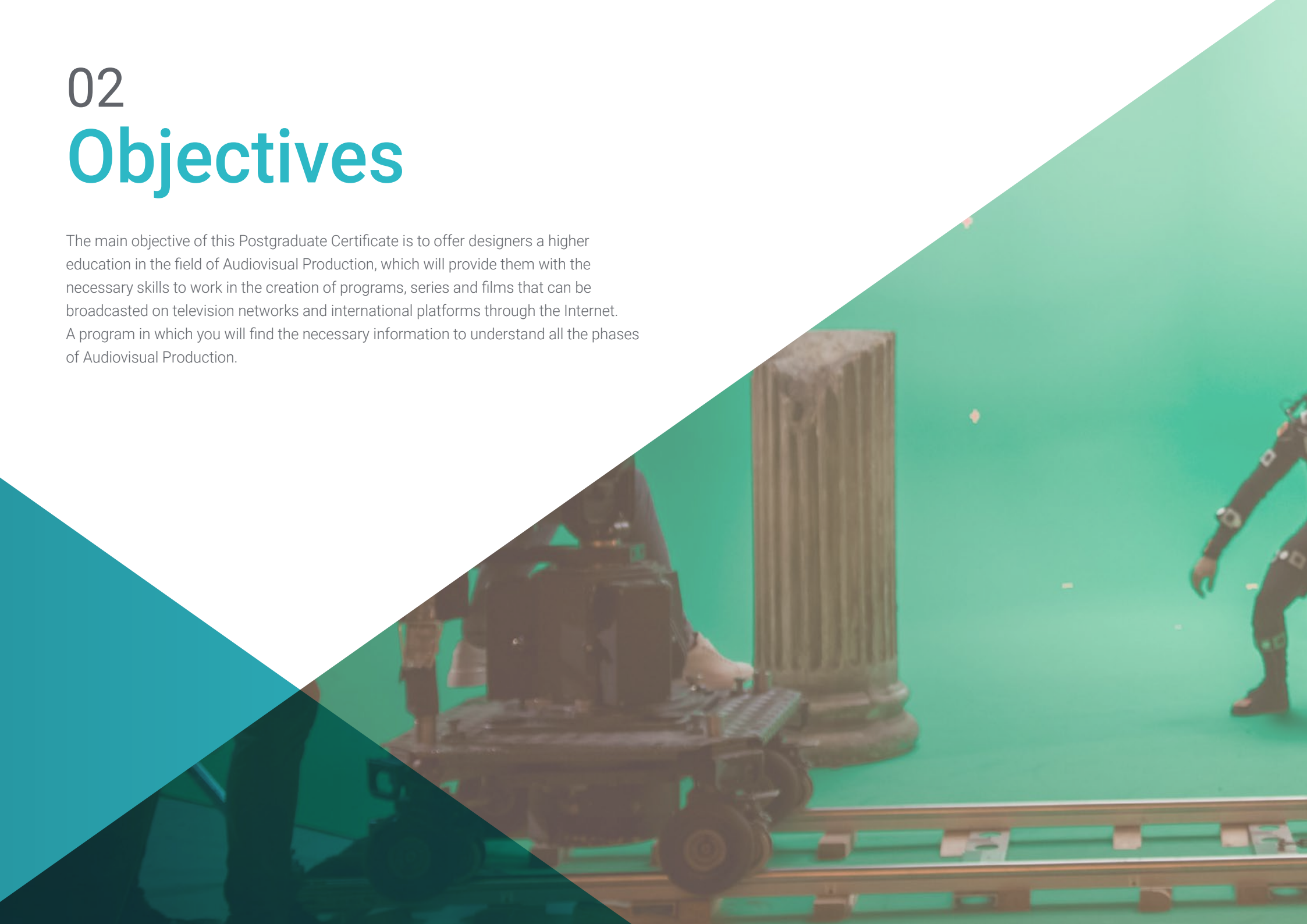
*Acquire the higher education you desire in the field of Audiovisual Production thanks to this very complete TECH program.*

*A high quality program with which you will be able to learn the most relevant aspects of Audiovisual Production.*



# 02 Objectives

The main objective of this Postgraduate Certificate is to offer designers a higher education in the field of Audiovisual Production, which will provide them with the necessary skills to work in the creation of programs, series and films that can be broadcasted on television networks and international platforms through the Internet. A program in which you will find the necessary information to understand all the phases of Audiovisual Production.







