Postgraduate Certificate
Character Building

tech global university

Postgraduate Certificate
Character Building

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

Website: **www.techtitute.com/us/journalism-communication/postgraduate-certificate/character-building**

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01
Introduction

Building characters is one of the most important aspects of the creation of an audiovisual script, since the characters are in charge of transmitting the messages of the production and, therefore, their characteristics must be in accordance with the story.

This course will allow you to develop all your knowledge on building characters to be able to translate it into a script"

The entertainment industry is evolving rapidly. Streaming platforms, new content production companies and the latest social trends are causing a considerable increase in audiovisual productions. The best way to offer quality products to the public is to make the characters appealing, so it is important for the scriptwriter to update his or her training and improve his or her skills in character building.

To carry out the creation of a character, it is necessary to acquire different competencies that allow the idea to be put into practice and make it work. Updating in this field is necessary, even if the scriptwriter's basic training is deep or highly experienced, because only specialization will help you achieve success. In addition, it is not only enough to know the fundamentals of the processes that must be carried out to build a character, but it is also important to focus on the characterization of the character, taking into account the themes, interpretations of reality, narrative universes or physical appearance, for example.

The syllabus of this course focuses on the characters of the story, their characterization, the vision of the protagonist and the antagonist, and the hero and his deviations. But there will also be an opportunity to study the character's conflicts, paying attention to the different plots and psychological aspects of this figure.

This program is the most complete on the market and is aimed at the professional script writer to reach a superior level of performance, based on the fundamentals and the latest trends in the development of audiovisual scripts. Take advantage of the opportunity and take this program in a 100% online format, which will allow you to continue growing in your career as a screenwriter without leaving aside the rest of your responsibilities.

This **Postgraduate Certificate in Character Building** has the most complete and up-to-date academic program on the market. The most important features of the program include:

» Developing practical cases presented by experts 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.

» New developments in the creation of characters and stories, taking into account the latest social trends and advances in multimedia formats.

» Practical exercises where self-assessment can be used to improve learning.

» Special emphasis on character building.

» Algorithm-based interactive learning system for decision-making in situations focused on the creation of characters

» 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 a professional TV series and internet scriptwriter"

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

Don't miss the opportunity to increase your competence in the creation of characters for audiovisual productions

Learn about the latest trends in the entertainment industry and update your knowledge in creating characters

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. To do so, the student will be assisted by an innovative interactive video system created by renowned and experienced experts in the field of character creation.

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.

The Postgraduate Certificate in Character Building will help you improve your skills in character creation"

General Objective

» 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.

Specific Objectives

» Know the perspectives from which the character has been analyzed, starting with Aristotle, Russian formalism, structuralism, and the one that affects the psychological aspect, and how all this relates to the narrative and the depth of a character.

» Elaborate the characterization of the characters taking into account Linda Seger's themes, symbols, narrative universes, actions, interpretation of reality, physical appearance and character building steps

» Explore the relationship between protagonist and antagonist considering their similarities, differences, vulnerabilities, external events, the climax and the double self-revelation

» Study the hero and his journeys, through the concepts of antihero and victim.

» Understand how character conflict types are developed through the study of single and multiple plots

» Examine character psychology through the differences between films and literature, and how it is expressed through emotions, thoughts, dialogue, actions, and visual or sound metaphors.

» Analyze the relationship between dialogue and character, explaining the purpose of the dialogue, and the nuances it may take depending on the voices involved, the subtexts they contain and whether or not it is an explanatory dialogue

» Investigate the link between character and scene, highlighting precedents and the role played in this regard by protagonists and antagonists, status quo, desire, motivations, strategies, moods, and emotional, social and spatial relationships

» Learn the relevance of the audience as protagonist, giving the information of the character in a structured and dosed way, taking into account the parameters of suspense, surprise, anticipations and pulses

» Assimilate the concepts exposed by Aristotle in his work "The Poetics", understanding especially the meaning of myth and how myth and character are associated , to create a mythical character with solvency

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

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.

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

Module 1. Character Building

1.1.   An Introduction to the Character
    1.1.1.   Basic Concepts
        1.1.1.1. Historical Origin
        1.1.1.2. Character and Narratology
        1.1.1.3. Formalist Conceptions
        1.1.1.4. Structural Conceptions
    1.1.2.   Psychology of the Character
        1.1.2.1. Flat Characters
        1.1.2.2. Round Characters
        1.1.2.3. Character Sheet
        1.1.2.4. Conflict
        1.1.2.5. Objective
        1.1.2.6. Motivation
    1.1.3.   Actions
        1.1.3.1. Cause and Effect Relationship
        1.1.3.2. Self-Disclosure
        1.1.3.3 New Balance
    1.1.4.   Practical Example
1.2.   Characterization of Characters
    1.2.1.   Characters and Plot
        1.2.1.1. Topics
        1.2.1.2. Symbolism
        1.2.1.3. Worlds
        1.2.1.4. Actions
        1.2.1.5. Interpretation of the Screenwriter's World
    1.2.2.   Characterization of Physical Appearance
        1.2.2.1. Character vs. Person
        1.2.2.2. Stereotypes

    1.2.3.   First Steps to Creating a Character According to Linda Seger
        1.2.3.1. Observation and Experience
        1.2.3.2. Physical
        1.2.3.3. Coherence
        1.2.3.4. Attitudes
        1.2.3.5. Individualize
        1.2.3.6. Diverse Psychology
    1.2.4.   Practical Example
1.3.   Protagonist and Antagonist
    1.3.1.   Similarities
    1.3.2.   Differences
    1.3.3.   Vulnerability
    1.3.4.   External Event
    1.3.5.   Climax
    1.3.6.   Double Self-Disclosure
1.4.   Hero and Its Deviations
    1.4.1.   Hero's Journey
    1.4.2.   Antihero
    1.4.3.   Victim
1.5.   Character Conflicts
    1.5.1.   Single Plot
    1.5.2.   Multiple Plot
    1.5.3.   Types of Conflicts
1.6.   Psychology of the Character
    1.6.1.   Differences Between Film and Literature
    1.6.2.   Emotions
    1.6.3.   Thoughts
    1.6.4.   Dialogues and Monologues
    1.6.5.   Actions
    1.6.6.   Visual and Sound Allegories

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.

