Postgraduate Certificate
Creative Industries

tech *technological university*

Postgraduate Certificate
Creative Industries

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

Website: **www.techtitute.com/pk/videogames/postgraduate-certificate/creative-industries**

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01
Introduction

The Creative Industries have great relevance in today's society due to their cultural and even economic influence on many markets. If we focus on the video game industry, this impact is even greater, as it is a sector that turns over billions of dollars every year. This being so important, it is essential to know the ins and outs of the video game industry as a creative sector. To this end, TECH has developed the following degree, which instructs students in the reality of the current Creative Industry, thus providing them with a global vision of the sector.

> *To understand the success of video games, one must first understand the influence of the Creative Industry on society. Learn it thanks to this TECH Postgraduate Certificate"*

Being a million-dollar industry, the power of influence of video games on multiple aspects of society is enormous. On an economic level it is a sector with many job opportunities and great growth opportunities, while on a cultural level some video games are able to influence trends and fashions of society itself.

This being the case, it is essential for any professional in the video game industry to know how this level of relevance has been reached. Through a detailed study of the impact of the Creative Industries on the surrounding environment, one can truly understand the success of video games on an international level.

TECH has developed this Postgraduate Certificate to respond to this need of professionals in the video games sector, who thanks to this Postgraduate Certificate in Creative Industries will be able to have a more global vision and a more complete understanding of the success of video games.

In addition, students have the advantage of being able to take this course at their own pace, since it is not necessary to attend classes or any physical center. In addition, students have the advantage of being able to take this course at their own pace, since it is not necessary to attend classes or any physical center. All the didactic material is available for download for the duration of the program, so students can create their own study schedules adapted to their personal and professional needs.

This **Postgraduate Certificate in Creative Industries** contains the most complete and up-to-date program on the market. The most important features include:

- The development of case studies presented by experts in the management of creative companies

- The graphic, schematic and eminently practical contents of the book provide practical information on those disciplines that are essential for professional practice

- Practical exercises where the self-assessment process can be carried out to improve learning

- Special emphasis on innovative methodologies in creative work in video game companies

- 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

If you want to direct your career towards the video game industry you must first understand the relevance of Creative Industries in society itself"

"You will be able to know and understand all aspects of society that your work will impact, being able to adapt to changing market circumstances"

You have in this Postgraduate Certificate the opportunity to start your career on the right foot in the world of video games"

With a thorough understanding of the Creative Industries you will be able to stay ahead of market demands and generate highly successful titles"
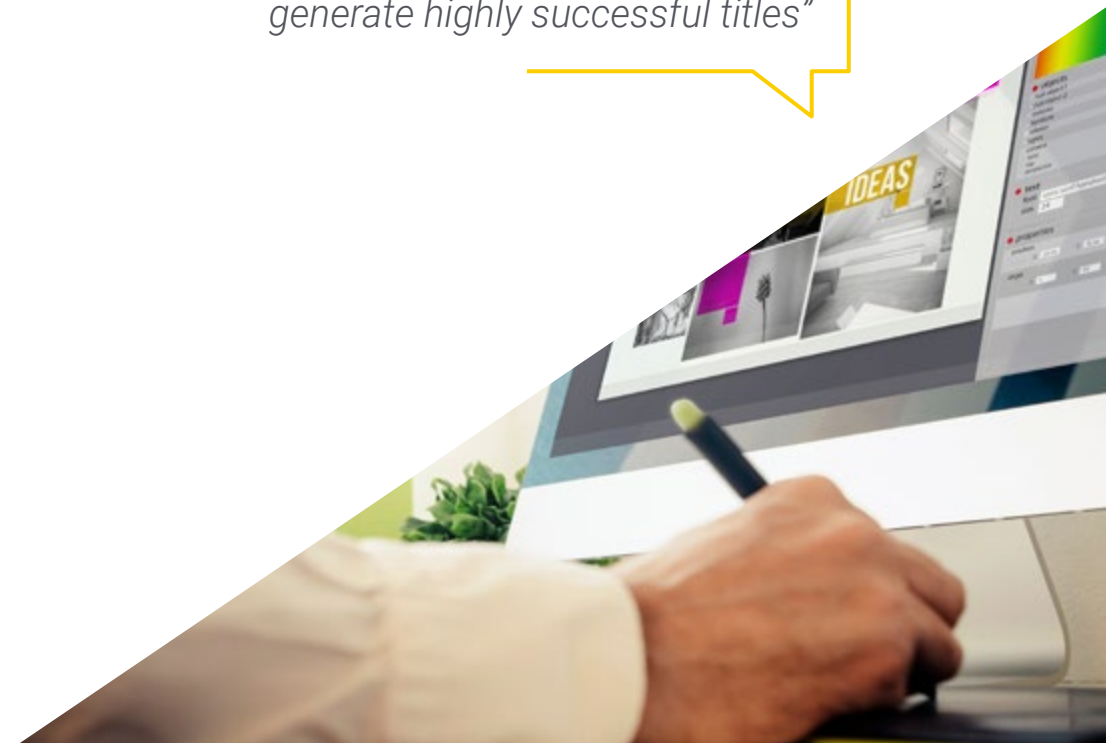
The program's teaching staff includes professionals from sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

