Postgraduate Certificate
Transmedia Storytelling in the Video Game Industry

tech global university

Postgraduate Certificate
Transmedia Storytelling in the Video Game Industry

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

Website: **www.techtitute.com/us/school-of-business/postgraduate-certificate/transmedia-storytelling-video-game-industry**

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01
Welcome

Video game users have become very demanding. Now, they want to be part of the stories and are looking for those complementary products that allow them to enjoy their favorite stories at different times of the day. Understanding this demand, companies in the sector have opted for the use of transmedia Storytelling, which allows them to support the original idea with additional proposals. This TECH Global University program has been designed, precisely, so students understand the importance of this type of action and are able to apply them in their own video game businesses, increasing their offer and, above all, their profitability. Undoubtedly, a unique opportunity for those who wish to start a business or access management positions in this industry.

Postgraduate Certificate in Transmedia Storytelling in the Video Game Industry
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Your video game company will become the most prestigious in the industry thanks to the popularity that your transmedia productions will achieve"

02
Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.

> " *TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success*"

At TECH Global University

Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+ executives trained each year

200+ different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

"We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06 Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07 Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08 Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Global University community.

We give you the opportunity to train with a team of world renowned teachers.

04
Objectives

Students who successfully pass the evaluations of this Postgraduate Certificate in Transmedia Storytelling in the Video Game Industry will be better able to lead truly successful projects in this field, which are in demand by the public and cause great excitement when they are launched onto the market. Thus, the main objective of this program is to achieve greater competitiveness in students, developing those skills and abilities that they will have to put into practice during their daily work.

Applying transmedia Storytelling will allow you to impact your audience with your stories and build loyalty for your product's consumption"

**TECH makes the goals of their students their own goals too.
Working together to achieve them.**

The **Postgraduate Certificate in Transmedia Storytelling in the Video Game Industry** qualifies students to:

01 Study, in-depth, the most recent developments of Transmedia Storytelling in technological fields such as virtual reality or video games

02 Study in depth the relationship between Transmedia Storytelling and the video game industry

03 Understand the role of the videogame as the spearhead of the user experience in the transmedia universe

04 Understand the importance of transmedia production in the field of video games

Structure and Content

The teachers of this Postgraduate Certificate have devised a curriculum that brings together everything business professionals need to know to improve the performance of their video game brand. Therefore, the syllabus covers interesting issues such as the history of video games, the culture of the sector, Storytelling and transmediality or character features. A high-level program that will help students identify where they should direct their company.

"

*Get your company to distribute products that
fans can really relate to, and it will grow quickly"*

Syllabus

The video game industry has experienced a boom thanks to the incorporation of transmedia processes. This is probably one of the sectors where these techniques have been best adapted, as fans of this type of content are looking for truly enriching experiences, that they themselves can be part of. That is why, nowadays, all companies should opt for transmedia Storytelling as the main tool to create impactful and interesting productions for their audience.

In this Postgraduate Certificate in Transmedia Storytelling in the Video Game Industry, students will be able to access 10 topics of completely new content, allowing them to discover the keys to successfully manage projects and companies in this field. A program that also incorporates multiple simulated case studies that will help students learn, which will be essential to position themselves among the elite of the profession.

A curriculum that adapts to current educational demands and, therefore, is taught in 100%, allowing students to decide when and where they want to access the lessons, being able to combine it with the rest of their daily duties and obligations. Therefore, this program is tailored to students' needs so that they can manage their own study time and pace.

This Postgraduate Certificate is developed over 6 weeks and is structured into 1 module:

Module 1	Transmedia Storytelling in the Video Game Industry

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Transmedia Storytelling in the Video Game Industry completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Transmedia Storytelling in the Video Game Industry

1.1. A Historical Relationship: Video Games at the Beginning of Transmedia Storytelling Theories
  1.1.1. Context
  1.1.2. Marsha Kinder and the Ninja Turtles
  1.1.3. From Pokémon to the Matrix: Henry Jenkins

1.2. Importance of the Videogame Industry in Media Conglomerates
  1.2.1. Video Games as Content Generators
  1.2.2. Some Figures
  1.2.3. The Leap to New and Old Media

