

# Postgraduate Certificate

## Analysis and Adaptations in Audiovisual Screenwriting





## Postgraduate Certificate Analysis and Adaptations in Audiovisual Screenwriting

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/analysis-adaptations-audiovisual-screenwriting](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/analysis-adaptations-audiovisual-screenwriting)

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01

# Introduction

Adapting productions of other genres to the audiovisual landscape is a complicated job that requires the training of professionals in the field. Take advantage of the opportunity and specialize in one of the most in-demand areas through this academic program, using the latest 100% online educational technology.



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*Join us and expand your knowledge in the analysis and adaptation of audiovisual scripts”*

The world of audiovisual scriptwriting is constantly changing. Its progress is frenetic thanks to the high demand for product and new players, such as streaming platforms, new production corporations or the shift towards series or video games. Screenwriters must adapt to the new challenges and maintain a high level of performance in order to remain a key element in the production of audiovisual works.

To carry out the analysis and adaptation of any type of script in audiovisual format, it is necessary to acquire a series of competencies that allow the idea to be put into practice and make it work. Updating in this area is necessary, even if the scriptwriter's basic training is deep or highly experienced. In addition, it is not only enough to know the fundamentals of the processes that must be carried out for the adaptation of the audiovisual script, but it is also important to incorporate the necessary information for its pre-production, production and post-production, viewing the process as a whole in an integral manner.

This program is the most complete and directed for the professional in analyzing and adapting the audiovisual script to reach a superior level of performance, based on the fundamentals and the latest trends in the development of scripts in all formats audiovisual.

This **Postgraduate Certificate in Analysis and Adaptations in Audiovisual Screenwriting** has the most complete and up-to-date academic program in the university landscape. The most important features of the program include:

- ♦ Developing practical cases presented by experts in Analysis and Adaptations in Audiovisual Screenwriting
- ♦ The graphic, schematic, and eminently 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.
- ♦ New developments on analysis and adaptations in audiovisual scriptwriting
- ♦ Interactive learning system based on algorithms for decision making on the situations raised in the analysis and adaptations in the audiovisual script
- ♦ 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



*This program will allow you to enhance your skills and become an expert in audiovisual scripts"*



“

*Work with the best scriptwriters and teaching professionals in this Postgraduate Certificate with excellent curricular value”*

*Don't miss the opportunity to increase your knowledge in audiovisual scripts*

*Learn about the latest trends in the entertainment industry and update your knowledge in screenwriting*

The teaching staff includes professionals from the field of audiovisual script production, who bring their experience to this training 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 training programmed to train 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 student will be assisted by an innovative interactive video system created by renowned and experienced experts in Analysis and Adaptations in Audiovisual Screenwriting.



# 02 Objectives

This Postgraduate Certificate is aimed at professional audiovisual screenwriters, so that they can acquire the necessary tools to develop in the field, learning about the latest trends and delving into the issues that are at the forefront of this branch of knowledge.







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*The Postgraduate Certificate in Analysis and Adaptations in Audiovisual Screenwriting will allow you carry out the creation and adaptation of scripts at a higher level"*



### General Objective

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Achieve the necessary knowledge to write the different types of scripts according to the final format of the production, either for television or internet, taking into account the construction of the character, the history of the audiovisual medium in particular from its origins to the present day.



*Develop your skills to become a screenwriter who is at the forefront of the latest trends"*





## Specific Objectives

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- ♦ Reflect on the analysis of the stories in terms of controversies, evocations, difficulties and to whom it analyzes
- ♦ Understand and develop the practical elements of analysis: coverage or analysis sheet, cover or cover, commentary, characters and commercial assessment
- ♦ Understand the premises for films and television adaptation, taking into account translation, creativity, method, obstacles, markets, sources, fidelity and perspective
- ♦ Examine and elaborate literary, theatrical and graphic novel adaptations, taking into account their characteristics, interrelation with film, relationship with the audience, meta-writing and understanding the different languages from which each work originates



03

# Structure and Content

The structure of the contents has been designed by a team of professionals in Audiovisual Screenwriting for audiovisual media, who are conscious of the importance of up-to-date training in order to be able to deepen the area of knowledge, through the use of the available tools.

