

# Postgraduate Certificate Transmedia Animation Projects





## Postgraduate Certificate Transmedia Animation Projects

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

Website: [www.techtitute.com/us/videogames/postgraduate-certificate/transmedia-animation-projects](http://www.techtitute.com/us/videogames/postgraduate-certificate/transmedia-animation-projects)

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# 01

# Introduction

Animation, like other industries, has been greatly benefited by the development of technology related, above all, to digital products and displacing traditional products. Thanks to this, today it is possible to see aspects of Transmedia storytelling applied to different audiovisual formats, including cinema and video games. Based on this, TECH has decided to design this multidisciplinary program that brings together, in a convenient and flexible 100% online format, the new developments related to this discipline and its possible applications in the future. A unique educational opportunity for graduates to specialize through a program designed by experts in Animation and focused exclusively on their professional development.





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*TECH has designed this program so that you can focus your professional career to a booming sector such as the Transmedia industry through its overcoming and in only 180 hours"*

The development of the Transmedia narrative and its involvement in different audiovisual formats, has allowed the consumer to take an active role in different stories presented through video games, interactive series, digital books, etc.. The advance of technology has had a significant influence on the evolution of techniques such as augmented or virtual reality, which allow, in an increasingly realistic way, to involve the viewer with the story that is being told.

However, this is a booming sector and, according to experts, it has not yet reached its peak, since as the digital era continues to advance, more and more innovative and sophisticated techniques and strategies will be implemented in this discipline. For this reason, TECH has considered necessary to develop this complete program in Animation Transmedia Projects, a program that will provide the graduate with all the news about the industry.

Through 180 hours of the best education, the syllabus covers the most important aspects related to the technologies involved in the creation of projects, as well as the means used for their construction. Following this, it delves into artificial intelligence as an enabler of automation processes, while placing special emphasis on the importance of virtual and augmented reality in this sector. It also delves into the application of Transmedia techniques in video games, leaving open a horizon of possibilities for the future.

And, although all this may be enough for the graduate to obtain a broad and up-to-date knowledge, this 100% online program also includes hours of additional high-quality material thanks to which you can contextualize the information developed throughout the syllabus and delve into those aspects of the content that are of greatest interest to you. A unique opportunity to grow professionally by the hand of experts in the Animation field and with the endorsement of the world's largest online university.

This **Postgraduate Certificate in Transmedia Animation Projects** 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 animation and video game development. The graphic, schematic and practical contents of the program provide theoretical and 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
- ♦ Its special emphasis on innovative methodologies
- ♦ 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



*A unique and unparalleled opportunity to take a highly qualifying program that will provide you with everything you need to know to master Transmedia technology"*

“

*Thanks to the thoroughness with which the syllabus has been designed, you will be able to delve into the application of Transmedia techniques in digital, analog and hybrid media"*

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational 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 education programmed to learn 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 course. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

*You will be able to delve into the specifics of artificial intelligence, obtaining a futuristic vision of its application in the future of Transmedia technology.*

*No schedules or on-site classes, but with the guarantee of having the best syllabus on the market related to Transmedia Animation Projects.*



# 02 Objectives

The accelerated pace of progress of new technologies and the development of increasingly sophisticated techniques sometimes makes it difficult for many graduates to keep up with the latest developments related to Transmedia narrative and its application to audiovisual projects. For this very reason, the objective of this Postgraduate Certificate is to provide the creative with the most innovative and dynamic syllabus through which they can not only expand and update their knowledge in an exhaustive manner, but also improve their professional skills in only 180 hours.





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*An exhaustive program that includes the most innovative and dynamic syllabus so that you can achieve all your objectives in the shortest possible time”*



## General Objectives

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- ♦ Develop a broad and exhaustive knowledge of the production of Transmedia projects and the tools used in each case
- ♦ Get to know in detail the different applications of this technique in video games and advertising, its intricacies and advantages and disadvantages



*The way in which this program has been designed will allow you to get the most out of the program, acquiring a broad and specialized knowledge about Transmedia Projects"*





## Specific Objectives

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- ♦ Get to know the current and innovative projects, which mark the production of new contents
- ♦ Get to know in detail the technologies used in these projects and the inclusion of others in development
- ♦ Have a notion of future uses in Animation for the humanization of artificial intelligences
- ♦ Manage animation production in the video game industry
- ♦ Get to know the use of animation in advertising and television programs



# 03

# Course Management

Both the management and the teaching of this Postgraduate Certificate in Animation Transmedia Projects is in charge, as it could not be otherwise, of a team of specialists who have in their curriculums a wide and extensive work experience in this area of the audiovisual field. It is, therefore, a team that, despite their youth, have proven to be at the same level as the best professionals in the industry, an aspect that will be reflected in the quality of the syllabus.





