

# Postgraduate Certificate Audiovisual Production



## Postgraduate Certificate Audiovisual Production

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Global University
- » Credits: 12 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/videogames-design/postgraduate-certificate/audiovisual-production](http://www.techtitute.com/us/videogames-design/postgraduate-certificate/audiovisual-production)

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# 01

# Introduction

Audiovisual Production is a process that deals with the creation of media projects, whether in film, television or *streaming* platforms. Due to the demanding nature of the sector, video game designers have become interested in the field, as it represents a new opportunity to exploit their creativity. For this reason, this program has been designed to provide all the knowledge needed to identify the theoretical concepts that define the production processes of audiovisual works. At the same time, you will learn about the distribution, marketing and broadcasting of any series or program.





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*Take responsibility for a team  
and manage the Audiovisual  
Production process”*

In this Postgraduate Certificate, the student will have the opportunity to know and approach all the fundamental aspects to elaborate an audiovisual product, such as the script, the recording, the sets, the professionals, the cast, the budget, the post-production and editing. This will add quality to your curriculum, but also to your way of working, by offering you the best information at the moment on all phases of Audiovisual Production.

On the other hand, they will be able to know the distribution channels, marketing and dissemination of a work. In this regard, one of the most important today is Netflix, an online platform that started with a limited catalog and now produces and distributes its own series, documentaries and original formats. Similarly, it is important to understand the reach of the Internet, facilitating public access to different works. In addition, the agenda does not neglect film festivals, as relevant media for the exhibition of the works with the best international reviews.

At the end of the program, the student, as a developer and designer of video games, will be able to use social networks for film promotion and the work plan for a work of any kind.

This **Postgraduate Certificate in Audiovisual Production** contains the most complete and up-to-date educational program on the market. The most important features of the program include:

- ◆ Practical cases studies are presented by experts in Design
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning.
- ◆ Special emphasis is placed on innovative methodologies in Audiovisual Production
- ◆ 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



*Netflix completely changed the way we consume audiovisual content"*



*An Audiovisual Production requires a strategic approach to manage resources and human resources"*

*Know the legal framework and legislation that articulates the Audiovisual Production sector.*

*Analyze executive production strategies in the development and subsequent distribution of audiovisual projects.*

It includes, in its teaching staff, professionals belonging to the field of design, who bring to this program the experience of their work, as well as recognized specialists from prestigious societies and universities.

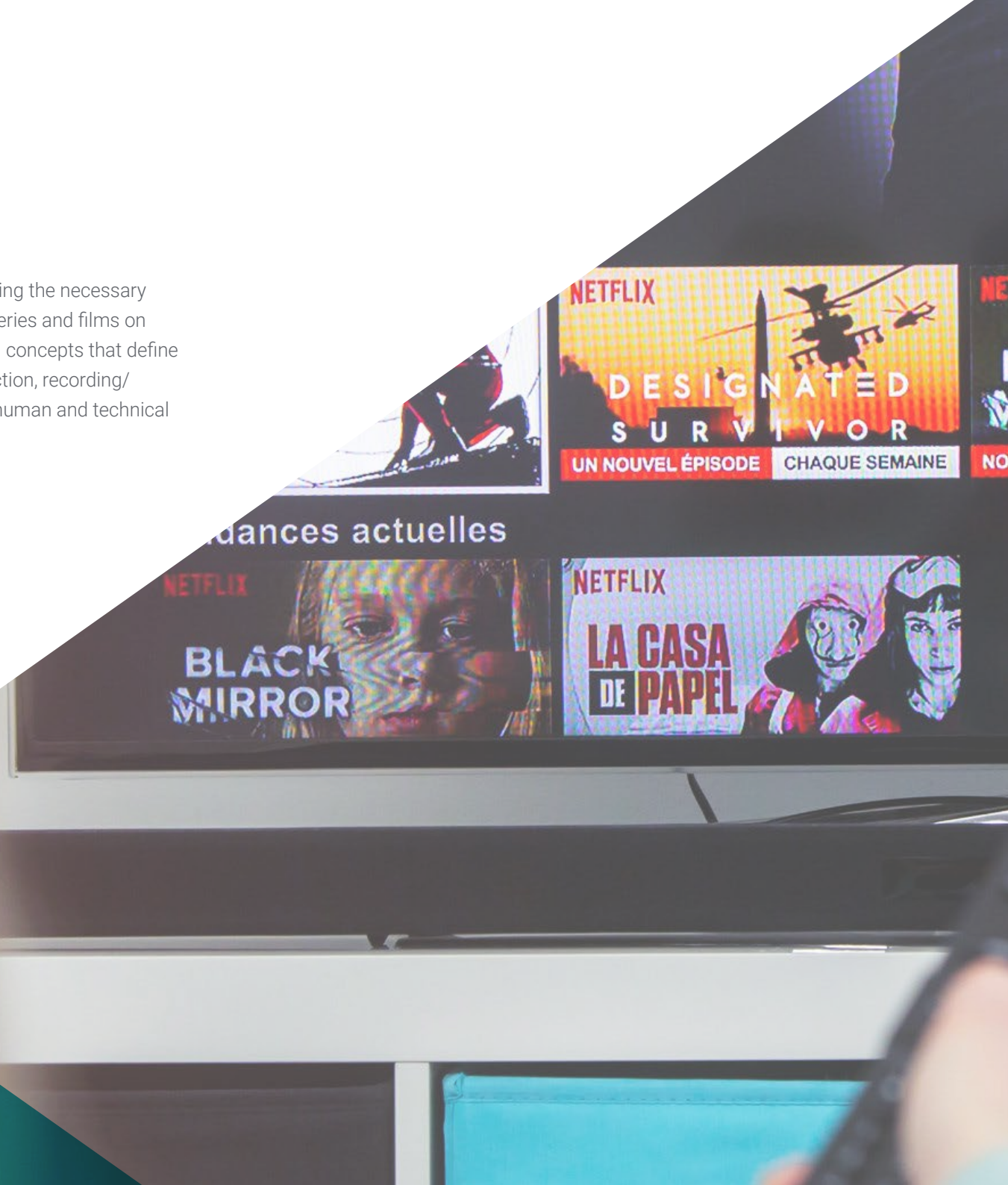
The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive training experience designed to train for real-life situations.

