

# Postgraduate Certificate Video Game Production and Management





## Postgraduate Certificate Video Game Production and Management

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

Website: [www.techtute.com/us/videogames/postgraduate-certificate/video-game-production-management](http://www.techtute.com/us/videogames/postgraduate-certificate/video-game-production-management)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 20*

06

Certificate

---

*p. 28*

# 01

# Introduction

In any cultural project, especially in the audiovisual field, there must be good planning for it to develop properly. As such, the production process is a vital issue in the video game industry. Without such management, a video game could not be prepared, processed and launched in an orderly and rapid manner, and companies would lose their investment. This qualification provides the knowledge necessary for students to become a fundamental part of their companies by performing production and administration tasks so that their video games can be created and published effectively.





*Produce the best videogames in the market thanks to this Postgraduate Certificate"*

When an audiovisual project is born, proper planning is needed so that all phases are developed in order and smoothly. Specifically, managing a video game involves taking into account and organizing a series of resources that, if used incorrectly, can be wasted and cause the initiative to fail. These resources are not only economic, since it is necessary to take into account human resources (video game development personnel, marketing managers, etc.), the time allocated to each project, material resources and a long list of elements that make the figures of the producer and manager essential in video game companies.

However, this is a complex task and companies in the industry are increasingly demanding more and more experts who can take on the management of these processes, making them successful and making the video game produced successful as well. In response to this demand, TECH has launched this Postgraduate Certificate in Video Game Production and Management.

Therefore, this qualification offers its students all the necessary knowledge to start an initiative of these characteristics or to manage it in any of its phases, so that large companies in the sector trust in their skills and aptitudes to bring the project to a successful conclusion.

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

- ◆ The use of case studies so that students can face real-life experiences that will help them in their professional careers
- ◆ Complete and innovative content with everything you need to succeed in the video game industry
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*You will be indispensable in your company: without you, video games could not be developed and released"*

“*When you finish this program, you will know everything about video game project management”*

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 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 throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*The video game industry needs people like you. Get trained and embark on a great career.*

*Manage step by step all types of video game projects thanks to this Postgraduate Certificate.*



# 02 Objectives

The objective of this Postgraduate Certificate in Video Game Production and Management is to provide students with the necessary skills to handle all types of projects within the video game industry. Thanks to its contents and teaching staff, experts in the field, students will be able to achieve this objective and progress professionally in the sector.







“

*TECH knows you'll make it: your name will be in the credits of many successful video games in the future”*



## General Objectives

- ◆ Gain knowledge about the different video game genres, the concept of gameplay and its characteristics to apply them in the analysis of video games or in the creation of video game design
- ◆ Deepen understanding of the production of video games and in the SCRUM methodology for project production
- ◆ Learn the fundamentals of video game design and the theoretical knowledge that a video game designer should know
- ◆ Generate ideas and create entertaining stories, plots and scripts for video games
- ◆ Get to know the theoretical and practical bases of the artistic design of a video game
- ◆ Be able to create an independent digital entertainment startup





## Specific Objectives

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- ◆ Understand the production of a video game and the different stages
- ◆ Learn the types of producers
- ◆ Knowledge of project management for the development of video games
- ◆ Use different tools for production
- ◆ Coordinate teams and project management

