

## ABSTRACT

The technical field is very broad, each medium has to go with the innovating over the years, adopting new technologies to be a means of communication. Drawing on documents, magazines and documentary information exists, set the tone to determine the way forward, technological research aimed at the creation of virtual sets and field work show the need exists for university channel adopts the latest technology for different programming results from research technique was applied, create a great need to include virtual sets as a key strategy for the development of university channel, the virtual scenario provides a combination of several objects at once, each scenario may show different areas into one, meaning a saving of economic resources and time. The positive impact of the virtual stage on the population leads to the conclusion that for every program that is broadcast on the channel, you use virtual sets, because it improves rating and produces an additional attractive and different from the hearing and senses of the viewer. A good scenario is that mix virtual virtual reality with physical reality without saturating the colors, picture and sound, making something pleasing to the eye, capturing all the attention and involving the viewer in what is looking, without the need for affect the psychology of it. In conclusion, the virtual scenarios favor the canal not only college but also the viewer, allowing the media be an avant-garde, raise their standard tuning, save resources and displayed differently each setting, allowing computer interaction, the presenter, a video or an image at the same time viewers in the north to enjoy the scenery more attractive, more realistic images and transporting them to join the virtual reality they are watching.