Postgraduate Diploma
Audiovisual Advertising

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Postgraduate Diploma

Audiovisual Advertising

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

Website: www.techtitute.com/in/journalism-communication/postgraduate-diploma/postgraduate-diploma-audiovisual-advertising

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01

Introduction

Advertising is fundamental in all companies and, although it can be broadcast in different formats, audiovisual is one of the main ones, since the perfect combination of image and sound causes a greater impact on the public. This program is aimed at journalism professionals who wish to improve their knowledge in the field of Audiovisual Advertising. Thus, throughout these months, the students will learn to analyze advertising texts from a critical perspective and identifying the different elements of the messages, as well as to elaborate advertising pieces in time and form according to the specifications of the different advertising and public relations genres.

Specialize in Audiovisual Advertising and manage to create exclusive campaigns that favor the economic growth of companies"

This program in Audiovisual Advertising has been designed with the academic needs of journalism and communication professionals in mind. Thus, its objectives are focused on knowing how to apply the scientific methodology of communication theories and how to analyze the basic psychological processes of communication and the advertising. receivers Throughout each lesson, the basics for the mastery of the basic elements of audiovisual communication will be reviewed. In addition, the decisive role of the image in the 21st century makes it necessary to analyze the interrelation between verbal and iconic elements in the communicative message.

Thanks to this program, the students will acquire the necessary skills to be able to distinguish and appreciate the procedures used for the construction of film, television, videographic and multimedia materials.

Additionally, we will work on audiovisual advertising production and review the 4 agents directly involved in the contracting, execution and distribution phases of the work: the advertiser, the agency, the audiovisual production company and the broadcasting 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.). Therefore, this program will cover the production processes (pre-production, production and post-production) for the development of advertising pieces.

Undoubtedly, a comprehensive program that will mark a before and after in the specialization of journalists, providing them with the necessary knowledge to work successfully in the advertising field, especially in audiovisual formats.

This **Postgraduate Diploma 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 practicing 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 teacher 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

TECH offers you the most innovative teaching methodology in the current academic scenario"

TECH Technological University offers you a multitude of theoretical and practical resources for you to achieve a detailed learning about Audiovisual Advertising"

A unique program that will make a difference in your specialization in the Audiovisual Advertising field.

Enroll in this Postgraduate Diploma and have unlimited access to all the content.

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 integrates 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 is centered on Problem-Based Learning. An approach that conceives learning as a highly practical process. To achieve this remotely, telepractice is used. 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 the very cases being studied. A concept that will allow students to integrate and memorize what they have learnt in a more realistic and permanent way.

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Objectives

This program has been developed by TECH teachers with the main objective of offering journalists the most advanced knowledge on Audiovisual Advertising, so that professionals acquire, through intensive study, the necessary skills to develop successfully in a highly competitive field. A program aimed at professionals with experience in the field who wish to improve their knowledge to stand out in the workplace.

If your objective is to broaden your future work to include new paths of success, this is the program for you"

General Objective

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

Develop the necessary skills to be successful in this field"

Specific Objectives

Module 1. Introduction to the Psychology of Communication

- Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences
- Enable the student to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- Prepare the student to identify and analyze the psychosocial, cognitive and emotional processes of advertising and public relations communication

Module 2. Audiovisual Narrative

- Apply the scientific methodology of communication theories
- Analyze the basic psychological processes of communication and the receiver of advertising
- Master the basic guidelines governing audiovisual communication and that serve as a basis for the practice of advertising and public relations
- Describe the general evolution of the media through its historical development

Module 3. Audiovisual Advertising

- 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 the skills to carry out the role of a creative editor within an advertising agency or advertising department in a company or institution
- Have the 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
- Master the basic guidelines governing audiovisual advertising for the development of audiovisual advertising products

03

Structure and Content

The contents of this Postgraduate Diploma have been developed by different specialists with a clear purpose: to ensure that our students acquire each and every one of the skills necessary to become true experts in this field. A program that includes the most relevant aspects of Audiovisual Advertising and that will become a real work guide for professionals in the field who will find the most relevant and useful information for their profession.

