

Postgraduate Certificate Production and Pitching for 3D Video Games





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- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/design/postgraduate-certificate/production-pitching-3d-video-games

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01

Introduction

Before creating, editing and launching an audiovisual product of high quality and format, it is necessary to plan in advance the plot, main idea and possible development. *Pitching* is an indispensable part of the designer's job, as well as maintaining a good organization when producing content. In the video game industry, it is vital to be distributed in effective development teams, implement good production practices and make use of agile methodologies that facilitate the work. This program has been created precisely to delve into all these issues, giving the designer the right tools to take their projects to their full potential.

The format of the program is 100% online, so that students can update their knowledge in various productive competencies without the typical constraints of fixed schedules or face-to-face classes.



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The best program to deepen your knowledge of production and pitching for high scope projects, with modules dedicated to production analysis, prioritization of objectives and investment search"

Great audiovisual projects have emerged from great ideas. However, one of the most arduous and difficult processes in the world of the videogame industry is precisely to materialize them. This is why the Postgraduate Certificate in Production and Pitching for 3D Video Games was created, encouraging the designer to make a high-impact *pitch*, while organizing their own work and production team in a much more efficient way.

In order for more professionals to show the world their skills and abilities in design, TECH and its team of experts have developed this Postgraduate Certificate. This is a program that delves into the production point of view, from its methodological characteristics to its commercialization process, so that more professionals can show the world their ideas put into practice and audiovisual products. An immersive and multidisciplinary program 100% online, compatible with the most demanding professional or personal responsibilities.

To facilitate study, an extensive multimedia library of additional material has been created, including detailed videos, self-awareness exercises, research articles, supplementary readings and dynamic summaries. In addition, all the material will be available from the beginning of the course and the student will be able to access it whenever and wherever they wish from any device with an Internet connection.

This **Postgraduate Certificate in Production and Pitching for 3D Video Games** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ The development of practical cases presented by experts in Video Games and Video Technologies
- ◆ The graphic, schematic, and practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Special emphasis on 3D modeling and animation in virtual environments
- ◆ 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



Update your knowledge in Production and Pitching with this program and learn how to sell and publish your audiovisual projects to make them a worldwide success"

“*If you are looking for a program in Design with which to delve into the different agile methodologies in the development of audiovisual pieces, this program has everything you're looking for and more*”

The program's teaching staff includes professionals from the industry who contribute their work experience to this 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 education programmed to learn 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 students will be assisted by an innovative interactive video system created by renowned and experienced experts.

This program will allow you to devise an action plan to present your ideas to a firm or company that wants to sponsor your projects.

You will learn how to estimate value, effort and time in order to organize your design capacity more agilely.



02 Objectives

The main objective of this Postgraduate Certificate is that the student learns to present and value their video game designs to large companies in the sector. In the same way, the student will not only have as a priority to learn the process, but will be able to execute it brilliantly so that in the future they will even be able to lead production teams. To this end, the latest and most exhaustive information will be made available to you, as well as the best academic tools to facilitate the expansion of your knowledge in a guaranteed manner.





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You will learn how to accurately calculate the production costs of a project based on the effect it may generate in the future and its impact on youth"

