Postgraduate Certificate

Digital Transformation and Innovation in the Creative Industries

tech technological university

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Postgraduate Certificate
Digital Transformation and Innovation in the 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/in/videogames/postgraduate-certificate/digital-transformation-innovation-creative-industries

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01

Introduction

Video games are eminently digital, so the companies dedicated to their creation must have a highly developed infrastructure and knowledge of everything that the digital environment entails. This includes knowing how to make use of *blockchain* technology, *big data* or artificial intelligence, among other technological elements that have found their use in the world of video games in one way or another. In response to this need for a specialized and technological education in the latest advances and developments, TECH has developed this program in which the student will explore in depth the latest technology and the most developed methodology.

By specializing in technologies such as big data or artificial intelligence you will have a competitive advantage in an industry where these advances are essential."

The technological revolution brought about by the digital world has caused a multitude of sectors to prosper under the protection of new forms of entertainment. One of the most prosperous sectors in this sense has been that of video games, which has undergone gigantic exponential growth over the decades to the point that they have come to prominently influence the economy and culture of societies.

Being a field of technology with a special relevance and high competition, the demand for professionals with advanced knowledge in the most cutting-edge and avant-garde innovations is constant. The world of video games can benefit from the latest technological advances such as artificial intelligence or big data, useful to improve the user experience.

In this way, TECH has prepared this complete degree in which it brings together the main drivers of the digital transformation of this decade and that can be of great use to the video game professional when looking for creative ways to apply its use in the field of digital entertainment.

A Postgraduate Certificate that has the uniqueness of being completely online, which is an advantage to the student who does not have to be adapting to fixed predetermined schedules or attend fixed classes of any kind.

This **Postgraduate Certificate in Digital Transformation and Innovation in the Creative Industries** contains the most complete and up-to-date program on the market. Its most notable features are:

- Development of the most important concepts and players in digital transformation today.
- Training to integrate one's own knowledge in real environments and practical examples
- Broaden the student's transversal skills and competencies in order to develop their professional profile.
- Obtain the necessary knowledge to carry out a digital transformation process with emphasis on the creative and innovative aspect.

Join the digital revolution of the video game industry with the latest technological advances on the market"

In recent years, blockchain has been an important asset for an untapped video game niche with great growth potential"

Thanks to big data you will be able to collect data from thousands of users, understand their way of playing and adapt to their demands to improve their perception of the game they are playing.

You are aware of the revolution that artificial intelligence can bring to the narrative of video games. Learn all the ins and outs in this Postgraduate Certificate.

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.

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 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

