Hybrid Professional Master's Degree

Film and Television

tech global university

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Hybrid Professional Master's Degree

Film and Television

Modality: **Hybrid (Online + Clinical Internship)**

Duration: **12 months**

Certificate: **TECH Global University**

60 + 5 ECTS Credits

Website: **www.techtitute.com/us/journalism-communication/hybrid-professional-master-degree/hybrid-professional-master-degree-film-television**

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01

Introduction

The boom in streaming and platforms such as Netflix, Amazon Prime or HBO has brought about a radical change in the concept of television and cinema. The seventh art, present on the big screen, is making its way into homes and television formats are adapting to the demand for entertainment. A panorama that leads Film and Television professionals to specialize in a sector that demands more qualified profiles for scriptwriting, content production and post-production. In this context, a degree is born that boosts the competences and skills of students in the management and promotion of audiovisual products, in the creation of new television formats or film production. All this, in addition, with a practical stay in a reference company of the audiovisual sector with which they will complete an apprenticeship that will allow them to progress professionally.

Television and film are increasingly present in digital environments. Don't get left behind and acquire the knowledge you need to grow professionally in this sector"

Digital television has completely transformed the audiovisual landscape, which has changed its formats to promote different projects adapted to each audience, even more segmented thanks to the multiple existing platforms. In the case of cinema, the big screen continues to captivate, although it is true that it has also adapted to the paradigm shift brought about by new technologies.

Communication professionals who wish to dedicate themselves fully to the audiovisual world are currently experiencing an excellent opportunity to grow professionally, thanks to the consumption of this type of content. A space that requires highly qualified personnel in the field of scriptwriting, production, post-production or design of attractive new formats for the public. An ideal scenario for graduates who wish to progress professionally and to whom this Hybrid Professional Master's Degree is addressed, where through an innovative multimedia content will delve into the theory and technique of filmmaking, genres and programming in television, the audiovisual audience, or digital post-production.

An intensive program in 100% online format, which is complemented by a practical stay in a leading company in the audiovisual sector. This will provide them with a real professional experience and close to the situations in which scriptwriters, writers, producers or editors must work. An extensive knowledge in the field of cinema and television, which will provide them with all the necessary tools to achieve success in this sector.

TECH also offers a flexible degree that is compatible with the most demanding responsibilities. Students will only need an electronic device with an Internet connection to access the syllabus from the beginning. The content has a global vision, as well as practical thanks to the case studies provided by the specialists who teach this degree. Once this first phase is completed, students will go on to do an Internship Program, which will allow them to see in situ how professionals in the audiovisual sector work and apply all the learning acquired in the theoretical phase.

This **Hybrid Professional Master's Degree in Film and Television** contains the most complete and updated program on the market. It's most outstanding features are:

- Development of more than 100 practical cases presented by experts in Functional and Pathological Television Assessment
- 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
- Content that is accessible from any fixed or portable device with an Internet connection
- Application of innovative methodologies
- All of this will be complemented by 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
- In addition, you will be able to do an internship in one of the best photography companies in the industry

Are you looking for an education that is compatible with your personal responsibilities? TECH provides you with a flexible program, without attendance or fixed schedules, that adapts to you"

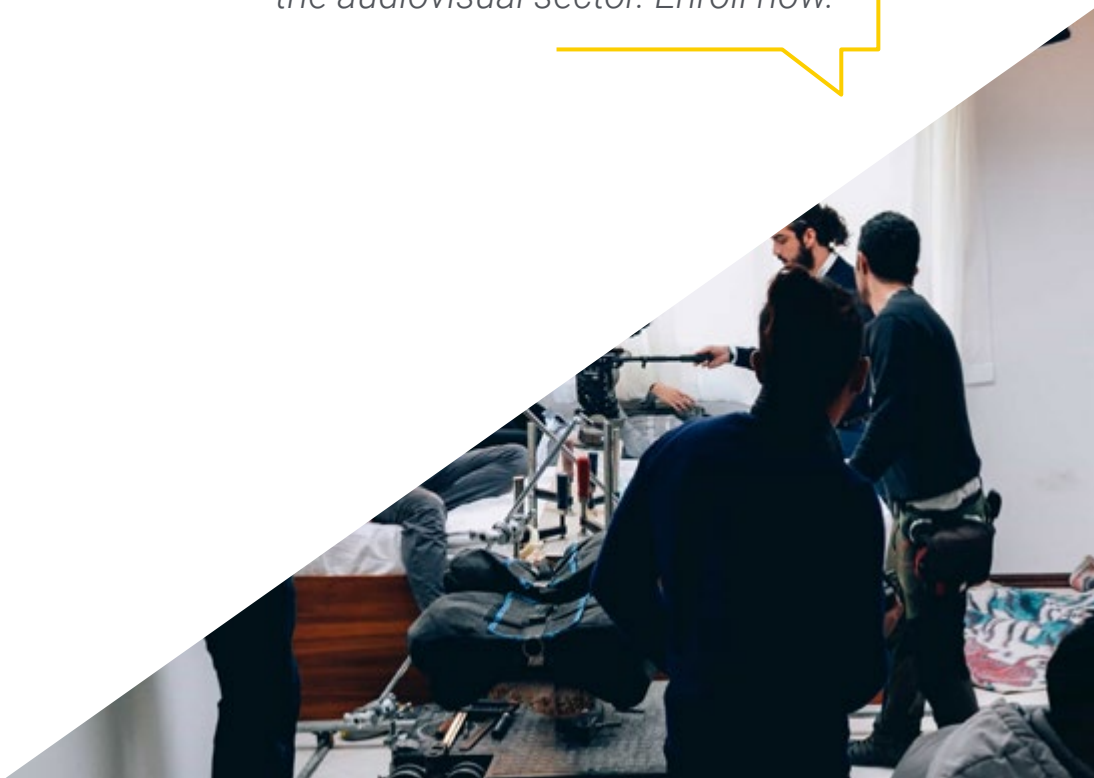
You will achieve success in the television industry thanks to an intensive program that will provide you with everything you need to know about scriptwriting and directing"

In this proposed Master's program, of a professionalizing nature and blended learning modality, the program is aimed at updating journalism and communication professionals who wish to focus their career in the field of film and television. The contents are based on the latest scientific evidence, and oriented in a didactic way to integrate the theoretical knowledge in the audiovisual field and the technical elements necessary to be able to grow professionally in this sector.

Thanks to its multimedia content elaborated with the latest educational technology, it will allow the communication and journalism professional to learn in a contextual and situated learning, i.e. a simulated environment that will provide immersive learning programmed to train in real situations. This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise during the course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

Do you want to be part of the television sector and create new formats? You are in front of a degree that offers you the knowledge you need. Enroll now.