1.3. Relevance and Evolution of Video Games as a Cultural Object and as an Object of Academic Study
  1.3.1. Video Games and Popular Culture
  1.3.2. Consideration as a Cultural Object
  1.3.3. Video Games at the University

1.4. Storytelling and Transmediality in Emerging Narratives
  1.4.1. Transmedia Storytelling at the Amusement Park
  1.4.2. New Considerations on Narrative
  1.4.3. Emerging Stories

1.5. On the Narrative of Videogames and their Weight in Transmedia Storytelling
  1.5.1. Early Discussions on Narrative and Videogames
  1.5.2. The Value of Storytelling in Video Games
  1.5.3. Ontology of Video Games

1.6. Videogames as Creators of Transmedia Worlds
  1.6.1. The Rules of the World
  1.6.2. Playable Universes
  1.6.3. Inexhaustible Worlds and Characters

1.7. Crossmediality and Transmediality: The Industry's Adaptive Strategy to New Audience Demands
  1.7.1. Derivative products
  1.7.2. A New Audience
  1.7.3. The Leap to Transmediality

1.8. Transmedia Video Game Adaptations and Expansions
  1.8.1. Industrial Strategy
  1.8.2. Failed Adaptations
  1.8.3. Transmedia Expansions

1.9. Video Games and Transmedia Characters
  1.9.1. Traveling Characters
  1.9.2. From the Narrative Medium to the Videogame
  1.9.3. Out of our Control: The Leap to Other Media

1.10. Video Games and Fandom: Affective Theories and Followers
  1.10.1. Cosplaying Mario
  1.10.2. We are What We Play
  1.10.3. Fans Take the Lead

"

Create those essential products for video game fans and give your business a boost"

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"

TECH Business School uses the 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"

This program prepares you to face business challenges in uncertain environments and achieve business success.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

> *You 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 must integrate all their knowledge, research, argue and defend their ideas and decisions.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

Relearning Methodology

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

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

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 online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have 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, markets, and financial 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.

Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

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.

30%

10%

8%

3%

30%

15%

4%

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 senior management 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.

Our Students' Profiles

The students who choose this TECH Global University Postgraduate Certificate to continue their studies are passionate about video games, and have discovered a way to combine their hobby with their work. However, they are also people who seek professional success and who have understood the importance of lifelong learning to adapt to the changing environment and be at the forefront of the profession.

Are you passionate about video games and want to direct your own transmedia content? Discover the key elements to achieve it with this program"

Average Age

Between **35** and **45** years old

Years of Experience

From 5 to 16 years **22%**

Up to 5 years **20%**

More than 16 years **25%**

From 5 to 10 years **33%**

Training

Journalism **31%**

Science Economics **23%**

Advertising **37%**

Social Sciences **9%**

Academic Profile

Journalists **31%**

Executives **23%**

Entrepreneurs **28%**

Creative **18%**
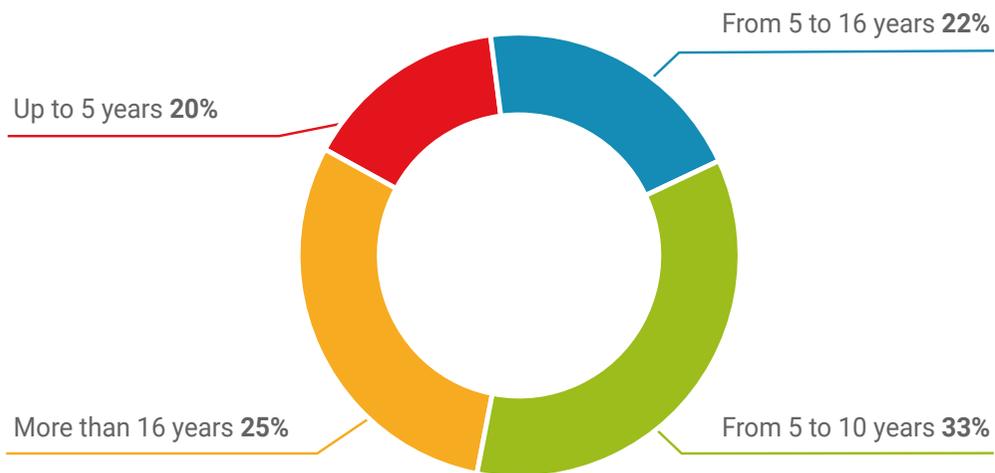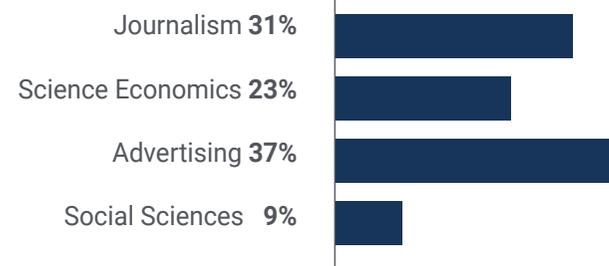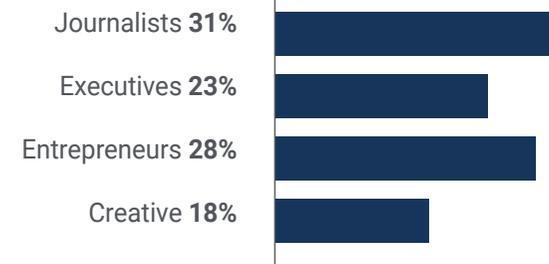
Geographical Distribution