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WAREHOUSE

and

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*This Postgraduate Certificate contains the most complete and updated scientific program of the academic landscape"*



## Module 1. Analysis and Adaptations

- 1.1. Story Analysis
  - 1.1.1. Controversial
  - 1.1.2. Evoke
  - 1.1.3. Difficulties
  - 1.1.4. Analyst
- 1.2. Analysis I: Coverage
  - 1.2.1. Analysis Sheet
  - 1.2.2. Examples:
- 1.3. Analysis II: Cover
  - 1.3.1. Portada
    - 1.3.1.1. Idea
    - 1.3.1.2. Synopsis
    - 1.3.1.3. Recommendations
- 1.4. Analysis III: Commentary
  - 1.4.1. Commentary
  - 1.4.2. Recommendations
- 1.5. Analysis IV: Characters
  - 1.5.1. Breakdown
    - 1.5.1.1. Characters
    - 1.5.1.2. Recommendations
- 1.6. Analysis V: Commercial Evaluation
  - 1.6.1. Commercial Dimension
    - 1.6.1.1. Development Notes
    - 1.6.1.2. Commercial Evaluation
    - 1.6.1.3. Recommendations
- 1.7. Adaptation to Television and Films
  - 1.7.1. Premises
  - 1.7.2. Translation





- 1.7.3. Creativity
  - 1.7.3.1. Method
- 1.7.4. Obstacles
- 1.7.5. Markets
- 1.7.6. Sources
- 1.7.7. Fidelity and Authenticity
- 1.7.8. Narration and Perspective
- 1.8. Literary Adaptation
  - 1.8.1. Features
  - 1.8.2. Interrelation With Film
    - 1.8.2.1. Similarities
    - 1.8.2.2. Divergences
  - 1.8.3. Generate an Original Moment
  - 1.8.4. Audiovisual and Literary Language
- 1.9. Theatrical Adaptation
  - 1.9.1. Features
  - 1.9.2. Interrelation With Film
    - 1.9.2.1. Similarities
    - 1.9.2.2. Divergences
  - 1.9.3. Relationship with Audience
  - 1.9.4. Theatrical and Filmic Meta-Writing
- 1.10. Adaptation to Comics
  - 1.10.1. Features
  - 1.10.2. Interrelation With Film
    - 1.10.2.1. Similarities
    - 1.10.2.2. Divergences
  - 1.10.3. Ninth Art
    - 1.10.3.1. Sequential
    - 1.10.3.2. Influence
  - 1.10.4. Example



04

# Methodology

This training provides you with a different way of learning. Our methodology uses a cyclical learning approach: **Re-learning**.

This teaching system is used 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 Re-learning, 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"*



## At TECH we use the Case Method

Our program offers you a revolutionary approach to developing your skills and knowledge. Our goal is to strengthen your skills in a changing, competitive, and highly demanding environment.

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*With TECH you can experience a way of learning that is shaking the foundations of traditional universities around the world”*



*Our University is the first in the world to combine Harvard Business School case studies with a 100%-online learning system based on repetition*





### A learning method that is different and innovative.

This TECH Business School program is an intensive training program that prepares you to face any challenge in this field, both on a national and international level. The main objective is to promote your personal and professional growth. For this purpose, we rely on the case studies of Harvard Business School, with which we have a strategic agreement that allows us to use the materials used in the most prestigious university in the world: HARVARD.

“

*We are the only online university that offers Harvard materials as teaching materials on its courses”*

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

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.

In a given situation, what would you do? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the course, you will be presented with multiple real cases. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

## Re-learning Methodology

Our University is the first in the world to combine Harvard University case studies with a 100%-online learning system based on repetition, which combines 16 different teaching elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Re-learning.

*In 2019 we obtained the best learning results of all Spanish-language 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 Re-learning.

Our University is the only one in Spanish-speaking countries licensed to incorporate 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 Spanish online university indicators.



In our program, learning is not a linear process, but rather a spiral (we 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.

*Re-learning 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*

Based on the latest evidence in neuroscience, not only do we know how to organize information, ideas, images, memories, but we also know that the place and context where we have learned something is crucial for us to be able to remember it and store it in the hippocampus, and 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.



