

Postgraduate Certificate Creation in Television



Postgraduate Certificate Creation in Television

- » 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/creation-television

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01

Introduction

Since its invention, television has become one of the main means of communication worldwide. Thanks to her we have been able to see such momentous events as the coronation of Queen Elizabeth II, the wedding of Lady Di and Charles Wales, Michael Jackson's memorial service, among many others. This is why making a program for this modality requires certain knowledge, such as the most commonly used television formats and the creation of entertainment scripts. Thus, with the following Postgraduate Certificate, the student will be able to understand this and other essential concepts, becoming a true specialist in the field, able to be part of the most prestigious templates of the small screen.



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*Take your knowledge in
video game design to be
part of a television team".*

There are different media in which the audiovisual sector can be developed. Of all of them, television is perhaps one of the most consumed by the public thanks to its ease of access to content and low cost. In addition to the above, there is a wide range of channels that offer programs for all ages. For this reason, specialization in this sector completes the professional profile of any videogame designer and programmer.

With the Postgraduate Certificate in Creation in Television, the student will learn to design innovative, high-quality productions, adapted to each type of audience and that make the difference with the competitors to achieve the highest possible market share. You will also learn to differentiate between television formats and genres, to help you select the one that best suits your production needs.

On the other hand, you will study in depth the elaboration of scripts for television programs and fiction, discovering the characteristics of narrative, characters, technical scripts, etc. Undoubtedly, a very complete program that will help them become true specialists in the field, improving their employability options in a short time.

This **Postgraduate Certificate in Creation in Television** 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.
- ◆ Its special focus on innovative methodologies for Creation in Television
- ◆ 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

“

Fiction programs will represent a space where you will be able to modify reality through imaginary stories.”

“

Reality shows became popular on American television, becoming very popular because of the realism shown on the screens”.

If you are passionate about creating stories for video games, this degree will help you bring them to life on the small screen.

Interpret, analyze and comment on a television format from a professional, aesthetic and cultural perspective.

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.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.



02 Objectives

This TECH Postgraduate Certificate has been designed to help designers understand how a television production works. For this reason, there are a series of objectives that will guide learning at all times. In this way, students will gain in-depth knowledge of the main television genres and formats, and will learn how to create quality scripts for both programs and fiction productions.





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If your goal is to be part of the big prestigious networks such as CNN or Telemundo, this degree is for you.”