The design of this program focuses on Problem-Based Learning, through which the student must try to solve the different professional practice situations that arise throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.



# 02 Objectives

The main objective of this Postgraduate Certificate focuses on providing the necessary skills to work in the creation of television programs, documentaries, series and films on different platforms. To this end, students will delve into the theoretical concepts that define the production process of audiovisual works. Likewise, the pre-production, recording/shooting and post-production phases will be covered, identifying the human and technical elements in each one of them.







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*Film festivals play an indispensable role in the distribution and exhibition of an audiovisual product"*



## General Objectives

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- ◆ Know the structure of the audiovisual system.
- ◆ Know how audiovisual content is managed and produced
- ◆ Learn the necessary aspects of Audiovisual Production

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*Audiovisual Production is never the same, so you will always find yourself in a stimulating environment that will motivate you to be better”*





## Specific Objectives

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- ◆ Learn about 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 repercussions 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
- ◆ 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

# Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.



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*TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve”*

## International Guest Director

Awarded by Women We Admire for her leadership in the news sector, Amirah Cissé is a prestigious expert in **Audiovisual Communication**. In fact, she has spent most of her professional career managing international projects for renowned brands based on the most innovative **marketing** strategies.

In this sense, her strategic skills and ability to integrate emerging technologies into multimedia content narratives in an avant-garde way have allowed her to be part of renowned institutions on a global scale. For example **Google**, **NBCUniversal** or **Frederator Networks** in New York. In this way, her work has focused on the creation of communication campaigns for various companies, generating highly creative **audiovisual content** that connects emotionally with audiences. Thanks to this, multiple companies have succeeded in building consumer loyalty over a long period of time; while the companies have also strengthened their market presence and ensured their long-term sustainability.

It is worth noting that her extensive work experience ranges from the **production of television programs** or the creation of sophisticated **marketing techniques** to the management of visual content on the main **social networks**. At the same time, she is considered a true **strategist** who identifies culturally relevant opportunities for clients. In doing so, she has developed tactics aligned with both audience expectations and needs; enabling entities to implement cost-effective solutions.

Firmly committed to the advancement of the audiovisual industry and excellence in her daily practice, she has combined these functions with her role as a **researcher**. As such, she has written multiple scientific articles specialized in emerging areas such as the dynamics of user behavior on the Internet, the impact of **eSports** in the field of entertainment and even the latest trends to enhance **creativity**.



## Ms. Cissé, Amirah

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- Director of Global Client Strategy, NBCUniversal, New York, United States
- Strategy Expert at Horizon Media, New York
- Engagement Manager at Google, California
- Cultural Strategist at Spaks & honey, New York
- Account Manager at Reelio, New York
- Account Coordinator at Jun Group, New York
- Content Strategy Specialist at Frederator Networks, New York
- Researcher at the Genealogical and Biographical Society of New York
- Academic Internship in Sociology and Anthropology at Kanda Gaigo University
- Bachelor of Fine Arts with a major in Sociology from Williams College
- Certification in: Leadership Training and Executive Coaching, Marketing Research

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

# 04

## Structure and Content

The content of this Postgraduate Certificate is designed to help students learn about all aspects of Audiovisual Production. In this way, the course will begin by identifying the teams involved in each stage, the administration of economic resources, the layout of the set, etc. As a result, the professional will see his or her career options expand, whether in the field of television or in companies that develop productions for the cinema or the small screen.