Theultimerdia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive training programmed to train in real situations.

This program is designed around Problem Based Learning, whereby the professional 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

The objective of this Postgraduate Certificate in Creative Industries at TECH is to instruct the student in the complete reality of the video game industry and its impact on today's social reality. Through diverse topics that analyze all aspects of the Creative Industry, the student will acquire a series of essential skills to work and even lead teams in the field of video games.

This Postgraduate Certificate in Creative Industries is a good opportunity to acquire vital knowledge that will help you in your journey through the video game industry"

General Objectives

- Offer useful knowledge for the specialization of students, providing them with skills for the development and application of original ideas in their personal and professional work.
- Understand how creativity and innovation have become the drivers of the economy.
- Problem solving novel environments and in interdisciplinary contexts in the field of creativity management.
- Integrate one's own knowledge with that of others, making informed judgments and reasoning on the basis of the information available in each case.
- Know how to manage the process of creation and implementation of novel ideas on a given topic.
- Acquire specific knowledge for the management of companies and organizations in the new context of the Creative Industries.
- Possess the tools to analyze the economic, social and cultural realities in which the creative industries develop and transform today.

- Acquire the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments.
- Gain knowledge to manage companies and organizations in the new context of creative industries.
- Organize and plan tasks with the use of available resources in order to face them in precise time frames.
- Use new information and communication technologies such as tools for training and the exchange of experiences in the field of study.
- Develop communication skills, both written and oral, as well as the ability to make effective professional presentations in daily practice.
- Acquire market research skills, strategic vision, digital and co-creation methodologies.

Specific Objectives

◆ Get acquainted with the new Creative Industries.

◆ In-depth knowledge of the weight of the creative industries at the economic level.

◆ Study visual and performing arts in depth.

◆ Obtain an in-depth knowledge of the historical, natural and cultural heritage.

"With a high-level syllabus and the support of a first class teaching staff, you will become an expert in Creative Industries"

03

Course Management

The teaching staff in charge of this Postgraduate Certificate in Creative Industries has a high professional capacity in this field, thanks precisely to their extensive experience at the head of various companies and projects in the field of creativity. Because of this, the student benefits from the highest level of teaching, which incorporates the teachers' own experience and professional know-how, qualities that the student will be able to appreciate in the quality of the teaching material provided.