A comprehensive program, very well structured, that will facilitate your learning and will help you to improve your skills in this field"

Module 1. Introduction to the Psychology of Communication

1.1. History of Psychology
- 1.1.1. Introduction
- 1.1.2. We Begin with the Study of Psychology
- 1.1.3. Science in Evolution. Historical and Paradigmatic Changes
- 1.1.4. Paradigms and Stages in Psychology
- 1.1.5. Cognitive Science

1.2. Social Psychology
- 1.2.1. Introduction
- 1.2.2. Beginning with the Study of Social Psychology: The Influence of Social Psychology
- 1.2.3. Empathy, Altruism and Helping Behavior

1.3. Social Cognition
- 1.3.1. Introduction
- 1.3.2. Thinking and Knowing, Vital Necessities
- 1.3.3. Social Cognition
- 1.3.4. Organizing Information
- 1.3.5. Prototypical or Categorical Thinking
- 1.3.6. The Mistakes We Make in Thinking: Inferential Biases
- 1.3.7. Automatic Information Processing

1.4. Personality Psychology
- 1.4.1. Introduction
- 1.4.2. What is the Self? Identity and Personality
- 1.4.3. Self-Awareness
- 1.4.4. Self-Esteem
- 1.4.5. Self-Knowledge
- 1.4.6. Interpersonal Variables in Personality Shaping
- 1.4.7. Macro-Social Variables in the Configuration of Personality
- 1.4.8. A New Perspective in the Study of Personality. Narrative Personality

1.5. Emotions
- 1.5.1. Introduction
- 1.5.2. What do we Talk about When we Get Excited?
- 1.5.3. The Nature of Emotions
- 1.5.4. Emotions and Personality
- 1.5.5. From another Perspective. Social Emotions

1.6. Psychology of Communication. Persuasion and Attitude Change
- 1.6.1. Introduction
- 1.6.2. Attitudes
- 1.6.3. Historical Models in the Study of Persuasive Communication
- 1.6.4. The Elaboration Probability Model (ELM)
- 1.6.5. Communication Processes through the Media

1.7. The Sender
- 1.7.1. Introduction
- 1.7.2. The Source of Persuasive Communication
- 1.7.3. Source Characteristics. Credibility
- 1.7.4. Source Characteristics. The Appeal
- 1.7.5. Emitter Characteristics. The Power
- 1.7.6. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
- 1.7.7. New Processes in Communication. Mechanisms Based on Secondary Cognition

1.8. The Message
- 1.8.1. Introduction
- 1.8.2. We Begin by Studying the Composition of the Message
- 1.8.3. Types of Messages: Rational vs. Emotional Messages
- 1.8.4. Emotional Messaging and Communication: Fear Inducing Messages

1.9. The Receiver
- 1.9.1. Introduction
- 1.9.2. The Role of the Recipient according to the Elaboration Probability Model
- 1.9.3. Recipient Needs and Motives: Their Impact on Attitude Change
- 1.9.4. Need for Esteem and Communication

1.10. New Approaches to the Study of Communication
- 1.10.1. Introduction
- 1.10.2. Non-conscious Processing of Information. Automatic Processes
- 1.10.3. Measuring Automatic Processes in Communication
- 1.10.4. First Steps in the New Paradigms
- 1.10.5. Theories of Dual Processing Systems

Module 2. Audiovisual Narrative

2.1. The Audiovisual Narrative
- 2.1.1. Introduction
- 2.1.2. Fundamental Concepts of Audiovisual Narrative
- 2.1.3. A Methodological Approach
- 2.1.4. Particularities of Audiovisual Discourse
- 2.1.5. Audiovisual Language
- 2.1.6. The Image
- 2.1.7. Sound

2.2. The Discourse and the Enunciating Stages
- 2.2.1. Introduction
- 2.2.2. The Functions of the Narrative
- 2.2.3. The Construction of the Narrative Text
- 2.2.4. The Enunciating Instances
- 2.2.5. Typologies of Narrators
- 2.2.6. Focalization
- 2.2.7. The Narrator

2.3. The Story and the Axes of the Narrative
- 2.3.1. Introduction
- 2.3.2. The History
- 2.3.3. The Narrative Action
- 2.3.4. Time
- 2.3.5. The Space
- 2.3.6. Sound

2.4. The Construction of the Audiovisual Discourse: The Script
- 2.4.1. Introduction
- 2.4.2. The Script
- 2.4.3. The Idea
- 2.4.4. The Genres
- 2.4.5. Characters and Dialog
- 2.4.6. Literary Script vs Technical Script