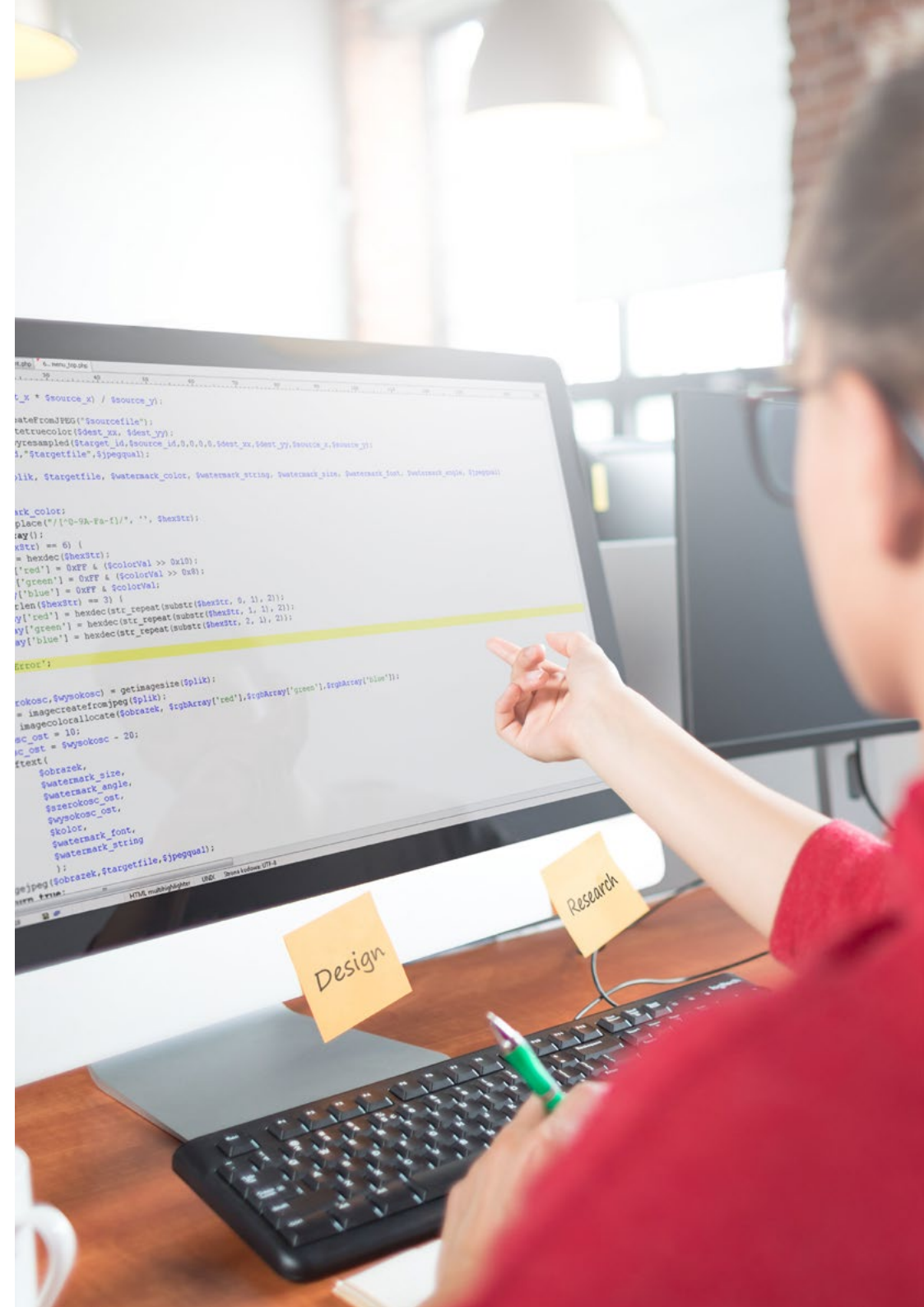


General Objectives

- ◆ Know the structure of the audiovisual system.
- ◆ Learn how new businesses are managed and configured in the contemporary audiovisual landscape.
- ◆ Know how audiovisual content is managed and produced.
- ◆ Learn all phases of audiovisual content creation in television.



Television networks are looking for your talent to create new television formats".





Specific Objectives

Module 1. Television Genres, Formats and Programs

- ◆ Know the concept of genre as applied to fiction production and television entertainment
- ◆ Distinguish and interpret the various genres of fiction production and television entertainment and their evolution over time.
- ◆ Have the capacity for cultural, social and economic analysis of television genres as the backbone of audiovisual creation and consumption practices.
- ◆ Know the modifications and hybridizations that occur in television genres in the context of contemporary television.
- ◆ Recognize the different formats in the context of the current television landscape.
- ◆ Identify the keys to a format, its structure, operation and impact factors
- ◆ Know how to interpret, analyze and comment on a television format from a professional, aesthetic and cultural perspective.
- ◆ Know the theoretical keys and the professional, social and cultural context of television programs, with special attention to television programs in the Spanish television model.
- ◆ Know the main techniques and processes of programs in generalist television.
- ◆ Understand and critically analyze the processes of the television offer, its evolution and current reality, in relation to the phenomenon of reception and the social and cultural contexts in which it is produced.

Module 2. Television Scriptwriting: Programs and Fiction

- ◆ Understand the creative and industrial process in the development of a fiction script for television.
- ◆ Identify the different genres of television programs in order to determine the scripting techniques they require.
- ◆ Know the different tools available to a television scriptwriter.
- ◆ Learn how a television program format is related to its writing techniques.
- ◆ Understand the basics of the dynamics of a television program format.
- ◆ Gain an overview of international franchises of TV program formats.
- ◆ Use a critical point of view when analyzing the various genres and formats of television programs based on their scripts.
- ◆ Know the ways to present a draft script for a TV series.

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.