“

*A program with which you will be able to acquire an international vision of Audiovisual Production and increase your competitiveness in this field"*



## General Objectives

- ◆ Know the structure of the audiovisual system.
- ◆ Know how Audiovisual Contents are managed and produced
- ◆ Learn the necessary aspects of Audiovisual Production

“

*Every year, film festivals host the productions with the best reviews. Specialize in this field and get your creations selected for these events as well”*





## Specific Objectives

---

- ◆ Learn about the historical origins of audiovisual production and its evolution in contemporary society
- ◆ Identify the theoretical concepts that define the production processes of audiovisual works
- ◆ Knowledge of the legal framework and legislation governing the audiovisual production sector and its repercussions on the different production formats
- ◆ Be able to identify the production design of an audiovisual work based on the analysis of its financing sources
- ◆ Identify the different items in the budget of an audiovisual work.
- ◆ Point out production decisions from the final copy of an audiovisual production.
- ◆ Define ways of exploitation and commercialization of audiovisual productions.
- ◆ Identify and classify the human teams and technical means appropriate and necessary for each phase of the project: pre-production, recording/filming, post-production
- ◆ Control the amortization process of audiovisual productions
- ◆ Know the fundamental concepts that govern the distribution, marketing and diffusion of an audiovisual product in contemporary society
- ◆ Identify the different audiovisual exhibition windows and monitor amortizations
- ◆ Knowledge of executive production strategies in the development and subsequent distribution of audiovisual projects
- ◆ Identify the marketing design of an audiovisual production through its impact on the different contemporary audiovisual media.
- ◆ Know the history and contemporary problems of film festivals
- ◆ Identify the different categories and modalities of film festivals
- ◆ Analyze and interpret the economic, cultural and aesthetic logics of film festivals at local, national and global levels

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

---

- 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”*

# 04

## Structure and Content

The teachers of this TECH Postgraduate Certificate have elaborated a very complete syllabus that covers all the facets of Audiovisual Production. In this way, the student will be able to carry out a self-guided study of the main concepts of this field, as well as the management and promotion of Audiovisual Products, which will open the doors to a wide labor market, either in the field of television or in companies that develop productions for the cinema or the small screen.





“

*A complete program with which you will be able to learn the ins and outs of audiovisual productions”*

## Module 1. Audiovisual Production

- 1.1. Audiovisual Production
  - 1.1.1. Introductory Concepts
  - 1.1.2. The Audiovisual Industry
- 1.2. The Production Team
  - 1.2.1. The Professionals
  - 1.2.2. The Producer and the Script
- 1.3. The Audiovisual Project
  - 1.3.1. Project Management
  - 1.3.2. Project Evaluation
  - 1.3.3. Presentation of Projects
- 1.4. Production and Financing Modalities
  - 1.4.1. Financing of Audiovisual Production
  - 1.4.2. Modes of Audiovisual Production
  - 1.4.3. Resources for Pre-financing
- 1.5. The Production Team and the Script Breakdown
  - 1.5.1. The Production Team
  - 1.5.2. The Breakdown of the Script
- 1.6. The Shooting Areas
  - 1.6.1. The Locations
  - 1.6.2. The Scenery
- 1.7. Casting and Film Contracts
  - 1.7.1. Casting
  - 1.7.2. The Casting Test
  - 1.7.3. Contracts, Rights and Insurance
- 1.8. The Work Plan and the Budget of the Audiovisual Work
  - 1.8.1. The Work Plan
  - 1.8.2. The budget
- 1.9. Production in Filming or Recording
  - 1.9.1. Preparation for Filming
  - 1.9.2. Filming Equipment and Means