This Hybrid Professional Master's Degree allows you to combine theoretical knowledge with practice in a leading company in the audiovisual sector. Enroll now.



02

Why Study this Hybrid Professional Master's Degree?

Film and television are present in most people on the planet, and thanks to them, messages of universal value are transmitted. However, their realization, production and post-production nowadays depend on a wide range of techniques and digital tools. TECH wants to turn its students into great experts in these areas and therefore has composed an excellent training that, in addition to providing them with the theoretical mastery of this field, will provide them with access to highly prestigious companies to develop their practical knowledge.

TECH offers you a unique learning opportunity in which you will be able to join prestigious companies in the audiovisual sector"

1. Updating from the latest technology available

For edition, editing and post-production in modern film and television, studios have a wide range of CGI technologies at their disposal. Through them, it is possible to bring unreal or deceased characters to life and integrate a wide variety of special effects With TECH, students in this program will specialize in the most outstanding innovations in this professional sector.

2. Gaining In-Depth Knowledge from the Experience of Top Specialists

TECH provides a personalized teaching guide in all educational phases of this degree. For learning the theoretical framework of this Hybrid Professional Master's Degree, students have the best faculty to clarify their doubts and concepts of interest. On the other hand, during the professional practice in a prestigious company in the field of design, the student will have a designated tutor who will help them to insert themselves holistically in the productive dynamics and work projects.

3. Entering first-class audiovisual environments

TECH carefully selects all the centers available for the practical stay of its students. Thanks to this, the specialist will have guaranteed access to a prestigious environment in the audiovisual area. In this way, they will be able to experience the day-to-day of a demanding, rigorous and exhaustive area of work, always applying the latest theses and scientific postulates in its work methodology.

4. Combining the Best Theory with State-of-the-Art Practice

This degree provides its students with the assimilation of the most updated theoretical contents within film and television through a 100% online training and free of restrictive schedules. At the same time, students will be able to develop the assimilated knowledge in practice in a highly prestigious company during 3 weeks of professional practice.

5. Expanding the Boundaries of Knowledge

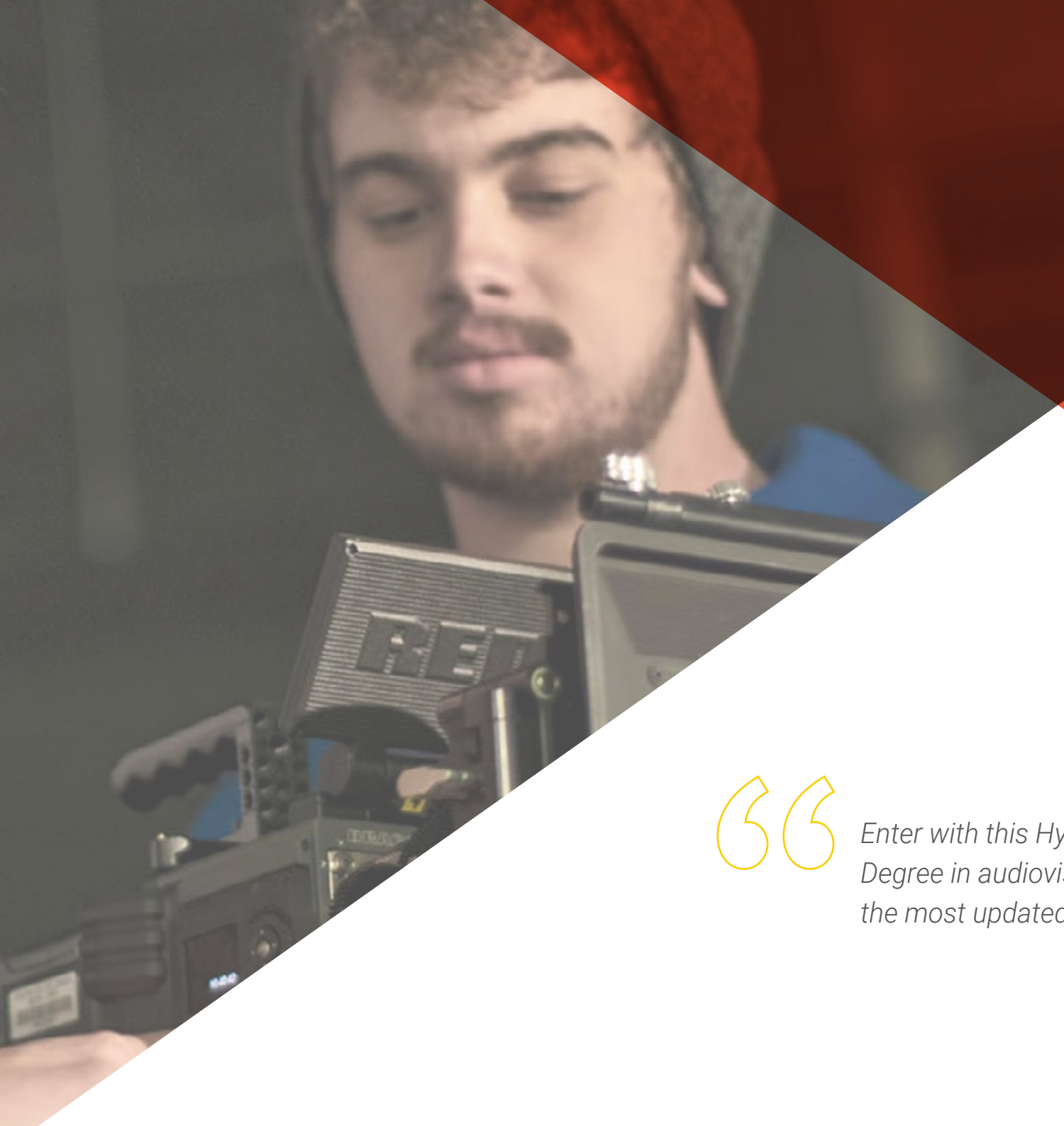
This Hybrid Professional Master's Degree will link its students with centers of recognized trajectory in the field of film and television that are relevant in the international sphere In this way, each specialist can expand the frontiers of their knowledge from the of their knowledge based on the productive dynamics applied in different latitudes in different latitudes.

You will have full practical immersion at the center of your choice"

03

Objectives

The syllabus of this Hybrid Professional Master's Degree has been designed to offer students the most intensive and up-to-date knowledge about film and television. To this end, students have access to rich multimedia content that can be accessed whenever they wish 24 hours a day. In addition, all this knowledge can be deployed in the practical stay that will take place once the theoretical phase of this degree is completed.