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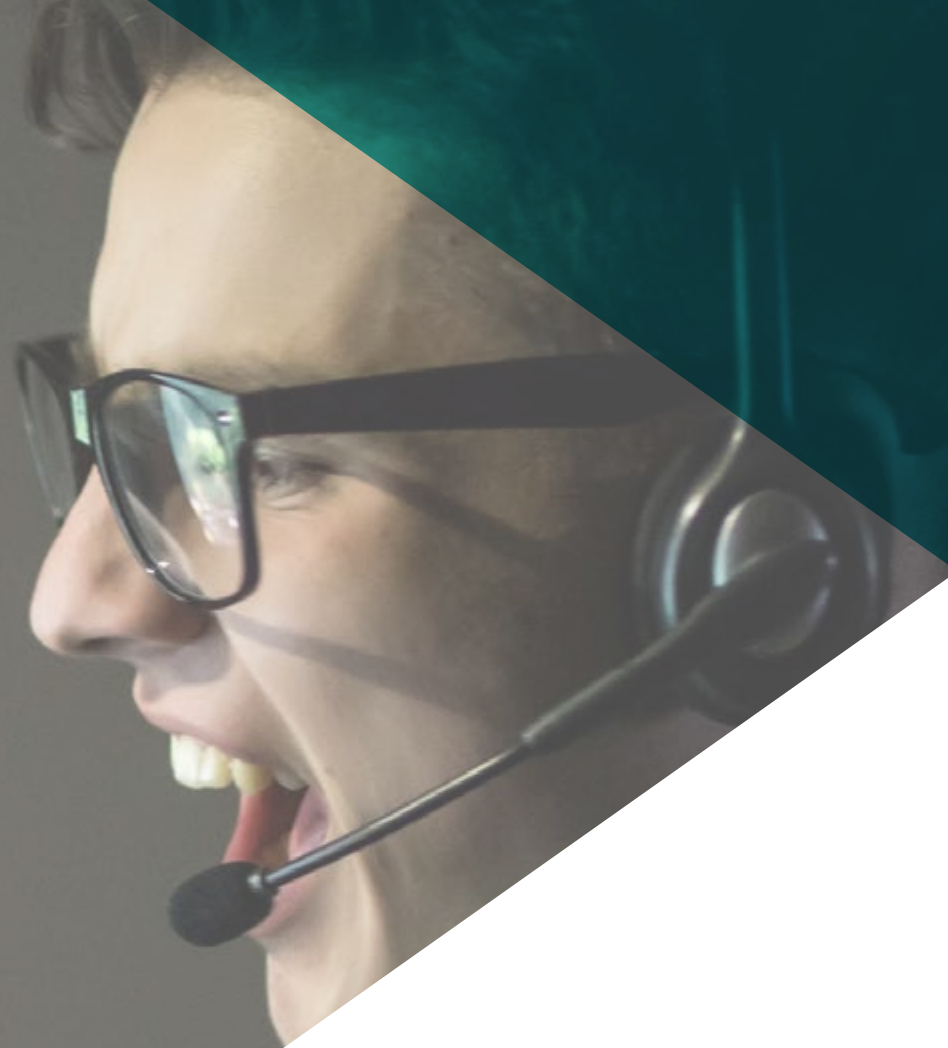
*Your dreams can be fulfilled very soon if you take this Postgraduate Certificate”*

# 03

# Course Management

In order for students to enjoy the best learning experience, TECH has provided them with the best teachers. As such, these faculty members know the video game industry inside out, and know the challenges they will face, so they can pass on their experience and all the keys to success in such a complex and exciting audiovisual sector.





“

*This faculty knows how to succeed  
in the video game industry: take  
advantage of their knowledge”*

## Management



### Mr. Blasco Vilches, Luis Felipe

- Narrative designer at Stage Clear Studios, developing a confidential product
- Narrative designer at HeYou Games in the “Youturbo” project
- E-learning and serious games product designer and scriptwriter for Telefónica Learning Services, TAK and Bizpills
- Level designer at Indigo for the “Meatball Marathon” project
- Screenwriting teacher in the Master’s Degree in Video Game Creation at the University of Malaga
- Lecturer in Video Game Narrative Design and Production at the TAI Film Department, Madrid
- Narrative Design and Script Workshops teacher, and in the Video Game Design Degree at ESCAV, Granada
- Degree in Hispanic Studies from the University of Granada, Spain
- Master’s Degree in Creativity and Television Screenwriting, Rey Juan Carlos University



# 04

# Structure and Content

The contents of this Postgraduate Certificate have been designed by highly qualified experts who know exactly what companies demand, so they will help students to achieve their objectives. In this way, this title is composed of a module of 10 topics that explain everything you need to understand what is involved in the management and production of video game projects and how to be a successful professional in this position.







