

# Postgraduate Diploma Creation and Management in Television





## Postgraduate Diploma Creation and Management in Television

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

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

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# 01

# Introduction

Television work is becoming increasingly competitive, due to the multiple consumption options available to the audience. As a result, television networks are looking for the best-prepared designers for their staffs, those with the best education and knowledge of all the ins and outs of television work. This program will provide students with a broad and generalized vision of different aspects of television, which will open the doors to different sectors such as news, *reality shows*, cinema or *talent shows*, for example. An endless number of job opportunities that they will be able to access after successfully completing this program.







“

*Learn about the characteristics of scripts for different television genres and become an expert in the field"*

Managing and creating products for the small screen is a complex task. It is necessary to have a broad knowledge of all the aspects surrounding the broadcasting of a television product, from recording to production, but the knowledge of the audience is also of great value, since they will be the ones who decide whether a program continues to be broadcast or not. In addition, the choice of the format on which you want to work is also of great importance. In this sense, with the beginning of the 2000s, *realities* and coexistence programs arrived on screens worldwide and revolutionized the market, and in recent years, the emergence of viewing platforms such as Netflix and HBO have changed the way in which television products are consumed.

These issues have favored the fact that television is a medium of all and for all, but have also created a need for highly qualified professionals, able to adapt to changes quickly and safely, and willing to innovate in the way they work to offer the public what they want. This Postgraduate Diploma in Creation and Management in Television from TECH offers designers a unique opportunity to enter a constantly evolving industry. To this end, it provides them with exhaustive knowledge of different areas that they must know with ease, such as production, television genres and audiences. Aspects without which your education would not be complete in order to work successfully in this field.

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

- ◆ 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 on innovative methodologies in Creation and Management in Television
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*Knowing the characteristics and demands of the audience will allow you to create specific products aimed at your target audience that will achieve success"*

“

*Thanks to the many case studies in this program, you will be able to learn more easily about the main tools for working in television”*

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 student 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.

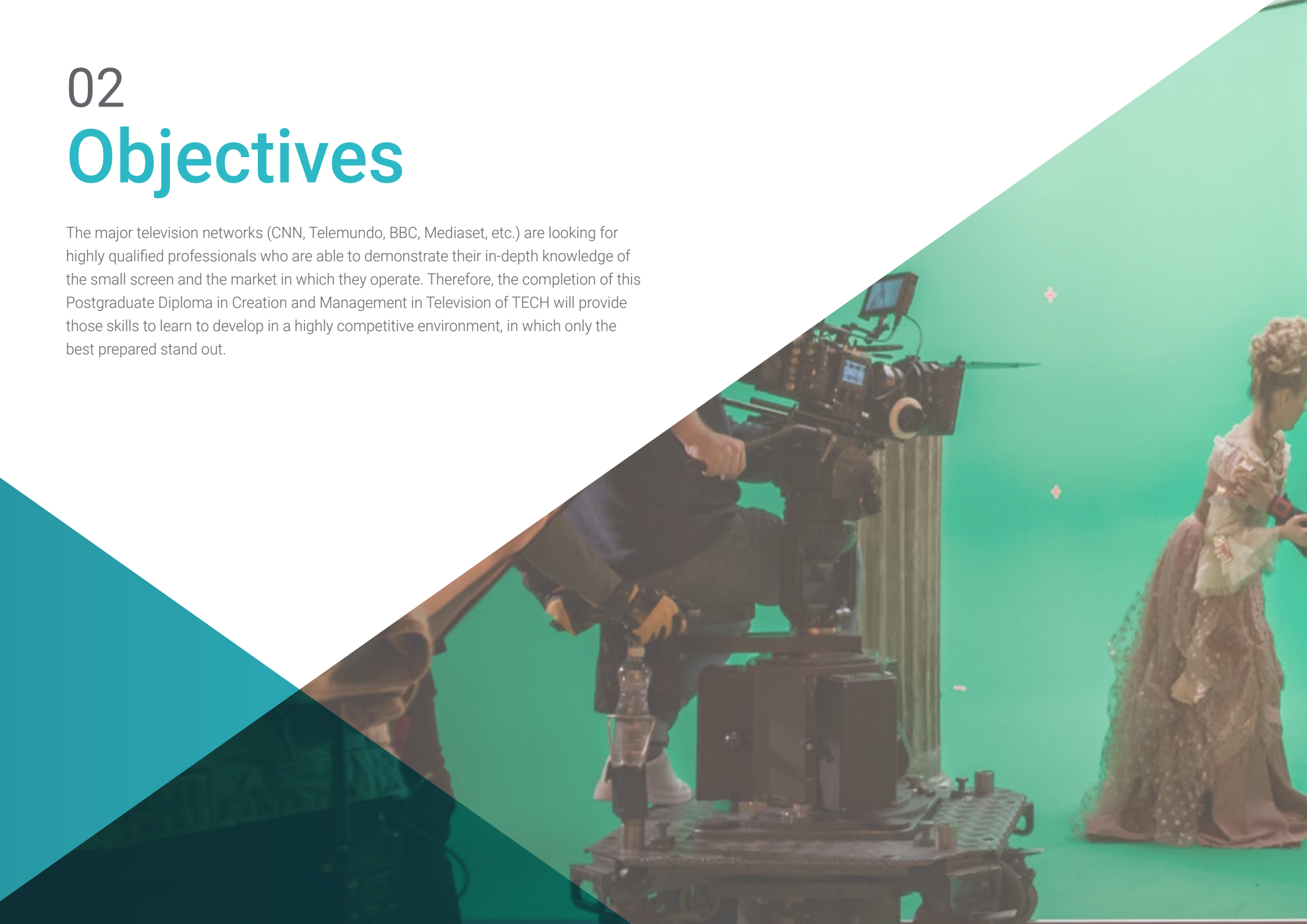
*If you are looking for an opportunity to specialize in television work, don't think twice. This is the program for you*

