

# Postgraduate Certificate Design Culture





## Postgraduate Certificate Design Culture

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

Website: [www.techtute.com/pk/design/postgraduate-certificate/design-culture](http://www.techtute.com/pk/design/postgraduate-certificate/design-culture)

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# 01

# Introduction

The ultimate goal of fashion designers is that their creations are consumed by the public, generalizing an offer so that it becomes a trend and inciting purchase. This relationship between fashion producers and consumers is what has been coined as design culture, a relatively new term that encompasses the interrelationships between all the agents that influence design. This TECH program opens the door to a new field that is extremely important for understanding consumer behavior and where the industry is headed.







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*Specialize in design culture and offer a quality bonus to your work to make it become the trend of the season"*

All the agents that in one way or another influence the overall fashion process (designers, producers, advertisers, consumers, etc.) have a strong relationship with each other that can clearly affect whether a collection becomes a great success or failure. For this reason, the study of design culture is truly interesting, as it delves into the interrelationships between all these agents, detecting those spaces in which it is necessary to intervene to improve production. In this way, the analysis of the design culture allows professionals to offer creative and innovative ideas to improve these processes.

With this objective in mind, and through this TECH program, students will be able to delve deeper into this innovative field, which has acquired great relevance in recent years. Undoubtedly, a program adapted to the needs of professionals of the 21st century so that, through a high level and totally up to date syllabus, they can get up to date in a fundamental area for their work.

In short, TECH aims to meet the high specialization objective demanded by fashion designers, who are looking for high quality programs to improve their skills and offer users garments that will become indispensable for their closet. And, to achieve this goal, it offers students a cutting-edge program adapted to the latest developments in the industry, with an absolutely current curriculum developed by experienced professionals willing to put all their knowledge at the disposal of their students. It should be noted that since it is a 100% online program, students are not conditioned by fixed schedules or the need to move to another physical location, but can access the contents at any time of the day, balancing their professional and personal life with their academic one.

This **Postgraduate Certificate in Design Culture** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ Practical cases presented by experts in fashion
- ◆ The graphic, schematic, and practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Its special emphasis on the study of Design Culture
- ◆ 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



*Fashion design is part of the culture of a society, so delving into it will be a valuable contribution to your skill set"*

“*Specialize with the multitude of theoretical and practical resources that TECH offers in this Postgraduate Certificate*”

The program's teaching staff includes professionals from the fashion industry, who contribute with their work experience, as well as renowned specialists from leading companies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will allow professionals to learn in a contextual and situated learning environment, i.e., a simulated environment that will provide immersive specialization for real situations.

The design of this program focuses on Problem-Based Learning, by means of which professionals must try to solve the different professional practice situations that are presented to them throughout the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*TECH is a 21st century university and, therefore, offers you the most advanced educational technology.*

*A 100% online program so you can study at any time and from anywhere in the world.*



# 02 Objectives

This Postgraduate Certificate in Design Culture is aimed at facilitating professionals' performance to acquire and learn the main novelties in this field, which will allow them to practice their daily work with the highest quality and professionalism. This way, they will be better prepared to develop successfully in a booming sector, in which new concepts and trends are constantly emerging and must be recognized and applied by professionals.





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*A state-of-the-art program  
designed to help you achieve  
professional success”*



## General Objectives

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- ◆ Obtain a detailed knowledge of fashion design that will be relevant to the work of professionals who wish to develop in this current field
- ◆ Understand and comprehend the importance of design in culture

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*If you want to reach the professional goal you desire, don't miss the opportunity to continue studying at TECH”*





## Specific Objectives

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- ◆ Understand and communicate design-related concepts
- ◆ Reflect on socioeconomic structures and their relationship with culture
- ◆ Know the cultural and creative industries
- ◆ Introduce students to the methodology of social research
- ◆ Develop one's own judgment and become an autonomous and critical thinker



# 03

## Structure and Content

The content of this Postgraduate Certificate covers, in a structured way, all the areas of knowledge that fashion professionals need to know in-depth, including the most interesting developments and latest advances in the sector. A high-quality program that will allow students to compete with solvency and sufficient capacity in a highly competitive industry. To this end, the syllabus has been designed by professionals with extensive experience, who have captured all their expertise in a program that will be indispensable in the curriculum of professionals of the 21st century.