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*A unique opportunity to grow professionally from the hand of experts in Animation, from their successful strategies, but also from their professional mistakes”*

## Management



### Dr. Cristóbal Rodríguez, Manuel

- Audiovisual Producer and Consultant
- PhD in Communication Sciences from the Rey Juan Carlos University
- Master's Degree in TV Entertainment from the Erich Pommer Institut in Berlin
- Degree in Film and Theater Directing from ARTTS International UK
- Member of: Academy of Motion Picture Arts and Sciences of America, TV Academy and CARTOON Board of Trustees



## Professors

### Mr. Quiñones Angulo, Marcial

- ◆ Director and Producer
- ◆ Founding Partner of Planet 141
- ◆ Director and Producer of music videos
- ◆ Producer of feature films
- ◆ Degree in Electronic Engineering from the Pontifical Javeriana University

### Dr. Yébenes, Pilar

- ◆ Expert in Communication, Technological Rise and Sociocultural Renovation
- ◆ PhD in Communication, Technological Rise and Sociocultural Renewal from the European University of Madrid
- ◆ Master's Degree in Business Management
- ◆ Degree in Image and Sound from the Complutense University of Madrid
- ◆ Member of the Academy of Motion Picture Arts and Sciences

# 04

# Structure and Content

For the development of the content of this Postgraduate Certificate, TECH has applied the innovative and effective *Relearning* methodology, which consists, mainly, in reiterating the most important concepts throughout the syllabus, so that a natural and gradual learning process takes place without the need to invest extra hours in memorizing. This, together with the dynamism of the syllabus and the quality of the additional material that the graduate will find in the Virtual Classroom, allow this university to offer programs in which the teaching load has been considerably reduced without renouncing the exhaustiveness of the best education.







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*You will learn about the future applications of virtual reality in the metaverse, delving into the possibilities that arise with Transmedia technology related to interaction between users”*

## Module 1. Transmedia Project

- 1.1. Technologies
  - 1.1.1. Capture
  - 1.1.2. Movement
  - 1.1.3. Libraries
- 1.2. Methods
  - 1.2.1. Digital
  - 1.2.2. Analogue
  - 1.2.3. Hybrid
- 1.3. Artificial Intelligence
  - 1.3.1. Appearance in AI
  - 1.3.2. UX
  - 1.3.3. Future
- 1.4. Vitubers
  - 1.4.1. New Formats of the Media
  - 1.4.2. Future of Anonymity
  - 1.4.3. Development
- 1.5. Video Games
  - 1.5.1. Technologies Used
  - 1.5.2. Development
- 1.6. Video Games and Processes
  - 1.6.1. Pipeline
  - 1.6.2. Processes
  - 1.6.3. Hierarchy
- 1.7. Advertising
  - 1.7.1. Animation in Advertisements
  - 1.7.2. Motion Graphics
  - 1.7.3. Visual Impact





- 1.8. Entries
  - 1.8.1. Entries
  - 1.8.2. Other Types of Animation
  - 1.8.3. Production
- 1.9. Augmented Reality
  - 1.9.1. AR
  - 1.9.2. Uses
  - 1.9.3. Currently
- 1.10. Virtual reality
  - 1.10.1. VR
  - 1.10.2. Uses
  - 1.10.3. Metaverse



*You will be able to delve into the specifics of the Pipeline and its application in the video game industry to optimize workflows"*

# 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.

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*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.