“ *Audiovisual Production involves creativity when it comes to finding solutions to incidents during filming*”

## Module 1. Audiovisual Production

- 1.1. Audiovisual Production
  - 1.1.1. Introductory Concepts
  - 1.1.2. The Audiovisual Industry
- 1.2. The Production Equipment
  - 1.2.1. Professionals
  - 1.2.2. The Producer and the Script
- 1.3. The Audiovisual Project
  - 1.3.1. Project Management
  - 1.3.2. Evaluation of a Project
  - 1.3.3. Presentation of Projects
- 1.4. Production and Financing Modalities
  - 1.4.1. Financing of Audiovisual Production
  - 1.4.2. Modes of Audiovisual Production
  - 1.4.3. Resources for Pre-Financing
- 1.5. The Production Team and the Script Breakdown
  - 1.5.1. The Production Equipment
  - 1.5.2. The Breakdown of the Script
- 1.6. The Shooting Locations
  - 1.6.1. Locations
  - 1.6.2. Scenery
- 1.7. Casting and Filming Contracts
  - 1.7.1. Casting
  - 1.7.2. Casting
  - 1.7.3. Contracts, Rights and Insurance
- 1.8. The Work Plan and the Budget of the Audiovisual Work
  - 1.8.1. Work Plan
  - 1.8.2. The Budget
- 1.9. Production in Filming or Recording
  - 1.9.1. Preparation for Filming
  - 1.9.2. Filming Equipment and Means



- 1.10. Post-Production and the Final Assessment of the Audiovisual Work
  - 1.10.1. Editing and Post-Production
  - 1.10.2. Balance Sheet and Operations

## Module 2. Management and Promotion of Audiovisual Products

- 2.1. Audiovisual Distribution
  - 2.1.1. Introduction
  - 2.1.2. Distribution Players
  - 2.1.3. Marketing Products
  - 2.1.4. The Fields of Audiovisual Distribution
  - 2.1.5. National Distribution
  - 2.1.6. International Distribution
- 2.2. Distribution Companies
  - 2.2.1. Organizational Structures
  - 2.2.2. Negotiation of the Distribution Contract
  - 2.2.3. International Customers
- 2.3. Operating Windows, Contracts and International Sales
  - 2.3.1. Operating Windows
  - 2.3.2. International Distribution Contracts
  - 2.3.3. International Sales
- 2.4. Film Marketing
  - 2.4.1. Film Marketing
  - 2.4.2. The Film Production Value Chain
  - 2.4.3. Advertising Media at the Service of Promotion
  - 2.4.4. Launching Tools
- 2.5. Market Research in Film
  - 2.5.1. Introduction
  - 2.5.2. Preproduction stage
  - 2.5.3. Post-production Stage
  - 2.5.4. Commercialization Stage
- 2.6. Social Networks and Film Promotion
  - 2.6.1. Introduction
  - 2.6.2. Promises and Limits of Social Networking
  - 2.6.3. Objectives and Their Measurement
  - 2.6.4. Promotion Calendar and Strategies
  - 2.6.5. Interpreting What Networks Are Saying
- 2.7. Audiovisual Distribution on the Internet I
  - 2.7.1. The New World of Audiovisual Distribution
  - 2.7.2. The Internet Distribution Process
  - 2.7.3. Products and Possibilities in the New Scenario
  - 2.7.4. New Distribution Modes
- 2.8. Audiovisual Distribution on the Internet II
  - 2.8.1. Keys to the New Scenario
  - 2.8.2. The Dangers of Internet Distribution
  - 2.8.3. *Video on Demand* (VOD) as a New Window for Distribution
- 2.9. New Spaces for Distribution
  - 2.9.1. Introduction
  - 2.9.2. The Netflix Revolution
- 2.10. Film Festivals
  - 2.10.1. Introduction
  - 2.10.2. The Role of Film Festivals in Distribution and Exhibition



*This Postgraduate Certificate will open the doors to participate in productions of great relevance in the market"*

# 05 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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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.

“*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 to solve complex situations in real business environments through collaborative activities and real cases.*

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 that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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 competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist 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.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

# Certificate

The Postgraduate Certificate in Audiovisual Production guarantees, in addition to the most rigorous and up-to-date training, access to a Postgraduate Certificate issued by TECH Global University.



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*Successfully complete this training program and receive your university certificate without travel or laborious paperwork”*

This program will allow you to obtain your **Postgraduate Certificate in Audiovisual Production** 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 Audiovisual Production**

Modality: **online**

Duration: **12 weeks**

Accreditation: **12 ECTS**



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



## Postgraduate Certificate Audiovisual Production

- » Modality: online
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