"
With this specialization in Creative Industries you will be ahead of other candidates to enter the world of video games"

Management

Dr. Velar, Marga

- Corporate Marketing Manager at SGN Group (New York)
- Forefashion Lab Address
- Professor at Centro Universitario Villanueva, at ISEM Fashion Business School and at the School of Communication of the University of Navarra.
- PhD. in Communication from Universidad Carlos III de Madrid.
- Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from Centro Universitario Villanueva, Universidad Complutense, Madrid.
- MBA in Fashion Business Management by ISEM Fashion Business School

Professors

Ms. Arroyo Villoria, Cristina
- Partner and director of projects and entrepreneurship at the creative industries factory.
- Strategic planning, business development, communication and marketing strategy
- Bachelor's Degree in Labor Sciences from the University of Valladolid.
- Professional Master's Degree in Human Resources Management from the San Pablo CEU Business School
- Professional Master's Degree in Educational Technology by the Bureau Veritas Business School

04
Structure and Content

The syllabus of this Postgraduate Certificate in Creative Industries of TECH covers all relevant aspects of this innovative sector, understanding its economic weight, global context, cultural heritage generated and connections with the creative economy, among other equally important topics that will help students in their professional careers. In addition, the structure is well-organized, with divisions into easily accessible topics and subtopics to facilitate study.

A complete academic journey into everything you need to know about the Creative Industries"

Module 1. New Creative Industries

1.1.   New Creative Industries
    1.1.1.   From the Cultural Industry to the Creative Industry
    1.1.2.   Today's Creative Industries
    1.1.3.   Activities and Sectors that Make up the Creative Industries
1.2.   Economic Importance of the Creative Industries Today
    1.2.1.   Contribution
    1.2.2.   Drivers of Growth and Change
    1.2.3.   Job Outlook in the Creative Industries
1.3.   New Global Context of the Creative Industries
    1.3.1.   Radiography of the Creative Industries in the World
    1.3.2.   Sources of Financing for the Creative Industries in each Country
    1.3.3.   Case Studies: Management Models and Public Policies
1.4.   Natural and Cultural Heritage
    1.4.1.   Historical and Cultural Heritage
    1.4.2.   By-Products and Services for Museum, Archaeological and Historical Sites and Cultural Landscapes
    1.4.3.   Intangible Cultural Heritage
1.5.   Visual Arts
    1.5.1.   Plastic Arts
    1.5.2.   Photography.
    1.5.3.   Crafts
1.6.   Performing Arts
    1.6.1.   Theater and Dance
    1.6.2.   Music and Festivals
    1.6.3.   Fairs and Circuses
1.7.   Audiovisual Media
    1.7.1.   Movies, TV and Audiovisual Content
    1.7.2.   Radio, Podcasts and Audio Content
    1.7.3.   Video Games

1.8.   Current Publications
    1.8.1.   Literature, Essays and Poetry
    1.8.2.   Publishers
    1.8.3.   Press.
1.9.   Creative Services
    1.9.1.   Design and Fashion
    1.9.2.   Architecture and Landscaping
    1.9.3.   Advertising
1.10.   Connections of the Creative Economy or Orange Economy
    1.10.1.   Cascade Model - Concentric Circles
    1.10.2.   *Spillovers* Creative, Production and Knowledge
    1.10.3.   Culture at the Service of the Creative Economy

You will have a very useful understanding of media, arts and Creative Industries heritage, which will boost the quality of your work in the video game sector"

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 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.

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. 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.

