Postgraduate Diploma

Transmedia Screenwriting

tech global university

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Postgraduate Diploma
Transmedia Screenwriting

- Modality: **online**
- Duration: **6 months**
- Certificate: **TECH Global University**
- Credits: **24 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Website: www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-transmedia-screenwriting

Index

01
Introduction
p. 4

02
Objectives
p. 8

03
Structure and Content
p. 14

04
Methodology
p. 22

05
Certificate
p. 30

01

Introduction

The Transmedia Screenwriting program is aimed at consolidating the knowledge and techniques of professional screenwriters in projects oriented to different multimedia platforms, such as television and internet series, video games, documentaries, short films, etc. Take the opportunity and become professional screenwriters with solid foundations through this academic program and the latest educational technology 100% online.

This online Postgraduate Diploma in Transmedia Screenwriting will allow you to develop all your knowledge about the creation of characters and stories and professionally capture it in an audiovisual format"

To carry out the creation of any type of script it is necessary to acquire a series of skills that allow the idea to be put into practice and make it work. From the initial idea and its historical process, to the legal and juridical elements involved. Keeping up to date in this area is necessary, even if scriptwriters' basic skills are extensive and experienced. In addition, it is not only enough to know the fundamentals of the processes that must be carried out for the creation of the script, but it is also important to incorporate the necessary information for its pre-production, production and post-production, viewing the process as a whole in an integral manner.

The syllabus is mostly focused on delving into each type of media that can serve as support for the scripts produced and adapted by the screenwriter. The first part is based on the documentary, its different styles, forms and genres in which to adapt. The next section is related to the environment of the screenplay and the screenwriter; it deals with the legal and legislative framework in which the screenwriter is situated: it is very important content and information that screenwriters should know. The last two sections deal with the different means by which a script can be adapted, focusing on two in particular: the screenplay in the short film, and the script in video games.

This program is the most complete and targeted program for professionals in the creation of transmedia screenplays to reach a higher level of performance, based on the fundamentals and the latest trends in the development of audiovisual screenplays in all formats. Make the most of the opportunity and take this program, 100% online.

This **Postgraduate Diploma in Transmedia Screenwriting** contains the most complete and up-to-date program on the market. The most important features include:

- The development of practical cases presented by experts in screenwriting for different media
- The graphic, schematic and eminently practical contents with which they are conceived, provide rigorous and practical information on those disciplines that are essential for professional practice
- The latest developments in screenplay creation, taking into account the latest social trends and advances in the different multimedia formats
- Practical exercises where the self-assessment process can be carried out to improve learning
- Its special emphasis on transmedia screenplay creation methodologies
- Algorithm-based interactive learning system for decision-making on the situations raised in screenplay creation
- 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

Work with the best screenwriters and teaching professionals in this Postgraduate Diploma with excellent curricular value"

This program is perfect for you to raise your performance level when telling the story you want to tell"

Don't miss the opportunity to increase your competence in the creation of audiovisual screenplays in different formats.

Learn about the latest trends in the entertainment industry and update your knowledge in transmedia project screenwriting.

Its teaching staff includes professionals belonging to the world of script production in all existing media and formats, who bring their work experience to this program, as well as renowned specialists belonging to leading companies and prestigious universities.

Thanks to its multimedia content developed with the latest educational technology, it will allow professionals a situated and contextual learning, i.e., a simulated environment that will provide immersive learning programmed to prepare 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 professional will be assisted by an innovative interactive video system created by recognized experts in the field of transmedia project screenwriting and with extensive teaching experience.

