

# Postgraduate Certificate Design Projects





## Postgraduate Certificate Design Projects

Course Modality: **Online**

Duration: **12 weeks**

Certificate: **TECH Technological University**

Official N° of hours: **300 h.**

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

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# 01

# Introduction

The current challenge in the fashion industry is to have versatile designers who know the basics of design and the tools that allow them to improve the way they put their ideas on paper. That is why this program is intended to prepare students in these aspects, allowing them to understand basic elements of drawing such as line and point in order to create a sketch as close as possible to the final result. They will also be able to learn about the different styles and movements that have inspired today's great designers.





“

*Get inspired by Chicago School architecture  
to create a timeless collection”*

In the fashion world, new designers are constantly emerging, setting trends and innovating in their work. Although many pursue success, the fundamental thing will be to present a project that is perfectly executed, meaning planned, organized and carried out following an adequate methodology that respects the language of design.

This is why this course is an excellent opportunity to learn about the historical evolution of fashion, which has laid the foundations of current catwalks. This way, a journey through the styles and movements of design will begin, starting with the modernist proposal and Art Deco, passing through the changes after the Second World War. Likewise, an analysis of the different design methodologies that have helped the great exponents of the sector to obtain maximum results with minimum effort will be provided.

Therefore, by completing this program, students will be able to plan and create their own projects, understanding the different methodologies applied to this sector. That way, students will become versatile, organized, creative and, above all, capable of creating unique pieces for different audiences.

This **Postgraduate Certificate in Design Projects** contains the most complete and up-to-date program on the market. Its most notable features are:

- ◆ The development of practical cases presented by experts in Video Fashion Design
- ◆ The graphic, schematic and practical contents with which they are created, gather 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
- ◆ Special emphasis on innovative methodologies for creating Design Projects
- ◆ 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

“*Plan and create new collections you are passionate about by mastering the graphic elements of sketching*”

“*Twentieth century architecture can become your best source of inspiration for your next design project*”

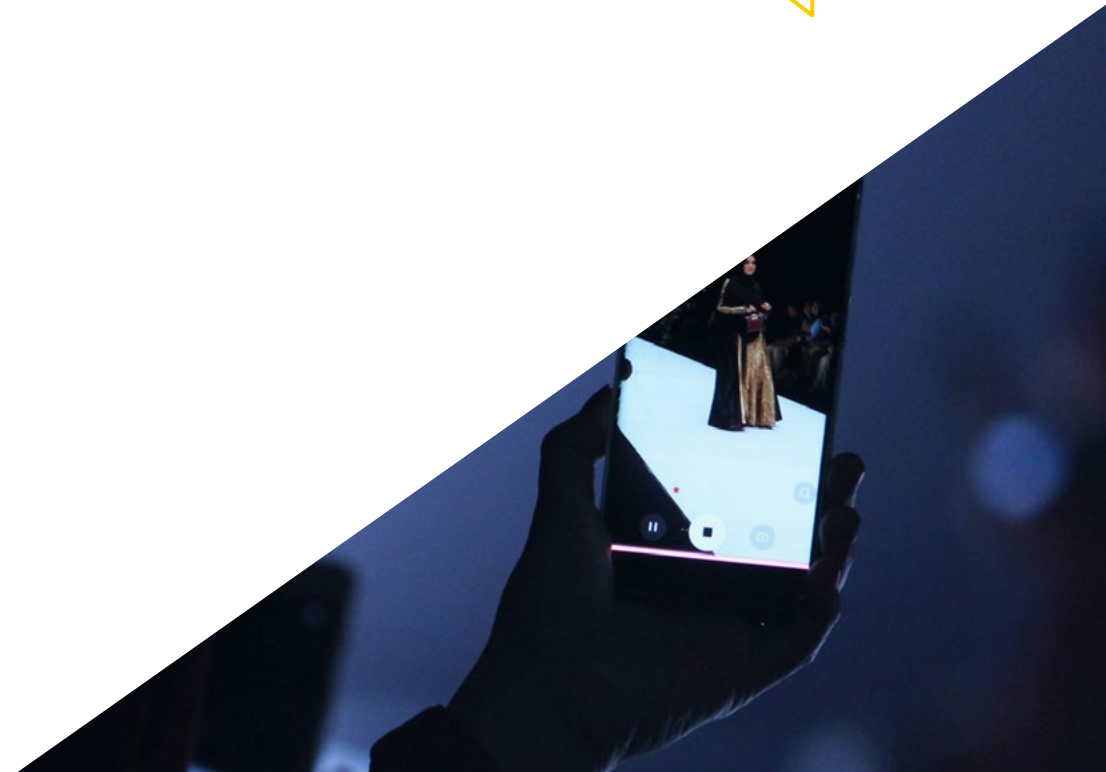
The program's teaching staff includes professionals from the sector who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