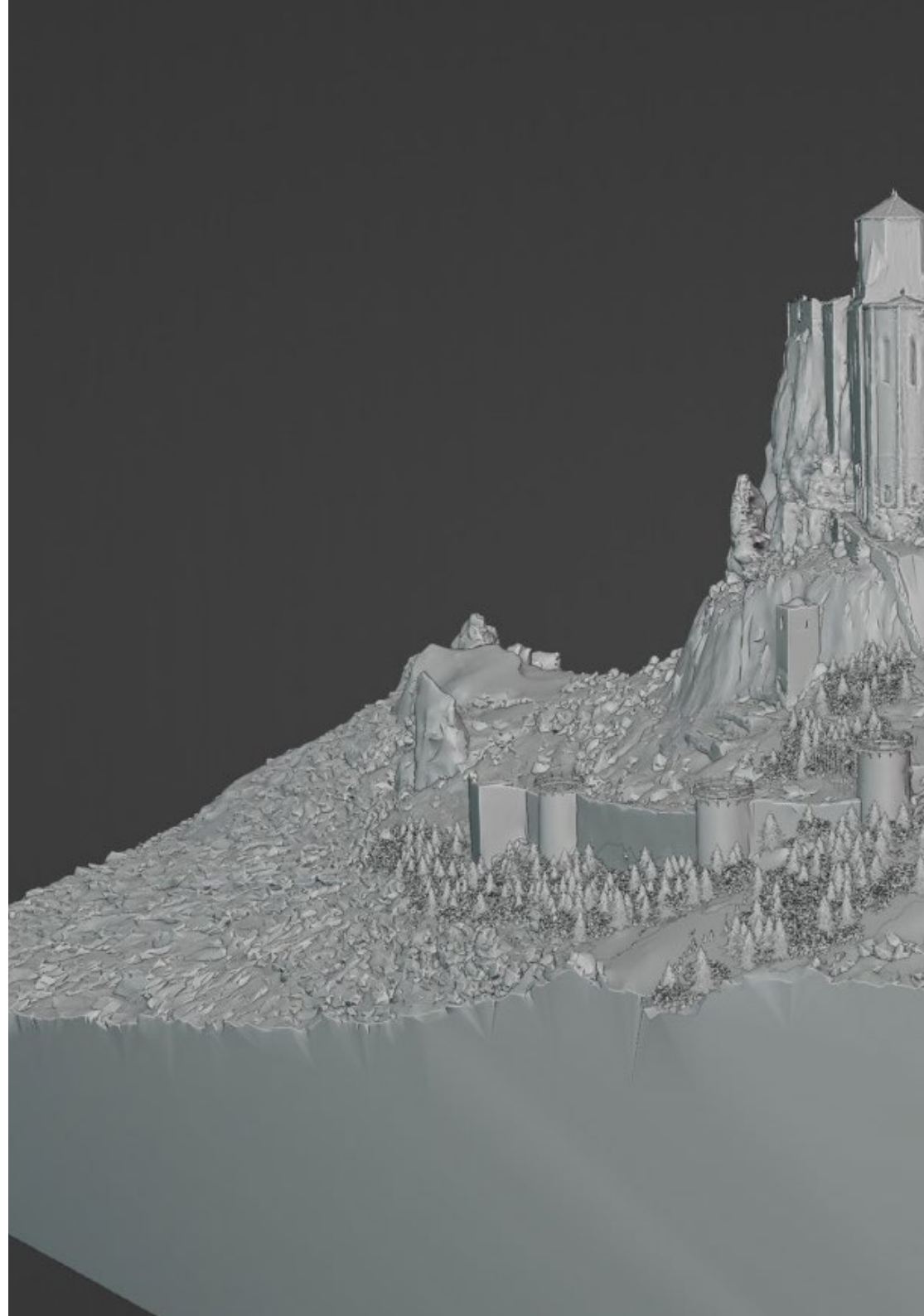


General Objectives

- ♦ Develop the SCRUM and Agile methodology applied to video games to manage projects
- ♦ Establish a system for calculating effort, in the form of estimates, based on hours.
- ♦ Generate material to present projects to investors



You will study the main strategies of competitive analysis, so that you know your direct competitors perfectly and can develop projects better than them"





Specific Objectives

- ◆ Determine the differences between production methodologies prior to SCRUM and their evolution to the present day
- ◆ Apply Agile thinking to any development without losing project management
- ◆ Develop a sustainable framework for the entire team
- ◆ Anticipate production HR needs and develop a basic personnel cost estimate
- ◆ Conduct prior analysis to obtain key information for communication about the most important values of our project
- ◆ Support the project's sales and financing arguments with numbers that demonstrate the project's potential solvency
- ◆ Determine the necessary steps to approach *publishers* and investors

03

Course Management

One of TECH's priorities when designing its programs is the creation of a qualified faculty that provides quality and high standards in the development of the program. For this reason, a group of experts in the field has been selected to guide the design professional from their knowledge. In addition, the teaching staff is composed of active specialists, which allows the student to be close to the current working world.