Enter with this Hybrid Professional Master's Degree in audiovisual post-production with the most updated content"

General Objective

- The general objective of the Hybrid Professional Master's Degree in Film and Television is to gain in-depth knowledge of the particularities of the television medium and its own communication codes. In addition, students will acquire advanced learning about how to work in film and television in all phases of the television and film product

Specific Objectives

Module 1. Television Studios

- Ability to understand and assimilate television from an educational perspective
- Panoramic knowledge of the main theories and methodologies for the study of television
- Capacity and ability to apply the different theories and methodologies of analysis to the production of television works
- Comprehension of the social function exercised by television and its importance for the understanding of contemporary cultural change
- Capacity and ability to research in the field of television studies

Module 2. Film Studios

- Understand and assimilate the cinematographic fact from an educational perspective
- Know the main theories and methodologies for the study of film
- Be able to apply the different theories and methodologies of analysis to the interpretation of the production of cinematographic works
- Be able to research the field of film studies
- Ability to Interpret and critically analyze audiovisual messages in contemporary society
- Have a global knowledge of cultural studies as a tool for analyzing the audiovisual narrative and understanding its contents, especially with regard to the problems derived from issues of gender, sex and sexuality as well as personal identity
- Apply the concepts, functions and methodologies of cultural and gender studies in relation to gender and identity study issues, especially as they relate to audiovisual culture

Module 3. Theory and Techniques for Performance

- Know the working environment of the production team: technological means, technical routines and human resources. Figure of the filmmaker in professional contexts: competencies 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 4. Digital Postproduction

- Know the main theories and techniques of editing and postproduction with a historical perspective in the field of audiovisual communication
- Theoretical knowledge of the technology involved in the capture and handling of images and sounds Equipment and formats
- Be able to make decisions and operate video cameras and sound recording equipment
- Know the central aspects of editing and post-production in the field of audiovisual communication
- Know where the editor and postproducer of the company or audiovisual project fits in
- Know how to operate digital editing and postproduction equipment
- Explore the different fields of post-production that can influence audiovisual production
- Be prepared to join and adapt to a professional audiovisual team

Module 5. Audiovisual Production

- 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 impact 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

Module 6. Film Script

- Know, identify and apply theories, resources and methods in the processes of elaboration and analysis of audiovisual stories
- Acquire the ability to critically perceive the audiovisual landscape offered by the communicative universe that surrounds us, considering the iconic messages as the result of a social collective, product of the socio-political, economic and cultural conditions of a given historical period
- Have the ability to define and develop research topics or innovative personal creation that can contribute to the knowledge or development of audiovisual languages or their interpretation
- Assimilate and apply the theoretical and practical foundations of the technologies, techniques, resources and procedures required for the creation and production of audiovisual content

- Understand and identify the communicative and narrative models of audiovisual media and their relationship with society and culture
- Apply the acquired knowledge, understanding and skills to solve complex and/or specialized problems in the professional field of audiovisual communication
- Use and organize in an adequate way the technical means, materials and tasks necessary for the elaboration of an audiovisual work
- Manage the design and production of an audiovisual work, according to the script, work plan or previous budget
- Plan and manage human, budgetary and technical resources in the various stages of production and promotion of an audiovisual work
- Audiovisual communication or about audiovisual productions
- Design scripts and communication plans considering the socio-political and cultural context of their production and circulation

Module 7. Management and Promotion of Audiovisual Products

- Know the fundamental concepts governing the distribution, marketing and dissemination 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

Module 8. 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
- Knowledge of the main techniques and processes of programming in general television
- Ability to understand and critically analyze the processes of television supply, its evolution and current reality, in relation to the phenomenon of reception and the social and cultural contexts in which it is produced

Module 9. The Audiovisual Audience

- 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
- Understanding of the functioning of social networks as a fundamental part of today's audiovisual environment
- Understanding the links between audience and content
- Ability to understand the transformations resulting from digitalization

Module 10. 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

This program offers you a theoretical phase 100% online, without classes with fixed schedules. An education that adapts to you"

04

Skills

The professional who takes this degree will enhance their skills and abilities in the field of television and film communication. For this purpose, specialists in this sector will be available to tutor them throughout the 12-month duration of this program.

Enhance your skills with this Hybrid Professional Master's Degree. The big film and television production companies are waiting for you"

General Skills

- Describe the television event from an educational point of view
- Have a broad knowledge of cinematographic methodology
- Research in the cinematographic field
- Analyze the audiovisual story
- Recognize the necessary human resources
- Organize and plan a staging
- Determine the techniques of realization
- Work with multi-camera
- Understand digital post-production working methods
- Work with video and sound equipment
- Determine the decisive points of post-production and digital editing
- Explain the evolution of the audiovisual industry
- Identify production processes
- Move within the legal framework with confidence

Specific Skills

- Analyze the sources of financing of an audiovisual product
- Choose ways of exploitation and commercialization
- Create human teams for all phases of the project
- Determine amortization methods
- Recognize the different ways of working in the creation of audiovisual scripts
- Relate the audiovisual message to the human context
- Research in the field of audiovisual language
- Solve problems in the audiovisual environment
- Perform the organization and management of an audiovisual work in all its aspects
- Adapt the works to the budget available for their creation and distribution
- Manage teams
- Report on audiovisual products
- Organize the distribution and dissemination of the audiovisual product
- Choose the appropriate international distribution windows for each case
- Identify the common problems of film festivals and the global influence of the context on them
- Work with the mastery of the different characteristics of the various television genres
- Analyze television genres in a contextual manner
- Recognize the key factors of each television genre
- Describe the different ways of television programming and the processes that determine it
- Explain the different currents of study about the audiovisual receiver
- Recognize the influence of social networks and digitalization on current audiovisual media
- Understanding the links between audience and content
- Know how an audiovisual product is created
- Know the different scriptwriting techniques for each television format
- Know the working techniques of a scriptwriter and the different styles according to the television product
- Know the different international franchises of Television programs
- Know how to present a Television series project

This degree will allow you to obtain all the knowledge you need to be able to create a television or film project. Enroll now"

05

Educational Plan

TECH uses the Relearning system for all of its programs, which allows students to advance through the syllabus in a more natural way and agile. In this way, the graduate will delve into television and film studies, scriptwriting, new formats and genres in television, as well as the post-production work carried out in cinema. An extensive knowledge divided into 10 modules to which will be added the practical stay in a reference company of the audiovisual sector.