“*The best academic program available today to specialize in design culture*”



## Module 1. Design Culture

- 1.1. The Meaning of Design in Contemporary Culture and Society
  - 1.1.1. Introduction to the Concept of Design Culture
  - 1.1.2. The Role of the Designer in the Context of Contemporary Society
  - 1.1.3. Material Culture and Social Values
  - 1.1.4. Globalization in Design
- 1.2. Information and Communication Theory
  - 1.2.1. Information Theory
  - 1.2.2. Information and Redundancy
  - 1.2.3. Communication Model
- 1.3. Aesthetics
  - 1.3.1. General Concept and Historical Background
  - 1.3.2. Aesthetics of Objects
  - 1.3.3. Aesthetics and its Categories
  - 1.3.4. Dichotomy between Form and Function
  - 1.3.5. New Definitions of the Designer's Roles
  - 1.3.6. Taste and Design
  - 1.3.7. Symbolic and Emotional Values
- 1.4. Semiology
  - 1.3.1. Semiotics
  - 1.3.2. Elements of Communication: Sign, Symbol and Message
  - 1.3.3. Visual Language
- 1.5. Ethical Dilemmas of Design in Contemporary Culture and Society
  - 1.5.1. The Axiological Dimension of Design
  - 1.5.2. Aesthetics Theory
  - 1.5.3. Beauty and Ugliness
- 1.6. Cultural Anthropology
  - 1.6.1. Introduction to Cultural Anthropology
  - 1.6.2. Conceptual Framework for Anthropological Analysis
  - 1.6.3. Design Culture as an Anthropological Object of Study
  - 1.6.4. Ethnographic Practice in the Anthropological Understanding of Design Culture
  - 1.6.5. Introduction to Ethnographic Fieldwork



- 1.7. Sociology and Consumer Culture
  - 1.7.1. Sociology of Culture
  - 1.7.2. The Circuitry and Dynamics of Culture in Technologically Advanced Societies
  - 1.7.3. Design Scenarios in Today's Consumer Culture
  - 1.7.4. Design Consumption
- 1.8. Technology and Design
  - 1.8.1. Technological Determinism
  - 1.8.2. Building Social Imaginaries
  - 1.8.3. Social Change and Technology
- 1.9. Ethics, Design and Consumption
  - 1.9.1. Consumer Ethics
  - 1.9.2. Professional Design Ethics
  - 1.9.3. Design and Ethics
  - 1.9.4. Designer's Code of Ethics
- 1.10. Research and Experimentation Methods Specific to the Subject Matter
  - 1.10.1. Design Research
  - 1.10.2. Research Methodology
  - 1.10.3. Research Typologies
  - 1.10.4. Research Techniques

“*This educational journey will be a quality bonus for your personal and professional growth*”

# 04

# 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.*





*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 is the most widely used learning system in the best faculties in the world. 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 we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their 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.

With this methodology we have 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, markets, and financial 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 adapted in 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.



### Practicing Skills and Abilities

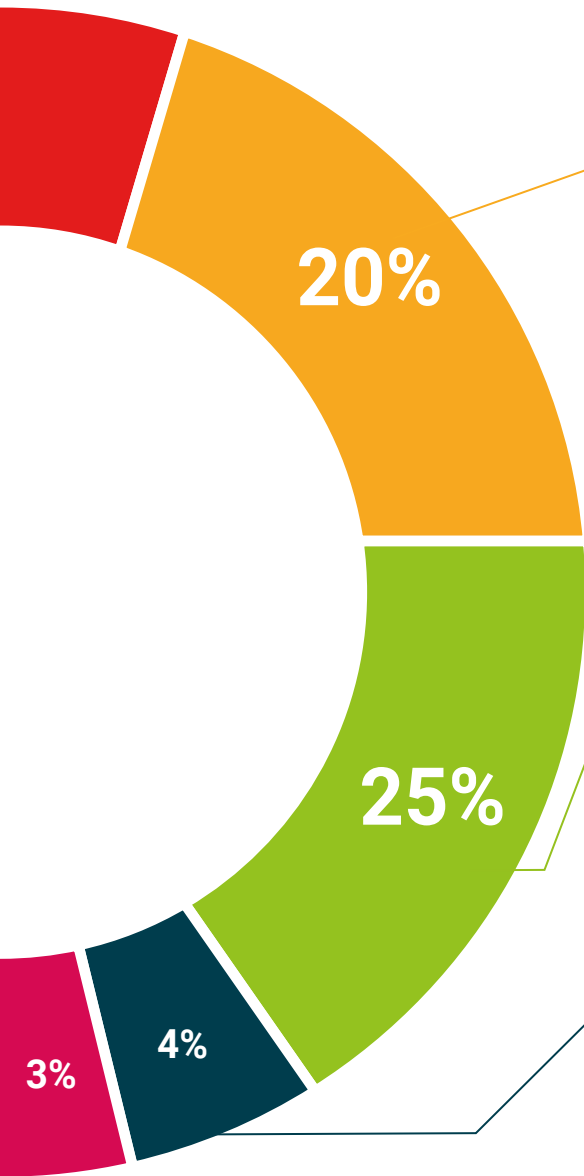
They will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 assess and re-assess students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.





# 05 Certificate

This Postgraduate Certificate in Design Culture guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 Certificate in Design Culture** 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** 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 labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Design Culture**

Official N° of Hours: **150 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

**tech** technological  
university

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