In this program you will have access to the best educational material, prepared with you 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 really specific and precise.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



#### 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 our difficult future decisions.



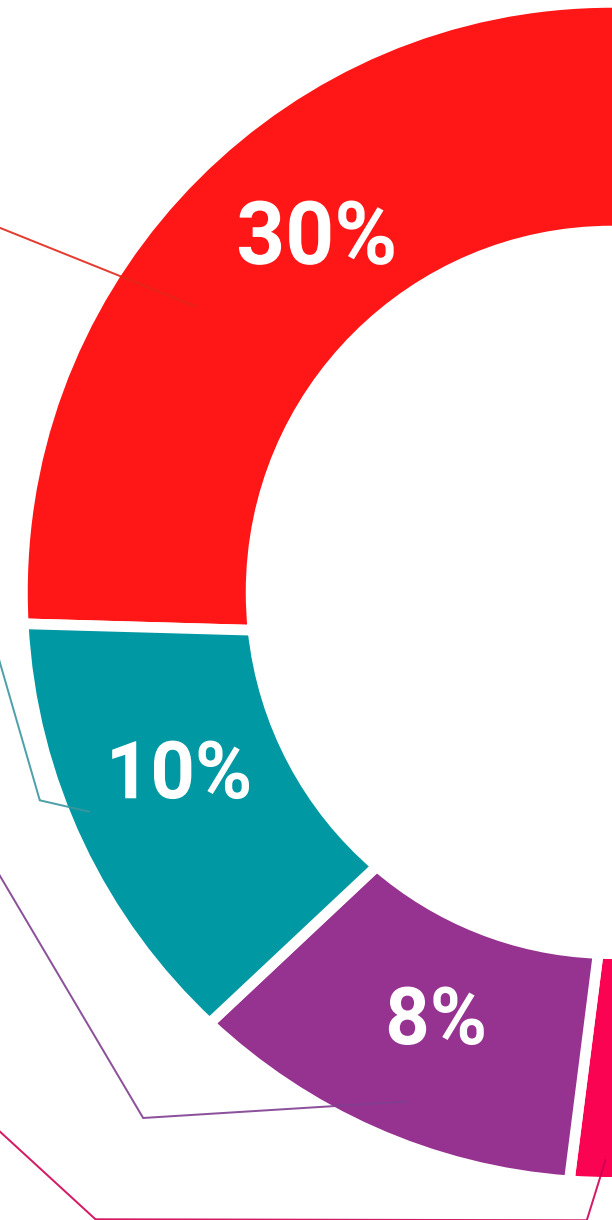
#### Practising Skills and Abilities

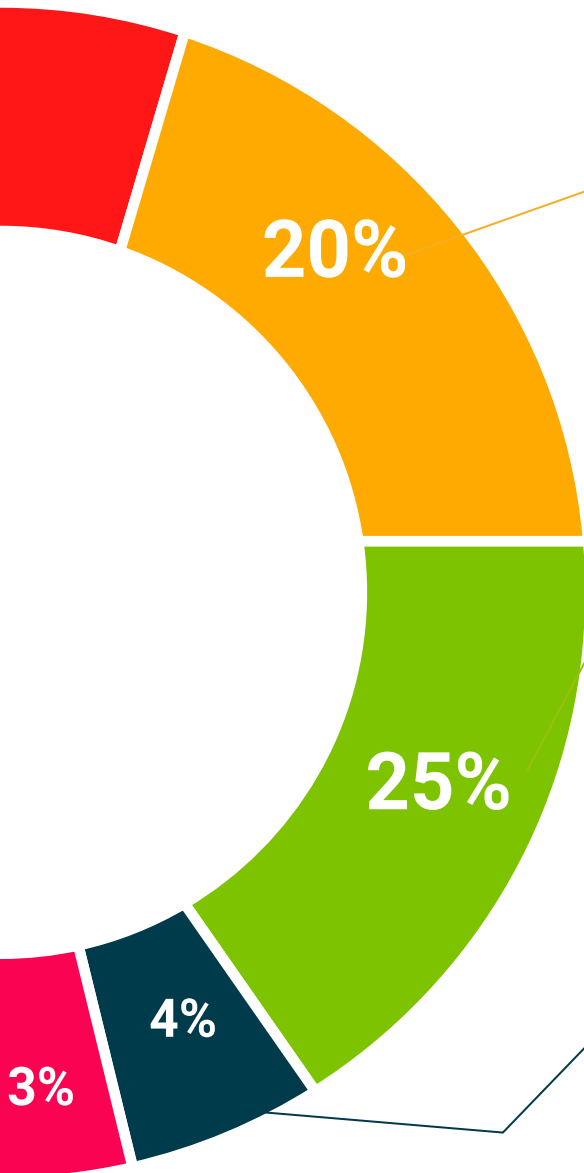
You will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



