

# Postgraduate Diploma

## Film Creation and Management





## Postgraduate Diploma

### Film Creation and Management

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

Website: [www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-film-creation-management](http://www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-film-creation-management)

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# 01

# Introduction

To work in the film industry, the professional in this area needs the necessary skills to face the different challenges of the specialty. This program will show you the keys to work on the creation of a film project and its management through quality learning and the support of the largest online university in the world; the signature of all TECH experts.



“

*Learn all the keys to film creation and management in a highly intensive and educationally effective Postgraduate Diploma”*

Filmmaking is a complex process. Its scope in terms of material, human resources and production is associated with a structured way of working that brings into play the skills of the professionals working in this field.

The involvement of numerous agents in different areas requires a need for management, based on the broadest possible knowledge of all aspects of this industry and its basic developments.

This training will take the professional through the complete learning of the different relevant topics and their practical application, in a stimulating and effective process of professional and personal growth.

During this specialization, the necessary keys will be given to understand and intervene in each of these areas, to coordinate the work of the different agents involved and to act with confidence and competence in each of the creative and technical moments.



*All aspects of film creation and management that the audiovisual professional must know in order to grow in this area of work"*

This **Postgraduate Diploma in Film Creation and Management** contains the most complete and up-to-date program on the market. Its most notable features are:

- ♦ The latest technology in online teaching software
- ♦ A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical cases presented by practicing experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by tele-practice
- ♦ Continuous updating and recycling systems
- ♦ Autonomous learning: full compatibility with other occupations
- ♦ Practical exercises for self-assessment and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teacher and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Supplementary documentation databases are permanently available, even after the program

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*A contextualized and real educational program that will allow you to put your learning into practice through new skills.*

Our teaching staff is made up of working professionals. In this way we ensure that we deliver the educational update we are aiming for. A multidisciplinary team of professors trained and experienced in different environments, who will develop the theoretical knowledge in an efficient manner, but, above all, will put the practical knowledge derived from their own experience at the service of the program: one of the differential qualities of this training.

This mastery of the subject is complemented by the effectiveness of the methodological design of this Postgraduate Diploma. Developed by a multidisciplinary team of e-Learning experts, it integrates the latest advances in educational technology. This way, you will be able to study with a range of comfortable and versatile multimedia tools that will give you the operability you need in your education.

The design of this program is based on Problem-Based Learning: an approach that conceives learning as a highly practical process. To achieve this remotely, we will use tele-practice: with the help of an innovative interactive video system, and learning from an expert you will be able to acquire the knowledge as if you were facing the scenario you are learning at that moment. A concept that will allow you to integrate and fix learning in a more realistic and permanent way.

*A program of high interest for the professional in this field and for those who want to seek their professional opportunity in it.*

*A practical and real program that will allow you to advance gradually and safely.*