- 1.10. Post-production and the Final Balance of the Audiovisual Work
  - 1.10.1. Editing and Post-production
  - 1.10.2. Balance Sheet and Operations

## Module 2. Management and Promotion of Audiovisual Products

- 2.1. Audiovisual Distribution
  - 2.1.1. Introduction
  - 2.1.2. Distribution Players
  - 2.1.3. Marketing Products
  - 2.1.4. The Audiovisual Distribution Sectors
  - 2.1.5. National Distribution
  - 2.1.6. International Distribution
- 2.2. The Distribution Company
  - 2.2.1. The Organizational Structure
  - 2.2.2. Negotiation of the Distribution Agreement
  - 2.2.3. International Customers
- 2.3. Operating Windows, Contracts and International Sales
  - 2.3.1. Operating Windows
  - 2.3.2. International Distribution Contracts
  - 2.3.3. International Sales
- 2.4. Film Marketing
  - 2.4.1. Cinema Marketing
  - 2.4.2. The Film Production Value Chain
  - 2.4.3. Advertising Media at the Service of Promotion
  - 2.4.4. Launching Tools
- 2.5. Market Research in the Film Industry
  - 2.5.1. Introduction
  - 2.5.2. Pre-production Phase
  - 2.5.3. Post-production Phase
  - 2.5.4. Commercialization Phase

- 2.6. Social Networks and Film Promotion
  - 2.6.1. Introduction
  - 2.6.2. Promises and Limits of Social Networking
  - 2.6.3. Objectives and their Measurement
  - 2.6.4. Promotion Calendar and Strategies
  - 2.6.5. Interpreting What the Networks Are Saying
- 2.7. Audiovisual Distribution on the Internet I
  - 2.7.1. The New World of Audiovisual Distribution
  - 2.7.2. The Internet Distribution Process
  - 2.7.3. Products and Possibilities in the New Scenario
  - 2.7.4. New Distribution Modes
- 2.8. Audiovisual Distribution on the Internet II
  - 2.8.1. Keys to the New Scenario
  - 2.8.2. The Dangers of Internet Distribution
  - 2.8.3. Video on Demand (VOD) as a New Window for Distribution
- 2.9. New Distribution Spaces
  - 2.9.1. Introduction
  - 2.9.2. The Netflix Revolution
- 2.10. Film Festival
  - 2.10.1. Introduction
  - 2.10.2. The Role of Film Festivals in Distribution and Exhibition

“ *The best program you can find in the market on Audiovisual Production* ”





