

# Postgraduate Diploma Animation Production for Transmedia Projects



## Postgraduate Diploma Animation Production for Transmedia Projects

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

Website: [www.techtitute.com/in/videogames/postgraduate-diploma/postgraduate-diploma-animation-production-transmedia-projects](http://www.techtitute.com/in/videogames/postgraduate-diploma/postgraduate-diploma-animation-production-transmedia-projects)

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# 01

# Introduction

Transmedia storytelling opens a wide world of opportunities for any Animation professional, offering the possibility of adapting their projects to different formats, highlighting its involvement in the video game industry. Knowing in detail the characteristics of their techniques, as well as the most appropriate technological tools for their use, is essential for any professional who wants to excel in the gaming industry, which is why this program is perfect for them. It is a program that brings together, in the best content designed by experts in Animation and presented in a 100% online format highly capacitating, the necessary information to acquire the most comprehensive and up-to-date knowledge about Transmedia Animation projects in less than 6 months.



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*Would you like to pursue a program that puts you on the same level as the Animation producers at Microsoft, PlayStation or Nintendo? If the answer is yes, enroll in this program and achieve it with ease"*

Since the appearance of the first video game in history in the 50's and up to now, this industry has experienced an enormous development boosted, on the one hand, by the evolution of technology and the Internet, and on the other hand, by the improvement that has started the Animation. Thanks to these two pillars, it is possible today to find hyper-realistic projects such as Red Dead Redemption or Streets of Rage, which are a far cry from the original releases of the first consoles.

Within this sector, Transmedia Animation is particularly relevant, capable of creating diverse content and adapting it to different formats and platforms: from pieces for PlayStation, Xbox or Nintendo, to analog, digital and hybrid media, and augmented or virtual reality projects. For this reason, having a thorough knowledge of this specialty of the profession can open the doors to a wide and successful market for any professional.

Based on this, this university has considered necessary the design of the Postgraduate Diploma in Animation Production for Transmedia Projects, a program that will allow the graduate to implement the most innovative techniques and strategies of the sector to their profile and practice in less than 6 months and through a 100% online program highly educational and compatible with any other personal or professional activity.

Through the best content prepared by industry experts, you will learn in detail, not only the specifications of animation in video games, but also the multiple formats that encompass the Transmedia narrative. In addition, you will learn how to manage small and large-scale projects with special emphasis on current legislation related to the industry and negotiation. It is, therefore, a unique opportunity to grow professionally with TECH, its team of experts and the best program designed exclusively to improve your professional career.

This **Postgraduate Diploma in Animation Production for Transmedia 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 audiovisual production and animation
- ♦ The graphic, schematic and practical content with which it is conceived gathers current and dynamic 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



*You will acquire the necessary skills to master the techniques of Transmedia Animation in video games with TECH and this very complete Postgraduate Diploma"*

“*The teaching team has selected real cases with which you will be able to put into practice your professional skills and improve your competences in the management of Transmedia projects*”

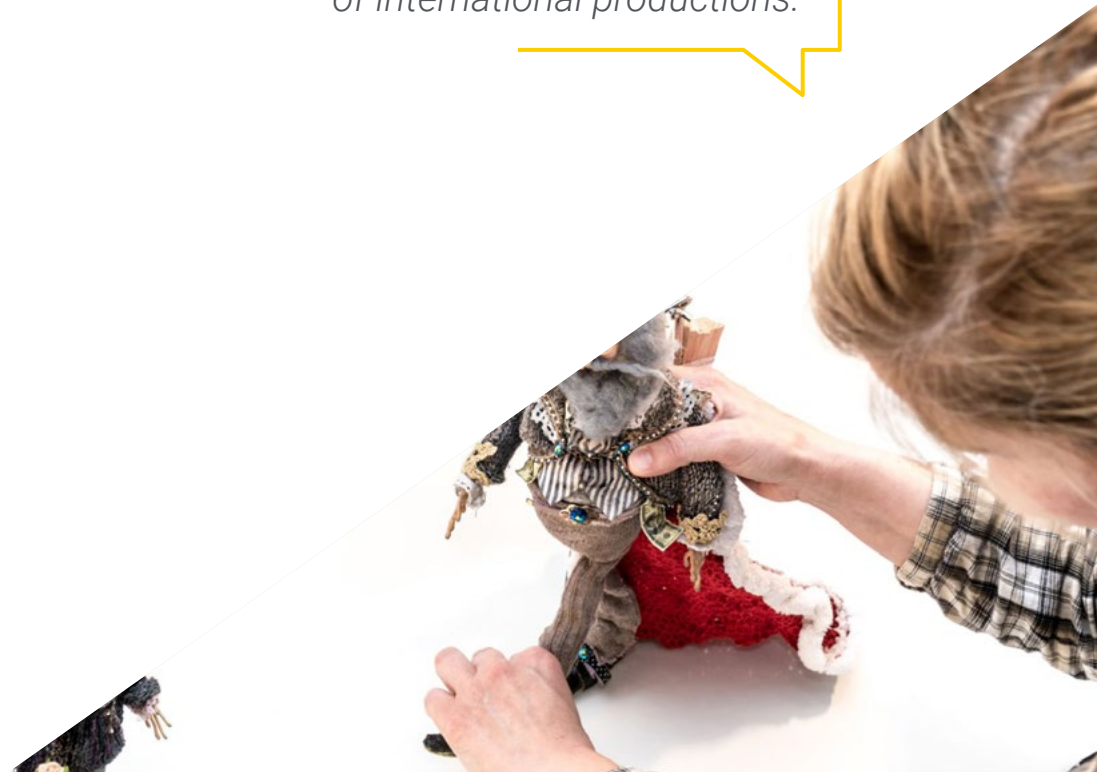
The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