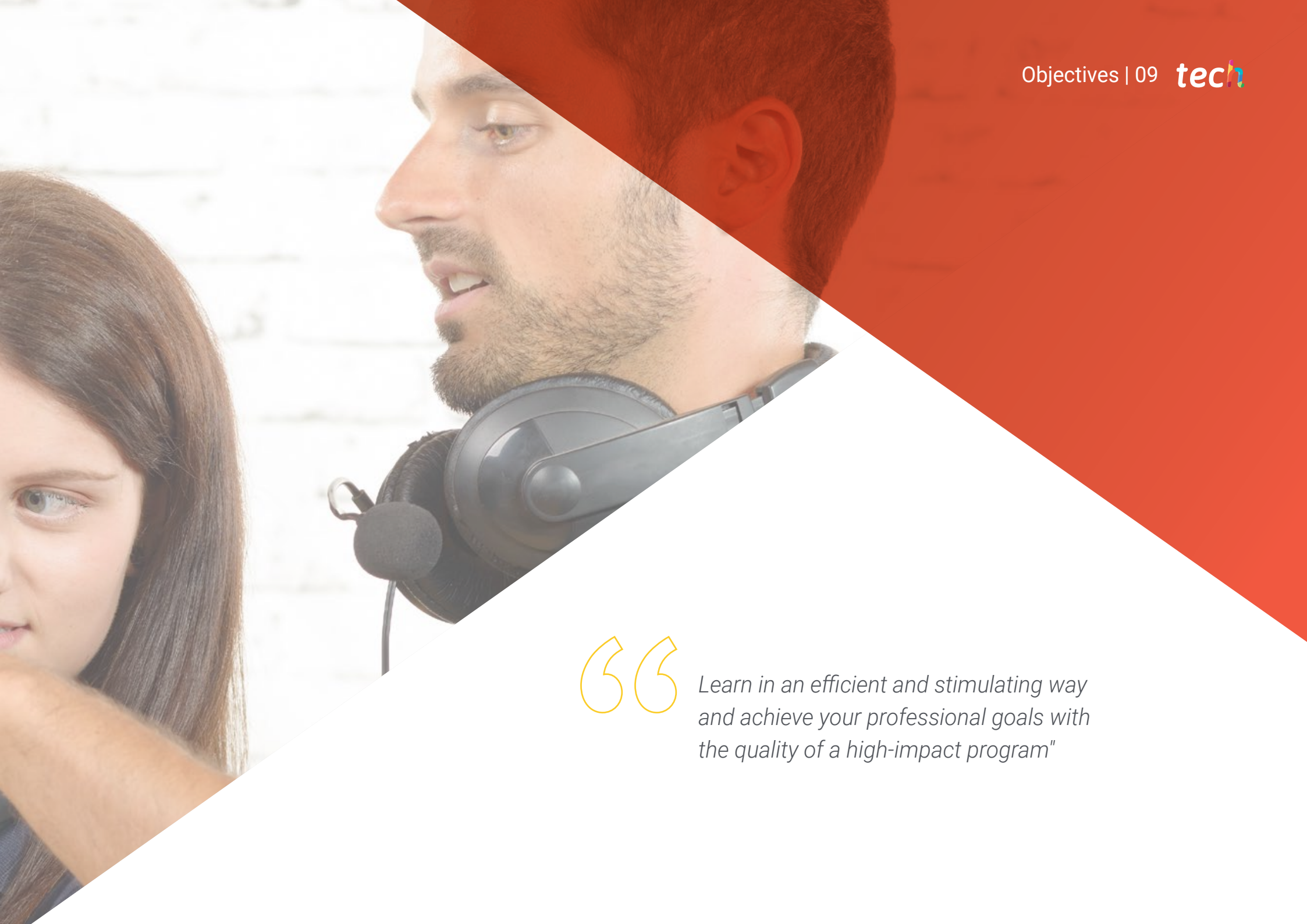
# 02

# Objectives

The objectives that TECH proposes in each of the educational programs are focused on achieving a global impulse to the development of the students, not only in the academic field, in which the highest quality standards are set, but also in the personal field. To this end, an educational stimulating and flexible development is offered that allows you to achieve the satisfaction of completing your goals effectively.







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*Learn in an efficient and stimulating way  
and achieve your professional goals with  
the quality of a high-impact program"*



## General Objectives

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- ♦ Learn the necessary aspects of film creation
- ♦ To know how the management of a film project is determined



*Receive a Postgraduate Diploma in Film Creation and Management and grow as a professional with the impulse of a first level specialization"*





## Specific Objectives

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### Module 1. Theory and Techniques for Performance

- ◆ Know the working environment of the production team: technological means, technical routines and human resources. Figure of the filmmaker in professional contexts: competencies and responsibilities
- ◆ Know the creative path of the idea, from the script to the product on screen
- ◆ Learning the basics of staging elements
- ◆ Be able to analyze and foresee the necessary means from a sequence
- ◆ Acquire the ability to plan narrative and documentary sequences according to the available means
- ◆ Know the basic techniques of production
- ◆ Identify and properly use technological tools in the different phases of the audiovisual process
- ◆ Learn to put into practice the fundamental elements and processes of audiovisual storytelling
- ◆ Know the characteristics, uses and needs of multi-camera audiovisual projects
- ◆ Be able to move television programs from the set to the screen
- ◆ Understand the needs and advantages of teamwork in multi-camera audiovisual projects