“

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

- 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

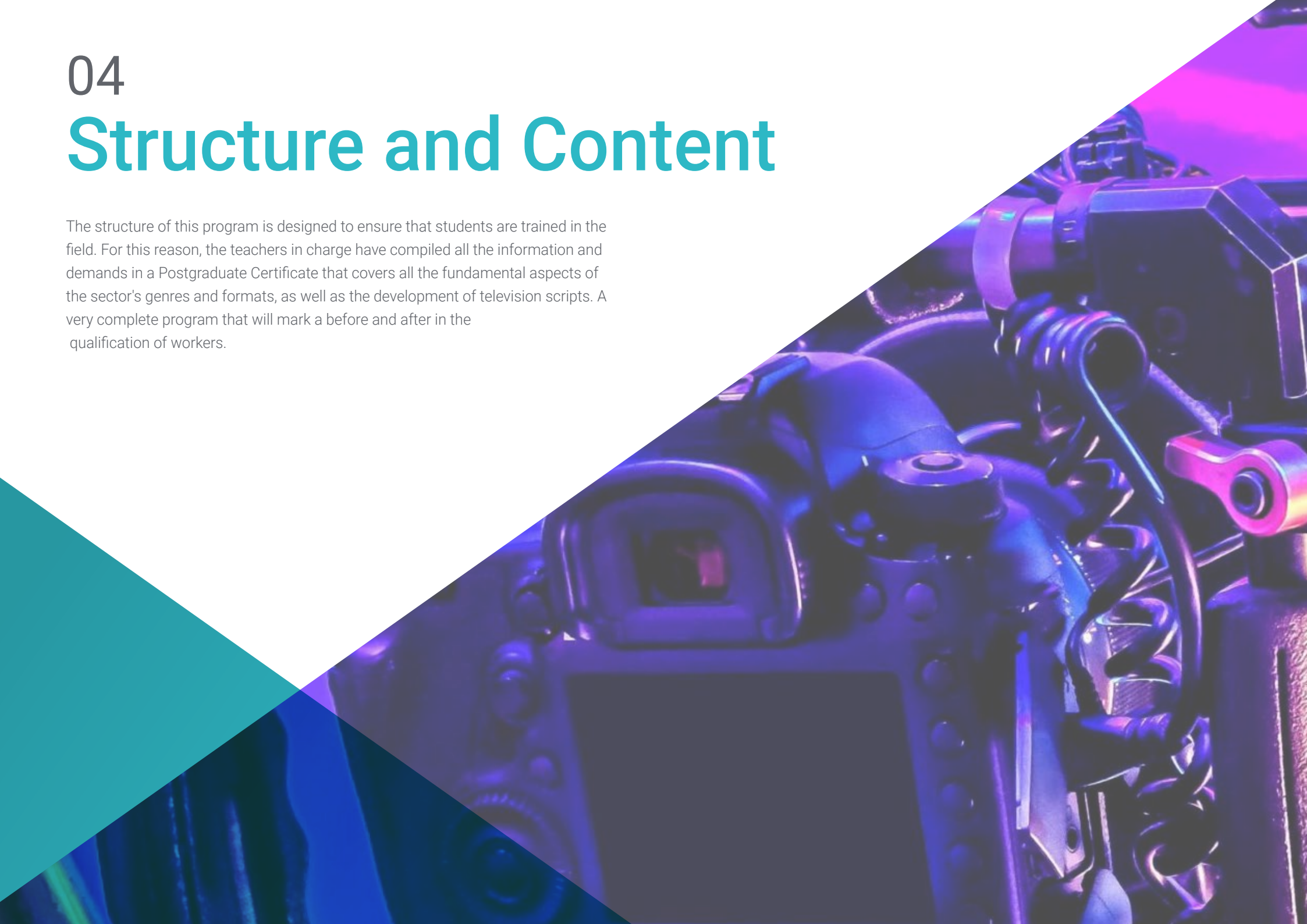
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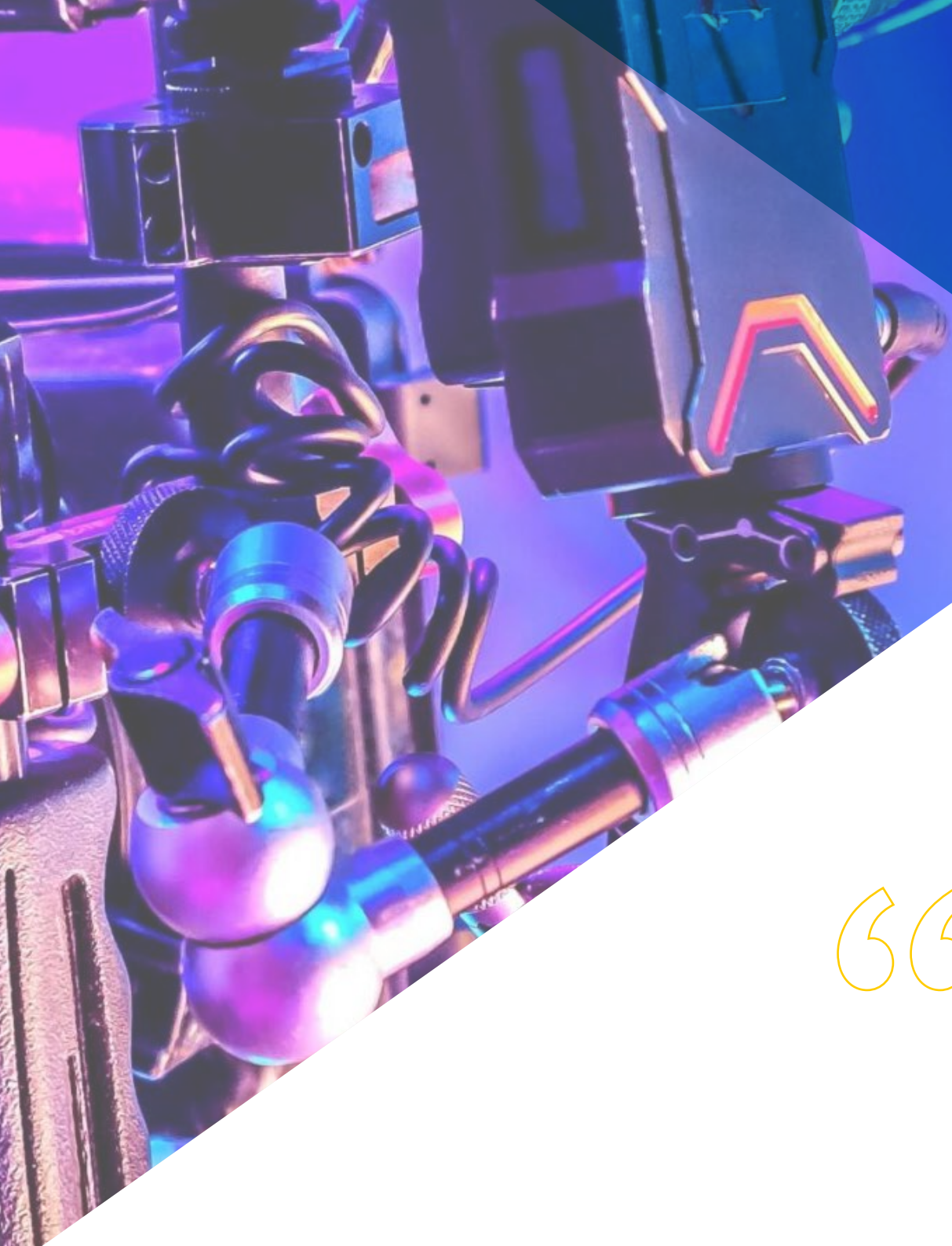
Thanks to TECH, you will be able to learn with the best professionals in the world”