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A specialized teaching staff that will be ready to answer all your questions, facilitating your learning in production and Pitching”

Management



Mr. Ortega Ordóñez, Juan Pablo

- Director of Engineering and Gamification Design for the Intervenía Group
- Professor at ESNE of Video Game Design, Level Design, Video Game Production, Middleware, Creative Media Industries, etc
- Advisor in the foundation of companies such as Avatar Games or Interactive Selection
- Author of the book *Video Game Design*
- Member of the Advisory Board of Nima World



04

Structure and Content

TECH has designed a comprehensive syllabus, composed of topics of interest and important topics for the development of the program, so the student will find detailed videos, research articles, dynamic summaries, complementary readings and self-knowledge exercises. Thanks to this, the graduate will be able to study the different aspects of the syllabus in a personalized way and study them whenever they want, thanks to the accessibility of the virtual classroom.

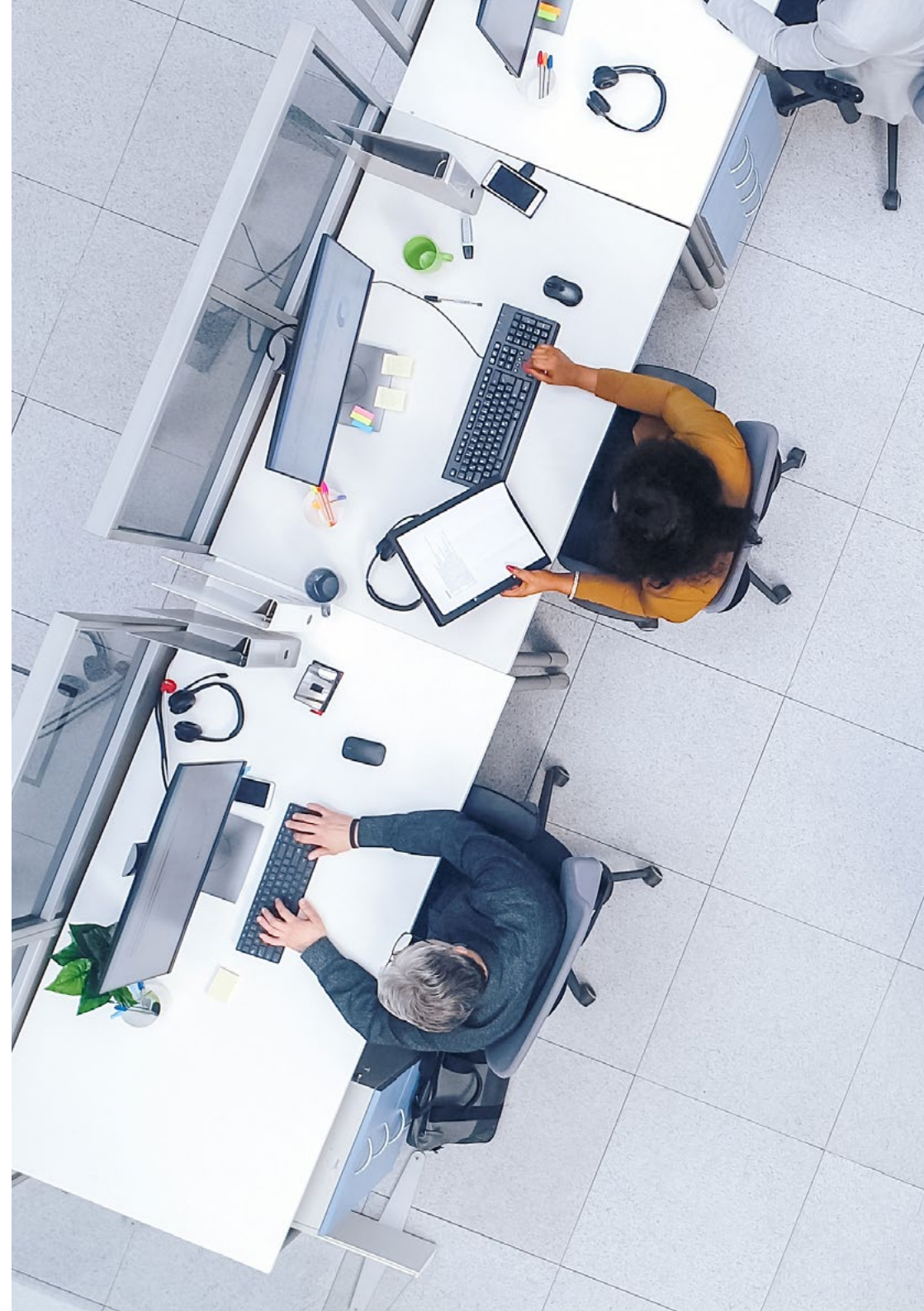


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A qualification with a very high degree of personalization, adapted to your own levels of demand and designed to exceed all their expectations"

Module 1. Video Game Production and Financing

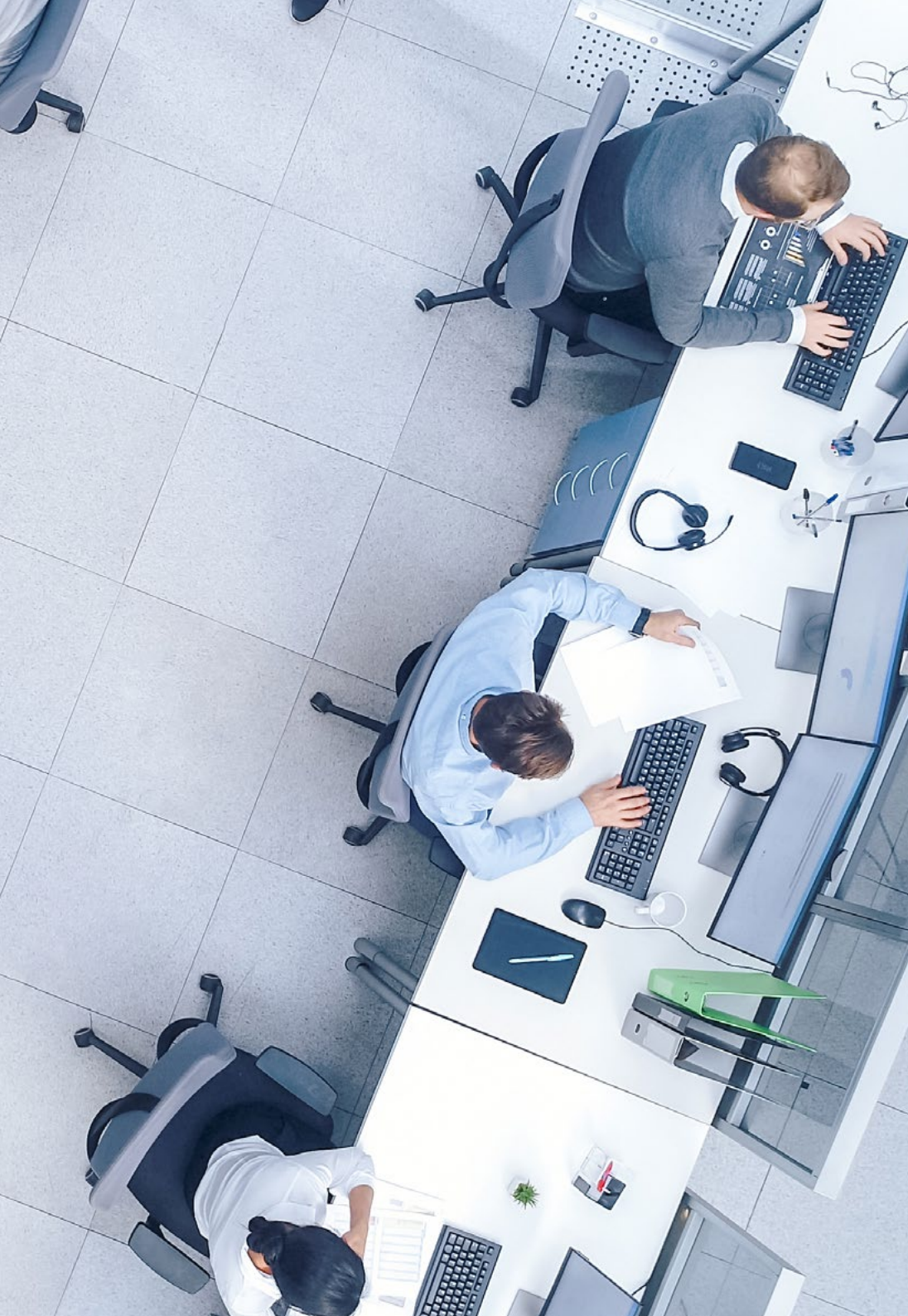
- 1.1. Video Game Production