*The completion of this Postgraduate Diploma will open the doors to a globalized and highly competitive job market*



# 02 Objectives

The major television networks (CNN, Telemundo, BBC, Mediaset, etc.) are looking for highly qualified professionals who are able to demonstrate their in-depth knowledge of the small screen and the market in which they operate. Therefore, the completion of this Postgraduate Diploma in Creation and Management in Television of TECH will provide those skills to learn to develop in a highly competitive environment, in which only the best prepared stand out.







“

*Develop the necessary skills to successfully manage the creation and management of television and make your programs the most demanded by the audience"*



## General Objectives

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

“

*Television work must be carried out with a great deal of creativity. This program will teach you to develop your skills in this field so that you will be able to become a successful television creator”*





## Specific Objectives

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### Module 1. Theory and Techniques for Performance

- ◆ Know the working environment of the production team: technological means, technical routines and human resources, as well as the figure of the producer in professional contexts: competences and responsibilities
- ◆ Know the creative path of the idea, from the script to the product on screen
- ◆ Learning the basics of staging elements
- ◆ Be able to analyze and foresee the necessary means from a sequence
- ◆ Acquire the ability to plan narrative and documentary sequences according to the available means
- ◆ Know the basic techniques of production
- ◆ Identify and properly use technological tools in the different phases of the audiovisual process
- ◆ Learn to put into practice the fundamental elements and processes of Audiovisual Storytelling
- ◆ Know the characteristics, uses and needs of Multi-Camera Audiovisual Projects
- ◆ Be able to move television programs from the set to the screen
- ◆ Understand the needs and advantages of teamwork in Multi-Camera Audiovisual Projects



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

- ◆ Know the concept of genre as applied to fiction production and television entertainment
- ◆ Distinguish and interpret the various genres of fiction production and television entertainment and their evolution over time
- ◆ Have the capacity for cultural, social and economic analysis of television genres as the backbone of audiovisual creation and consumption practices
- ◆ Know the modifications and hybridizations that occur in television genres in the context of contemporary television
- ◆ Recognize the different formats in the context of the current television 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

### **Module 3. Audiovisual Advertising**

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

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

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





# 03

## Structure and Content

This syllabus has been designed taking into account the necessary skills that designers should have who wish to develop professionally in the world of television. For this reason, the most relevant information on production, television formats, audiences and television scripts has been compiled. All of them are aspects of great interest for those who wish to open a career path by creating successful television products that are able to compete in terms of audience and gain the public's favor.







“

*The best academic program on the market for those who want to work in the world of television”*