02

Objectives

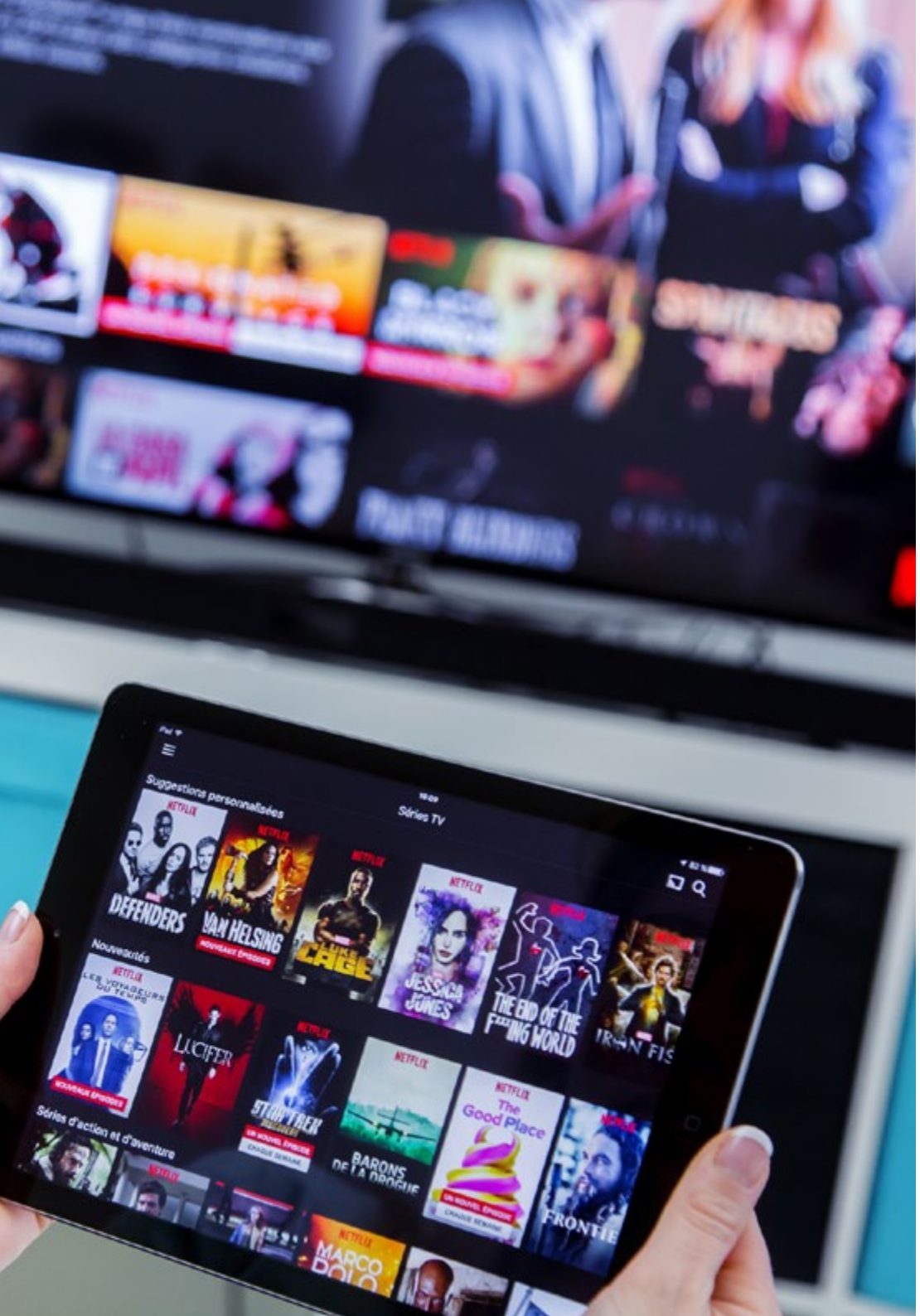
This program is aimed at screenwriting professionals, so that they can acquire the necessary tools to develop in this specific field, knowing the latest trends and delving into those issues that make up the forefront of this area. Only with the proper preparation will screenwriters be able to capture what they want in all possible media.

The program in Transmedia Screenwriting is oriented toward the professional, so that they can carry out the creation and adaptation of screenplays at a higher level"

General Objective

- Achieve the necessary knowledge to write the different types of screenplays according to the format of the production, taking into account the different methods of adaptation to different audiovisual formats such as documentaries, video games, television series and internet, etc.

Develop your skills to become a versatile screenwriter, at the forefront of the latest trends"



Specific Objectives

Module 1. Documentaries

- Know the basic concepts related to the types of documentaries, their differences with works of fiction and their historical evolution
- Analyze the transformation of documentaries and their hybridizations today
- Study documentary language and its historical development
- Reflect on the narrative strategies for documentaries, taking into account the format and screenplay content, visual and auditory treatment, as well as the project's choices and annotations
- Plan the types of strategy for narration, character, direction, explicit or implicit presence, research, reconstructions, and oral or visual discourses
- Learn how to use documentary creation tools, such as images, audiovisual documents, and sounds
- Elaborate a documentary screenplay, locating the beginning, middle and end, with the necessary flexibility, and introducing the interviews, until reaching the final script
- Systematize interviews for a documentary film taking into consideration documents, narrative, emotion, interviewees and interaction