The multimedia resource library will be available 24 hours a day for you to access it whenever you want from your computer or tablet"

Module 1. Television Studios

1.1. Television Studios
- 1.1.1. Development of Television Studios
- 1.1.2. Critical Perspectives Around Television

1.2. Studying Television
- 1.2.1. Introduction
- 1.2.2. Industry
- 1.2.3. Television and Nation
- 1.2.4. Studying Programs
- 1.2.5. Television and Society
- 1.2.6. Television Audiences

1.3. Television Stories Television Cultures
- 1.3.1. Television Stories

1.4. Television Cultures

1.5. Television Contents
- 1.5.1. Television Texts and Narratives
- 1.5.2. Television Genres and Formats

1.6. Television Realities Television Audiences
- 1.6.1. Television Realities
- 1.6.2. Television Audiences

1.7. Beyond Television
- 1.7.1. The Television We Don't See
- 1.7.2. Beyond Television

1.8. The Television in Europe
- 1.8.1. United Kingdom
- 1.8.2. France
- 1.8.3. Other European Television Experiences

1.9. Television in the United States
- 1.9.1. The Origins of Television in the United States
- 1.9.2. The Development of Commercial Television
- 1.9.3. Fragmentation Television

1.10. The Television in Latin America
- 1.10.1. The Latin American Television Model
- 1.10.2. Main National Experiences

1.11. Television in Asia and Africa
- 1.11.1. The Television Model in Africa and Asia
- 1.11.2. Main National Experiences

Module 2. Film Studios

2.1. What Is Film? Introduction and Basic Concepts I
- 2.1.1. Ways of Understanding Cinema: Main Approaches

2.2. What Is Film? Introduction and Basic Concepts II
- 2.2.1. Cinematic Modes and Worlds: Documentary, Experimental, and Fiction
- 2.2.2. Birth and Development of Cinematographic Theories Criticism and The Academy
- 2.2.3. Film Studies as a Discipline

2.3. Methodology, Structure and Basic Notions in Film Research
- 2.3.1. Fundamentals of the Scientific Method
- 2.3.2. The Scientific Method Applied to the Study of Film
- 2.3.3. The Design of a Research Paper

2.4. Realisms
- 2.4.1. Classical Realisms
- 2.4.2. New Realisms

2.5. Film Is Reclaiming Itself: Film D'auteur and Third Cinema
- 2.5.1. Film D'auteur
- 2.5.2. Third Cinema

2.6. Formalism and Textualism I
- 2.6.1. Russian Formalism: Vertov, Eisenstein
- 2.6.2. Textual Passion and Film as Language: Semiotics

2.7. Formalism and Textualism II
- 2.7.1. Textual Passion and Film as Language: Structuralism
- 2.7.2. The Post-Structuralist Reform

2.8. Representation and Culture
- 2.8.1. Representation and Culture in Audiovisual Media
- 2.8.2. Feminism and Gender Studies, Queer Theory

2.9. Identity Politics Theories of Reception
  2.9.1. Multiculturalism, Race and Representation
  2.9.2. Theories of Reception
2.10. The Analysis of Contemporary Cinema
  2.10.1. The Cinema-Show
  2.10.2. Fundamentals of Contemporary Audiovisual Aesthetics

Module 3. Theory and Techniques for Performance

3.1. The Realization as Construction of the Audiovisual Work The Work Equipment
  3.1.1. From the Literary to Technical Scripts Scale
  3.1.2. The Work Equipment
3.2. The Elements of the Screen Layout. Construction Materials
  3.2.1. Spatial Preadaptation. Art Direction
  3.2.2. The Elements of the Screen Layout
3.3. Pre-production. Implementation Documents
  3.3.1. Technical Script
  3.3.2. The Scenographic Plan
  3.3.3. Storyboard
  3.3.4. Planning
  3.3.5. The Shooting Schedule
3.4. The Expressive Value of Sound
  3.4.1. Typology of Sound Elements
  3.4.2. Construction of Sound Space
3.5. The Expressive Value of Light
  3.5.1. Expressive Value of Light
  3.5.2. Basic Lighting Techniques
3.6. Basic Single-Camera Shooting Techniques
  3.6.1. Uses and Techniques of Single-Camera Shooting
  3.6.2. The Found FootageSubgenre. Fiction and Documentary Films
  3.6.3. Single-Camera Production in Television
3.7. The Editing
  3.7.1. Editing as an Assemblage. Space-Time Reconstruction
  3.7.2. Non-Linear Assembly Techniques
3.8. Post-production and Color Grading
  3.8.1. Postproduction
  3.8.2. Vertical Mounting Concept
  3.8.3. Color Correction
3.9. Formats and Production Equipment
  3.9.1. Multi-camera Formats
  3.9.2. The Studio and the Team
3.10. Keys, Techniques and Routines in Multi-Camera Production
  3.10.1. Multi-camera Techniques
  3.10.2. Some Common Formats

Module 4. Digital Postproduction

4.1. The Digital Video Archive
  4.1.1. Introduction
  4.1.2. The Digital Sign
  4.1.3. Basic Concepts
  4.1.4. The Digital Image
4.2. The Photo and Video Camera I: Image Capturing
  4.2.1. Traditional Capturing Process
  4.2.2. The Camera
4.3. The Photo and Video Camera II: Image Capturing
  4.3.1. How the Camera Works
  4.3.2. Digital Composition
4.4. Video Editing: Editing I
  4.4.1. Film End Processes
  4.4.2. Types of Montage
4.5. Video Editing: Editing II
  4.5.1. The Editor's Tools
  4.5.2. The Work of the Editor
4.6. Video Editing: Post-Production
  4.6.1. From Linear to Non-Linear Editing
  4.6.2. Post-Production Digital Compositing Programs

4.7. Sound Audio Capturing and Editing
- 4.7.1. Quality and Basic Concepts
- 4.7.2. Sound Editing

4.8. Television Set Technologies
- 4.8.1. Digital Television
- 4.8.2. Television Editing and Post-Production Technologies

4.9. Post-Production for Interactive Media
- 4.9.1. The Interactive Multimedia Work
- 4.9.2. Implementation of a Hypermedia Project

4.10. New Technologies in Audiovisual Creation
- 4.10.1. New Technologies in Audiovisual Creation
- 4.10.2. Distribution in the New MulticastWorld

Module 5. Audiovisual Production

5.1. Audiovisual Production
- 5.1.1. Introductory Concepts
- 5.1.2. The Audiovisual Industry

5.2. The Production Team
- 5.2.1. The Professionals
- 5.2.2. The Producer and the Script

5.3. The Audiovisual Project
- 5.3.1. Project Management
- 5.3.2. Project Evaluation
- 5.3.3. Presentation of Projects

5.4. Production and Financing Modalities
- 5.4.1. Financing of Audiovisual Production
- 5.4.2. Modes of Audiovisual Production
- 5.4.3. Resources for Pre-financing