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

*Know the techniques and observation strategies to represent your ideas on paper.*

*Fashion can help you express yourself and reach the pinnacle of success.*



# 02 Objectives

This Postgraduate Certificate in Design Projects is oriented to facilitate students' performance in order to acquire and understand the main novelties in this field, which will allow them to carry out their daily work with the highest quality and professionalism. Therefore, in this program you will learn to connect different areas of design and professional branches, becoming a reference for the new generations. In addition, you will be provided with technical knowledge in artistic drawing to create neat and harmonious sketches.







“

*Create new design proposals following  
Guillermo Gonzalez Ruiz's methodology"*



## General Objectives

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- ◆ Obtain a detailed knowledge of fashion design and its evolution, which will be relevant to the work of professionals who wish to develop in this sector
- ◆ Create designs on paper and digital techniques that reflect that design
- ◆ Use pattern making techniques when creating garments and accessories
- ◆ Obtain a detailed knowledge of fashion design, which will be relevant to the work of professionals who wish to develop in this current field
- ◆ Design successful fashion projects
- ◆ Learn about fashion photography in order to make the best possible use of the collections created



*Color and texture play a key role in crafting your design proposal”*





## Specific Objectives

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### Module 1. Fundamentals of Design

- ◆ Know the basics of design, as well as the references, styles and movements that have shaped it from its beginnings to the present day
- ◆ Connect and correlate the different areas of design, fields of application and professional branches
- ◆ Choose appropriate project methodologies for each case
- ◆ Know the processes of ideation, creativity and experimentation and know how to apply them to projects
- ◆ Integrate language and semantics in the ideation processes of a project, relating them to its objectives and use values

### Module 2. Artistic Drawing

- ◆ Knowledge of strategies for observation and representation of form
- ◆ Understanding flat and three-dimensional vision
- ◆ Learn various graphic techniques and tools according to analysis and synthesis criteria
- ◆ Differentiate and identify the supports, materials and tools that distinguish each of these techniques, as well as the basic vocabulary involved
- ◆ Knowledge and mastery of the graphic elements of drawing, as well as the most suitable media for graphic expression

# 03

## Structure and Content

This Postgraduate Certificate's content covers, in a structured way, all the areas of knowledge that fashion professionals need to know in-depth, including the most interesting news and updates in the sector. Therefore, the tour will begin in the Industrial Revolution, as it allowed fashion to develop very quickly. Students will also learn about different trends, such as Art Deco, and the technical basics of drawing to create a perfect sketch.



“

*By learning about movement and dance, you will be able to bring your sketches to life”*

## Module 1. Fundamentals of Design

- 1.1. History of Design
  - 1.1.1. Industrial Revolution
  - 1.1.2. The Stages of Design
  - 1.1.3. Architecture
  - 1.1.4. The Chicago School
- 1.2. Styles and Movements of Design
  - 1.2.1. Decorative Design
  - 1.2.2. Modernist Movement
  - 1.2.3. Art Deco
  - 1.2.4. Industrial Design
  - 1.2.5. The Bauhaus
  - 1.2.6. World War II
  - 1.2.7. Transavantgarde
  - 1.2.8. Contemporary Design
- 1.3. Designers and Trends
  - 1.3.1. Interior Designers
  - 1.3.2. Graphic Designers
  - 1.3.3. Industrial or Product Designers
  - 1.3.4. Fashion Designers
- 1.4. Project Design Methodology
  - 1.4.1. Bruno Munari
  - 1.4.2. Gui Bonsiepe
  - 1.4.3. J. Christopher Jones
  - 1.4.4. L. Bruce Archer
  - 1.4.5. Guillermo González Ruiz
  - 1.4.6. Jorge Frascara
  - 1.4.7. Bernd Löbach
  - 1.4.8. Joan Costa
  - 1.4.9. Norberto Chaves