#### Additional Reading

Recent articles, consensus documents, international guides. In our virtual library you will have access to everything you need to complete your training.





**Case Studies**

You will complete a selection of the best case studies in the field used at Harvard. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



**Interactive Summaries**

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".



**Testing & Re-Testing**

We periodically evaluate and re-evaluate your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.





05

# Certificate

The Postgraduate Certificate in Analysis and Adaptations in Audiovisual Screenwriting guarantees you, in addition to the most rigorous and updated training, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this training and receive your university degree without travel or laborious paperwork”*

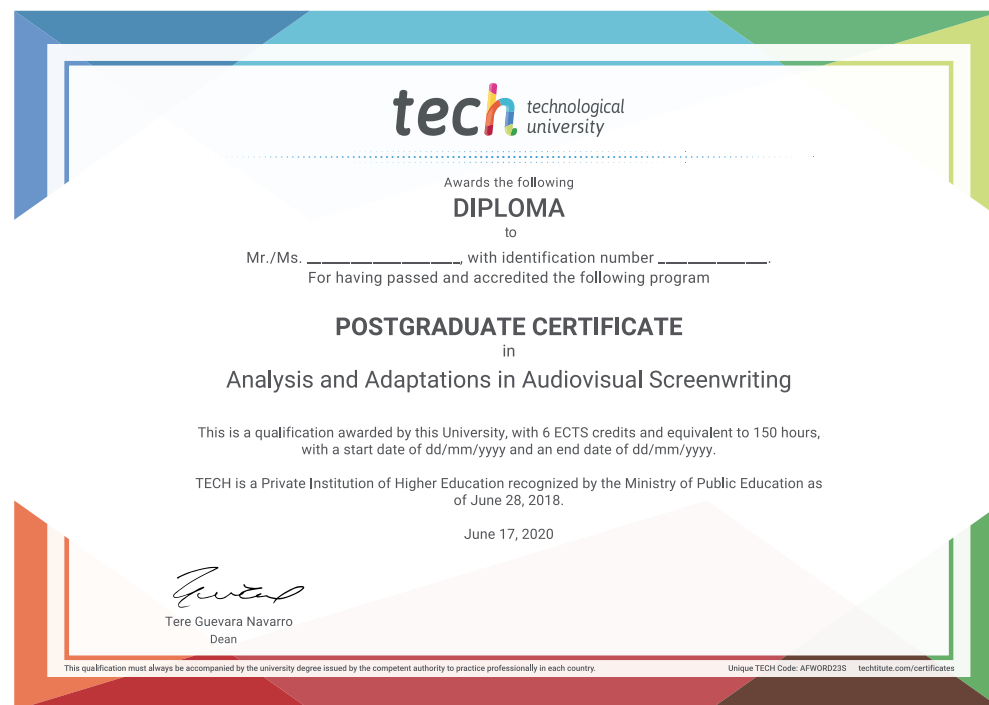
This **Postgraduate Certificate in Analysis and Adaptations in Audiovisual Screenwriting** contains the most complete and updated scientific program on the market.

After students have passed the assessments, they will receive their **Postgraduate Certificate** issued by **TECH Technological University**.

The certificate issued by **TECH Technological University** will specify the qualification obtained through the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Analysis and Adaptations in Audiovisual Screenwriting**

Official Number of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

**tech** technological  
university

personalized service innovation

knowledge present

online teaching

development languages

classroom

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