5.5. The Production Team and the Script Breakdown
- 5.5.1. The Production Team
- 5.5.2. The Breakdown of the Script

5.6. The Shooting Areas
- 5.6.1. The Locations
- 5.6.2. The Scenery

5.7. Casting and Film Contracts
- 5.7.1. Casting
- 5.7.2. The Casting Test
- 5.7.3. Contracts, Rights and Insurance

5.8. The Work Plan and the Budget of the Audiovisual Work
- 5.8.1. The Work Plan
- 5.8.2. The Budget

5.9. Production in Filming or Recording
- 5.9.1. Preparation for Filming
- 5.9.2. Filming Equipment and Means

5.10. Post-production and the Final Balance of the Audiovisual Work
- 5.10.1. Editing and Post-production
- 5.10.2. Balance Sheet and Operations

Module 6. Film Script

6.1. Writing for the Screen
- 6.1.1. Introduction
- 6.1.2. Models and Script Structures

6.2. Narrate with Images
- 6.2.1. The Script as Narrative Discourse
- 6.2.2. The Script as Passage Writing

6.3. The Scriptwriter
- 6.3.1. From the Idea to the Script
- 6.3.2. Work Methods

6.4. The Minimum Unity of Drama
- 6.4.1. The Conflict
- 6.4.2. The Plot

6.5. Characters
- 6.5.1. Topics
- 6.5.2. Transformation Arcs
- 6.5.3. Secondary Characters

6.6. The Bible and the Dialogues
- 6.6.1. The Character Bible
- 6.6.2. The Dialogues

6.7. Dramatization I
- 6.7.1. Script Structure
- 6.7.2. The First Act

6.8. Dramatization I
- 6.8.1. The Second Act
- 6.8.2. The Third Act

6.9. Dramatization III
- 6.9.1. Narrative Resources
- 6.9.2. Scenes and Sequences

6.10. The Work Process
- 6.10.1. The Fiction Script Writing Process
- 6.10.2. Presentation Formats
- 6.10.3. Rewriting the Script

Module 7. Management and Promotion of Audiovisual Products

7.1. Audiovisual Distribution
- 7.1.1. Introduction
- 7.1.2. Distribution Players
- 7.1.3. Marketing Products
- 7.1.4. The Audiovisual Distribution Sectors
- 7.1.5. National Distribution
- 7.1.6. International Distribution

7.2. The Distribution Company
- 7.2.1. The Organizational Structure
- 7.2.2. Negotiation of the Distribution Agreement
- 7.2.3. International Customers

7.3. Operating Windows, Contracts and International Sales
- 7.3.1. Operating Windows
- 7.3.2. International Distribution Contracts
- 7.3.3. International Sales

7.4. Film Marketing
- 7.4.1. Cinema Marketing
- 7.4.2. The Film Production Value Chain
- 7.4.3. Advertising Media at the Service of Promotion
- 7.4.4. Launching Tools

7.5. Market Research in the Film Industry
- 7.5.1. Introduction
- 7.5.2. Pre-Production Phase
- 7.5.3. Post-production Phase
- 7.5.4. Commercialization Phase

7.6. Social Networks and Film Promotion
- 7.6.1. Introduction
- 7.6.2. Promises and Limits of Social Networking
- 7.6.3. Objectives and their Measurement
- 7.6.4. Promotion Calendar and Strategies
- 7.6.5. Interpreting What the Networks Are Saying

7.7. Audiovisual Distribution on the Internet I
- 7.7.1. The New World of Audiovisual Distribution
- 7.7.2. The Internet Distribution Process
- 7.7.3. Products and Possibilities in the New Scenario
- 7.7.4. New Distribution Modes

7.8. Audiovisual Distribution on the Internet II
- 7.8.1. Keys to the New Scenario
- 7.8.2. The Dangers of Internet Distribution
- 7.8.3. Video On Demand (VOD) as a new distribution window

7.9. New Distribution Spaces
- 7.9.1. Introduction
- 7.9.2. The Netflix Revolution

7.10. Film Festival
- 7.10.1. Introduction
- 7.10.2. The Role of Film Festivals in Distribution and Exhibition

Module 8. Television Genres, Formats and Programming

8.1. Gender in Television
- 8.1.1. Introduction
- 8.1.2. Television Genres

8.2. The Television Format
- 8.2.1. Approach to the Concept of Format
- 8.2.2. Television Formats

8.3. Create Television
- 8.3.1. The Creative Process in Entertainment
- 8.3.2. The Creative Process in Fiction

8.4. Evolution of Formats in Today's International Market I
- 8.4.1. Consolidation of the Format
- 8.4.2. The Reality TV Format
- 8.4.3. News in Reality TV
- 8.4.4. Digital Terrestrial Television and Financial Crisis

8.5. Evolution of Formats in Today's International Market II
- 8.5.1. Emerging Markets
- 8.5.2. Global Brands
- 8.5.3. Television Reinvents Itself
- 8.5.4. The Era of Globalization

8.6. Selling the Format. The Launch
- 8.6.1. Sale of a Television Format
- 8.6.2. The Launch

8.7. Introduction to Television Programming
- 8.7.1. The Role of Programming
- 8.7.2. Factors Affecting Programming

8.8. Television Programming Models
- 8.8.1 United States and United Kingdom
- 8.8.2. Spain

8.9. The Professional Practice of Television Programming
- 8.9.1. The Programming Department
- 8.9.2. Programming for Television

8.10. Audience Research
- 8.10.1. Television Audience Research
- 8.10.2. Audience Concepts and Ratings

Module 9. The Audiovisual Audience

9.1. Audiences in the Audiovisual Media
- 9.1.1. Introduction
- 9.1.2. The Constitution of the Audiences

9.2. The Study of Audiences: Traditions I
- 9.2.1. Theory of Effects
- 9.2.2. Theory of Uses and Gratifications
- 9.2.3. Cultural Studies

9.3. The Study of Audiences: Traditions II
- 9.3.1. Studies on Reception
- 9.3.2. Audiences for Humanistic Studies

9.4. Hearings from an Economic Perspective
- 9.4.1. Introduction
- 9.4.2. Audience Measurement

9.5. Theories of Reception
- 9.5.1. Introduction to Reception Theories
- 9.5.2. Historical Approach to Reception Studies

9.6. Audiences in the Digital World
- 9.6.1. Digital Environment
- 9.6.2. Communication and Convergence Culture
- 9.6.3. The Active Nature of the Audiences
- 9.6.4. Interactivity and Participation
- 9.6.5. The Transnationality of Audiences
- 9.6.6. Fragmented Audiences
- 9.6.7. Audience Autonomy

9.7. Hearings: The Essential Questions I
- 9.7.1. Introduction
- 9.7.2. Who are They?
- 9.7.3. Why do They Consume?

9.8. Hearings: Essential Questions II
- 9.8.1. What do they Consume?
- 9.8.2. How do they Consume?
- 9.8.3. With what Effects?

