

Postgraduate Certificate Audiovisual Advertising



Postgraduate Certificate Audiovisual Advertising

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

Website: www.techtitute.com/us/journalism-communication/postgraduate-certificate/audiovisual-advertising

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01

Introduction

Audiovisual advertising is one of the most demanding fields, since the image, accompanied by text and sound, can influence the public in a more powerful way. For this reason, advertising companies are looking for journalists and communicators with extensive preparation, who are capable of creating high-quality audiovisual products. In this intensive program, students will learn the production processes (pre-production, production and post-production) for the elaboration of advertising pieces, from professionals with years of experience in the field. Likewise, students will have access to the latest teaching resources and innovative knowledge in the field, in this program that stands out for its high academic rigor.



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Enroll in this Postgraduate Certificate and get unlimited access to all the contents that will be essential to improve your knowledge in Audiovisual Advertising.

The audiovisual advertising production involves four agents directly involved in the contracting, execution and distribution phases of the work: the advertiser, the agency, the audiovisual production company and the broadcast and distribution media. In this way, the audiovisual production company is directly related to the contracting agency and, indirectly, to the advertiser. The material produced by the production company must be prepared and approved to be properly distributed through the chosen media (cinemas, television, internet, apps, etc.). This program offers a complete and concrete review that will enable students to perform any of these tasks with solvency and confidence.

Throughout this Postgraduate Certificate in Audiovisual Advertising, TECH proposes a real working scenario to be able to assess the convenience of its application in this project, assessing their real indications, their way of development and the expectations they may have with respect to the results. As such, through practice, students will learn how to develop the necessary knowledge to advance in this field of work. This learning, which necessarily requires experience, is achieved with this program by combining distance learning and practical teaching, offering a unique option to give your resume the boost it needs.

TECH offers a 100% online program with the most innovative and advanced teaching methodology on the market, which will allow students to self-manage their study time, allowing them to reconcile this activity with the rest of their daily obligations, whether personal or professional.

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

- ♦ The use of the latest technology in e-learning software
- ♦ The teaching system, intensely visual, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical case studies presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Self-regulated learning, which makes the program completely compatible with other commitments
- ♦ Practical exercises for self-assessment and learning verification
- ♦ Support groups and educational synergies: Questions to the expert, discussion forums and knowledge.
- ♦ Communication with the teaching team and individual reflection work.
- ♦ Content that is accessible from any fixed or portable device with an Internet connection.
- ♦ Complementary resource banks that are permanently available



Specialize in Audiovisual Advertising and acquire the necessary skills to succeed in this field”

“

A quality teaching program that will be of great use for your professional development"

The teaching staff of this program is made up of professionals from different fields related to this specialty. As such, TECH can fulfill its academic updating objective. A multidisciplinary team of experienced professionals in different fields who, will develop theoretical knowledge efficiently, but above all, will put their practical knowledge derived from their own experience at the students' service.

This mastery of the subject matter is complemented by the effectiveness of the methodological design. Developed by a multidisciplinary team of e-learning experts, it includes the latest advances in educational technology. As a result, students will be able to study with a range of comfortable and versatile multimedia tools that will give them the operational capacity they need in their study process.

The design of this program focuses on Problem-Based Learning. An approach that conceives learning as a highly practical process. To achieve this remotely, TECH will use telepractice. Therefore, with the help of an innovative interactive video system, and *Learning from an Expert*, the students will be able to acquire the knowledge as if they were facing real cases. A concept that will allow students to integrate and memorize what they have learned in a more realistic and permanent way.

Become an expert in Audiovisual Advertising and create productions that reach the public effectively"

The use of telepractice will be a great support for students to study at their own pace, accessing a multitude of online resources.



02

Objectives

The completion of this TECH's Postgraduate Certificate in Audiovisual Advertising will allow journalism and communication professionals to acquire the necessary knowledge to offer high-quality advertising products, able to show the characteristics of the brand, which are attractive to the public and encourage them to purchase. In this way, students will be able to achieve their educational objectives, knowing first hand the necessary tools to develop with total dexterity in this field.