“

*Thanks to this program, you will be able to produce video games for the companies you know and admire”*

## Module 1. Production and Management

- 1.1. Production
  - 1.1.1. The Production Process
  - 1.1.2. Production I
  - 1.1.3. Production II
- 1.2. Phases of Video Game Development
  - 1.2.1. Conception Phase
  - 1.2.2. Design Phase
  - 1.2.3. Planning Phase
- 1.3. Phases of Video Game Development II
  - 1.3.1. Production Phase
  - 1.3.2. Testing Phase
  - 1.3.3. Distribution and Marketing Phase
- 1.4. Production and Management
  - 1.4.1. CEO/ General Manager
  - 1.4.2. Chief Financial Officer
  - 1.4.3. Sales Manager
- 1.5. The Production Process
  - 1.5.1. Preproduction
  - 1.5.2. Production
  - 1.5.3. Postproduction
- 1.6. Job Positions and Functions
  - 1.6.1. Designers
  - 1.6.2. Programming
  - 1.6.3. Artists





- 1.7. Game Designer
  - 1.7.1. Creative Designer
  - 1.7.2. Lead Designer
  - 1.7.3. Senior Designer
- 1.8. Programming
  - 1.8.1. Technical Director
  - 1.8.2. Lead Programmer
  - 1.8.3. Senior Programmer
- 1.9. Art
  - 1.9.1. Creative Artist
  - 1.9.2. Lead Artist
  - 1.9.3. Senior Artist
- 1.10. Other Profiles
  - 1.10.1. Lead Animator
  - 1.10.2. Senior Animator
  - 1.10.3. Juniors



*The most specialized program for  
the best professionals of the future"*

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.



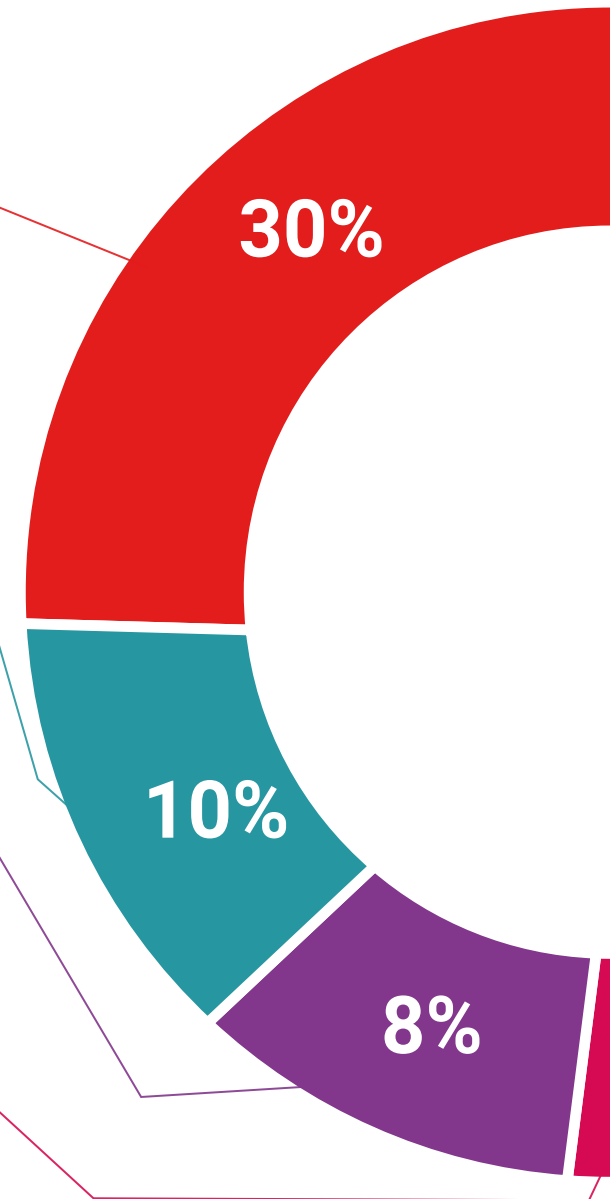
### Practising Skills and Abilities

They will carry out activities to develop specific 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 Video Game Production and Management 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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*Include on your CV a Postgraduate Certificate in Video Game Production and Management: a highly qualified added value for any professional in this area"*

This program will allow you to obtain your **Postgraduate Certificate in Video Game Production and Management** 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 Video Game Production and Management**

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  
personalized service innovation  
knowledge present  
development language  
virtual classroom



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- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

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