

# Postgraduate Certificate Transmedia Storytelling and Crossmedia Concepts





## Postgraduate Certificate Transmedia Storytelling and Crossmedia Concepts

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

Website: [www.techtute.com/in/journalism-communication/postgraduate-certificate/transmedia-storytelling-crossmedia-concepts](http://www.techtute.com/in/journalism-communication/postgraduate-certificate/transmedia-storytelling-crossmedia-concepts)

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# 01

# Introduction

Today, journalistic and advertising communication is no longer a linear process that goes from a sender to a receiver. The latter has many more options and can use various media to learn about a given topic. In this sense, Transmedia Storytelling and Crossmedia are cornering the market, offering users much more complete and personalized products. Thanks to this program, students will have the opportunity to specialize in these new tools that are revolutionizing the communication sector, acquiring the precise skills that will allow them to stand out in a highly competitive industry.





“

*Communication agencies demand professionals like you: committed to the demands of the market, with skills in the use of new technologies and who are committed to Transmedia Storytelling”*

Big brands and communication agencies have understood the power of narrative when it comes to transmitting a certain image. Consumers are not looking for products through simple ads showing their features, they want that ad to become an experience, much like watching a movie or a short film. Therefore, in recent years there has been a qualitative leap in this type of publications.

The sector is increasingly focusing on multimedia and Crossmedia content, in which it is the consumers themselves who choose to continue to be informed through other media. However,, in addition, with the incorporation of Transmedia Storytelling, it has been possible to create innovative stories, which have opened the door to creativity to offer complete and high-quality communicative projects. This TECH Technological University Postgraduate Certificate is aimed precisely at Journalism and Communication professionals who wish to give a boost to their careers, focusing on this type of issues that will mark a before and after in their way of working.

A program of great intensity that will be indispensable to develop the necessary skills to be part of the creative, advertising and communication teams of the main companies in your country. A qualification that understands the needs of students and therefore is offered in a 100% online format, which gives them the opportunity to self-manage their time and achieve academic excellence in a short time, something that will undoubtedly translate into professional improvement.

This **Postgraduate Certificate in Transmedia Storytelling and Crossmedia Concepts** contains the most complete and up-to-date 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 Storytelling and Crossmedia
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies in Transmedia Storytelling and Crossmedia
- ♦ 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



*Transmedia Storytelling has arrived to revolutionize the communication sector”*

“

*A 100% online program with which you can study from anywhere in the world, you only need to have a computer or mobile device with internet connection”*

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.

*Knowing the difference between Transmedia and Crossmedia will be fundamental to apply the most appropriate for each project.*