- 1.5. The Language of Design
  - 1.5.1. Objects and the Subject
  - 1.5.2. Semiotics of Objects
  - 1.5.3. The Object Layout and its Connotation
  - 1.5.4. Globalization of the Signs
  - 1.5.5. Proposal
- 1.6. Design and its Aesthetic-Formal Dimension
  - 1.6.1. Visual Elements
    - 1.6.1.1. The Shape
    - 1.6.1.2. The Measure
    - 1.6.1.3. Color
    - 1.6.1.4. Texture
  - 1.6.2. Relationship Elements
    - 1.6.2.1. Management
    - 1.6.2.2. Position
    - 1.6.2.3. Spatial
    - 1.6.2.4. Severity
  - 1.6.3. Practical Elements
    - 1.6.3.1. Representation
    - 1.6.3.2. Meaning
    - 1.6.3.3. Function
  - 1.6.4. Frame of Reference
- 1.7. Analytical Methods of Design
  - 1.7.1. Pragmatic Design
  - 1.7.2. Analog Design
  - 1.7.3. Iconic Design
  - 1.7.4. Canonical Design
  - 1.7.5. Main Authors and Their Methodology

- 1.8. Design and Semantics
  - 1.8.1. Semantics
  - 1.8.2. Meaning
  - 1.8.3. Denotative Meaning and Connotative Meaning
  - 1.8.4. Lexis
  - 1.8.5. Lexical Field and Lexical Family
  - 1.8.6. Semantic Relationships
  - 1.8.7. Semantic Change
  - 1.8.8. Causes of Semantic Changes
- 1.9. Design and Pragmatics
  - 1.9.1. Practical Consequences, Abduction and Semiotics
  - 1.9.2. Mediation, Body and Emotions
  - 1.9.3. Learning, Experiencing and Closing
  - 1.9.4. Identity, Social Relations and Objects
- 1.10. Current Context of Design
  - 1.10.1. Current Problems of Design
  - 1.10.2. Current Themes of Design
  - 1.10.3. Contributions on Methodology

## Module 2. Artistic Drawing

- 2.1. History of Drawing
  - 2.1.1. The Origin of Drawing
  - 2.1.2. The First Drawings
  - 2.1.3. Egyptian Era
  - 2.1.4. Greek Culture
  - 2.1.5. Middle Ages
  - 2.1.6. The Renaissance
  - 2.1.7. Modern Era
    - 2.1.7.1. Futurism
    - 2.1.7.2. Cubism
    - 2.1.7.3. Expressionism
    - 2.1.7.4. Surrealism
  - 2.1.8. Digital Art

- 2.2. Materials and Supports
  - 2.2.1. Traditional Materials
  - 2.2.2. Non-Traditional Materials
  - 2.2.3. Drawing Materials
  - 2.2.4. Industrial Materials
  - 2.2.5. Alternative Materials
  - 2.2.6. Drawing Supports
- 2.3. Relationship of Art and Drawing
  - 2.3.1. Painting
  - 2.3.2. Sculpture
  - 2.3.4. Music
  - 2.3.5. Dance
  - 2.3.5. Literature
  - 2.3.6. Cinema
- 2.4. The Basic Elements of Drawing
  - 2.4.1. The Line and the Dot
  - 2.4.2. The Shape
  - 2.4.3. Light and Shadow
  - 2.4.4. Volume
  - 2.4.5. The Proportion
  - 2.4.6. The Outlook
  - 2.4.7. Texture
  - 2.4.8. Color
- 2.5. Drawing Classification
  - 2.5.1. Artistic Drawing
  - 2.5.2. Technical Drawing
  - 2.5.3. Geometric Drawing
  - 2.5.4. Mechanical Drawing
  - 2.5.5. Architectural Drawing
  - 2.5.6. Cartoons
  - 2.5.7. Freehand Drawing