30%

10%

8%

20%

25%

4%

3%
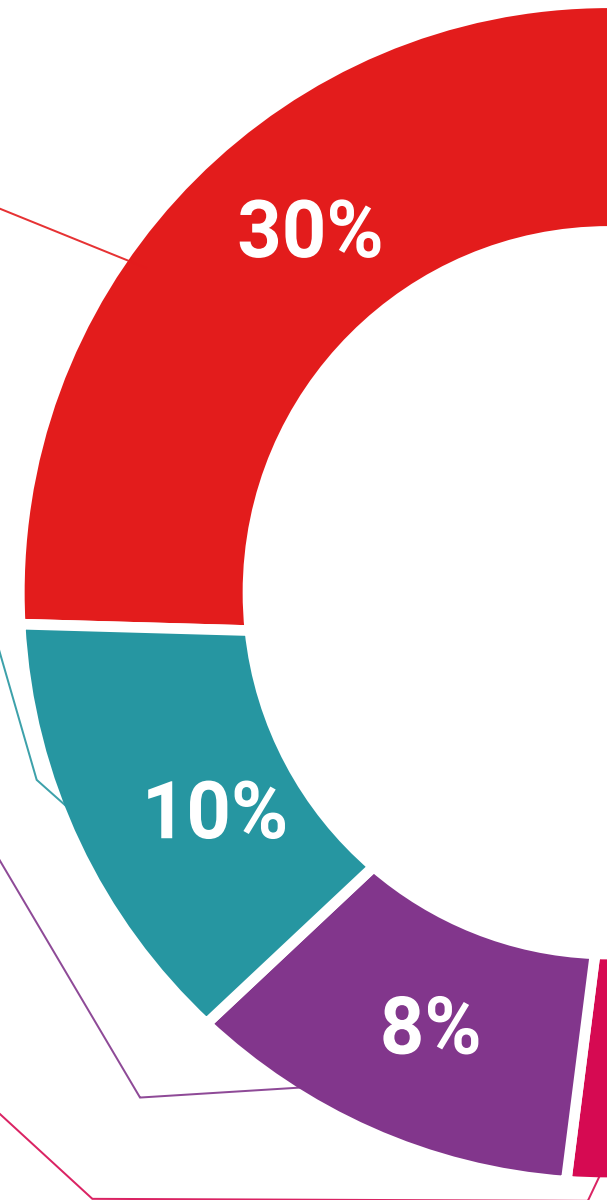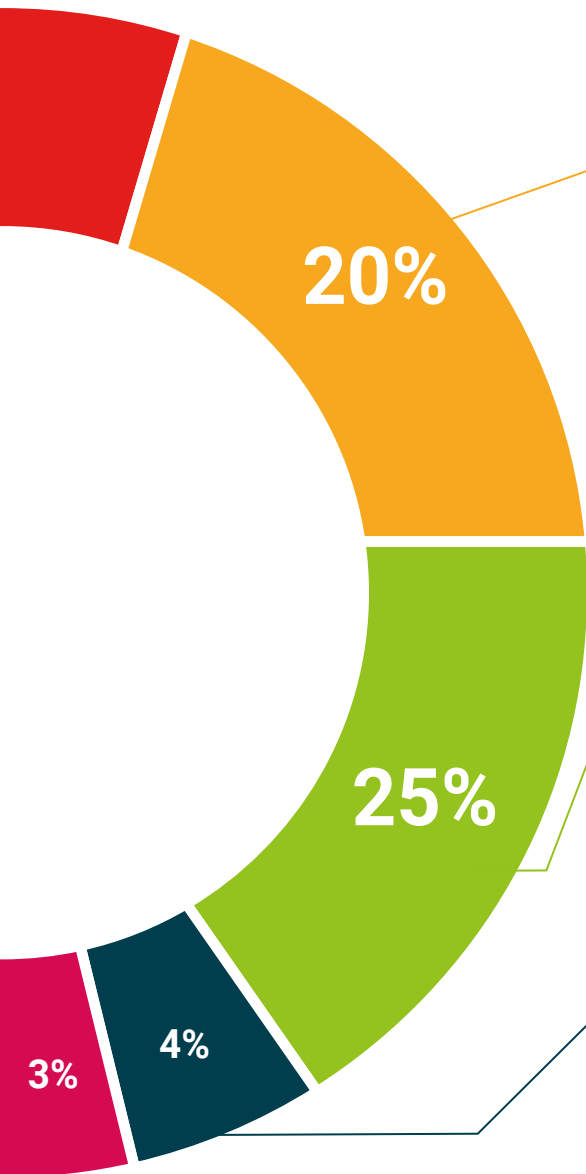
Case Studies

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.

Certificate

The Postgraduate Certificate in Creative Industries guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Creative Industries** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the **Postgraduate Certificate**, and meets the requirements commonly demanded by job markets, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Creative Industries**

Official Nº of Hours: **150 h.**

tech technological university

Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Creative Industries

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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