### Module 2. Audiovisual Production

- ♦ Know the historical origins of audiovisual production and its evolution in contemporary society
- ♦ Identify the theoretical concepts that define the production processes of audiovisual works
- ♦ Knowledge of the legal framework and legislation governing the audiovisual production sector and its impact on the different production formats
- ♦ Be able to identify the production design of an audiovisual work based on the analysis of its financing sources
- ♦ Identify the different items in the budget of an audiovisual work
- ♦ Point out production decisions from the final copy of an audiovisual production
- ♦ Define ways of exploitation and commercialization of audiovisual productions
- ♦ Identify and classify the human teams and technical means appropriate and necessary for each phase of the project: pre-production, recording/filming, post-production
- ♦ Control the amortization process of audiovisual productions

### Module 3. Film Script

- ♦ Know, identify and apply theories, resources and methods in the processes of elaboration and analysis of audiovisual stories
- ♦ Acquire the ability to critically perceive the audiovisual landscape offered by the communicative universe that surrounds us, considering the iconic messages as the result of a social collective, product of the socio-political, economic and cultural conditions of a given historical period
- ♦ Have the ability to define and develop research topics or innovative personal creation that can contribute to the knowledge or development of audiovisual languages or their interpretation

- ♦ Assimilate and apply the theoretical and practical foundations of the technologies, techniques, resources and procedures required for the creation and production of audiovisual content
- ♦ Understand and identify the communicative and narrative models of audiovisual media and their relationship with society and culture
- ♦ Apply the acquired knowledge, understanding and skills to solve complex and/or specialized problems in the professional field of audiovisual communication
- ♦ Use and organize in an adequate way the technical means, materials and tasks necessary in an adequate way for the elaboration of an audiovisual work
- ♦ Manage the design and production of an audiovisual work, according to the script, work plan or previous budget
- ♦ Plan and manage human, budgetary and technical resources in the various stages of production and promotion of an audiovisual work
- ♦ Prepare reports, analyses or research on general aspects of audiovisual communication or on audiovisual works, according to the canons of communication disciplines and considering the socio-political and cultural context of their production and circulation



#### **Module 4. Management and Promotion of Audiovisual Products**

- ♦ Know the fundamental concepts governing the distribution, marketing and dissemination of an audiovisual product in contemporary society
- ♦ Identifying the different audiovisual exhibition windows and monitoring amortizations
- ♦ Knowledge of executive production strategies in the development and subsequent distribution of audiovisual projects
- ♦ Identify the marketing design of an audiovisual production through its impact on the different contemporary audiovisual media
- ♦ Know the history and contemporary problems of film festivals
- ♦ Identify the different categories and modalities of film festivals
- ♦ Analyze and interpret the economic, cultural and aesthetic logics of film festivals at local, national and global levels

03

# Structure and Content

The syllabus of the Postgraduate Diploma is configured as a journey through each and every one of the knowledge necessary to understand and assume the ways of working in this field. With allow approach focused on practical application that will help you grow as a professional from the very first moment.





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*A comprehensive syllabus focused on acquiring knowledge and converting it into real skills, created to propel you to excellence”*

## Module 1. Theory and Techniques for Performance

- 1.1. Realization as Construction of the Audiovisual Work The Work Equipment
  - 1.1.1. From the Literary to Technical Scripts Scale
  - 1.1.2. The Work Equipment
- 1.2. The Elements of the Screen Layout. Construction Materials
  - 1.2.1. Spatial Preadaptation. Art Direction
  - 1.2.2. The Elements of the Screen Layout
- 1.3. Pre-production. Implementation Documents
  - 1.3.1. Technical Script
  - 1.3.2. The Scenographic Plan
  - 1.3.3. The Storyboard
  - 1.3.4. Planning
  - 1.3.5. The Shooting Schedule
- 1.4. The Expressive Value of Sound
  - 1.4.1. Typology of Sound Elements
  - 1.4.2. Construction of Sound Space
- 1.5. The Expressive Value of Light
  - 1.5.1. Expressive Value of Light
  - 1.5.2. Basic Lighting Techniques
- 1.6. Basic Single-Camera Shooting Techniques
  - 1.6.1. Uses and Techniques of Single-Camera Shooting
  - 1.6.2. Found Footage Subgenre Fiction and Documentary Films
  - 1.6.3. Single-Camera Production in Television
- 1.7. The Editing
  - 1.7.1. Editing as an Assemblage. Space-Time Reconstruction
  - 1.7.2. Non-Linear Assembly Techniques
- 1.8. Post-production and Color Grading
  - 1.8.1. Postproduction
  - 1.8.2. Vertical Mounting Concept
  - 1.8.3. Color Correction