Module 2. Introduction to the Legal and Labor Framework for Screenwriters

- Know the concepts of authorship, intellectual property, industrial property, contracting and assignment of rights, audiovisual production contracts, licenses, Creatives Commons, and how they relate to the screenplay, the screenwriters and the authorship of the project
- Organize the steps for audiovisual creation: pre-production, briefing and sales pitch, transmedia and multiplatform projects, and the keys to a solid pitching process
- Examine the phases in the marketing structure of a films: existence, persuasion, recall, placement, merchandising and representativeness
- Observe and analyze the importance of audiovisual festivals, markets and awards in different parts of the world
- Understand the types of public, private and audiovisual development funding available for both screenwriters and production

Module 3. Short Film Script

- Reflect on the concept of short films, its origin, evolution, current trends, and its positioning in the audiovisual industry
- Describe and produce a literary script from the idea, synopsis, headline, description, dialogue and transition
- Develop a technical script, understanding its function and elements: annotations, scenery, shots, sequences, camera movements, music, sound effects, names of characters and scenery, and floor plan
- Create a graphic screenplay or *storyboard*, understanding its origin, function, characteristics and elements

- Create a sound script taking into account its purpose, genesis, characteristics and elements
- Examine other types of short films in the form of video clips, commercials, and trailers
- Observe the existence of current derivations of short films in the form of micro and nano-films
- Know the different types of short film festivals, their definition and awards

Module 4. Video Game Scripts

- Know the concept and origin of video games in the entertainment industry and the internet era
- Examine the historical evolution of video games in the audiovisual industry, their commercialization, leadership and corporations
- Study the narrative structure of video games, their theory, intertextuality, hypertext and ludology
- Analyze the different types of video game genres, their origins and hybridization
- Learn how to develop the world, characters and objectives of video games
- Elaborate and understand the parts of a video game design document
- Create and build a technical script applied to the particularities of video games as an audiovisual product
- Systematize and elaborate a videoludic analysis taking into account semiology, communication esthetics, ludology, film analysis and psychology

03

Structure and Content

The structure of the contents has been designed by a team of professionals in the creation of scripts for different media, aware of the relevance of the current importance of specialization in order to delve into the area of knowledge, to create professional quality scripts using the new tools available.

This Postgraduate Diploma in Transmedia Screenwriting contains the most complete and up-to-date program on the market"

Module 1. Documentaries

1.1. Introduction to the Documentary Genre
- 1.1.1. Basic Concepts
  - 1.1.1.1. Documentary and Fiction
- 1.1.2. Historical Development of the Documentary Genre
  - 1.1.2.2. Types of Documentaries

1.2. Transformation of Documentaries
- 1.2.1. Current Trends
- 1.2.2. Hybridizations
- 1.2.3. Examples

1.3. Transformation of Documentaries II
- 1.3.1. Documentary Language
  - 1.3.1.1. Historical Development of the Documentary Genre Language
- 1.3.2. Examples

1.4. Narratives and Documentaries
- 1.4.1. Narrative Strategy
- 1.4.2. Format and Content of the Documentary Script
- 1.4.3. Treatment
  - 1.4.3.1. Visual
  - 1.4.3.2. Auditory
- 1.4.4. Documentary Project Choices and Delimitations

1.5. Narratives and Documentaries II
- 1.5.1. Types of Narrative Strategies
  - 1.5.1.1. Character and Plot
  - 1.5.1.2. Management
    - 1.5.1.2.1. Explicit or Implicit Presence
  - 1.5.1.3. Research
  - 1.5.1.4. Reconstruction
  - 1.5.1.5. Speeches
    - 1.5.1.5.1. Oral
    - 1.5.1.5.2. Visual
  - 1.5.1.6. Other Narrative Strategies

1.6. Documentary Creation Tools
- 1.6.1. Images
  - 1.6.1.1. Types
  - 1.6.1.2. Uses
- 1.6.2. Audiovisual Documents
  - 1.6.2.1. Types
  - 1.6.2.2. Uses

1.7. Documentary Creation Tools II
- 1.7.1. Sounds
  - 1.7.1.1. Types
  - 1.7.1.2. Uses

1.8. Script for a Documentary
- 1.8.1. Introduction to the Documentary Script
- 1.8.2. Approach
- 1.8.3. Twist or Progress
- 1.8.4. Denouement or Ending