## Module 1. Theory and Techniques for Performance

- 1.1. Realization as Construction of the Audiovisual Work. The Work Equipment
  - 1.1.1. From the Literary to Technical Scripts Scale
  - 1.1.2. The Work Equipment
- 1.2. The Elements of the Screen Layout. Construction Materials
  - 1.2.1. Spatial Preadaptation. Art Direction
  - 1.2.2. The Elements of the Screen Layout
- 1.3. Pre-production. Implementation Documents
  - 1.3.1. Technical Script
  - 1.3.2. The Scenographic Plan
  - 1.3.3. *Storyboard*
  - 1.3.4. Planning
  - 1.3.5. The Shooting Schedule
- 1.4. The Expressive Value of Sound
  - 1.4.1. Typology of Sound Elements
  - 1.4.2. Construction of Sound Space
- 1.5. The Expressive Value of Light
  - 1.5.1. Expressive Value of Light
  - 1.5.2. Basic Lighting Techniques
- 1.6. Basic Single-Camera Shooting Techniques
  - 1.6.1. Uses and Techniques of Single-Camera Shooting
  - 1.6.2. The *Found Footage* Subgenre. Fiction and Documentary Films
  - 1.6.3. Single-Camera Production in Television
- 1.7. The Editing
  - 1.7.1. Editing as an Assemblage. Space-Time Reconstruction
  - 1.7.2. Non-Linear Assembly Techniques
- 1.8. Post-production and Color Grading
  - 1.8.1. Postproduction
  - 1.8.2. Vertical Mounting Concept
  - 1.8.3. Color Correction
- 1.9. Formats and Production Equipment
  - 1.9.1. Multi-camera Formats
  - 1.9.2. The Studio and the Team
- 1.10. Keys, Techniques and Routines in Multi-Camera Production
  - 1.10.1. Multi-camera Techniques
  - 1.10.2. Some Common Formats

## Module 2. Television Genres, Formats and Programming

- 2.1. Gender in Television
  - 2.1.1. Introduction
  - 2.1.2. Television Genres
- 2.2. The Television Format
  - 2.2.1. Approach to the Concept of Format
  - 2.2.2. Television Formats
- 2.3. Create Television
  - 2.3.1. The Creative Process in Entertainment
  - 2.3.2. The Creative Process in Fiction
- 2.4. Evolution of Formats in Today's International Market I
  - 2.4.1. Consolidation of the Format
  - 2.4.2. The Reality TV Format
  - 2.4.3. New developments in *Reality TV*
  - 2.4.4. Digital Terrestrial Television and Financial Crisis
- 2.5. Evolution of Formats in Today's International Market II
  - 2.5.1. Emerging Markets
  - 2.5.2. Global Brands
  - 2.5.3. Television Reinvents Itself
  - 2.5.4. The Era of Globalization
- 2.6. Selling the Format. The *Launch*
  - 2.6.1. Sale of a Television Format
  - 2.6.2. The *Launch*
- 2.7. Introduction to Television Programming
  - 2.7.1. The Role of Programming
  - 2.7.2. Factors Affecting Programming
- 2.8. Television Programming Models
  - 2.8.1. United States and United Kingdom
  - 2.8.2. Spain
- 2.9. The Professional Practice of Television Programming
  - 2.9.1. The Programming Department
  - 2.9.2. Programming for Television
- 2.10. Audience Research
  - 2.10.1. Television Audience Research
  - 2.10.2. Audience Concepts and Ratings





### Module 3. Audiovisual Advertising

- 3.1. Audiences in the Audiovisual Media
  - 3.1.1. Introduction
  - 3.1.2. The Constitution of the Audiences
- 3.2. The Study of Audiences: Traditions I
  - 3.2.1. Theory of Effects
  - 3.2.2. Theory of Uses and Gratifications
  - 3.2.3. Cultural Studies
- 3.3. The Study of Audiences: Traditions II
  - 3.3.1. Studies on Reception
  - 3.3.2. Audiences for Humanistic Studies
- 3.4. Hearings from an Economic Perspective
  - 3.4.1. Introduction
  - 3.4.2. Audience Measurement
- 3.5. Theories of Reception
  - 3.5.1. Introduction to Reception Theories
  - 3.5.2. Historical Approach to Reception Studies
- 3.6. Audiences in the Digital World
  - 3.6.1. Digital Environment
  - 3.6.2. Communication and Convergence Culture
  - 3.6.3. The Active Nature of the Audiences
  - 3.6.4. Interactivity and Participation
  - 3.6.5. The Transnationality of Audiences
  - 3.6.6. Fragmented Audiences
  - 3.6.7. Audience Autonomy
- 3.7. Hearings: The Essential Questions I
  - 3.7.1. Introduction
  - 3.7.2. Who They Are
  - 3.7.3. Why Do They Consume
- 3.8. Hearings: Essential Questions II
  - 3.8.1. What They Consume
  - 3.8.2. How They Consume
  - 3.8.3. With What Effects

- 3.9. The *Engagement Model I*
  - 3.9.1. *Engagement* as a Metadimension of Audience Behavior
  - 3.9.2. The Complex Assessment of *Engagement*
- 3.10. The *Engagement Model II*
  - 3.10.1. Introduction. The Dimensions of *Engagement*
  - 3.10.2. *Engagement* and User Experiences
  - 3.10.3. *Engagement* as an Emotional Response from Audiences
  - 3.10.4. *Engagement* as a Result of Human Cognition
  - 3.10.5. Observable Behaviour of Audiences as an Expression of *Engagement*