9.9. The Engagement Model I
- 9.9.1. Engagement as a Metadimension of Audience Behavior
- 9.9.2. The Complex Assessment of Engagement

9.10. The Engagement Model II
- 9.10.1. Introduction. The Dimensions of Engagement
- 9.10.2. Engagement and User Experiences
- 9.10.3. Engagement as an Emotional Response from Audiences
- 9.10.4. Engagement as a Result of Human Cognition
- 9.10.5. Observable Behaviour of Audiences as an Expression of Engagement

Module 10. Television Scriptwriting: Programs and Fiction

10.1. Television Fiction
- 10.1.1. Concepts and Limits
- 10.1.2. Codes and Structures

10.2. Narrative Categories in Television
- 10.2.1. The Enunciation
- 10.2.2. Characters
- 10.2.3. Actions and Transformations
- 10.2.4. The Space
- 10.2.5. Time

10.3. Television Genres and Formats
- 10.3.1. Narrative Units
- 10.3.2. Television Genres and Formats

10.4. Fiction Formats
- 10.4.1. Television Fiction
- 10.4.2. Situation Comedy
- 10.4.3. Drama Series
- 10.4.4. The Soap Opera
- 10.4.5. Other Formats

10.5. The Fiction Script in Television
- 10.5.1. Introduction
- 10.5.2. The Technique

10.6. Drama on Television
- 10.6.1. The Drama Series
- 10.6.2. The Soap Opera

10.7. Comedy Series
- 10.7.1. Introduction
- 10.7.2. The Sitcom

10.8. The Entertainment Script
- 10.8.1. The Script Step by Step
- 10.8.2. Writing to Say

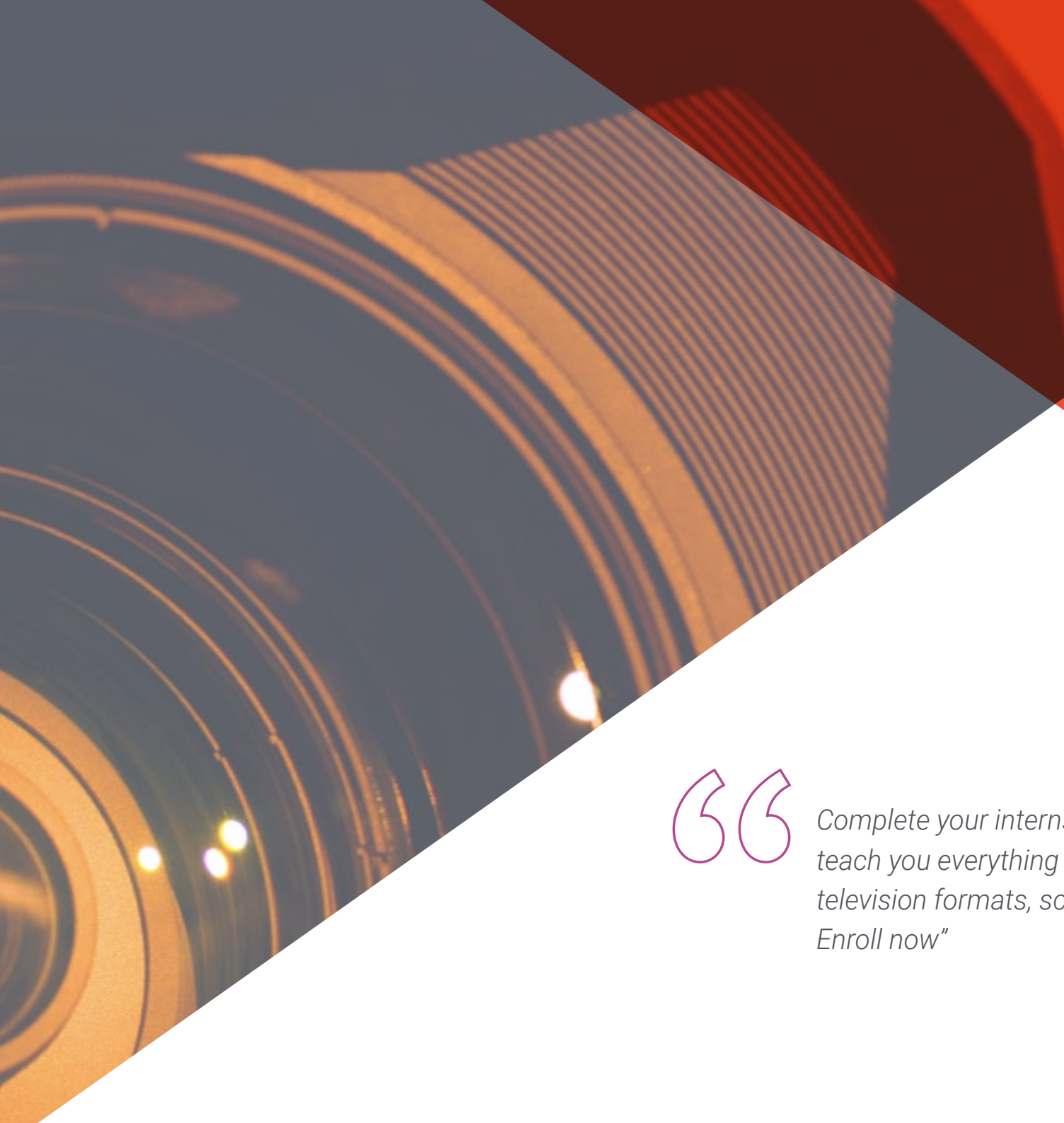
10.9. Entertainment Script Writing
- 10.9.1. Script Meeting
- 10.9.2. Technical Script
- 10.9.3. Production Breakdown
- 10.9.4. The Play-List

10.10. Entertainment Script Design
- 10.10.1. Magazin
- 10.10.2. Comedy Program
- 10.10.3. Talent Show
- 10.10.4. Documentary
- 10.10.5. Other Formats

06

Clinical Internship

Once the theoretical period, taught 100% online, is completed, this program includes a period of Internship Program in relevant companies in the audiovisual sector. Students who take this degree will have the opportunity to advance their professional career by acquiring in situ the most updated knowledge from the hand of specialists in this sector.



Complete your internship in a company that will teach you everything you need to know about. television formats, scriptwriting and filmmaking" Enroll now”

During 3 weeks, the students will have the excellent opportunity to progress in their professional career, thanks to the learning acquired during the practical stay. From Monday to Friday with 8-hour days, the graduate will be accompanied by experts in the field of television and film, who will offer the most advanced and recent knowledge in this sector.

In addition, the experience of the professionals who are part of the companies to which the students can apply, will be of great help, since the transformation that the audiovisual sector is undergoing today requires highly qualified and specialized personnel, with 100% knowledge of how the audiovisual world works.