 - 1.1.1. Cascading Methodologies
 - 1.1.2. Case studies on Lack of Project Management and Work Plan
 - 1.1.3. Consequences of the Lack of a Production Department in the Video Game Industry
- 1.2. Development Teams
 - 1.2.1. Key Departments in Project Development
 - 1.2.2. Key Profiles in Micro-Management: LEAD and SENIOR
 - 1.2.3. Problems of Lack of Experience in JUNIOR Profiles
 - 1.2.4. Establishment of Training Plan for Low-Experience Profiles
- 1.3. Agile Methodologies in Video Game Development
 - 1.3.1. SCRUM
 - 1.3.2. AGILE
 - 1.3.3. Hybrid Methodologies
- 1.4. Effort, Time and Cost Estimates
 - 1.4.1. Video Game Development Costs: Main Concepts and Expenses
 - 1.4.2. Task Scheduling: Critical Points, Keys and Aspects to Consider
 - 1.4.3. Estimates based on VS Stress Points Calculated in Hours
- 1.5. Prototype Planning Prioritization
 - 1.5.1. Establishment of General Project Objectives
 - 1.5.2. Prioritization of Key Functionalities and Contents: Order and Needs by Department
 - 1.5.3. Grouping of Functionalities and Contents in Production to Constitute Deliverables (Functional Prototypes)
- 1.6. Best Practices in Video Game Production
 - 1.6.1. Meetings, *Dailies*, *Weekly Meetings*, End of Sprint Meetings, and ALPHA, BETA and RELEASE Milestone Review Meetings.
 - 1.6.2. Sprint Speed Measurement
 - 1.6.3. Lack of Motivation and Low Productivity Detection and Anticipation of Potential Production Problems