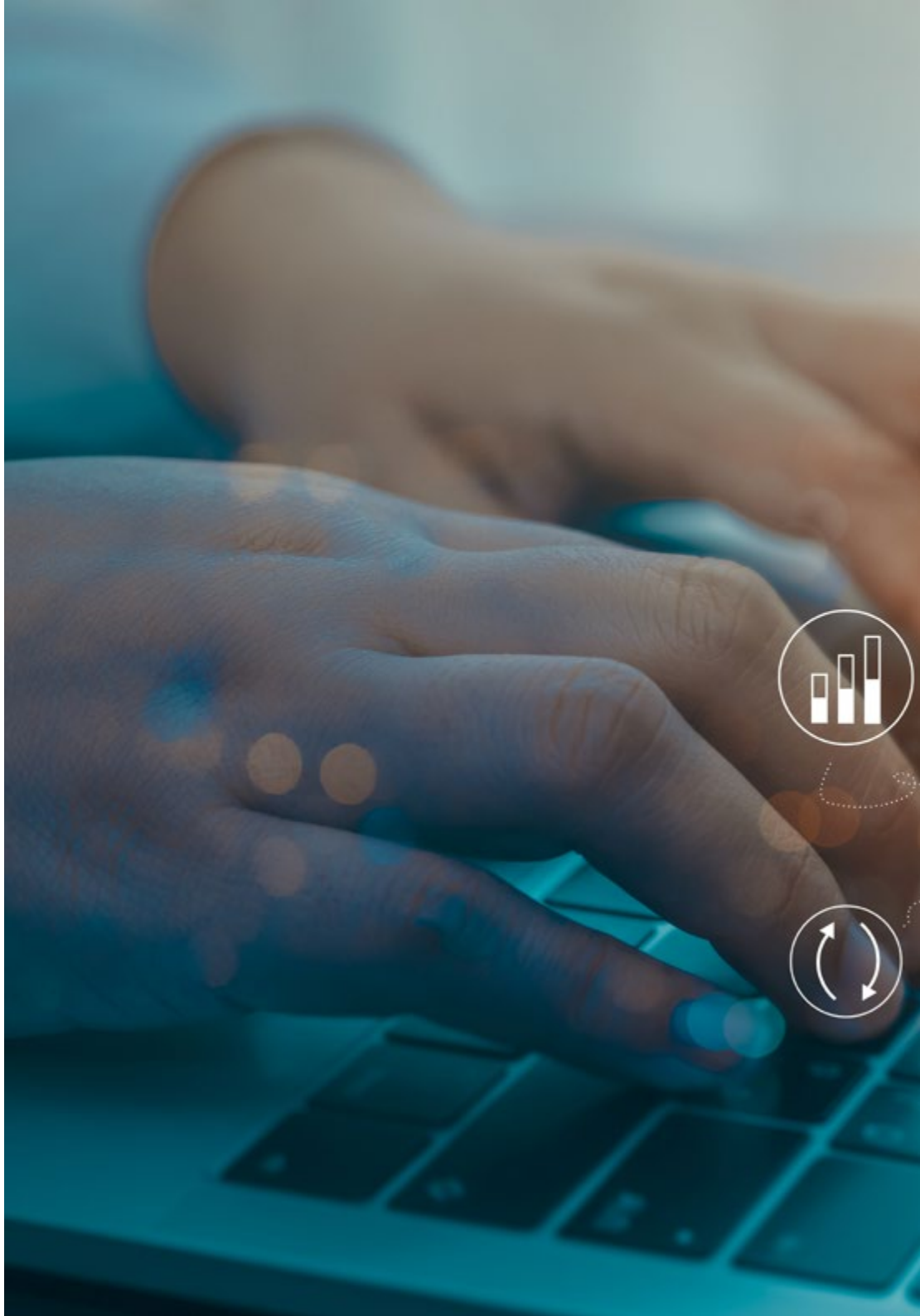
Objectives

This Postgraduate Certificate has as its main objective to instruct the student in the most important developments in Digital Transformation and Innovation in the Creative Industries, with a special emphasis on its possible application for video games. Through a series of set objectives, the student is guaranteed to acquire a series of specific knowledge and skills that will serve to boost his or her career in the digital entertainment industry.

Through the knowledge you will acquire in this Postgraduate Certificate you will be able to add an innovative touch of professionalism to your personal resume"

General Objectives

- Know first-hand what the best current tools and processes for digital transformation are.
- Understand how creativity and innovation have become today's economic drivers for digital transformation.
- Train students in the application of current digital transformation methodologies with which to innovate and stand out.
- Help students acquire the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments.
- Develop communication skills, both written and oral, as well as the ability to make effective professional presentations in daily practice.
- Encourage the student's proactivity in order to acquire transversal competencies that are essential in the labor market.
- Manage the process of creation and implementation of creative ideas around the digital transformation of companies.
- Use and manage new information and communication technologies as tools for learning and the exchange of experiences in the field of study.



Specific Objectives

- Explore the digital future of the creative industry and how to deal with the possible changes that may arise.
- Understand that digital transformation is continuous and an evolutionary process that must be in constant motion.
- Instruct in the application in creative environments of new technologies such as artificial intelligence, *Blockchain*, *Big Data* or robotics.
- Expand knowledge of new business models based on marketing, service delivery and communities.

Your professional career will take a leap in quality thanks to your effective application of the latest technologies in the field of video games."