*Learn how to communicate your brand values through Transmedia Storytelling.*



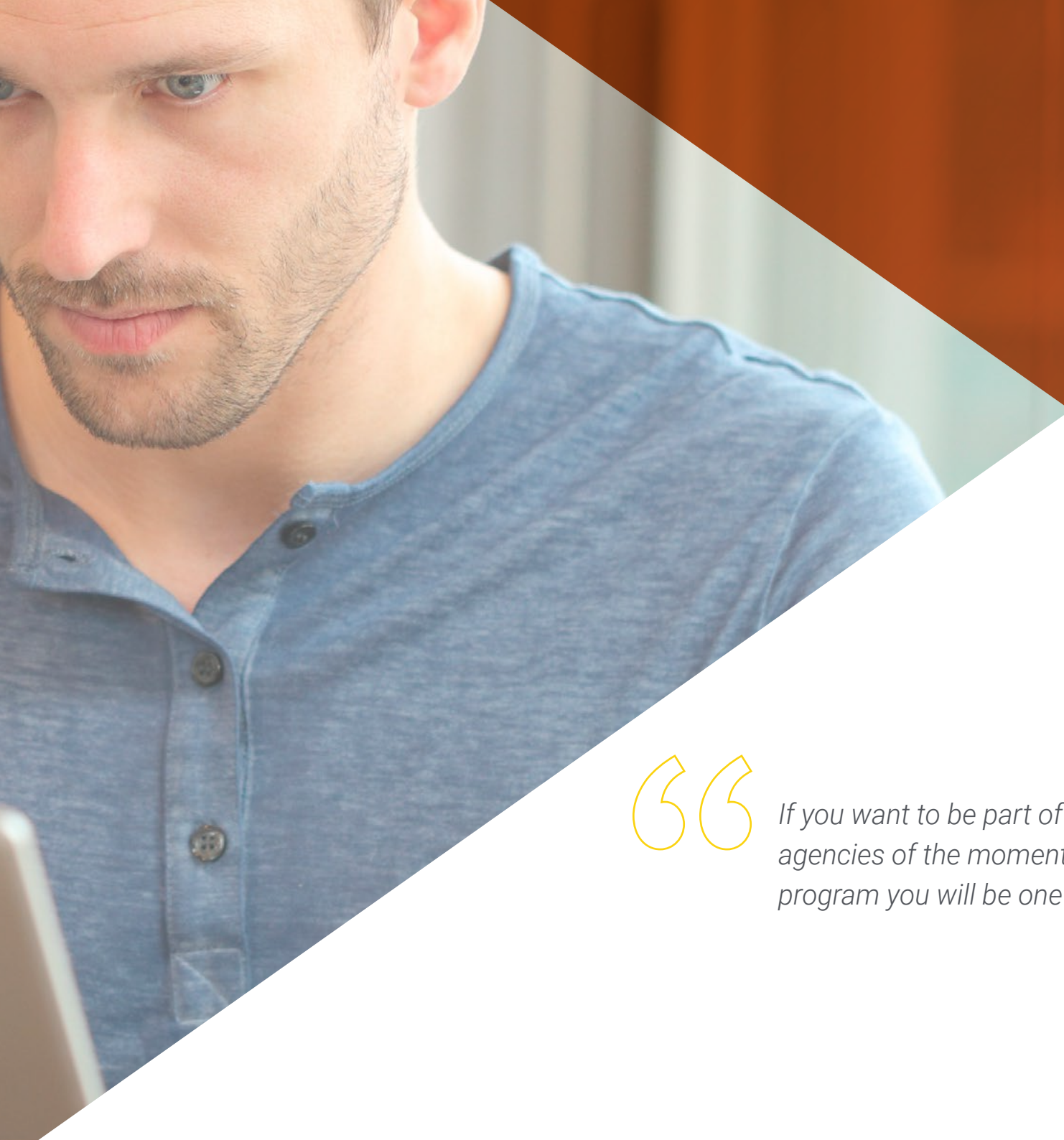
# 02

# Objectives

The main objective of this Postgraduate Certificate in Transmedia Storytelling and Crossmedia Concepts is to offer specialized knowledge to students so that they are able to enter a booming sector, which requires professionals with extensive experience and specific skills to apply this type of actions in the development of multimedia content. In this way, upon completion of the qualification, the students will be able to access a highly competitive labor market, increasing their employability options.







“

*If you want to be part of the main communication agencies of the moment, with the completion of this program you will be one step closer to achieving it”*



## General Objectives

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- ♦ 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

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- ♦ Learn more about Transmedia Storytelling as a discipline, highlighting its importance in different professional sectors
- ♦ Understand the differences between Transmedia Storytelling and Crossmedia