2.5. Theory and Analysis of Film Editing
- 2.5.1. Introduction
- 2.5.2. Assembly Definition
- 2.5.3. The Basic Units of Film Narrative
- 2.5.4. First Theoretical Approaches
- 2.5.5. Types of Montage
- 2.5.6. Invisible Mounting: The Raccord. Glossary on Mounting

2.6. The Cinematographic Narration: From the Origins to the Post-Modernity.
- 2.6.1. Introduction
- 2.6.2. The Origins of Cinema
- 2.6.3. The Cinema of the Origins: The Space-Time Articulation
- 2.6.4. The Avant-Garde and The Cinema
- 2.6.5. The Hollywood Cinema
- 2.6.6. The Art Cinema and The Essay
- 2.6.7. Contemporary Cinema

2.7. Computer Cinema: From Newsreels to Documentaries
- 2.7.1. Introduction
- 2.7.2. Informative Cinema
- 2.7.3. The Cinematographic Newsreels
- 2.7.4. Documentaries
- 2.7.5. The Informative Fiction Cinema
- 2.7.6. The Value of Newsreels as a Historical Source

2.8. Television Discourse: Information and Entertainment
- 2.8.1. Introduction
- 2.8.2. Television Discourse
- 2.8.3. Narratology of Audiovisual Information
- 2.8.4. Audiovisual Information Genres
- 2.8.5. Infotainment
- 2.8.6. Entertainment Programs
- 2.8.7. Fiction Television Storytelling

2.9. Audiovisual Advertising Discourse: Spots, Trailers and Video Clips
- 2.9.1. Introduction
- 2.9.2. Advertising Narrative in the Audiovisual Media

2.10. New Media and Narrative Structures in the Digital Era
- 2.10.1. Introduction
- 2.10.2. The Digital Paradigm
- 2.10.3. The New Media of the 21st Century
- 2.10.4. New Media Practices
- 2.10.5. The Post-Media Condition

Module 3. Audiovisual Advertising

3.1. Introduction to Audiovisual Advertising
- 3.1.1. What is Audiovisual Advertising?
- 3.1.2. Origin
- 3.1.3. Audiovisual Advertising Media

3.2. The Advertising Spot
- 3.2.1. What is a Spot?
- 3.2.2. Narrative Structure of an Advertising Spot
- 3.2.3. History of the Advertising Spot

3.3. Technical Equipment of an Audiovisual Production I
- 3.3.1. The Production and Management Teams
- 3.3.2. Functions of the Production and Management Teams
- 3.3.3. Organization Chart

3.4. Technical Equipment of an Audiovisual Production II
- 3.4.1. Technical and Artistic Teams
- 3.4.2. Functions of the Technical and Artistic Teams
- 3.4.3. Organization Chart

3.5. Pre-production I: From the Idea to the Shooting Script
- 3.5.1. Creative Process Based on the Briefing
- 3.5.2. Literary Script: Example
- 3.5.3. Technical Script: Example

3.6. Storyboard
- 3.6.1. Internal Storyboard
- 3.6.2. Presentation Storyboard
- 3.6.3. Shooting Storyboard

3.7. The Technical Script: The Styles of Realization
- 3.7.1. Cinematographic Language
- 3.7.2. Staging
- 3.7.3. Technical Planning

3.8. Pre-production II: the Shooting Plan and the Budget
- 3.8.1. Lighting Design
- 3.8.2. Sound Design
- 3.8.3. Shooting Protocol
- 3.8.4. Budget

3.9. Production of an Advertising Spot
- 3.9.1. Who is Involved in the Production of a Spot?
- 3.9.2. Shooting Order
- 3.9.3. Shooting

3.10. Post-Production of an Advertising Spot
- 3.10.1. The Editing
- 3.10.2. Types of Montage
- 3.10.3. Image and Sound Post-production

A complete program with which you will obtain the necessary knowledge to compete with the best in your profession"

04

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.

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

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.