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 get up to date and know in depth the laws and interprofessional agreements in force, so that you can create projects with total guarantee and legality.*

*Learn how the producer's profession has changed after the pandemic and delve into the new characteristics of international productions.*



# 02 Objectives

The main objective of this Postgraduate Diploma is to provide graduates with the best teaching tools that will allow them to achieve their professional goals in the shortest possible time and in a guaranteed manner. Therefore, TECH's team has put in this program all its effort to create the best content and provide you with the most cutting-edge information based on the techniques, strategies and protocols that encompass the Transmedia Animation today.







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*You will master the techniques of content creation based on Augmented and Virtual Reality and its application in video games”*



## General Objectives

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- ♦ Acquire a broad and detailed knowledge of the technologies to be implemented in a Transmedia project, as well as the characteristics of Animation in different media in the coming years
- ♦ Gain an in-depth knowledge of the current legislation on Animation Production, as well as the problems that a producer may face when managing human teams
- ♦ Master the resources to be managed by a producer and the programs for managing the development schedule of a project according to its type and duration





## Specific Objectives

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### Module 1. Transmedia Project

- ♦ 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

### Module 2. 3D Animation Projects

- ♦ Learn in-depth each of the roles involved in a 3D Animation production, depending on the style and artistic equipment used and the duration of the final piece
- ♦ Distinguish the phases that will be carried out in these productions and the time of duration depending on the project
- ♦ Calculate the monetary cost per time worked according to the worker
- ♦ Calculate the cost of the equipment and software required

### Module 3. Animation Production: Legislation, Negotiation and Industry

- ♦ Have an in-depth knowledge of the legislation protecting the animation sector and related professions
- ♦ Reconcile the professional and personal life of the employees, depending on seasonal contingencies, and the performance of tasks

- ♦ Learn how to perform multiple tasks outside of your duties when faced with a shortage of workers in small companies
- ♦ Manage access to files for different departments, and compliance with deadlines
- ♦ Get to know the information to be taken into account in the sector for the future
- ♦ Understand the current situation of post-pandemic animation



*A program designed  
by specialists in Transmedia  
Animation and aimed at future  
experts in this sector"*

# 03

# Course Management

Both the management and the faculty of this program are in charge of a team of professionals in the Animation field, who have a long and extensive experience in the management of international projects. In this way, graduates will be able to learn first-hand about the keys to this industry through the experience of the faculty, who will provide, in addition to a realistic and critical nature to the syllabus, a variety of case studies so that they can perfect their skills with the help of experts in the field.



A close-up photograph of a hand holding a white stylus, drawing a light blue circle on a white surface. The background is a teal gradient.

“

*A unique opportunity to broaden and perfect your professional skills with industry experts specialized in the video game industry”*

## 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. Álvaro Garrido, José Antonio

- ♦ Writer, Promoter and Cultural Consultant
- ♦ Organizer and Director of cultural events
- ♦ Director of literary magazines (Solaris - Galaxia)
- ♦ Collaborator in several radio and television programs
- ♦ Manager of Historical Recreation Events at the University of Burgos
- ♦ Degree in Maritime Navigation from the University of La Coruña

### 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

“

*A unique, key, and decisive educational experience to boost your professional development”*

# 04

## Structure and Content

TECH's success lies, in offering great programs in terms of quality and level of education, but in which the teaching load has been considerably reduced. In this way, we find intensive programs such as this Postgraduate Diploma in which, thanks to the exhaustiveness with which its syllabus has been composed, the use of the Relearning methodology in its development, and the additional material that the teaching team has selected for each module, the graduate will not have to invest extra hours studying long and tedious subjects. All this, of course, without sacrificing the quality that defines this university.