# 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.







“

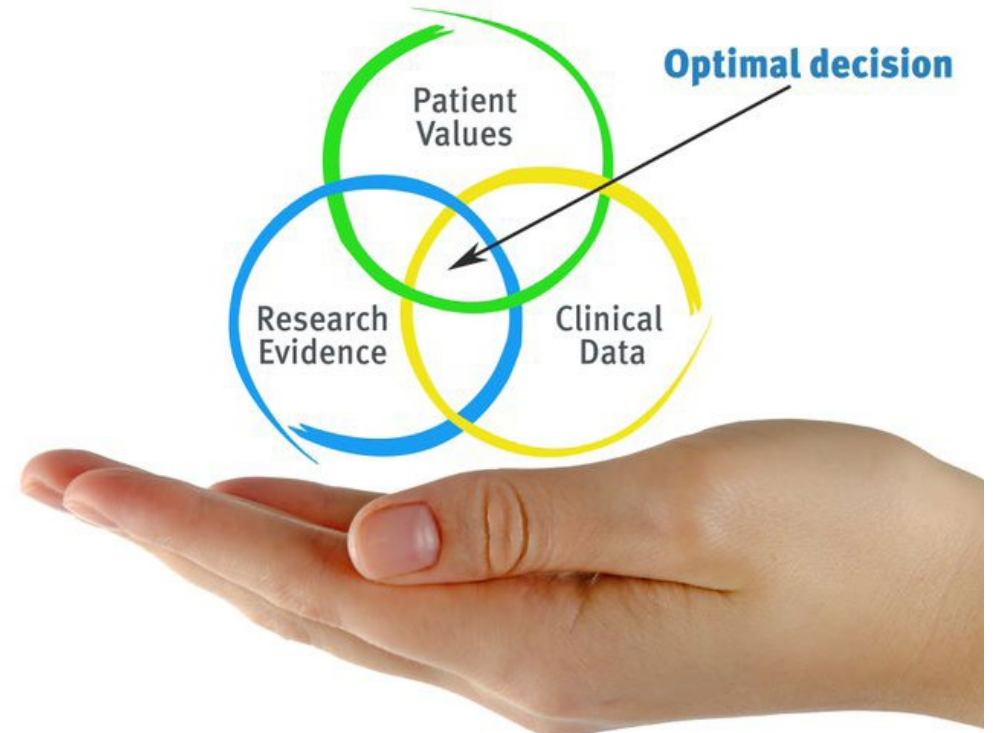
*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## 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 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.

## 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.

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.

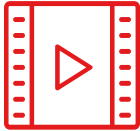
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

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

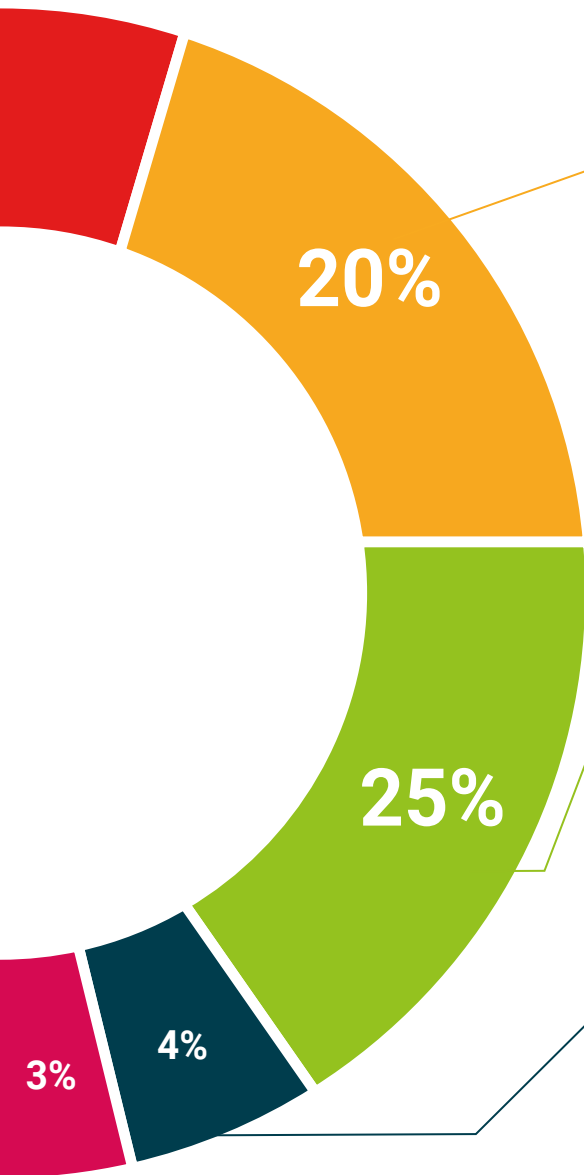
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.





#### 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 Certificate in Audiovisual Production 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 Audiovisual Production** 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** diploma issued by **TECH Technological University** via 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 Audiovisual Production**

Official N° of Hours: **300 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 Certificate Audiovisual Production

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Audiovisual Production

