Postgraduate Certificate
Transmedia Extended Reality: VR and AR

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Postgraduate Certificate
Transmedia Extended Reality: VR and AR

- » 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/transmedia-extended-reality-vr-ar**

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01

Introduction

The digital world and new technologies have completely changed the way and means by which companies communicate with their audience. In this sense, extended reality, understood as the set of techniques that produce an immersive user experience, has become part of the business strategy and requires highly qualified professionals who know how to design unique, memorable experiences that make an impact on the public. Under this premise, TECH has designed this program in which the student will be able to understand in depth the operation of Virtual Reality, Augmented Reality and other Extended Reality techniques. An unparalleled opportunity to enter a booming sector with the guarantees offered by studying at the world largest Digital University in the market.

" *Extended reality facilitates the transmission of messages in an immersive and completely new way. If you too want to integrate this into your business strategy, then this program is for you"*

Extended reality encompasses a multitude of experiences that have come to revolutionize the world of digital communications. Techniques such as augmented reality, extended reality, 5G or 360º video produce unique sensations and powerful messages that help companies go a step further in reaching their audience in a completely disruptive way.

But for this to be possible, it is necessary to have professionals capable of understanding the context of the extended reality, its means and processes of action and, above all, how it influences the brand's transmedia storytelling strategy. For this reason, this Postgraduate Certificate focuses on providing communicators with global tools in this regard, making them professionals capable of designing plans that integrate extended reality processes to create more powerful and effective messages.

All this, totally online, allowing the student to adapt the study to other facets of their daily life, being able to choose when, where and how to study. A unique opportunity, only possible by studying at TECH, the world largest Digital University in the market.

This **Postgraduate Certificate in Transmedia Extended Reality: VR and AR** contains the most complete and up-to-date program on the market. The most important features include:

- The development of practical cases presented by experts in Communication.
- Its graphic, schematic and eminently practical contents are designed to provide theoretical and practical information on those disciplines that are essential for professional practice
- New developments in transmedia communication
- Practical exercises where self-assessment can be used to improve learning
- Special emphasis on innovative methodologies in transmedia communication
- Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- 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

Learn in depth each and every one of the extended reality techniques and become a true expert in the field with this Postgraduate Certificate"

"*Don't miss this great opportunity and get up to date in extended reality techniques with TECH. In just 6 weeks you will see your career take an exponential leap*"

Discover with TECH the new narrative languages of extended reality and become a much more prepared professional.

Welcome to the program that will mark a before and after in your professional career.

Its teaching staff includes professionals from the field of Communication, who contribute their work experience to this program, as well as renowned specialists from prestigious universities and reference societies.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive program designed to learn 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 throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

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Objectives

The term Extended Reality seems to be here to stay in the area of new technologies. Knowing what it consists of, the techniques it covers and how to apply it in the professional context has become a constant demand of communication professionals. For this reason, TECH has designed this program in which the student will be able to make an in-depth review of the extended reality and how to apply it in the business strategy. In this way, you will become a much more competent and in-demand communicator in the professional market.

Do you want to learn all about Virtual Reality or Augmented Reality? Then don't think twice and enroll in this Postgraduate Certificate"

General Objective

- Delve into the most recent developments of transmedia storytelling in technological fields such as Virtual Reality or Augmented Reality

Specific Objectives

• Further understanding of the importance of the extended reality in the field of Transmedia Storytelling

• Understand the variety of existing contents and the creative process of them

"This is the opportunity you were looking for to position yourself as a point of reference in the sector. Don't miss this opportunity"

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Course Management

The teaching staff of this Postgraduate Certificate is made up of a number of active professionals and researchers in the field who will seek to bring all their professional experience to the student. Experts with an impressive curriculum, founders of their own companies, coming from the academic area and with the necessary skills to be successful teachers.

Study from the experience of the best professionals in the sector and position yourself at their level"

International Guest Director

Magda Romanska's name is unmistakable in the field of Performing Arts and Media on an international scale. Along with other projects, this expert has served as Principal Investigator at Harvard University's metaLAB and chairs the Transmedia Arts Seminar at the renowned Mahindra Humanities Center. She has also developed numerous studies linked to institutions such as the Center for European Studies and the Davis Center for Russian and Eurasian Studies.

Her lines of work focus on the intersection of art, humanities, technology and transmedia storytelling. Within that encompassing framework, they also include multiplatform and metaverse dramaturgy, and the interaction between humans and Artificial Intelligence in performance. From his in-depth studies on these fields, he has created Drametrics, a quantitative and computational analysis of dramatic texts.