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Audiovisual Advertising is very effective with the public, so specializing in this field will help you to turn your career around”



General Objective

- Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced tools

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If you wish to increase your resume visibility, do not miss the opportunity to take this Postgraduate Certificate”





Specific Objectives

- ♦ Understand the nature and communicative potential of images and graphic design.
- ♦ Know how to plan advertising campaigns strategically.
- ♦ Know the creative advertising process.
- ♦ Know how to analyze advertising texts from a critical perspective and identify the different elements of the messages.
- ♦ Prepare advertising pieces in due time and form according to the specifications of the different advertising and public relations genres.
- ♦ Have skills to carry out the role of a creative editor within an advertising agency or advertising department in a company or institution
- ♦ Have skills to perform the professional role of art director within an advertising agency or an advertising department of a company or institution.
- ♦ Participate in the creation of audiovisual advertising.
- ♦ Be able to master the basic guidelines governing audiovisual advertising for the development of audiovisual advertising products.

03

Structure and Content

The structure of this syllabus has been designed considering the educational needs of journalism and communication professionals in the audiovisual advertising field. In this way, students will be more prepared to create audiovisual scripts and advertisements that are attractive to the public, and make known the advantages and characteristics of the products to be sold. Undoubtedly, a comprehensive syllabus that will be a plus in the qualification of the students.





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A complete teaching program with which to develop your skills in the field of Audiovisual Advertising”

Module 1. Audiovisual Advertising

- 1.1. Introduction to Audiovisual Advertising
 - 1.1.1. What is Audiovisual Advertising?
 - 1.1.2. Origin
 - 1.1.3. Audiovisual Advertising Media
- 1.2. The Advertising Spot
 - 1.2.1. What is a Spot?
 - 1.2.2. Narrative Structure of an Advertising Spot
 - 1.2.3. History of the Advertising Spot
- 1.3. Technical Equipment of an Audiovisual Production I
 - 1.3.1. The Production and Management Teams
 - 1.3.2. Functions of the Production and Management Teams
 - 1.3.3. Organization Chart
- 1.4. Technical Equipment of an Audiovisual Production II
 - 1.4.1. Technical and Artistic Teams
 - 1.4.2. Functions of the Technical and Artistic Teams
 - 1.4.3. Organization Chart
- 1.5. Pre-production I: from the Idea to the Shooting Script
 - 1.5.1. Creative Process Based on the *Briefing*
 - 1.5.2. Literary Script: Example
 - 1.5.3. Technical Script: Example
- 1.6. Storyboard
 - 1.6.1. Internal Storyboard
 - 1.6.2. Presentation Storyboard
 - 1.6.3. Shooting Storyboard
- 1.7. The Technical Script: The Styles of Realization
 - 1.7.1. Cinematographic Language
 - 1.7.2. Staging
 - 1.7.3. Technical Planning





- 1.8. Pre-production II: the Shooting Plan and the Budget
 - 1.8.1. Lighting Design
 - 1.8.2. Sound Design
 - 1.8.3. Shooting Protocol
 - 1.8.4. Budget
- 1.9. Production of an Advertising *Spot*
 - 1.9.1. Who is Involved in the Production of a *Spot*?
 - 1.9.2. Shooting Order
 - 1.9.3. Shooting
- 1.10. Post-Production of an Advertising *Spot*
 - 1.10.1. The Editing
 - 1.10.2. Types of Montage
 - 1.10.3. Image and Sound Post-Production

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Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice”

04

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



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TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