03

Course Management

This Postgraduate Certificate in Digital Transformation and Innovation in the Creative Industries brings together a teaching team with extensive experience not only in the field of innovation itself, but also in the use and application of cutting-edge technology in various sectors of the creative industry. In this way, the student obtains advice and teachings from professionals who have already put into practice the didactic material provided, thus demonstrating its effectiveness and adaptation to current times.

With the help of TECH's professionals your career in the world of video games will rise to the next level."

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

04

Structure and Content

In this TECH program, students will learn about different subjects such as big data, blockchain, transmedia, different ecosystems to promote digital entrepreneurship, new freemium and premium business models, or different and innovative methodologies to promote creativity and innovation within the context of creative industries such as video games. A degree that will undoubtedly distinguish the student for his or her specialized and unique knowledge.

With a few topics of elaborated material you will be able to master the main new technologies that will dominate the video game development environments in the coming years".

Module 1. Digital Transformation in the Creative Industry

1.1. *Digital Future* of the Creative Industry
- 1.1.1. Digital Transformation
- 1.1.2. Situation of the Sector and its Comparison
- 1.1.3. Future Challenges

1.2. Forth Industrial Revolution
- 1.2.1. Industrial Revolution
- 1.2.2. Application
- 1.2.3. Impacts

1.3. Digital Enablers for Growth
- 1.3.1. Operational Effectiveness, Acceleration and Improvement
- 1.3.2. Continuous Digital Transformation
- 1.3.3. Solutions and Services for the Creative Industries

1.4. The Application of *Big Data* to the Company
- 1.4.1. Data Value
- 1.4.2. Data in Decision Making.
- 1.4.3. *Data Driven Company*

1.5. Cognitive Technology
- 1.5.1. AI and Digital Interaction
- 1.5.2. IoT and Robotics
- 1.5.3. Other Digital Training

1.6. Uses and Applications of *Blockchain* Technology
- 1.6.1. *Blockchain.*
- 1.6.2. Value for the IICC Sector.
- 1.6.3. Transaction Versatility

1.7. Omnichannel and Transmedia Development
- 1.7.1. Impacts in the Sector
- 1.7.2. Challenge Analysis
- 1.7.3. Evolution

1.8. Entrepreneurship Ecosystems
- 1.8.1. The Role of Innovation and Venture Capital
- 1.8.2. The *Start-up* Ecosystem and the Agents that comprise it
- 1.8.3. How to Maximize the Relationship between the Creative Agent and the *Start-up?*

1.9. New Disruptive Business Models.
- 1.9.1. Marketing-based (Platforms and *Marketplaces*)
- 1.9.2. Service-Based (*Freemium*, *Premium* or Subscription models)
- 1.9.3. Community-based (from *Crowdfunding*, Social Networking or Blogging)

1.10. Methodologies to Promote a Culture of Innovation in the Creative Industries
- 1.10.1. Blue Ocean Innovation Strategy
- 1.10.2. *Lean Start-up* Innovation Strategy
- 1.10.3. Agile Innovation Strategy

A Postgraduate Certificate that gives you the opportunity to grow in a field eager to have professionals like you".

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.