USA **20%**

Spain **38%**

Mexico **25%**

Colombia **17%**
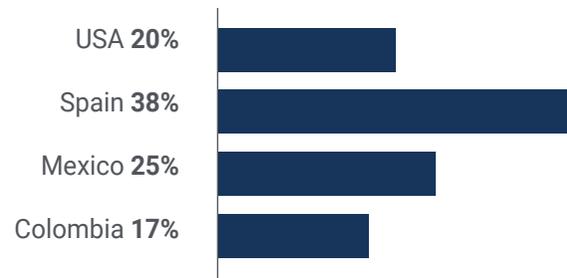
Francisco López

Video Game Production Company Director

"The great competitiveness that exists in the video game sector forces us to be constantly innovating. For some time now, we have decided to create transmedia content that allows us to reach the public more effectively and build loyalty. However, I felt that I needed to specialize a little more in this field in order to know where to direct my company. Fortunately, this Postgraduate Certificate from TECH Global University has given me the tools to achieve this and now I know exactly the path we have to follow"

08

Course Management

The teachers of this Postgraduate Certificate in Transmedia Storytelling in the Video Game Industry have been selected for their extensive professional and academic experience. Therefore, aware of the needs and demands of the market, they have developed a highly up-to-date curriculum, which brings together the concepts and strategies that every professional in the sector should know how to handle with ease. In this way, students will be able to learn from a team of specialized teachers interested in quality teaching through new educational technologies.

You will learn how to apply transmedia Storytelling in video game creation thanks to the tips provided by this prestigious teaching staff"

International Guest Director

Magda Romanska's name is unmistakable in the field of Performing Arts and Media on an international scale. Along with other projects, this expert has served as Principal Investigator at Harvard University's metaLAB and chairs the Transmedia Arts Seminar at the renowned Mahindra Humanities Center. She has also developed numerous studies linked to institutions such as the Center for European Studies and the Davis Center for Russian and Eurasian Studies.

Her lines of work focus on the intersection of art, humanities, technology and transmedia storytelling. Within that encompassing framework, they also include multiplatform and metaverse dramaturgy, and the interaction between humans and Artificial Intelligence in performance. From his in-depth studies on these fields, he has created Drametrics, a quantitative and computational analysis of dramatic texts.

She is also the founder, executive director and editor-in-chief of TheTheatreTimes.com, the world's largest digital theater portal. She also launched Performap.org, an interactive digital map of theater festivals, funded through the Yale Digital Humanities Lab and an LMDA innovation grant. On the other hand, he has also been in charge of the development of the International Online Theatre Festival (IOTF), an annual global streaming theater festival, which so far has reached more than one million participants. In addition, this initiative has been awarded the Second International Culture Online Award for "Best Online Project", chosen among 452 other proposals from 20 countries.

Dr. Romanska has also been awarded the MacDowell, Apothetae and Lark Theatre Playwriting grants from the Time Warner Foundation. She has also received the PAHA Creative Award and the Elliott Hayes Award for Excellence in Playwriting. She has also received awards from the American Association for Theatre Research and the Polish Studies Association.