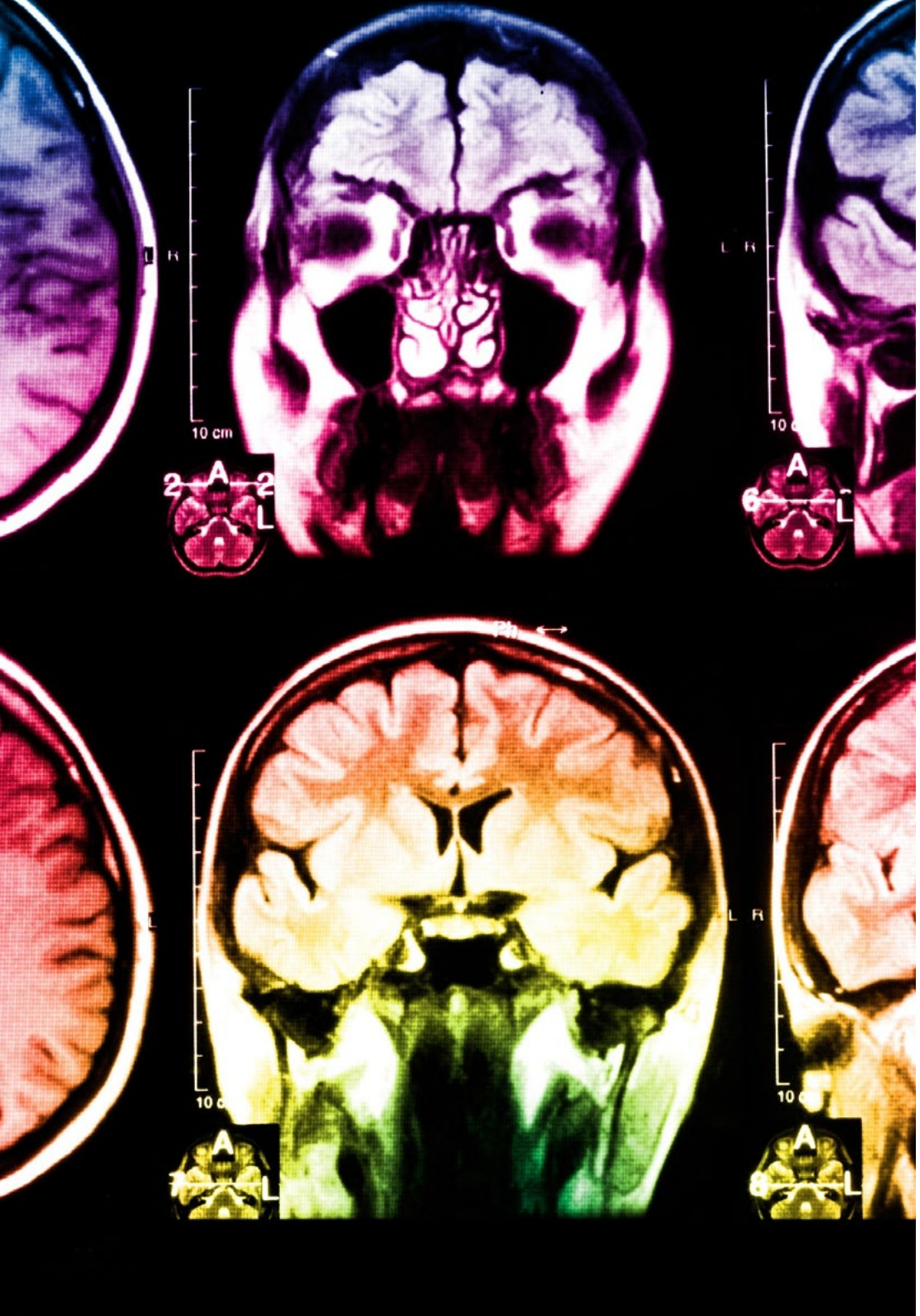
Relearning Methodology

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.