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

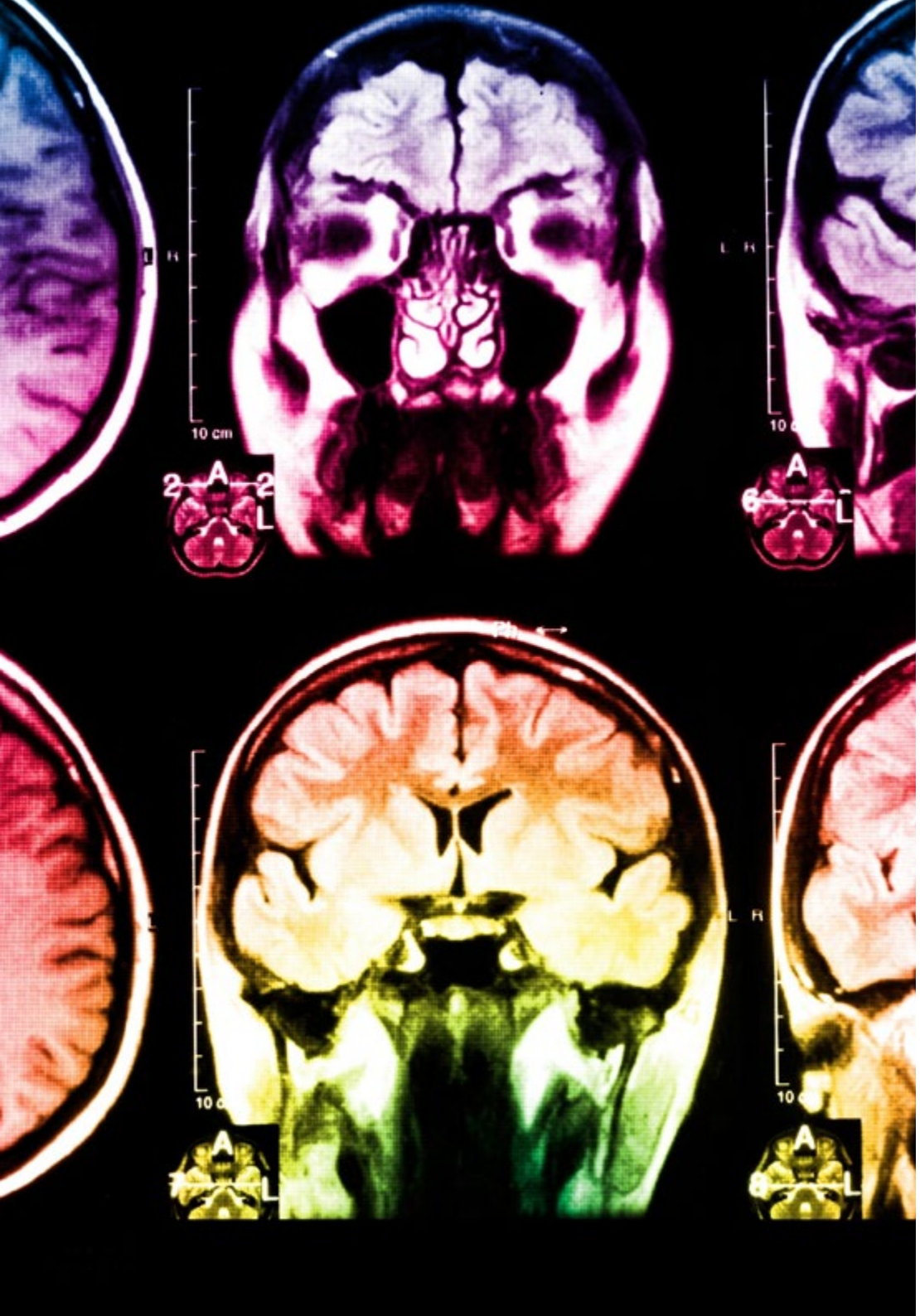
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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.