1.9. Script for a Documentary II
- 1.9.1. The Only Rule
- 1.9.2. Interviews in the Script
- 1.9.3. Final Script

1.10. Interviews
- 1.10.1. Document
- 1.10.2. Narrative
- 1.10.3. Emotion
- 1.10.4. People Interviewed
  - 1.10.4.1. Types
  - 1.10.4.2. Interaction
- 1.10.5. Closure

Module 2. Introduction to the Legal and Labor Framework for Screenwriters

2.1. Introduction to Intellectual Property
- 2.1.1. Screenwriter
  - 2.1.1.1. Intellectual Property
  - 2.1.1.2. Author
- 2.1.2. Script
  - 2.1.2.1. Intellectual Property
  - 2.1.2.2. Work

2.2. Intellectual Property Rights
- 2.2.1. Author Rights
  - 2.2.1.1. Contents
  - 2.2.1.2. Duration
  - 2.2.1.3. Occupations in Audiovisual Works
  - 2.2.1.4. Protection
  - 2.2.1.5. Industrial Property

2.3. Contracting and Assignment of Rights
- 2.3.1. General Regime
  - 2.3.1.1. Assignment of Rights
- 2.3.2. Editing Contract
- 2.3.3. Production Contract in Audiovisual Works
- 2.3.4. Licences
  - 2.3.4.1. Creative Commons

2.4. First Steps for Audiovisual Creation
- 2.4.1. Pre-Production
  - 2.4.1.1. Screenwriter and Production
- 2.4.2. Sales Reports
- 2.4.3. Pitch or Sales Argument

2.5. Introduction to Pitching in Transmedia and Multiplatform Projects
- 2.5.1. Pitching
  - 2.5.1.1. Types
  - 2.5.1.2. Other Guidelines
  - 2.5.1.3. Structure
  - 2.5.1.4. Public

2.5.2. Transmedia Project
2.5.2.1. Composition
2.5.2.2. Platforms
2.5.2.3. Ideas
2.5.2.4. Introduction
2.6. Introduction to Pitching in Transmedia and Multiplatform Projects II
2.6.1. Keys to a Good Pitch
2.6.1.1. Audience
2.6.1.2. Visual Elements
2.6.1.3. Organization
2.6.1.4. Feedback
2.7. Phases in a film Marketing Structure
2.7.1. Existence
2.7.2. Persuasion
2.7.3. Reminder
2.7.4. Positioning
2.7.5. Marketing
2.7.6. Representativeness
2.8. Festivals, Markets and Awards
2.8.1. Festivals
2.8.2. Markets
2.8.3. Awards
2.9. Festivals, Markets and Awards II
2.9.1. Europe
2.9.2. America
2.9.3. Africa
2.9.4. Asia
2.10. Audiovisual Financing
2.10.1. Development Funds
2.10.1.1. Screenwriters
2.10.2. Public Financing Funds
2.10.2.1. Production
2.10.3. Private Financing Funds
2.10.3.1. Production

Module 3. Short Film Script

3.1. Introduction to Short Films
3.1.1. Concept
3.1.2. Origin
3.1.3. Evolution
3.2. Short Films in the Film Industry
3.2.1. Historical Development
3.2.2. Trends
3.3. From the Idea to the Literary Script
3.3.1. Idea
3.3.2. Synopsis
3.3.3. Literary Script
3.3.3.1. Heading
3.3.3.2. Description
3.3.3.3. Dialogues
3.3.3.4. Transition
3.4. Technical Script
3.4.1. Annotations
3.4.2. Stage
3.4.3. Numbered Shots
3.4.4. Numbered Sequence
3.4.5. Camera Movement
3.4.6. Music
3.4.7. Sound Effects
3.4.8. Character Name
3.4.9. Stage Name
3.4.9.1. Interior/Exterior
3.4.9.2. Day/Night
3.4.10. Floor Shot
3.5. Graphic Script or Storyboard
3.5.1. Origin
3.5.2. Function
3.5.3. Features
3.5.3.1. Sequence Images
3.5.3.2. Texts