Dra. Romanska, Magda

- Principal Investigator at Harvard metaLAB
- Executive Director and Editor-in-Chief at TheTheatreTimes.com
- Research Associate at the Minda Center for European Studies in Gunzburg
- Research Associate of the Davis Center for Russian and Eurasian Studies
- Professor of Performing Arts at Emerson College
- Associate Professor at the Berkman Center for Internet & Society
- Ph.D. in Theatre, Film and Dance from Cornell University
- M.A. in Modern Thought and Literature from Stanford University
- Graduate of Yale School of Drama and the Department of Comparative Literature
- Chair of the Transmedia Arts Seminar at the Mahindra Humanities Center
- Member of the Advisory Board at Digital Theatre+

" *Thanks to TECH, you will be able to learn with the best professionals in the world"*

Management

Dr. Regueira, Javier

- VP and co-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 Universidad Pontificia Comillas, ESDEN, Esic, Inesdi, The Valley
- Former Marketing Executive at BDF Nivea and Imperial Tobacco
- Autor, blogger and TEDx Speaker
- Doctorate in Branded Content
- Graduate in Economics and Business Administration European ICADE E4
- Master's Degree in Marketing

Professors

Ms. Rosendo, Nieves
- Professor University of Granada
- PhD Candidate in Transmedia Communication

Impact on Your Career

Completing this Postgraduate Certificate in Transmedia Storytelling in the Video Game Industry is the best option for business professionals in the market to specialize in the latest techniques and tools that can be applied in their daily work. In this way, it will be a unique opportunity to learn about a new way of working, moving the foundations of video game production, achieving greater competitiveness for the students.

"
Do you want your company to reach the success of Sony or Ubisoft? Enroll in this Postgraduate Certificate now, and you will be one step closer to achieving it"

Are you ready to take the leap?
Excellent professional development awaits you

TECH's Postgraduate Certificate in Transmedia Storytelling in the Video Game Industry is an intensive program that prepares students to face challenges and decisions in the field of content generation through different platforms. The main objective is to promote personal and professional growth. Helping students achieve success.

You will be able to access video game company management and apply the most appropriate transmedia Storytelling techniques.

Do you want to move up in your company and reach management positions? Don't think twice, this program will help you.

When the change occurs

During the program	During the first year	After 2 years
35%	**41%**	**24%**

Type of change

Internal Promotion **25%**

Change of Company **31%**

Entrepreneurship **44%**

Salary increase

This program represents a salary increase of more than **23.65%** for our students.

Salary before	A salary increase of	Salary after
$59,000	**23.65%**	**$73,000**
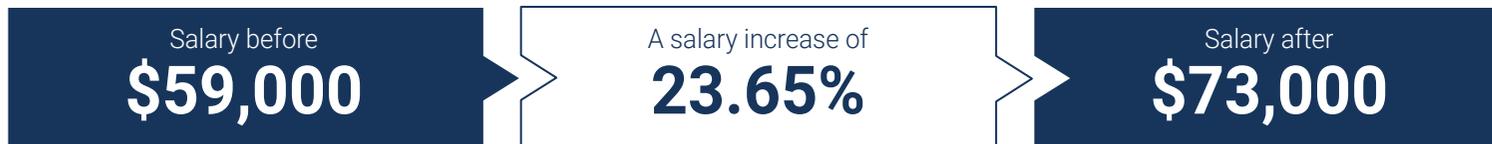
10
Benefits for Your Company

Video game companies must adapt to the new times. For this reason, they are increasingly opting for incorporating new techniques to create stories that will have a real impact on their followers. By completing this course, students will be able to manage this type of company by applying transmedia Storytelling resources, which will undoubtedly be essential to increase the impact on the audience and achieve greater profitability.

Thanks to your transmedia expertise, your video game company will take off in the market"

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.

tech

05

Project Development

Professionals can work on a real project or develop new projects in the field of R&D or Business Development of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11
Certificate

This Postgraduate Certificate in Transmedia Storytelling in the Video Game Industry guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 Certificate in Transmedia Storytelling in the Video Game Industry** 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 Certificate in Transmedia Storytelling in the Video Game Industry**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

tech global university

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

**Postgraduate Certificate in Transmedia Storytelling
in the Video Game Industry**

This is a program of 180 hours of duration equivalent to 6 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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