04

Structure and Content

The structure of this program is designed to ensure that students are trained in the field. For this reason, the teachers in charge have compiled all the information and demands in a Postgraduate Certificate that covers all the fundamental aspects of the sector's genres and formats, as well as the development of television scripts. A very complete program that will mark a before and after in the qualification of workers.





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With this program you will be able to take your ideas to the next level: a worldwide television program".

Module 1. Television Genres, Formats and Programs

- 1.1. Genre in Television
 - 1.1.1. Introduction
 - 1.1.2. Television Genres
- 1.2. Format in Television
 - 1.2.1. Approach to the Concept of Format
 - 1.2.2. Television Formats
- 1.3. Creating Television
 - 1.3.1. The Creative Process in Entertainment
 - 1.3.2. The Creative Process in Fiction
- 1.4. Evolution of Formats in Today's International Market I
 - 1.4.1. Consolidation of the Format
 - 1.4.2. The Reality TV Format
 - 1.4.3. News in Reality TV
 - 1.4.4. Digital Terrestrial Television and Financial Crisis
- 1.5. Evolution of Formats in Today's International Market II
 - 1.5.1. Emerging Markets
 - 1.5.2. Global Brands
 - 1.5.3. Television Reinvents Itself
 - 1.5.4. The Age of Globalization
- 1.6. Selling the Format. The *Pitching*
 - 1.6.1. Sale of a Television Format
 - 1.6.2. The *Pitch*
- 1.7. Introduction to Television Programs
 - 1.7.1. The Role of Programs
 - 1.7.2. Factors Affecting Programs
- 1.8. Television Programs Models
 - 1.8.1. United States and United Kingdom
 - 1.8.2. Spain
- 1.9. The Professional Practice of Television Programs
 - 1.9.1. The Programs Department
 - 1.9.2. Programs for Television