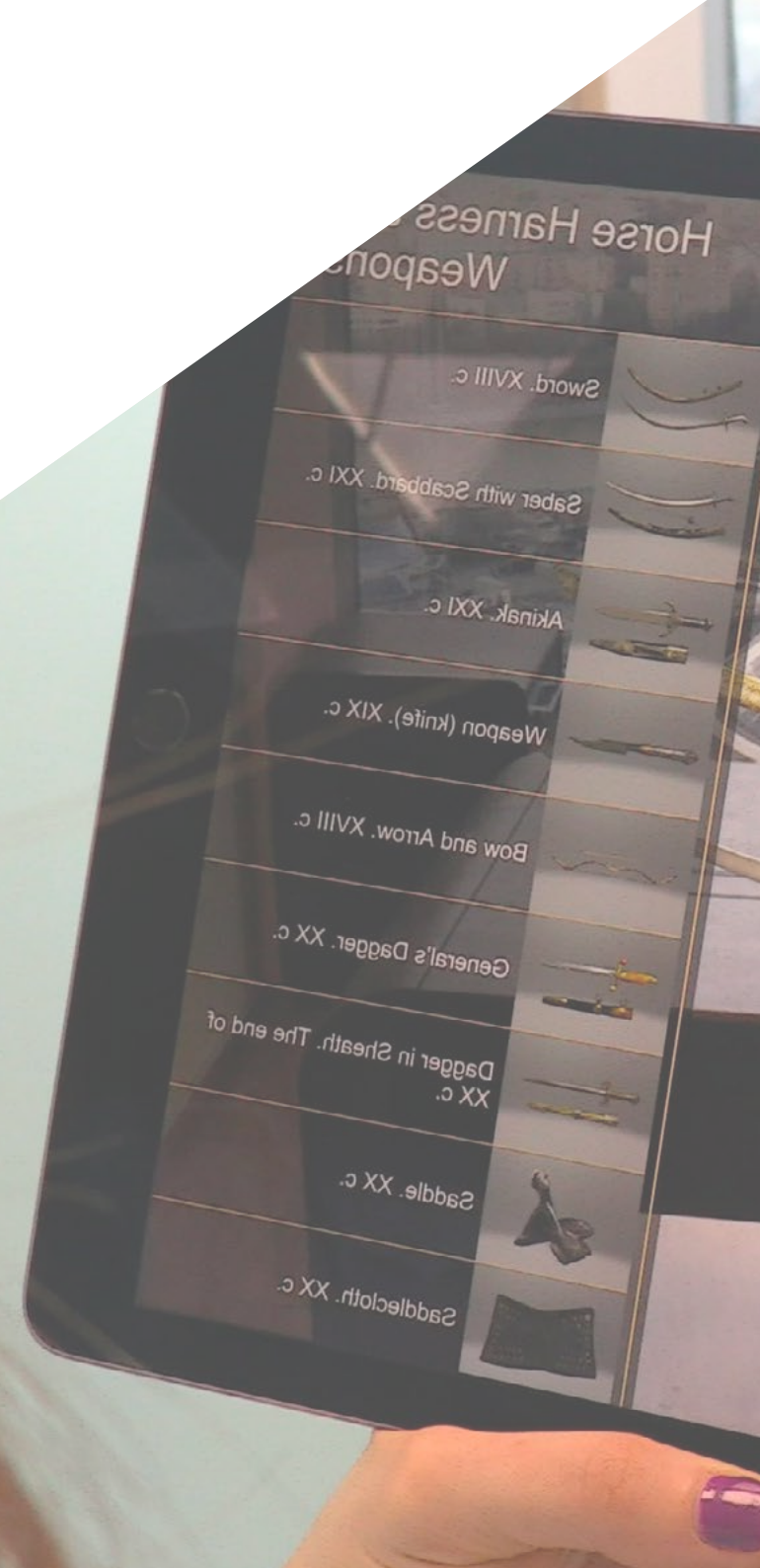
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*Transmedia Storytelling allows us to create powerful stories that generate emotions in the consumer and incite them to consume”*

03

# Course Management

The teachers of this Postgraduate Diploma of TECH Technological University have been selected for their extensive knowledge of the Communication sector and the new tools of Transmedia Storytelling and Crossmedia. Teachers who are trained to guide students' learning towards the most relevant and useful concepts and strategies for the profession. In this way, they are guided through the study of those aspects that they will have to put into practice during their daily work.





“

*Specialize in transmedia and crossmedia content from the leading experts in the field”*

## 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

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- 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

