Postgraduate Certificate
Transmedia Narratives

tech technological university

Postgraduate Certificate
Transmedia Narratives

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

Website: **www.techtitute.com/in/journalism-communication/postgraduate-certificate/transmedia-narratives**

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01
Introduction

Users are increasingly immersed in the world of new technologies and use them in different areas of their daily lives. Additionally, thanks to them, they can access different media through which they can acquire a great entertainment experience. At this point, the role of transmedia storytelling is gaining more and more weight, since it gives the viewer the possibility of being an active part of the communicative process. With this program, students will acquire superior training in this field, which will allow them to specialize and achieve their career goals in a short time, accessing those positions of greater responsibility in which to direct transmedia projects.

Viewers have more and more tools to access information, so Transmedia Narrative is a great option to offer them a higher quality product"

Communication processes have evolved enormously in recent years thanks to the emergence of new technologies, which have favored a much more personalized consumption of information through different platforms. In the advertising field, many brands have taken advantage of this new trend, creating innovative campaigns of greater interest to the public.

But with the emergence of so many new platforms on which to access information, it has also been necessary to change the way stories are told. In this sense, U.S. professor Henry Jenkins coined the term Transmedia Narrative in 2003, referring to a new way of telling stories with the use of different media. In this way, it is the users themselves who select different pieces with their own entity in the various channels available to them, but all of them are part of a more complex story. This media convergence provides access to a highly valuable communicative experience.

With this Postgraduate Certificate from TECH Technological University, the student will be able to deepen in this concept, in addition to obtaining specialized knowledge of everything involved in the use of this type of narratives and the benefits it brings to the brands that put it into practice. For this purpose, they will have free access to all the theoretical and practical contents that will be available on the virtual campus. In addition, thanks to the 100% online format of this program, the students will not have to move to a physical location to continue learning, but will be able to select their time and place of study at their convenience.

This **Postgraduate Certificate in Transmedia Narratives** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- 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 on Transmedia Narratives
- Practical exercises where self-assessment can be used to improve learning
- Its special emphasis on innovative methodologies in Transmedia Narratives
- 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

Today, the best way to create a brand image is to design stories that resonate with the audience"

" *Create different advertising pieces that are part of the same story and offer users a complete communication experience"*

TECH is a university of the 21st century and, for this reason, is committed to digital teaching as the main method of learning.

Henry Jenkins coined the term Transmedia Narrative, and you will be able to apply it successfully after completing this program.

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.

02
Objectives

Thanks to the completion of this Postgraduate Certificate in Transmedia Narratives, the student will be able to acquire the skills to achieve the professional goal that is proposed within the field of Communication. Therefore, they will be able to develop the skills to create high quality multimedia content that is not only understood as individual pieces, but also as part of a complex project in which the audience has a lot to contribute. This knowledge will be essential to become a communicator or advertising creative of the 21st century, adapted to new technologies and interested in being part of the change in the sector.

" *Do you want to be part of the leading communication agencies in your country? By studying this program, you will be closer to achieving it"*

General Objectives

- Conceptual knowledge and understanding of Transmedia Storytelling and its relevance in different professional fields (advertising, marketing, journalism, entertainment)
- Acquire the fundamentals of transmedia creation, from narrative to production, dynamization in social communities and economic monetization

Specific Objectives

- Master how transmedia storytelling is constructed and how it differs from traditional storytelling
- Internalize, with the help of practical examples, the way to achieve audience involvement in a transmedia project

"Learn the differences between traditional and transmedia storytelling and create audiovisual products of greater interest and impact"

03
Course Management

The Postgraduate Certificate in Transmedia Narratives of TECH Technological University has been developed by a teaching team with extensive experience, which has researched the new contributions of this type of communication to different sectors and understands its importance to reach, effectively, the public through emotions. To this end, it has selected the latest content in the field, which will be fundamental for the students' professional growth in the sector.

Specialists in transmedia narrative will teach you how to apply the most persuasive strategies to reach the audience"

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

Dr. Roig, Antoni
- Director of the Audiovisual Communication program. UOC
- PhD in Social Science
- Degree in Audiovisual Communication
- Telecommunications Engineer

Structure and Content

The syllabus of this Postgraduate Certificate in Transmedia Narratives of TECH Technological University has been created with the educational needs of today's communication professionals in mind. The sector has taken a 180º turn with the appearance of new technologies and, therefore, it is essential to obtain in-depth knowledge in this field. For this, the different types of storytelling are shown, from the most classic to transmedia, but also Storytelling or the involvement of fans in this field.

Acquire specialized knowledge in Transmedia Narratives thanks to this high-quality program"

Module 1. Transmedia Narratives

Develop a new way of tellingstories through transmedia narrative"

05
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%
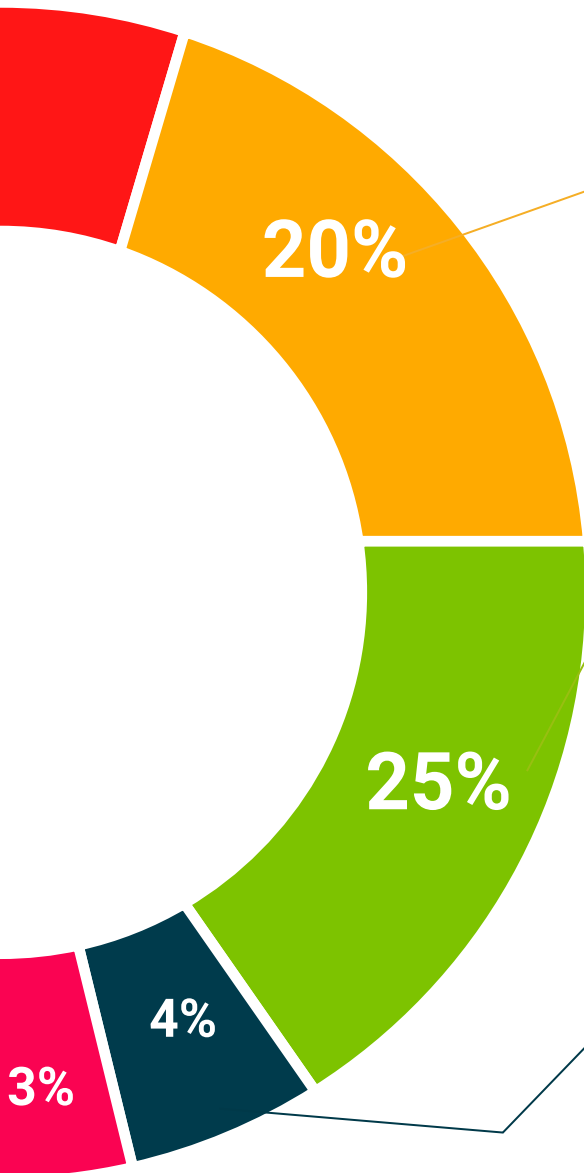
Case Studies

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.

Certificate

The Postgraduate Certificate in Transmedia Narratives guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

" *Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **Postgraduate Certificate in Transmedia Narratives** contains the most complete and up-to-date educational program the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Certificate in Transmedia Narratives**

Official Nº of Hours: **150 h.**

tech technological university

Awards the following
CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in

Transmedia Narratives

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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