3.5.4. Components
3.5.4.1. Shots
3.5.4.2. Characters
3.5.4.3. Action of the Shot
3.5.4.4. Filming Duration
3.6. Sound Script
3.6.1. Origin
3.6.2. Function
3.6.3. Features
3.7. Sound Script II
3.7.1. Components
3.7.1.1. Soundtrack
3.7.1.2. Direct Sound
3.7.1.3. Dialogues
3.7.1.4. Foley
3.7.1.5. Effects
3.7.1.6. Ambiences
3.7.1.7. Music
3.7.1.8. Silence
3.8. Videoclips, Commercials and Trailers
3.8.1. Videoclips
3.8.2. Commercials
3.8.3. Trailers
3.9. From Short Films to Micro and Nano Films
3.9.1. Short Films
3.9.2. Micro Films
3.9.3. Nano Films
3.10. Festivals
3.10.1. Definition
3.10.2. Types
3.10.3. Awards

Module 4. Video Game Scripts

4.1. Introduction to Video Games
4.1.1. Concept
4.1.2. Origin
4.1.3. Entertainment Industry
4.1.4. Internet Era
4.2. Video Games in the Audiovisual Industry
4.2.1. Historical Evolution
4.2.2. Leadership
4.2.2.1. Marketing
4.2.2.2. Cooperation's
4.3. Narrative Structure in Video Games
4.3.1. Theory
4.3.1.1. Literary
4.3.1.2. Video Games
4.3.1.3. Video Game Narrative
4.3.1.3.1. Characters and Players
4.3.1.3.2. Defined and Undefined
4.3.2. Intertextuality
4.3.3. Hypertext
4.3.4. Ludology
4.4. Genres in Video Games
4.4.1. Origins
4.4.1.1. Types According to Chris Crawford
4.4.1.1.1. Ability and Action
4.1.1.2. Strategy and Cognitive

4.4.2. Current Types
- 4.4.2.1. Action
- 4.4.2.2. Shooting
- 4.4.2.3. Strategy
- 4.4.2.4. Simulation
- 4.4.2.5. Sports
- 4.4.2.6. Racing
- 4.4.2.7. Adventures
- 4.4.2.8. Role playing
- 4.4.2.9. Other
  - 4.4.2.9.1. Sandbox
  - 4.4.2.9.2. Musical
  - 4.4.2.9.3. Puzzle
  - 4.4.2.9.4. Party Games
  - 4.4.2.9.5. Education

4.4.3. Hybridization

4.5. Development of World, Characters and Objectives
- 4.5.1. World
- 4.5.2. Characters
- 4.5.3. Objectives

4.6. Design Document
- 4.6.1. Game Design Document (GDD)
  - 4.6.1.1. Core
  - 4.6.1.2. Plot and Storyline
  - 4.6.1.3. Description
  - 4.6.1.4. Technology
  - 4.6.1.5. Game Modes
  - 4.6.1.6. Game Mechanics
  - 4.6.1.7. Options
  - 4.6.1.8. Environment
  - 4.6.1.9. Items

4.7. Technical Script
- 4.7.1. From the Literary to Technical Scripts
- 4.7.2. Elements in a Technical Script
  - 4.7.2.1. Duration of Levels
  - 4.7.2.2. Cameras
  - 4.7.2.3. Storyboard
  - 4.7.2.4. Description of Each Item
    - 4.7.2.4.1. Visualization
    - 4.7.2.4.2. Layout
  - 4.7.2.5. Commands
  - 4.7.2.6. Definition of Objectives by Level
  - 4.7.2.7. Design Document

4.8. Videoludic Analysis
- 4.8.1. Semiology
- 4.8.2. Communication Esthetics
- 4.8.3. Ludology
- 4.8.4. Film Analysis
- 4.8.5. Psychology
- 4.8.6. Practical Example

A unique, key, and decisive educational experience to boost your professional development"