In this training proposal, of a completely practical nature, the activities are aimed at developing and perfecting the necessary skills for the provision of services in television and film, for which the students require solid knowledge to be able to put into practice to create an audiovisual format, either from the beginning or in the intervention of some of the processes necessary for the product to finally be successful.

It is undoubtedly a good opportunity to learn by working in the innovative audiovisual sector from experts in this field. During this period, students will not be alone. In addition to the tutoring of specialized staff of the company, a TECH teacher will supervise the student to achieve the goals for which he/she is studying this blended learning degree.

The practical part will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners to facilitate teamwork and multidisciplinary integration as cross-cutting skills for audiovisual communication praxis (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:

Module	Practical Activity
Theories and techniques of audiovisual production for film and television	Create a technical script or rundown as a complement to literary scripts
	Develop the scenographic plan that gives rise to the plot
	Implement a shooting plan for productions of different dimensions
	Apply multi-camera techniques and formats
	Implement non-linear editing of shots
Audiovisual Post production Strategies	Master the characteristics of the digital signal and image
	Execute a correct digital compositing from advanced computer programs
	Handle different programs for digital compositing and editing in post production
Management and Promotion of Audiovisual Products	Knowing the process of distribution of audiovisual material at local, regional and international levels
	Recognize the phases of film in the market: pre-production, post-production and marketing
	Manage VOD (video on demand) as a new distribution window
Television scriptwriting for fiction programs and films	Manage script models and structure
	Manage the phases of dramatization (first, second and third act) in cinema
	Know the types of narrative units in television genres and formats
	Apply the structure and design of the entertainment script
	Practice the development of scripts for fiction, comedy, drama series or soap operas

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the Internship Program period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.

General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

1. TUTOR: During the Hybrid Professional Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

3. ABSENCE: If the students does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

7. DOES NOT INCLUDE: The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

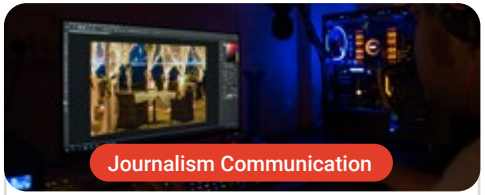
07

Where Can I Do the Clinical Internship?

TECH maintains its philosophy of offering all its students a quality education that will help them to prosper professionally in their sector. That is why, in this Hybrid Professional Master's Degree, students will have the opportunity to do a practical internship in a company that has been rigorously selected and that meets the demanding requirements of this academic institution.

You have the opportunity to complete your knowledge with an Internship Program that will help you develop in the audiovisual sector"

The student will be able to complete the practical part of this Hybrid Professional Master's Degree at the following centers:



Happy Studio Creativos

Country
Mexico

City
Mexico City

Address: Limantitla 6A Santa Úrsula Xitla Tlalpan 14420 CDMX

Creative company dedicated to the audiovisual world and communication

Related internship programs:
Digital Photography
Audiovisual Screenwriting

Take advantage of this opportunity to surround yourself with expert professionals and learn from their work methodology"

08

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, through collaborative activities and real cases, how to solve complex situations in real business environments.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

> *Our program prepares you to face new challenges in uncertain environments and achieve success in your career"*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question 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

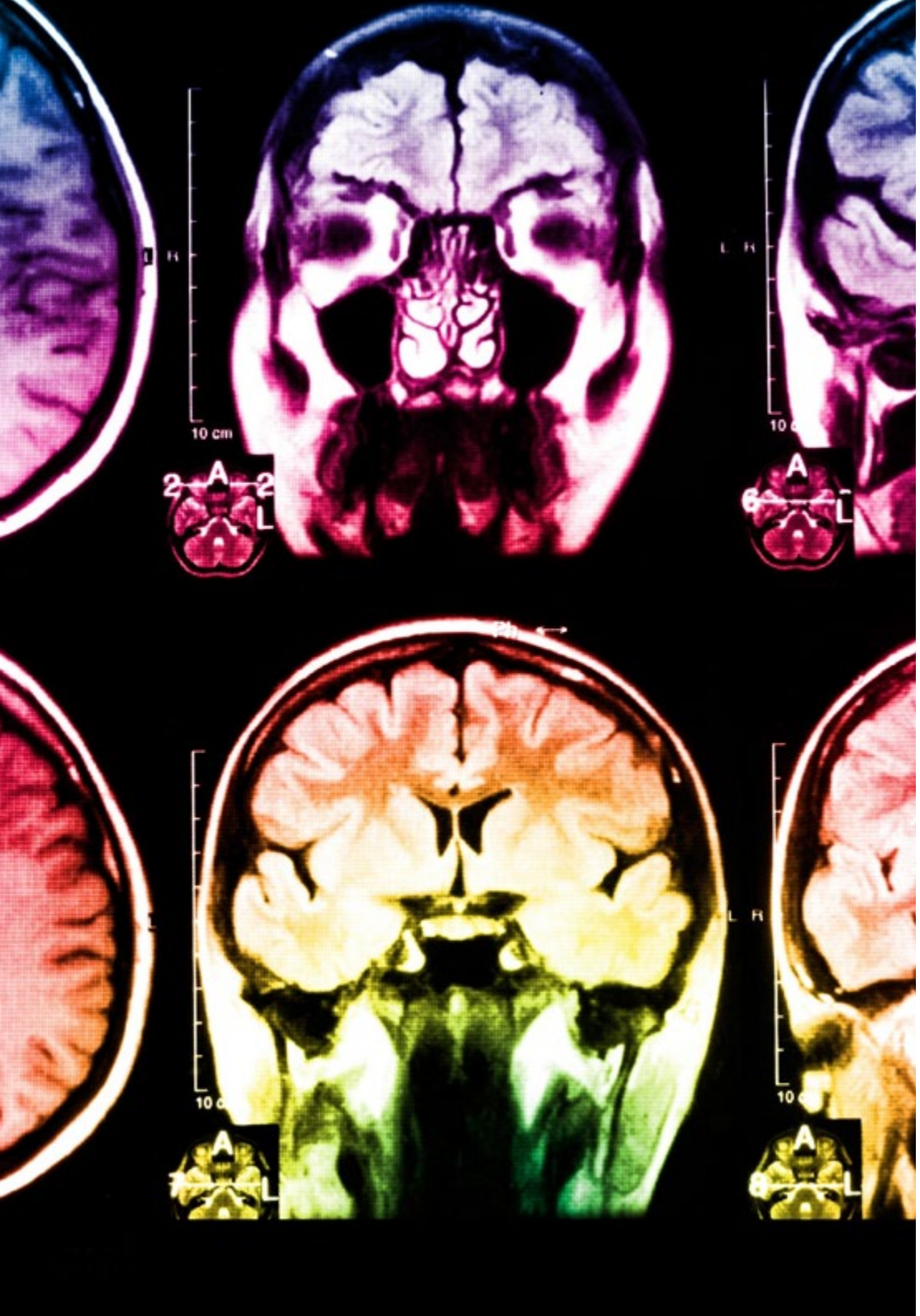
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