She is also the founder, executive director and editor-in-chief of TheTheatreTimes.com, the world's largest digital theater portal. She also launched Performap.org, an interactive digital map of theater festivals, funded through the Yale Digital Humanities Lab and an LMDA innovation grant. On the other hand, he has also been in charge of the development of the International Online Theatre Festival (IOTF), an annual global streaming theater festival, which so far has reached more than one million participants. In addition, this initiative has been awarded the Second International Culture Online Award for "Best Online Project", chosen among 452 other proposals from 20 countries.

Dr. Romanska has also been awarded the MacDowell, Apothetae and Lark Theatre Playwriting grants from the Time Warner Foundation. She has also received the PAHA Creative Award and the Elliott Hayes Award for Excellence in Playwriting. She has also received awards from the American Association for Theatre Research and the Polish Studies Association.

Dra. Romanska, Magda

- Principal Investigator at Harvard metaLAB
- Executive Director and Editor-in-Chief at TheTheatreTimes.com
- Research Associate at the Minda Center for European Studies in Gunzburg
- Research Associate of the Davis Center for Russian and Eurasian Studies
- Professor of Performing Arts at Emerson College
- Associate Professor at the Berkman Center for Internet & Society
- Ph.D. in Theatre, Film and Dance from Cornell University
- M.A. in Modern Thought and Literature from Stanford University
- Graduate of Yale School of Drama and the Department of Comparative Literature
- Chair of the Transmedia Arts Seminar at the Mahindra Humanities Center
- Member of the Advisory Board at Digital Theatre+

Thanks to TECH, you will be able to learn with the best professionals in the world"

Management

Dr. Regueira, Javier

- VP and founder of the Spanish Association of Branded Content
- Managing Director of the agency specialized in Branded Content ZOND (part of the MIO Group)
- Professor at Pontificia Comillas University, ESDEN, Esic, Inesdi, The Valley
- Former Marketing Executive at BDF Nivea and Imperial Tobacco
- Autor, blogger y TEDx Speaker
- Doctor in Branded Content
- Graduate in Economics and Business Administration European ICADE E4
- Master's Degree in Marketing

Professors

Ms. Vasán, Vicky

- Co-founder of INMERSIVA, an association of extended reality in Spain.
- UX designer and scriptwriter specializing in virtual reality
- Ex-creative and transmedia producer at El Cañonazo
- Organizer of the Global VR Day in Madrid
- Degree in Audiovisual Communication
- Postgraduate Course in Branded Content and Transmedia Storytelling

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Structure and Content

In order to provide a complete and deep approach to the extended reality, TECH has designed this program in which in just 6 weeks of intensive online study, the student will be able to acquire the necessary skills to generate successful digital communication strategies. In this way, you will be able to climb the career ladder and become an expert in extended reality.

"*Are you familiar with the terms Augmented Reality or Virtual Reality and want to learn more about them? This Postgraduate Certificate will help you achieve it"*

Module 1. Transmedia Extended Reality: VR and AR

1.1. Extended Reality (XR)

1.2. XR Evolution Predictions

    1.2.1. Present

    1.2.2. Device Comparison

    1.2.3. Future

1.3. Technical Aspects of XR

    1.3.1. Types of Interactions

    1.3.2. Locomotion

    1.3.3. Advantages and Limitations of XR

1.4. The Importance of 5 Senses

    1.4.1. Haptic Devices

    1.4.2. Multisensory Devices

    1.4.3. Sound on the XR

1.5. XR Project Creation Process

    1.5.1. Creative Process

    1.5.2. XR Profiles

    1.5.3. Case Study

1.6. UX / UI Design in XR

    1.6.1. Design Process

    1.6.2. UX / UI in XR

1.7. New Narrative Languages of the XR: Storyliving

    1.7.1. Storytelling vs. Storyliving

    1.7.2. Narrative Aspects Specific to the XR

    1.7.3. Transmedia Extended Reality Case Studies

1.8. XR Narrative Design: Script and Storyboarding

    1.8.1. Design

    1.8.2. Script

    1.8.3. Storyboard

1.9. Technical Development and Tools

    1.9.1. Technical Briefing Development

    1.9.2. Prototyping Tools

    1.9.3. Spanish XR Industry

1.10. Distribution of an XR Experience

    1.10.1. MVP

    1.10.2. Distribution

    1.10.3. Marketing and Promotion

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" *Grow by studying at TECH and become a successful professional"*

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.

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.

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

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.

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 (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.

20%

25%

4%

3%

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.

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Certificate

The Postgraduate Certificate in Transmedia Extended Reality: VR and AR guarantees you, in addition to the most rigorous and updated training, access to a Executive Master's Degree 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 **Postgraduate Certificate in Transmedia Extended Reality: VR and AR** 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 Transmedia Extended Reality: VR and AR**

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 Transmedia Extended Reality: VR and AR

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

*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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