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

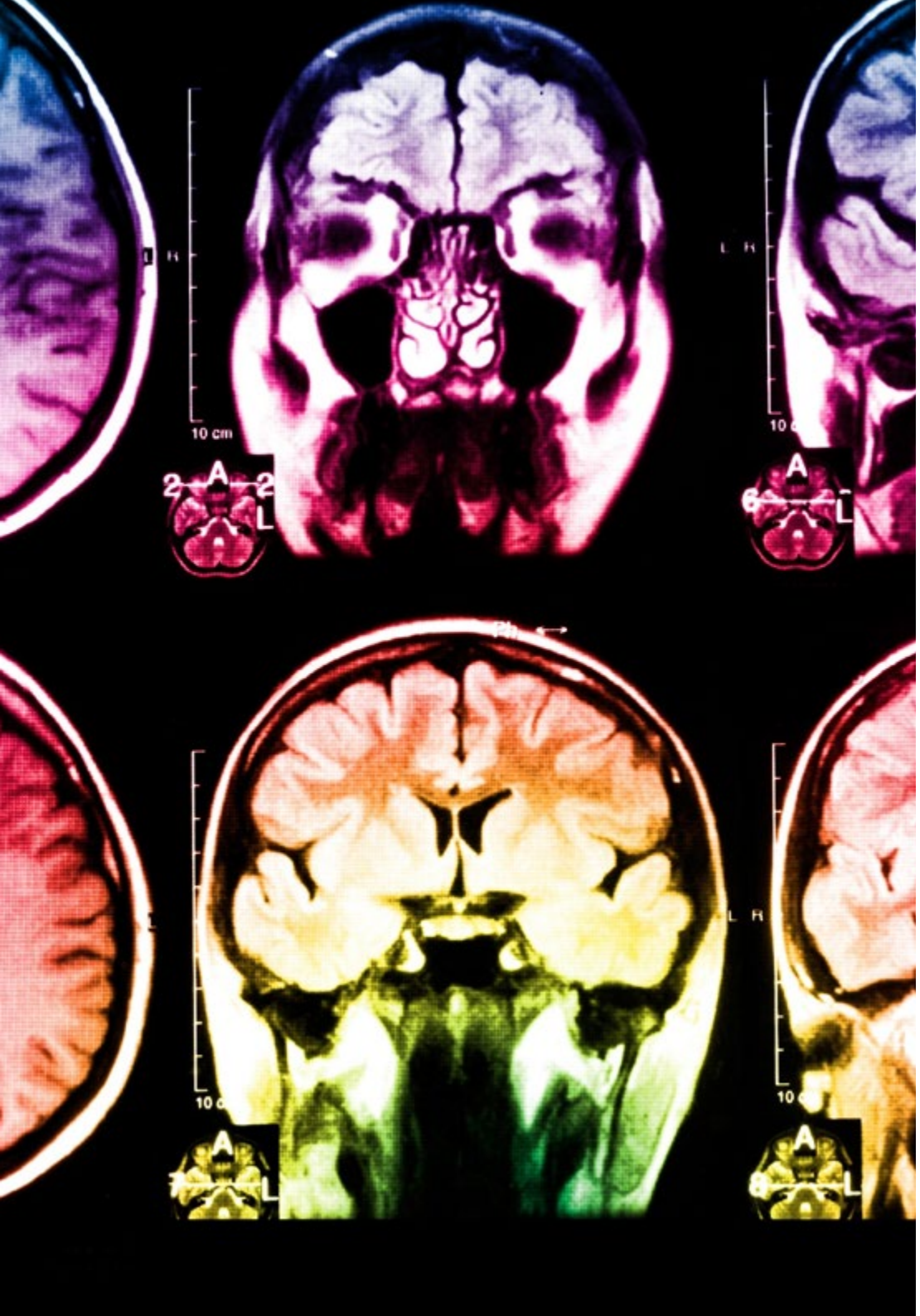
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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.