## Module 4. Television: Script: Programs and Fiction

- 4.1. Television Fiction
  - 4.1.1. Concepts and Limits
  - 4.1.2. Codes and Structures
- 4.2. Narrative Categories in Television
  - 4.2.1. The Enunciation
  - 4.2.2. Characters
  - 4.2.3. Actions and Transformations
  - 4.2.4. The Space
  - 4.2.5. The Weather
- 4.3. Television Genres and Formats
  - 4.3.1. Narrative Units
  - 4.3.2. Television Genres and Formats
- 4.4. Fiction Formats
  - 4.4.1. Television Fiction
  - 4.4.2. Situation Comedy
  - 4.4.3. Drama Series
  - 4.4.4. The Soap Opera
  - 4.4.5. Other Formats
- 4.5. The Fiction Script in Television
  - 4.5.1. Introduction
  - 4.5.2. The Technique
- 4.6. Drama on Television
  - 4.6.1. The Drama Series
  - 4.6.2. The Soap Opera

- 4.7. Comedy Series
  - 4.7.1. Introduction
  - 4.7.2. The *Sitcom*
- 4.8. The Entertainment Script
  - 4.8.1. The Script Step by Step
  - 4.8.2. Writing to Say
- 4.9. Entertainment Script Writing
  - 4.9.1. Script Meeting
  - 4.9.2. Technical Script
  - 4.9.3. Production Breakdown
  - 4.9.4. The Play-List
- 4.10. Entertainment Script Design
  - 4.10.1. *Magazin*
  - 4.10.2. Comedy Program
  - 4.10.3. *Talent Show*
  - 4.10.4. Documentary
  - 4.10.5. Other Formats



*A complete syllabus that will bring you up to date on the ins and outs of television so that you can learn first-hand about the main formats in which you can develop professionally"*





04

# 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.

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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 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.

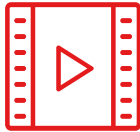
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success*

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.



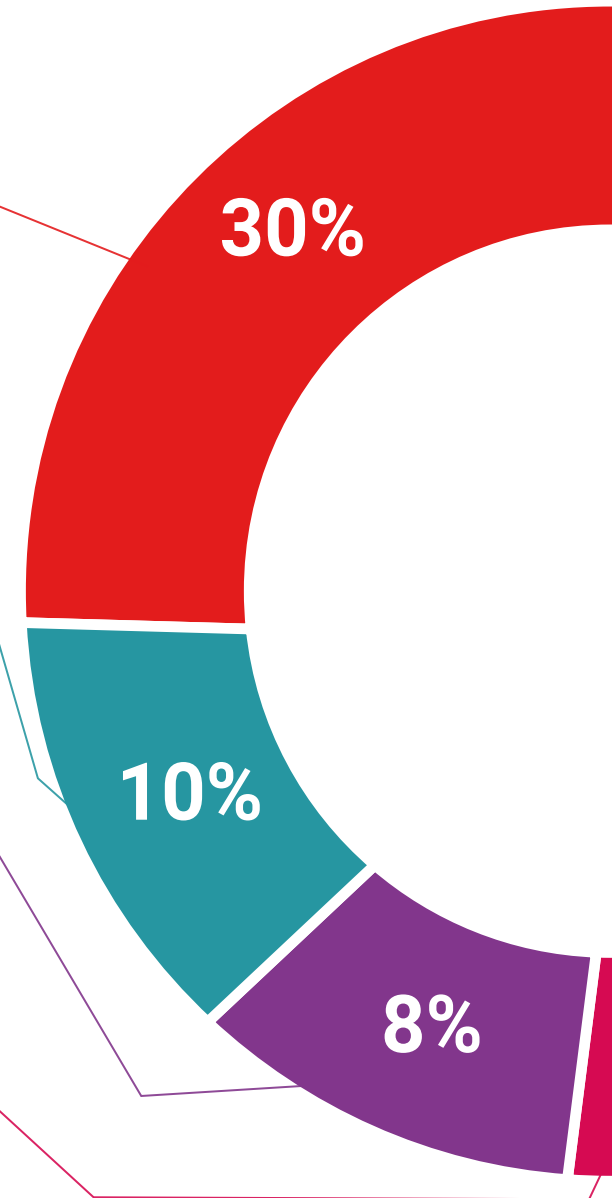
### Practising Skills and Abilities

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.



# 05 Certificate

The Postgraduate Diploma in Creation and Management in Television guarantees you, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global 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 your **Postgraduate Diploma in Creation and Management in Televisionn** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

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

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

Modality: **online**

Duration: **6 months**

Accreditation: **24 ECTS**



\*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.

future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service innovation

knowledge present

development languages

virtual classroom

**tech** global  
university

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