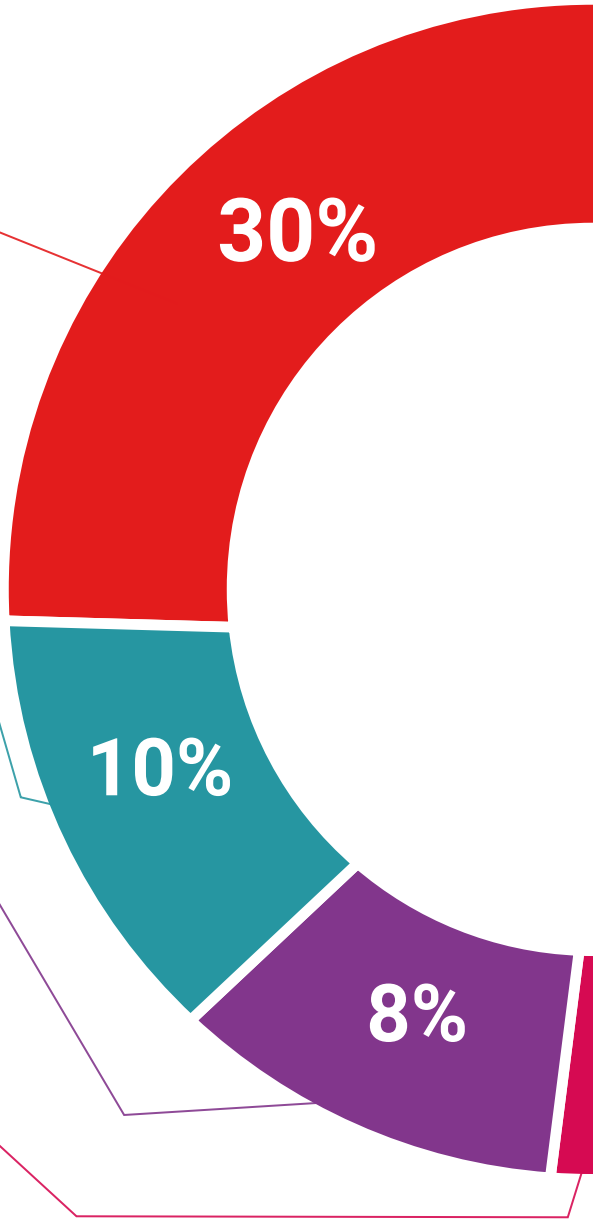
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

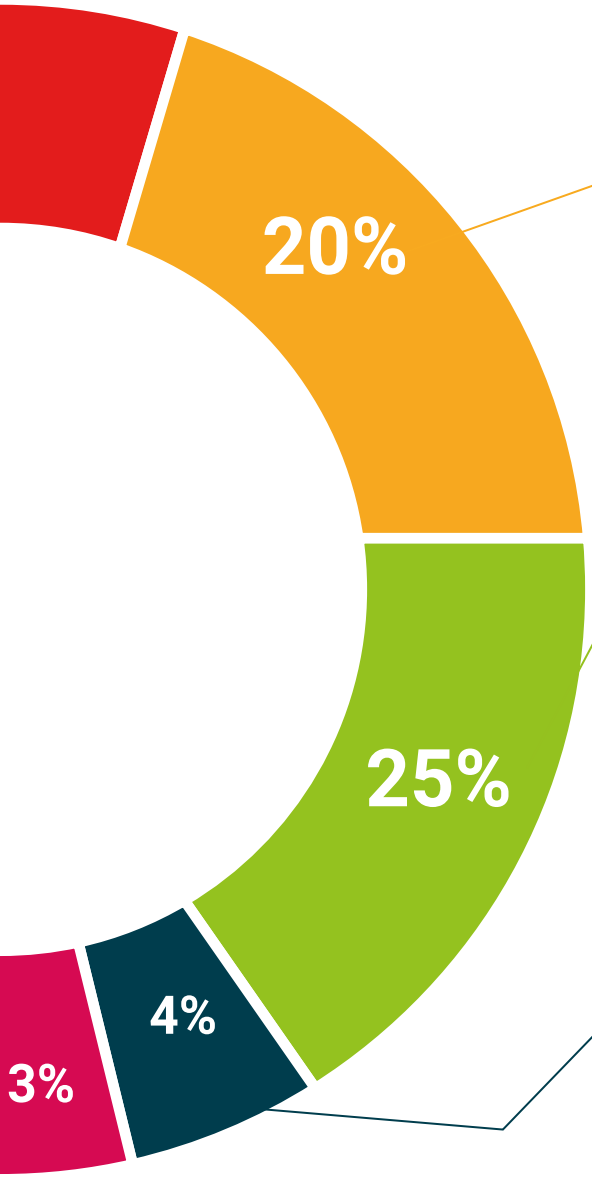
Practising Skills and Abilities

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.

05

Certificate

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

Successfully complete this program and receive your Postgraduate Diploma without having to travel or fill out laborious paperwork"

This **Postgraduate Diploma in Audiovisual Advertising** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Diploma in Audiovisual Advertising**

Official Nº of Hours: **450 h.**

tech technological university

Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Audiovisual Advertising

This is a qualification awarded by this University, equivalent to 450 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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Postgraduate Diploma

Audiovisual Advertising

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

Postgraduate Diploma
Audiovisual Advertising

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