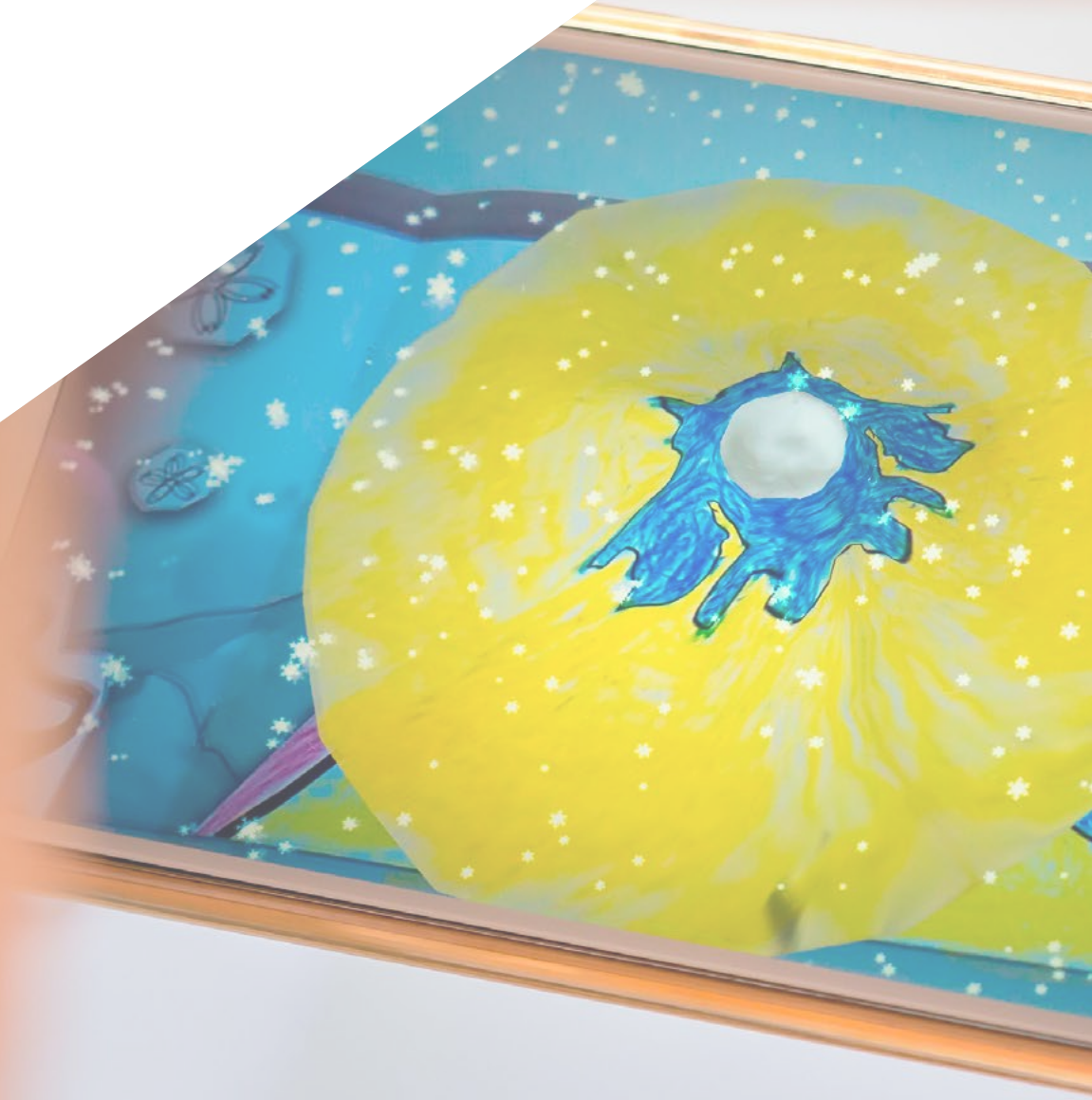




# 04

## Structure and Content

This syllabus has been structured to meet the educational needs of Journalism and Communication professionals, who demand high-quality programs to enter a sector of great relevance in today's world. Specifically, the syllabus covers from the concepts of Transmedia and Crossmedia, to cultural and leisure consumption or multiplatform, but also offers a critical look at the problems that can be encountered in this field.