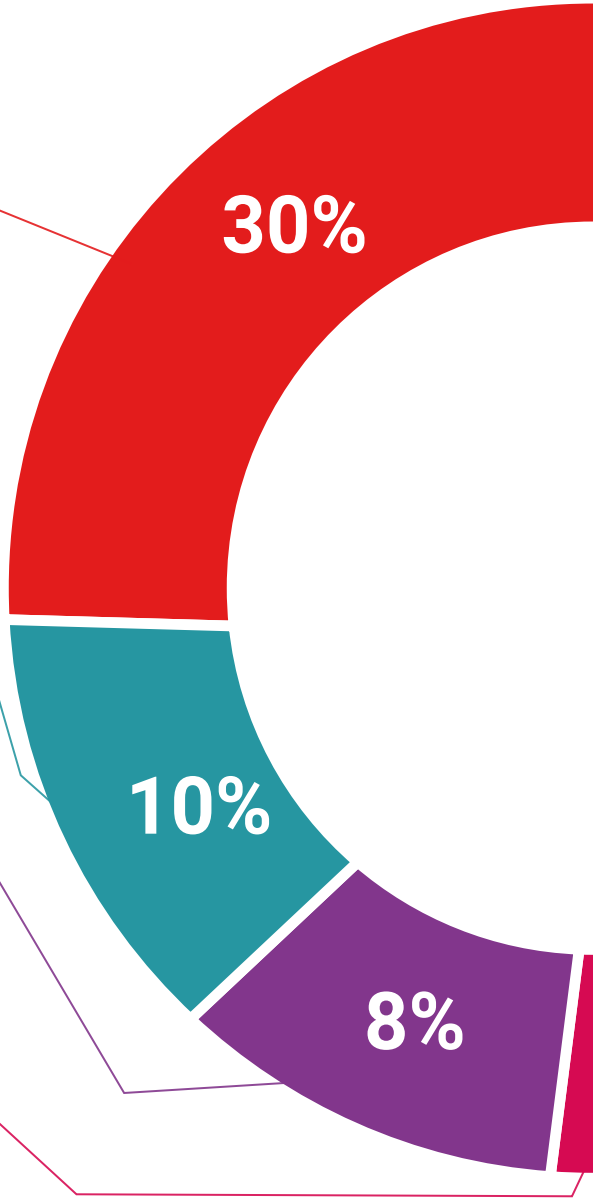
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

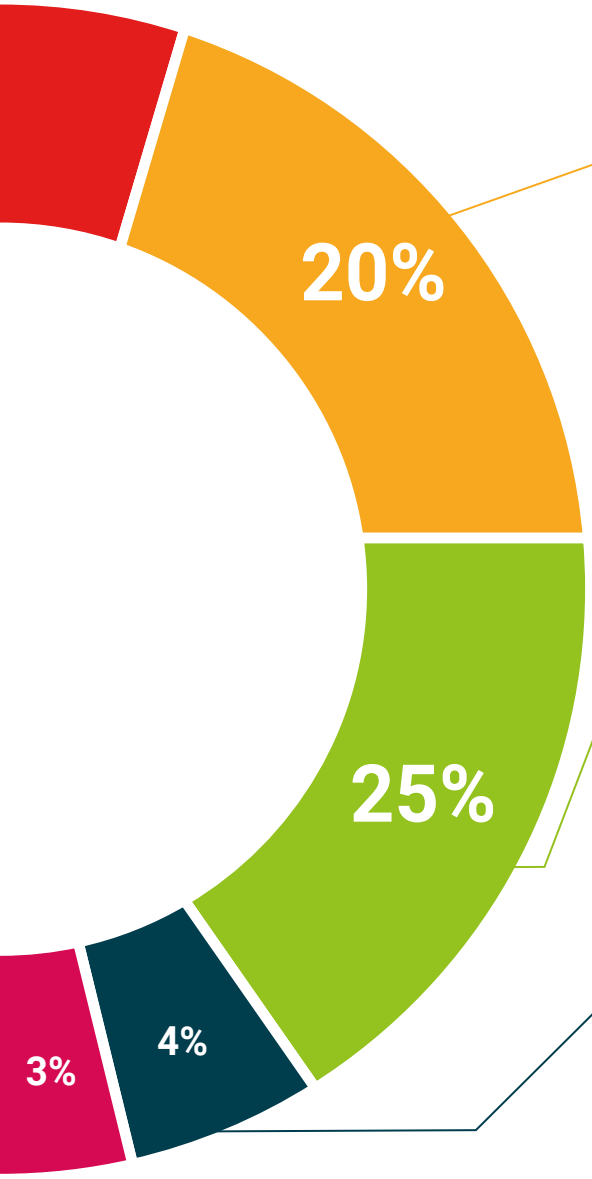
Practising Skills and Abilities

They will carry out activities to develop specific 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 Digital Transformation and Innovation in the 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 Digital Transformation and Innovation in the 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**diploma, 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 Digital Transformation and Innovation in the Creative Industries**

Official Nº of Hours: **150 hours.**


tech technological university

Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Transformation and Innovation in the 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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