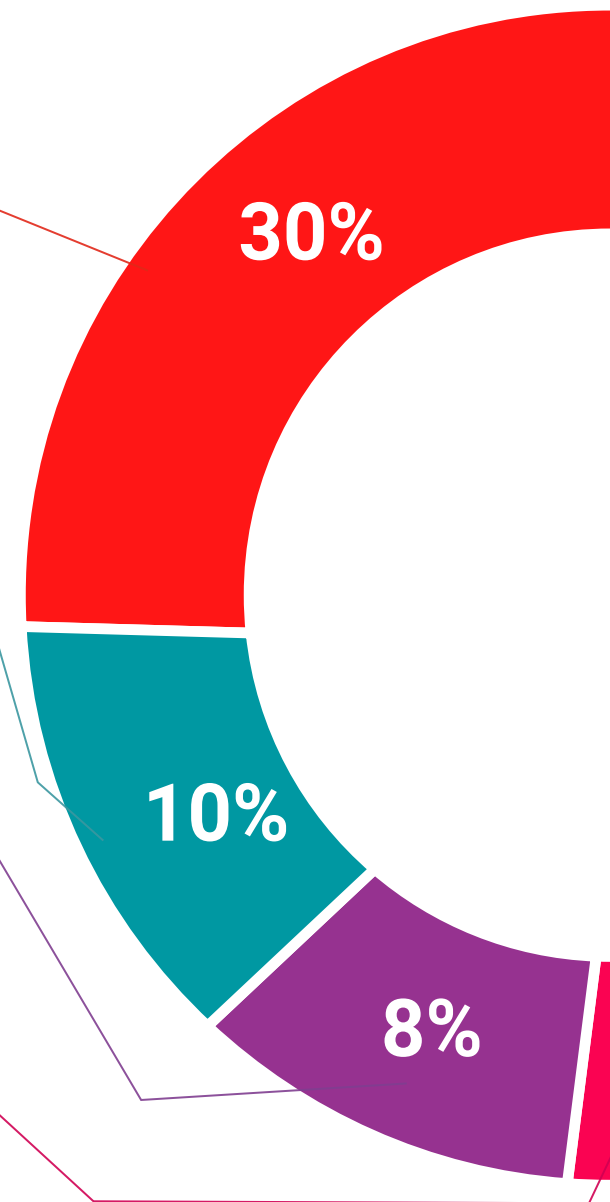
### Practising Skills and Abilities

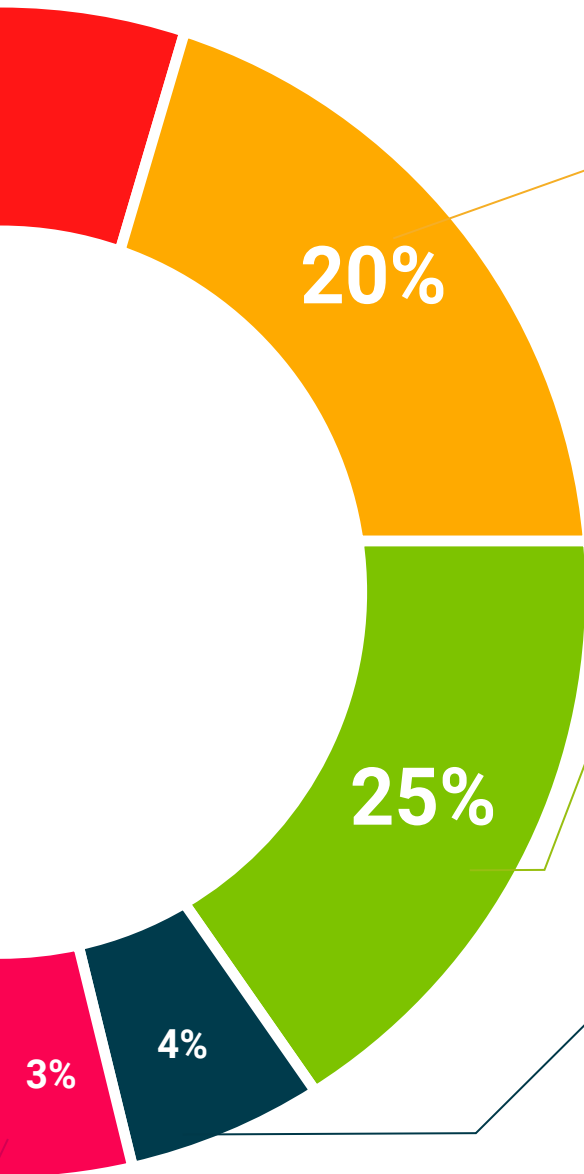
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



### 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 Transmedia Animation Projects guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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*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 Animation Projects** 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 Animation Projects**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*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.

future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

**tech** global  
university

personalized service innovation

knowledge present

online training

development language

virtual classroom

## Postgraduate Certificate Transmedia Animation Projects

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- » Duration: 6 weeks
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