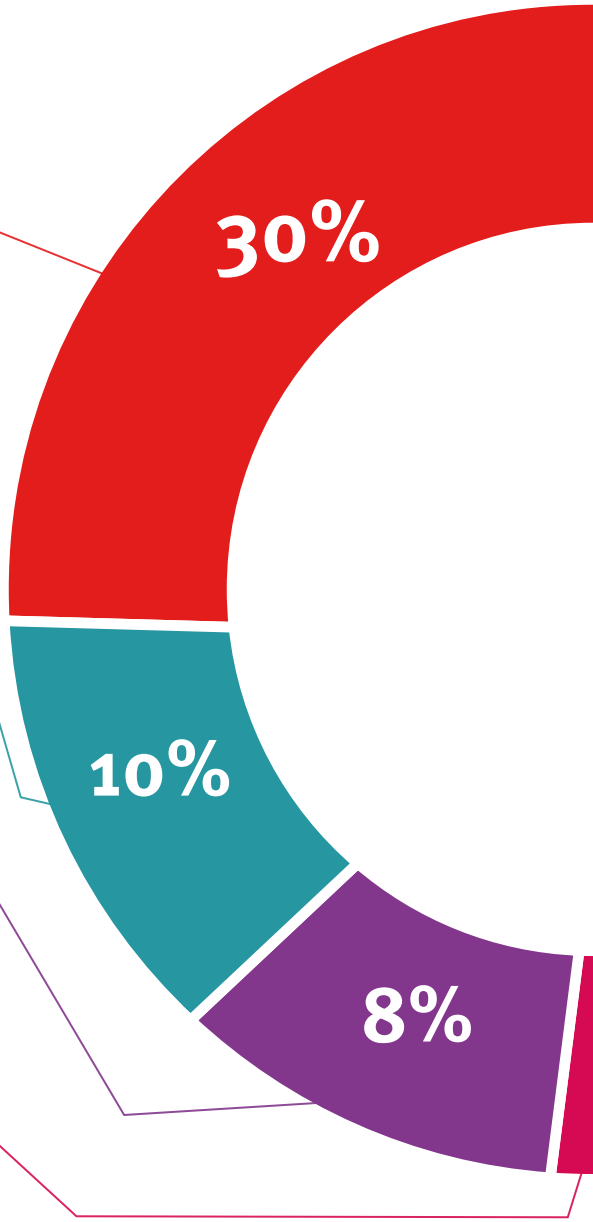
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

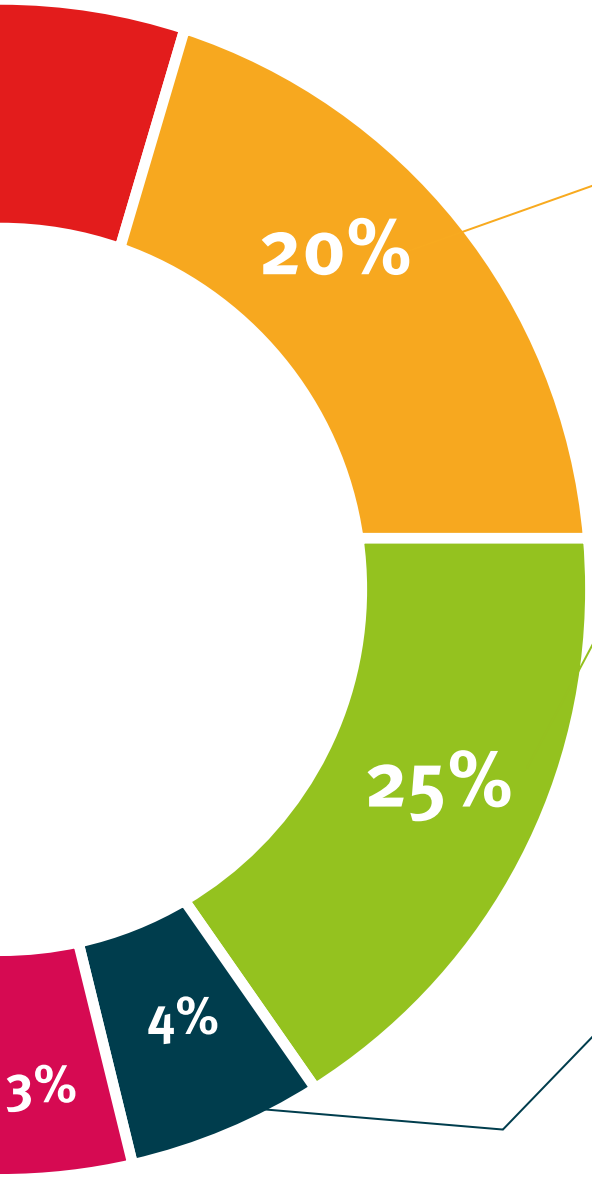
Practising Skills and Abilities

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 Transmedia Screenwriting guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.

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

This program will allow you to obtain your **Postgraduate Diploma in Transmedia Screenwriting** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (***official bulletin***). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Transmedia Screenwriting**

Modality: **online**

Duration: **6 months**

Accreditation: **24 ECTS**

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Diploma in Transmedia Screenwriting

This is a program of 600 hours of duration equivalent to 24 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S techtitute.com/certificates

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

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Postgraduate Diploma
Transmedia Screenwriting

- Modality: **online**
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- Schedule: **at your own pace**
- Exams: **online**

Postgraduate Diploma
Transmedia Screenwriting

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