“

*A syllabus focused on today's transmedia communication learning needs"*

## Module 1. Transmedia Storytelling, Crossmedia

- 1.1. Chronology of the Transmedia Concept
  - 1.1.1. Transmedia in the Context of Contemporary Cultural Production
  - 1.1.2. How Do we Understand Transmedia?
  - 1.1.3. Key Elements that Make up a General Notion of Transmedia
- 1.2. Transmedia and Related. Multiplatform, Crossmedia, Digital Narratives, Multimodality, Transmedia Literacies, Worldbuilding, Franchising, Data Storytelling, Plataformization
  - 1.2.1. Economy of Attention
  - 1.2.2. Transmedia and Related
  - 1.2.3. Multimodality, Crossmedia and Transmedia
- 1.3. Areas of Application and Potential of Transmedia
  - 1.3.1. Transmedia in the Cultural Industries
  - 1.3.2. Transmedia and Organizations
  - 1.3.3. Transmedia in Science and Education
- 1.4. Consumption Practices and Transmedia Culture
  - 1.4.1. Cultural Consumption and Everyday Life
  - 1.4.2. Platforms
  - 1.4.3. User-Generated Content
- 1.5. Technologies
  - 1.5.1. Transmedia, New Media and Technology: Early Days
  - 1.5.2. Date:
  - 1.5.3. The Technological Factor in Transmedia Projects
- 1.6. Transmedia, Between Digital and Live Experiences
  - 1.6.1. The Value of Live Experiences
  - 1.6.2. What Do we Understand as Experience?
  - 1.6.3. Examples of Real-World Experiences
- 1.7. Transmedia and Gaming: Designing Playful Experiences
  - 1.7.1. The Whole and the Parts: Issues to Consider When Defining the Individual Elements of a Transmedia Experience
  - 1.7.2. The Playfulness Factor
  - 1.7.3. Some Examples
- 1.8. Critical Aspects of Transmedia
  - 1.8.1. What Can Transmedia Become?
  - 1.8.2. Discussion
  - 1.8.3. A Critical Look: What Challenges and Problems Do We Have to Face?
- 1.9. Interdisciplinary Transmedia: Roles, Profiles, Teams
  - 1.9.1. Teamwork
  - 1.9.2. Transmedia Competencies
  - 1.9.3. Roles



*It offers a complete communicative experience through the use of transmedia storytelling”*



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.



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

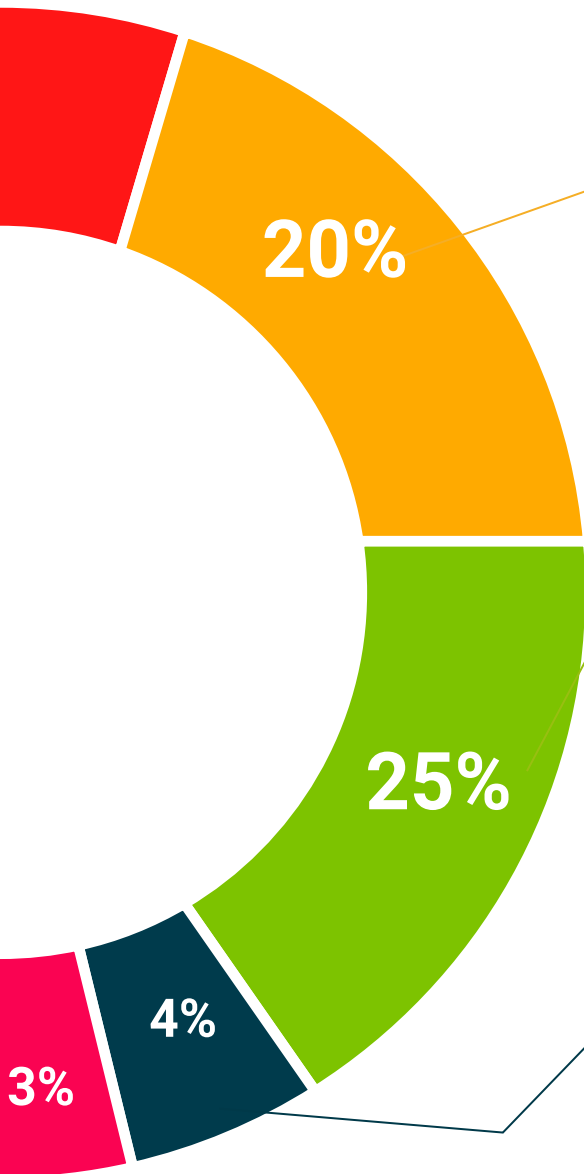
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.





**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.



06

# Certificate

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



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

This **Postgraduate Certificate in Transmedia Storytelling and Crossmedia Concepts** contains the most complete and up-to-date program on 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 Storytelling and Crossmedia Concepts**  
Official N° of Hours: **150 h.**



\*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.



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
online training  
development language  
virtual classroom

**tech** technological  
university

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