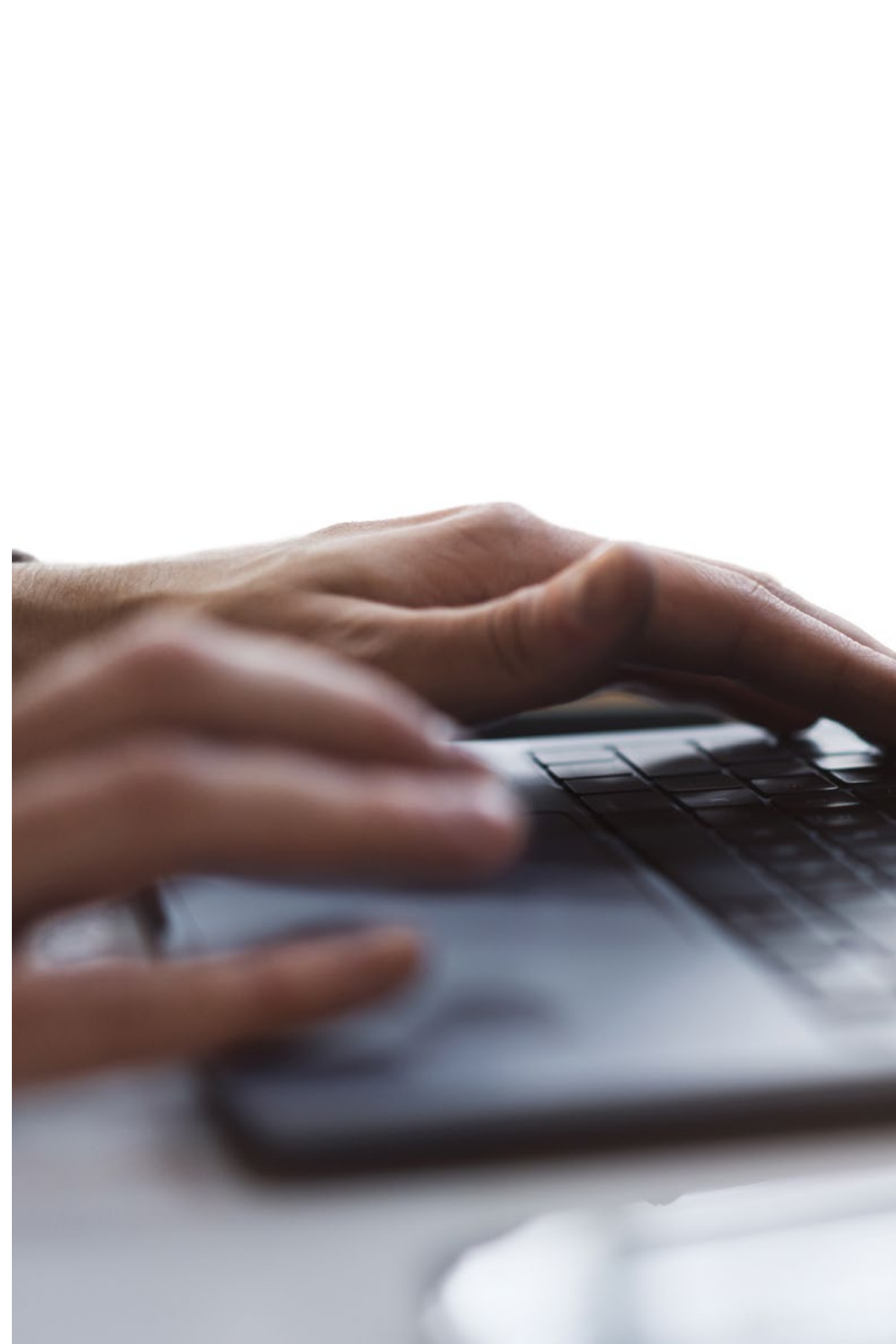
In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

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*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

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TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Trustpilot review platform, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

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.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