- 1.9. Formats and Production Equipment
  - 1.9.1. Multi-camera Formats
  - 1.9.2. The Studio and the Team
- 1.10. Keys, Techniques and Routines in Multi-Camera Production
  - 1.10.1. Multi-camera Techniques
  - 1.10.2. Some Common Formats

## Module 2. Audiovisual Production

- 2.1. Audiovisual Production
  - 2.1.1. Introductory Concepts
  - 2.1.2. The Audiovisual Industry
- 2.2. The Production Team
  - 2.2.1. The Professionals
  - 2.2.2. The Producer and the Script
- 2.3. The Audiovisual Project
  - 2.3.1. Project Management
  - 2.3.2. Project Evaluation
  - 2.3.3. Presentation of Projects
- 2.4. Production and Financing Modalities
  - 2.4.1. Financing of Audiovisual Production
  - 2.4.2. Modes of Audiovisual Production
  - 2.4.3. Resources for Pre-financing
- 2.5. The Production Team and the Script Breakdown
  - 2.5.1. The Production Team
  - 2.5.2. The Breakdown of the Script
- 2.6. The Shooting Areas
  - 2.6.1. The Locations
  - 2.6.2. The Scenery
- 2.7. Casting and Film Contracts
  - 2.7.1. Casting
  - 2.7.2. The Casting Test
  - 2.7.3. Contracts, Rights and Insurance

- 2.8. The Work Plan and the Budget of the Audiovisual Work
  - 2.8.1. The Work Plan
  - 2.8.2. The Budget
- 2.9. Production in Filming or Recording
  - 2.9.1. Preparation for Filming
  - 2.9.2. Filming Equipment and Means
- 2.10. Post-production and the Final Balance of the Audiovisual Work
  - 2.10.1. Editing and Post-production
  - 2.10.2. Balance Sheet and Operations

### Module 3. Film Script

- 3.1. The Film Script I. From the Idea to the Story
  - 3.1.1. Process for Making a Screenplay: Basic Definitions (Script, Idea, Synopsis, Plot/Scene, Treatment, Theme, Narrative Event, Scene, Sequence, Act)
  - 3.1.2. Tips for Making a Good Story
  - 3.1.3. Text and Subtext
- 3.2. The Film Script II: Writing for the Screen
  - 3.2.1. Types of Scripts (Classic Script-Plot Driven Film-, Non-Classic Script-Character Driven Film-) Study Paradigms
  - 3.2.2. Screenwriting Tools (Objective, Obstacle/Conflict, Premise, Main Tension, Theme, Unity, Exposition, Dramatic Irony, Surprise, Story Development, Probability)
  - 3.2.3. Decisions Prior to the Execution of a Screenplay: Narrative Axis and Point of View, Focusing, Genre, Style, Plot Synthesis, Plot
- 3.3. The Character in the Film Script
  - 3.3.1. Character Creation: Drama and Psychoanalysis; from Ibsen to Freud
  - 3.3.2. Character Building Tools or Characterization Techniques
  - 3.3.3. Character Exposure
  - 3.3.4. The Myth of the Hero (Paradigms of Change)
  - 3.3.5. Secondary Characters
  - 3.3.6. Types of Conflict
- 3.4. Script Structure
  - 3.4.1. The Staged Drama (Actions and Events) Units, Parts and Final Concordance and Discordance
  - 3.4.2. The Dramatic Structure Information Management
  - 3.4.3. Plots and Subplots
  - 3.4.4. Scene: Writing, Selecting, Maxims to Achieve a Good Scene
  - 3.4.5. Other Narrative Resources and Techniques
- 3.5. Execution of the Classic Script
  - 3.5.1. The First Act
  - 3.5.2. The Second Act
  - 3.5.3. The Third Act
- 3.6. The Dialogues Script Formats
  - 3.6.1. The Rules of Film Dialogue
  - 3.6.2. Uses and Functions
  - 3.6.3. Dialogues in the Film Script
  - 3.6.4. Script Formats
  - 3.6.5. Script Presentations
- 3.7. Rewriting the Script Pitching
  - 3.7.1. The Script Improvement Process
  - 3.7.2. Detect What's Wrong
  - 3.7.3. The Art of Problem Solving: From the Scene to the Structure
  - 3.7.4. Pitching: Presenting the Script
  - 3.7.5. Creative Mechanisms to Devise Cinematic Storytelling
  - 3.7.6. Study Cases The Stephen King Method
- 3.8. Film Adaptations I: Theory and Analysis of Adaptation
  - 3.8.1. The Relationship between Literature and Cinema: Mutual Influences
  - 3.8.2. Authorship and Adaptation
  - 3.8.3. Types of Adaptation