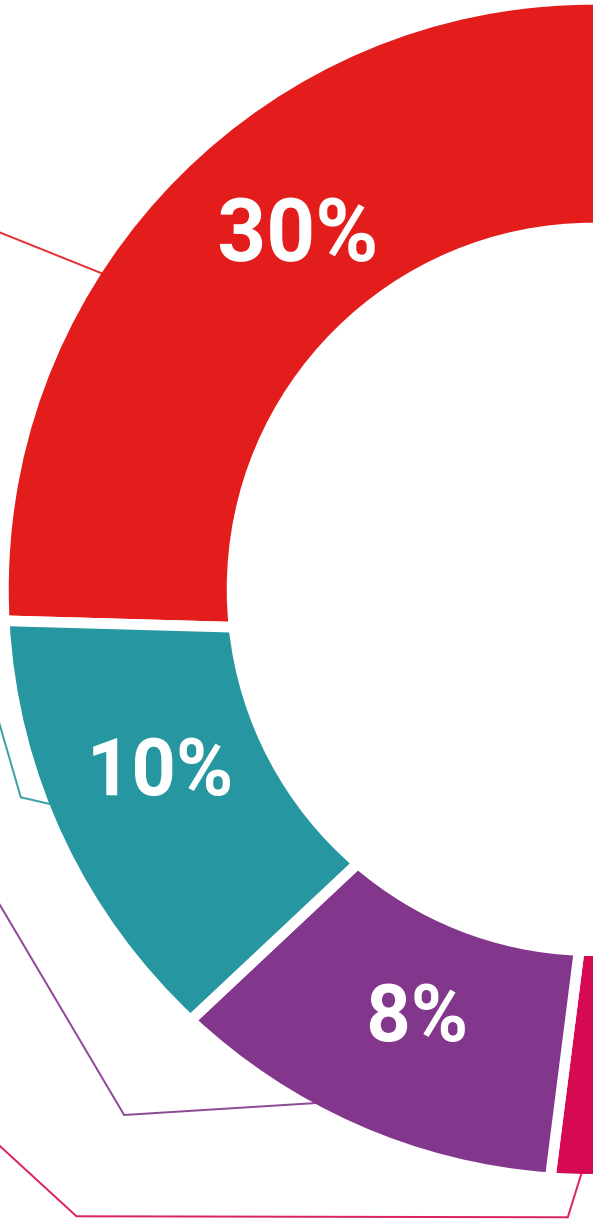
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

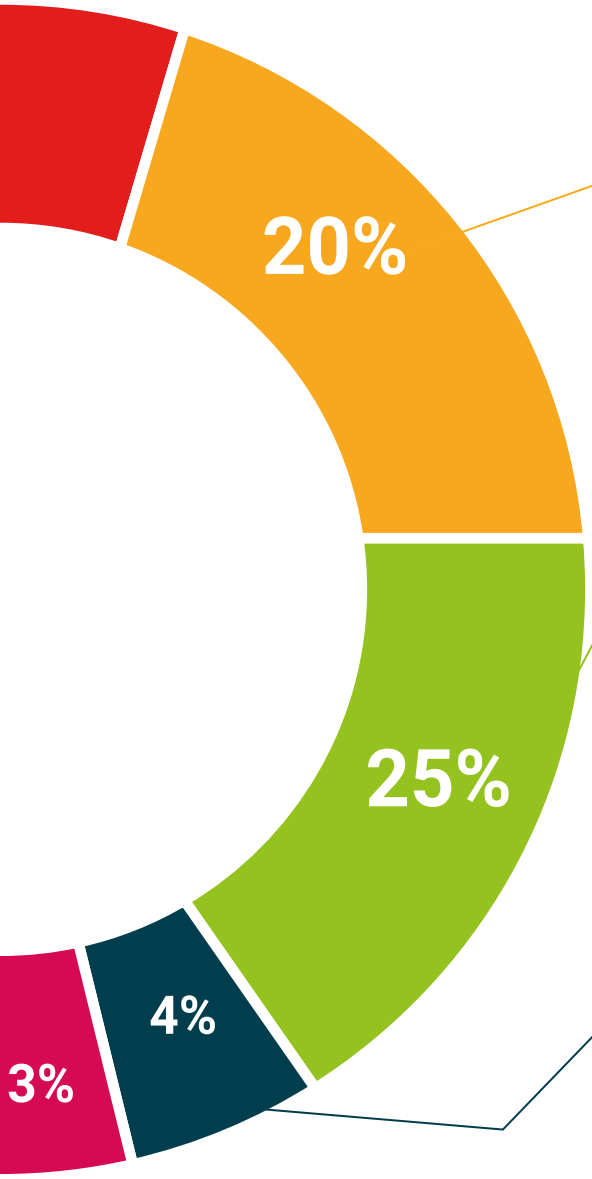
Practising Skills and Abilities

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.

09

Certificate

The Hybrid Professional Master's Degree in Film and Television guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Professional Master's Degree qualification issued by TECH Global University.

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 **Hybrid Professional Master's Degree diploma in Film and 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** 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: **Hybrid Professional Master's Degree in Film and Television**

Course Modality: **Hybrid (Online + Clinical Internship)**

Duration: **12 months**

Certificate: **TECH Global University**

Recognition: **60 + 5 ECTS Credits**

tech global university

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

Hybrid Professional Master's Degree in Film and Television

This is a program of 1,620 hours of duration equivalent to 65 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
Rector

Unique TECH Code: AFWORD23S techtitute.com/certificates

Hybrid Professional Master's Degree in Film and Television

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	5
Master's Degree Thesis (MDT)	0
	Total 65

General Structure of the Syllabus

Year	Subject	ECTS	Type
1	Television Studios	6	CO
1	Film Studios	6	CO
1	Theory and Techniques for Performance	6	CO
1	Digital Postproduction	6	CO
1	Audiovisual Production	6	CO
1	Film Script	6	CO
1	Management and Promotion of Audiovisual Products	6	CO
1	Television Genres, Formats and Programming	6	CO
1	The Audiovisual Audience	6	CO
1	Television Scriptwriting: Programs and Fiction	6	CO

Dr. Pedro Navarro Illana
Rector

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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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Hybrid Professional Master's Degree

Film and Television

Modality: **Hybrid (Online + Clinical Internship)**

Duration: **12 months**

Certificate: **TECH Global University**

60 + 5 ECTS Credits

Hybrid Professional Master's Degree

Film and Television

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