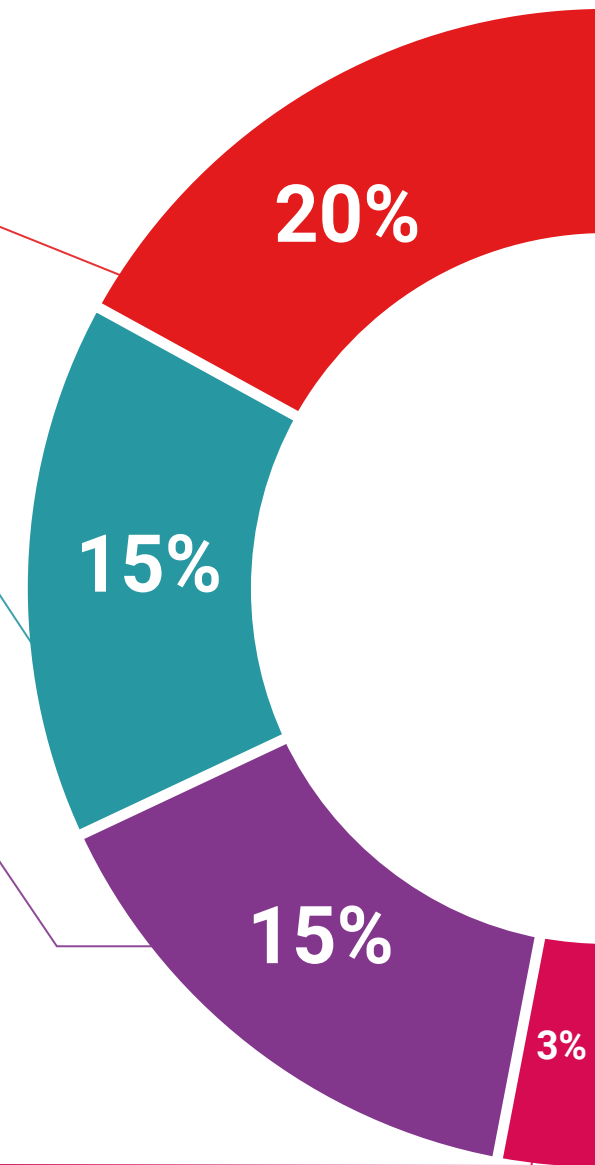
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

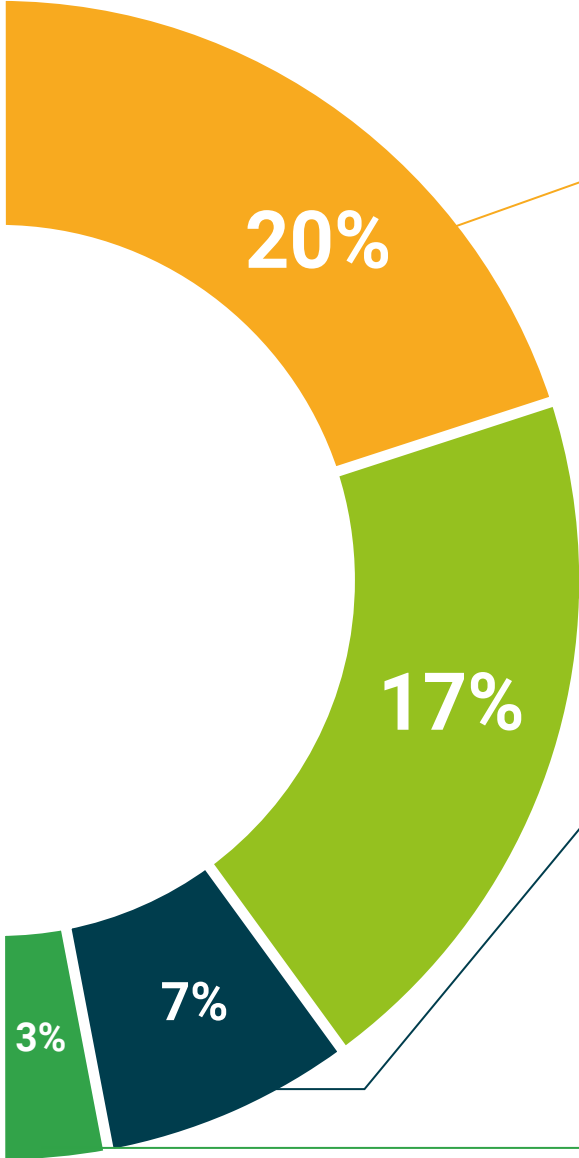
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Testing & Retesting

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



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 for future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



05

Certificate

The Postgraduate Certificate in Audiovisual Advertising guarantees, in addition to the most accurate and up-to-date knowledge, access to a Postgraduate Certificate 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 private qualification will allow you to obtain a **Postgraduate Certificate in Audiovisual Advertising** 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** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program..

Title: **Postgraduate Certificate in Audiovisual Advertising**

Modality: **Online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



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



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