- 3.9. Film Adaptations II: Theory and Analysis of Adaptation
  - 3.9.1. Spatial and Temporal Representation
  - 3.9.2. The Point of View: From Literature to Cinema
  - 3.9.3. Remake
- 3.10. Case Studies
  - 3.10.1. The Godfather (Francis Ford Coppola, 1972)
  - 3.10.2. The Silence of the Lambs (Jonathan Demme, 1991)
  - 3.10.3. The Schindler List (Steven Spielberg, 1993)
  - 3.10.4. The Family of Pascual Duarte (Camilo José Cela) and Its Film Adaptation Pascual Duarte (Ricardo Franco, 1976)

#### Module 4. Management and Promotion of Audiovisual Products

- 4.1. Audiovisual Distribution
  - 4.1.1. Introduction
  - 4.1.2. Distribution Players
  - 4.1.3. Marketing Products
  - 4.1.4. The Audiovisual Distribution Sectors
  - 4.1.5. National Distribution
  - 4.1.6. International Distribution
- 4.2. The Distribution Company
  - 4.2.1. The Organizational Structure
  - 4.2.2. Negotiation of the Distribution Agreement
  - 4.2.3. International Customers
- 4.3. Operating Windows, Contracts and International Sales
  - 4.3.1. Operating Windows
  - 4.3.2. International Distribution Contracts
  - 4.3.3. International Sales
- 4.4. Film Marketing
  - 4.4.1. Cinema Marketing
  - 4.4.2. The Film Production Value Chain
  - 4.4.3. Advertising Media at the Service of Promotion
  - 4.4.4. Launching Tools
- 4.5. Market Research in the Film Industry
  - 4.5.1. Introduction
  - 4.5.2. Pre-Production Phase
  - 4.5.3. Post-production Phase
  - 4.5.4. Commercialization Phase
- 4.6. Social Networks and Film Promotion
  - 4.6.1. Introduction
  - 4.6.2. Promises and Limits of Social Networking
  - 4.6.3. Objectives and their Measurement
  - 4.6.4. Promotion Calendar and Strategies
  - 4.6.5. Interpreting What the Networks Are Saying
- 4.7. Audiovisual Distribution on the Internet I
  - 4.7.1. The New World of Audiovisual Distribution
  - 4.7.2. The Internet Distribution Process
  - 4.7.3. Products and Possibilities in the New Scenario
  - 4.7.4. New Distribution Modes
- 4.8. Audiovisual Distribution on the Internet II
  - 4.8.1. Keys to the New Scenario
  - 4.8.2. The Dangers of Internet Distribution
  - 4.8.3. Video on Demand (VOD) as a New Window for Distribution
- 4.9. New Distribution Spaces
  - 4.9.1. Introduction
  - 4.9.2. The Netflix Revolution
- 4.10. Film Festival
  - 4.10.1. Introduction
  - 4.10.2. The Role of Film Festivals in Distribution and Exhibition

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.



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*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.

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

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.