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.

"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 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.

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

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.
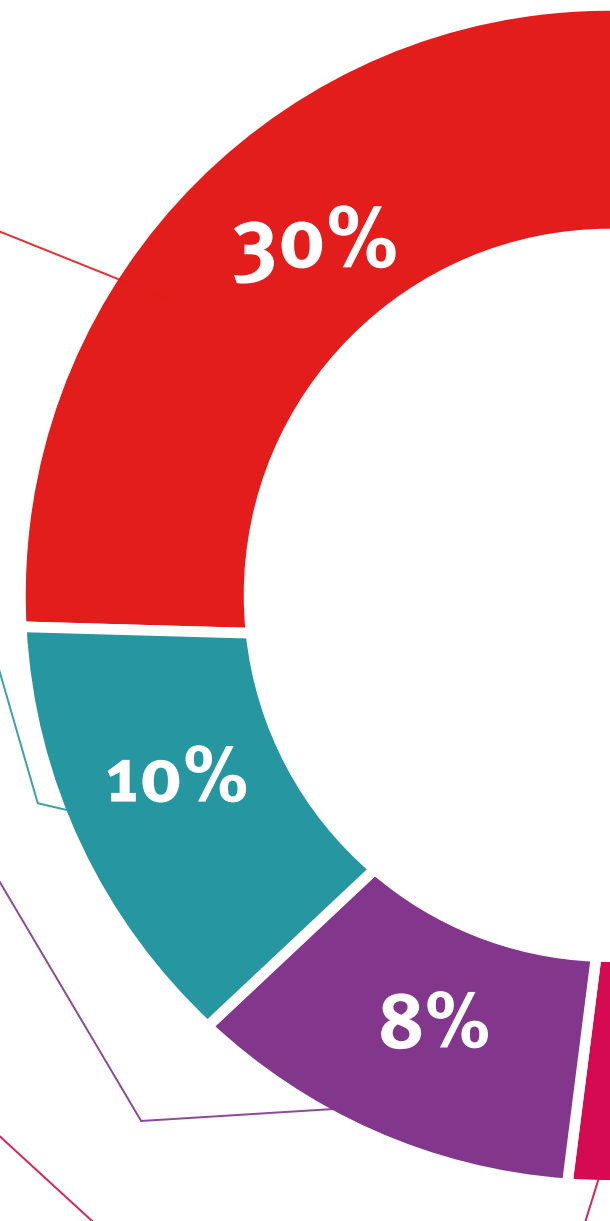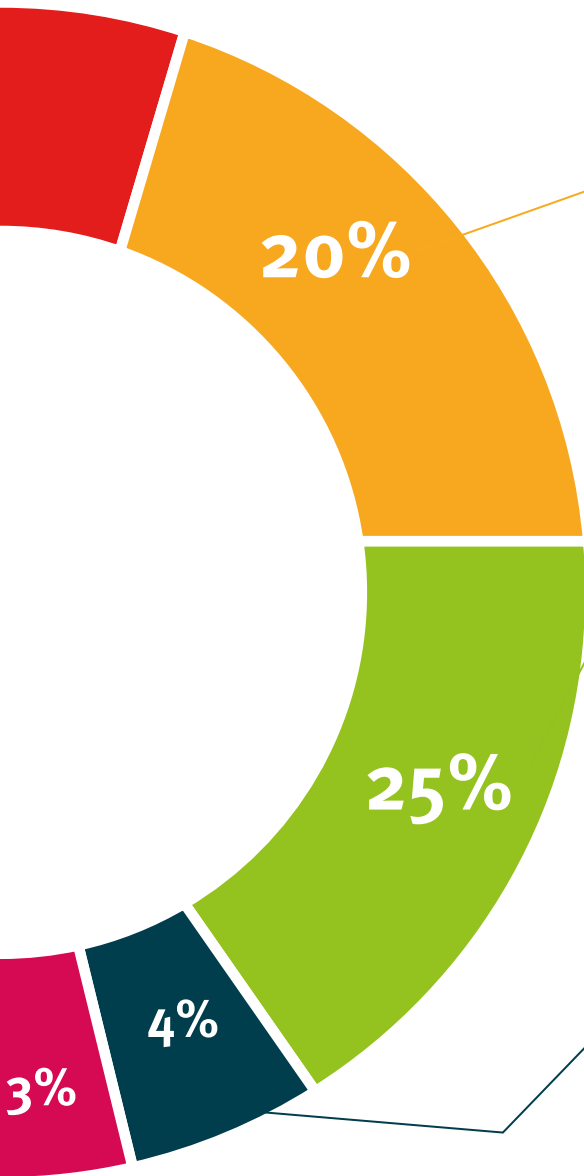
Practising Skills and Abilities

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.

30%

10%

8%

20%

25%

4%

3%

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.

Certificate

Through a different and stimulating learning experience, you will be able to acquire the necessary skills to take a big step in your training. An opportunity to progress, with the support and monitoring of a modern and specialized university, which will propel you to another professional level.

This program will allow you to obtain your **Postgraduate Certificate in Character Building** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Postgraduate Certificate in Character Building**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

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

Postgraduate Certificate in Character Building

This is a program of 180 hours of duration equivalent to 6 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

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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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