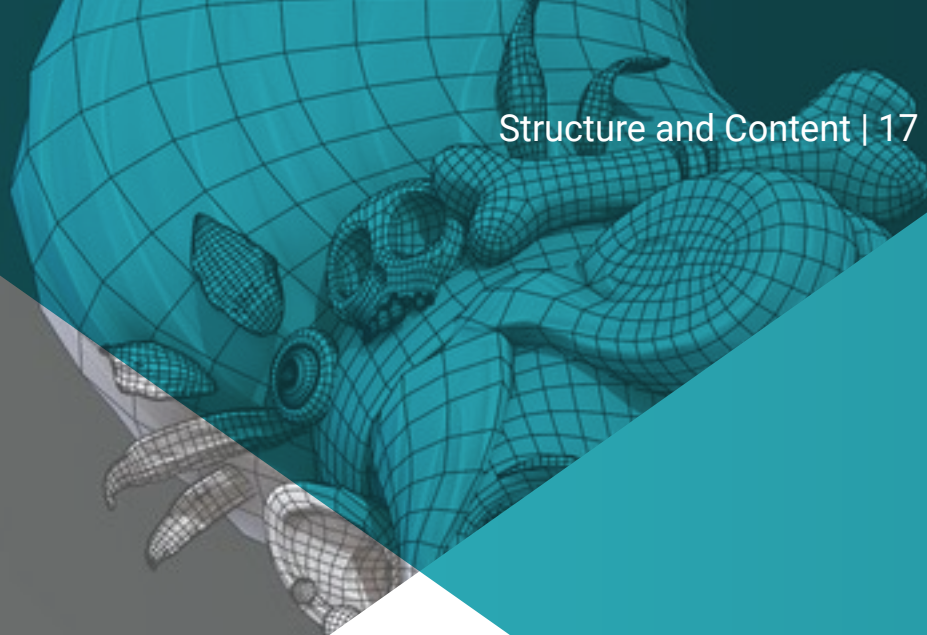






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*You will have access to additional material in different formats in each module, so that you can go deeper into each one in a personalized way"*



## 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. Present
- 1.10. Virtual Reality
  - 1.10.1. VR
  - 1.10.2. Uses
  - 1.10.3. Metaverse

## Module 2. 3D Animation Projects

- 2.1. Objectives of a 3D Animation Project
  - 2.1.1. Project Start
  - 2.1.2. Interlude
  - 2.1.3. Reaching the Project
- 2.2. Project Phases
  - 2.2.1. Distinction
  - 2.2.2. Phases
  - 2.2.3. Duration for Each Phase
- 2.3. Development Phase
  - 2.3.1. Departments
  - 2.3.2. Roles
  - 2.3.3. Tasks
- 2.4. Pre-Production Phase
  - 2.4.1. Departments
  - 2.4.2. Roles
  - 2.4.3. Tasks
- 2.5. Production Phase
  - 2.5.1. Departments
  - 2.5.2. Roles
  - 2.5.3. Tasks
- 2.6. Post-Production Phase
  - 2.6.1. Departments
  - 2.6.2. Roles
  - 2.6.3. Tasks

- 2.7. Necessary Equipment
  - 2.7.1. Software
  - 2.7.2. Hardware
  - 2.7.3. Others
- 2.8. Feature Film
  - 2.8.1. Schedules
  - 2.8.2. Staff Management
  - 2.8.3. Resources Management
- 2.9. Short Film
  - 2.9.1. Schedules
  - 2.9.2. Staff Management
  - 2.9.3. Resources Management
- 2.10. Series
  - 2.10.1. Schedules
  - 2.10.2. Staff Management
  - 2.10.3. Resources Management

### Module 3. Animation Production: Legislation, Negotiation and Industry

- 3.1. Laws
  - 3.1.1. Supporting Documentation
  - 3.1.2. Interprofessional Agreements
  - 3.1.3. Jurisprudence
- 3.2. Vacation and Sick Leave
  - 3.2.1. Annual Evolution
  - 3.2.2. Unforeseen Circumstances
  - 3.2.3. Solutions in Production
- 3.3. Negotiation
  - 3.3.1. Parties in Conflict
  - 3.3.2. Types of Agreement
  - 3.3.3. Resolutions
- 3.4. Multiple Functions
  - 3.4.1. Human Resources Absence
  - 3.4.2. Tasks in Other Departments
  - 3.4.3. Interdepartmental

- 3.5. File Management
  - 3.5.1. Resource Platforms
  - 3.5.2. Backup Copies
  - 3.5.3. Access
- 3.6. Crunch
  - 3.6.1. Current Status
  - 3.6.2. Problems or Solutions
  - 3.6.3. Repercussions
- 3.7. Quantitative and Qualitative Representation
  - 3.7.1. Female Representation
  - 3.7.2. LGTBI Representation
  - 3.7.3. International Representation
- 3.8. Post-Pandemic Situation
  - 3.8.1. Professionalization
  - 3.8.2. International Productions
- 3.9. Animation Consumption
  - 3.9.1. Incentives
  - 3.9.2. Exports
  - 3.9.3. Imports



*Upon completion of this Postgraduate Diploma, you will achieve everything you set your mind to from that moment on in the Transmedia Animation industry"*

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



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

This **Postgraduate Diploma in Animation Production for Transmedia Projects** 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Diploma in Animation Production for Transmedia Projects**

Official N° of Hours: **450 h.**



\*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.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



## Postgraduate Diploma Animation Production for Transmedia Projects

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

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