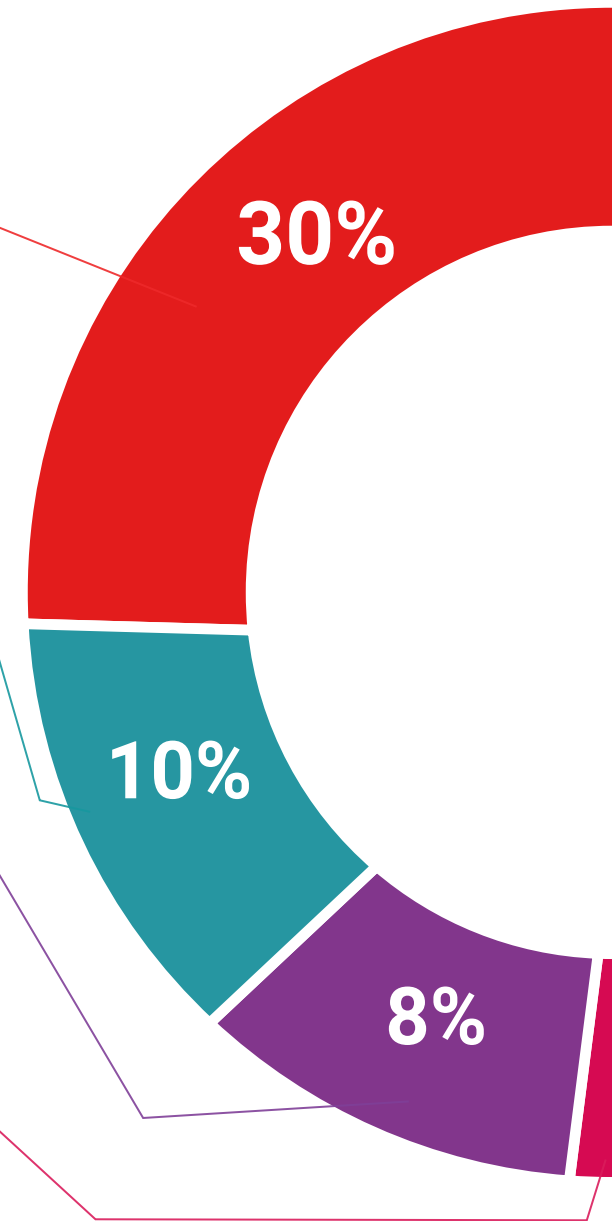
#### Practising Skills and Abilities

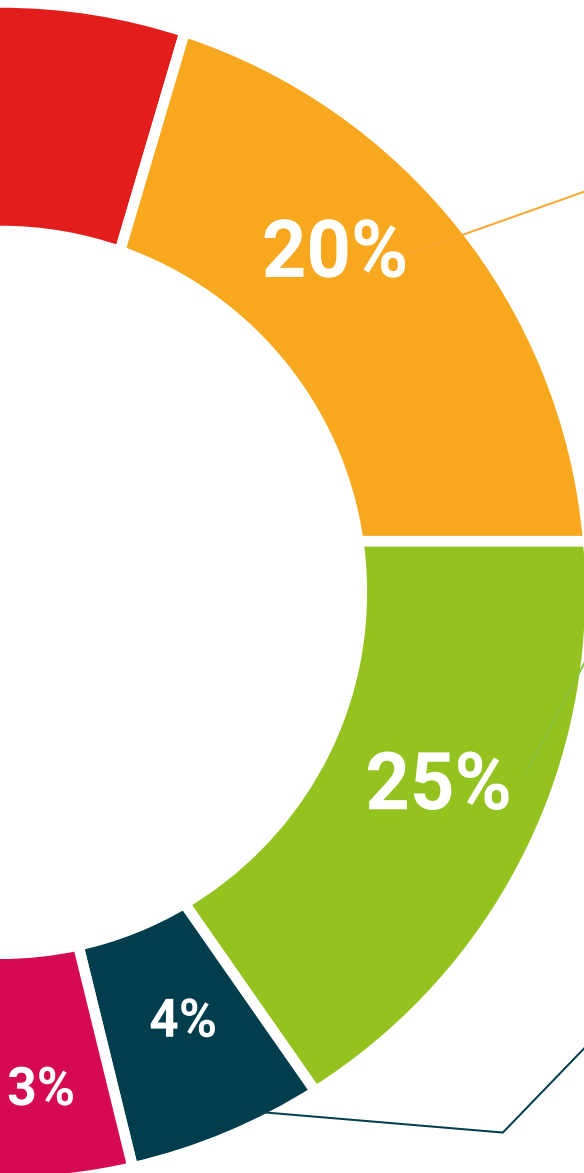
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### 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 Film Creation and Management guarantees you, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Film Creation and Management** 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

The diploma 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 Film Creation and Management**

Official N° of Hours: **600 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma 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 quality

online training

development languages

virtual classroom

**tech** technological  
university

Postgraduate Diploma

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