- 1.10. Study of Audiences
 - 1.10.1. Television Audience Research
 - 1.10.2. Audience Concepts and Ratings

Module 2. Television Scriptwriting: Programs and Fiction

- 2.1. Television Fiction
 - 2.1.1. Concepts and Limits
 - 2.1.2. Codes and Structures
- 2.2. Narrative Categories in Television
 - 2.2.1. The Enunciation
 - 2.2.2. Characters
 - 2.2.3. Actions and Transformations
 - 2.2.4. The Space
 - 2.2.5. The Weather
- 2.3. Television Genres and Formats
 - 2.3.1. Narrative Units
 - 2.3.2. Television Genres and Formats
- 2.4. Fiction Formats
 - 2.4.1. Television Fiction
 - 2.4.2. Situation Comedy
 - 2.4.3. Dramatic Series
 - 2.4.4. The Soap Opera
 - 2.4.5. Other Formats
- 2.5. The Fiction Script in Television
 - 2.5.1. Introduction
 - 2.5.2. The Technique
- 2.6. The Television Drama
 - 2.6.1. Dramatic Series
 - 2.6.2. The Soap Opera
- 2.7. Comedy Series
 - 2.7.1. Introduction
 - 2.7.2. The Sitcom
- 2.8. The Entertainment Script
 - 2.8.1. The Script Step by Step
 - 2.8.2. Writing to Say
- 2.9. Entertainment Script Writing
 - 2.9.1. Script Meeting
 - 2.9.2. Technical Script
 - 2.9.3. Production Breakdown
 - 2.9.4. The Playbill
- 2.10. Entertainment Script Design
 - 2.10.1. Magazin
 - 2.10.2. Humor Program
 - 2.10.3. *Talent Show*
 - 2.10.4. Documentaries
 - 2.10.5. Other Formats



Write a script, step by step, to develop a sitcom, drama series or soap opera."

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.



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

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 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

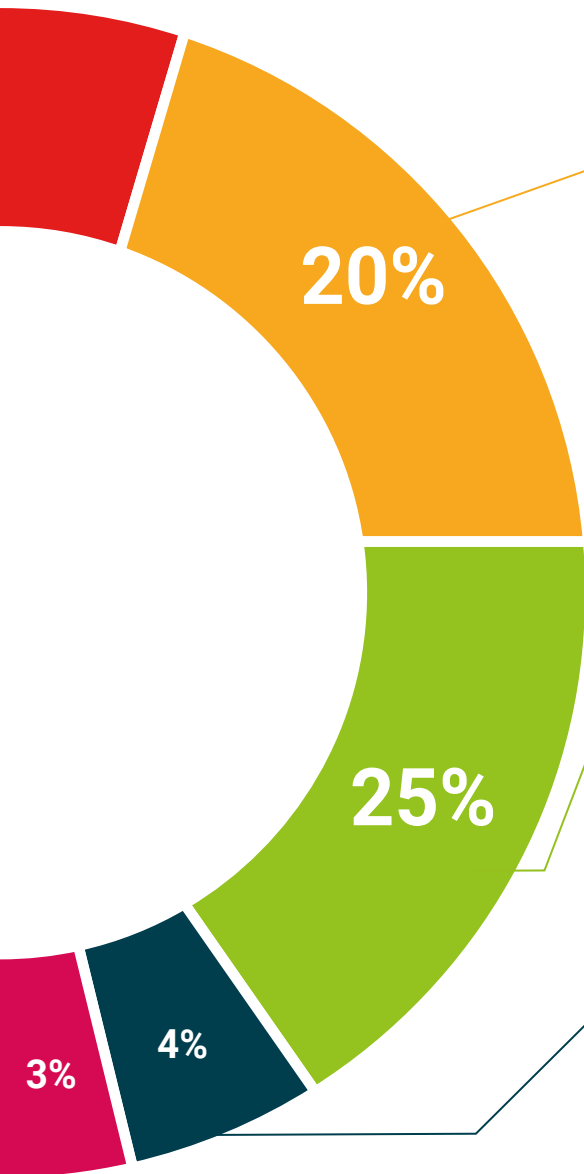
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



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 Creation in Television 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 Creation in Television** 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 Creation in Television**

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 language
virtual classroom



Postgraduate Certificate Creation in Television

- » Modality: online
- » Duration: 12 weeks
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Postgraduate Certificate Creation in Television