- 1.7. Production Analysis
 - 1.7.1. Preliminary Analysis I: Market Status Review
 - 1.7.2. Preliminary Analysis 2: Establishment of Main Project References (Direct Competitors)
 - 1.7.3. Previous Analyses Conclusions
- 1.8. Development Cost Calculation
 - 1.8.1. Human Resources
 - 1.8.2. Technology and Licensing
 - 1.8.3. External Development Expenses
- 1.9. Investment Search
 - 1.9.1. Types of Investors
 - 1.9.2. Executive Summary
 - 1.9.3. Pitch Deck
 - 1.9.4. Publishers
 - 1.9.5. Self-Financing
- 1.10. Project Post-Mortem Elaboration
 - 1.10.1. Post-Mortem Elaboration Process in the Company
 - 1.10.2. Positive Aspect Analysis of the Project
 - 1.10.3. Negative Aspect Analysis of the Project
 - 1.10.4. Improvement Proposal on the Project's Negative Points and Conclusions



You will master SCRUM and Agile in just 6 weeks with TECH and this complete and comprehensive program Are you up for it?"



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.

“

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.

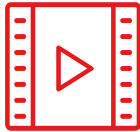
Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

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 competencies and skills in each thematic 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

This Postgraduate Certificate in Production and Pitching for 3D Video Games guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 program will allow you to obtain a **Production and Pitching for 3D Video Games** 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 Certificate in Production and Pitching for 3D Video Games**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global 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
development lang
classroom



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