- 2.6. Fit, Proportion, Chiaroscuro, Composition & Color
  - 2.6.1. Lace
  - 2.6.2. Proportion
  - 2.6.3. Chiaroscuro
  - 2.6.4. Composition
  - 2.6.5. Color
- 2.7. Shape Analysis I: Flat Vision
  - 2.7.1. The Outlook
  - 2.7.2. Hierarchical Perspective
  - 2.7.3. Military Perspective
  - 2.7.4. Perspective from a Gentleman's Perspective
  - 2.7.5. Axonometric Perspective
  - 2.7.6. Conical Perspective
- 2.8. Form Analysis II. Three-Dimensional Vision
  - 2.8.1. Monocular Three-Dimensionality: The Flat Image
  - 2.8.2. Monocularity Efficacy
  - 2.8.3. Stereopsis
  - 2.8.4. Stereopsis Simulation and Measurement
- 2.9. Expression and Representation Techniques in the Design Process
  - 2.9.1. Mental Map
  - 2.9.2. Graphic Reports
  - 2.9.3. Illustration
  - 2.9.4. Comic Book
  - 2.9.5. Storyboards
- 2.10. The Importance of Drawing for the Human Being
  - 2.10.1. Freedom of Thought and Expression
  - 2.10.2. Communication Skills
  - 2.10.3. Artistic Sensitivity
  - 2.10.4. Invention, Imagination and Creativity

# 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.



“

*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.*



### 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 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 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.



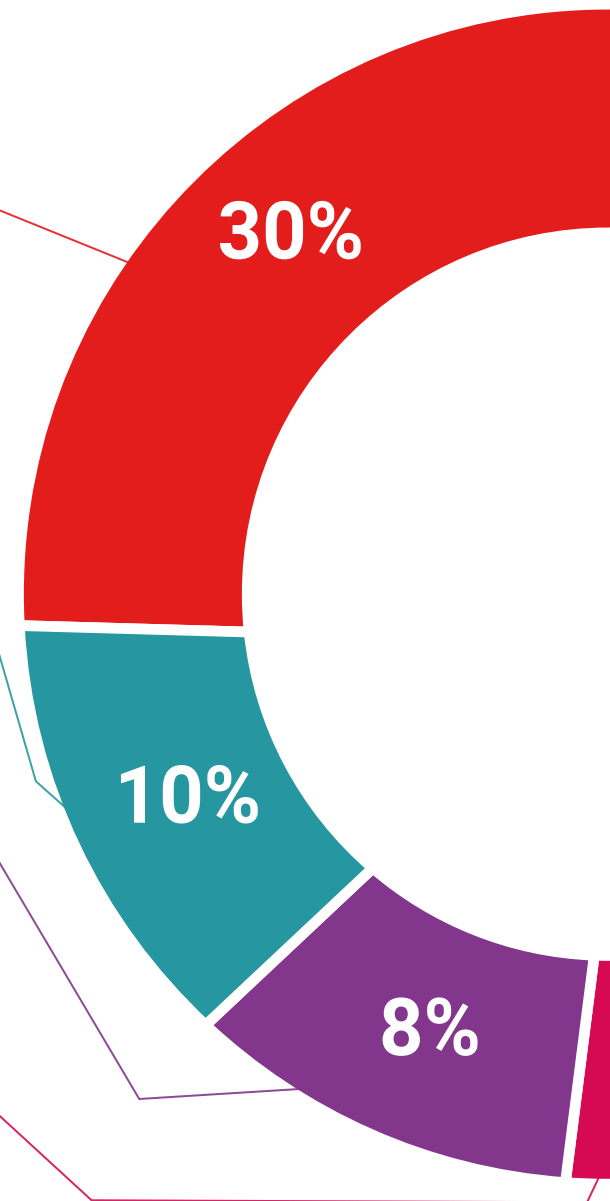
### Practising Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic area. 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.

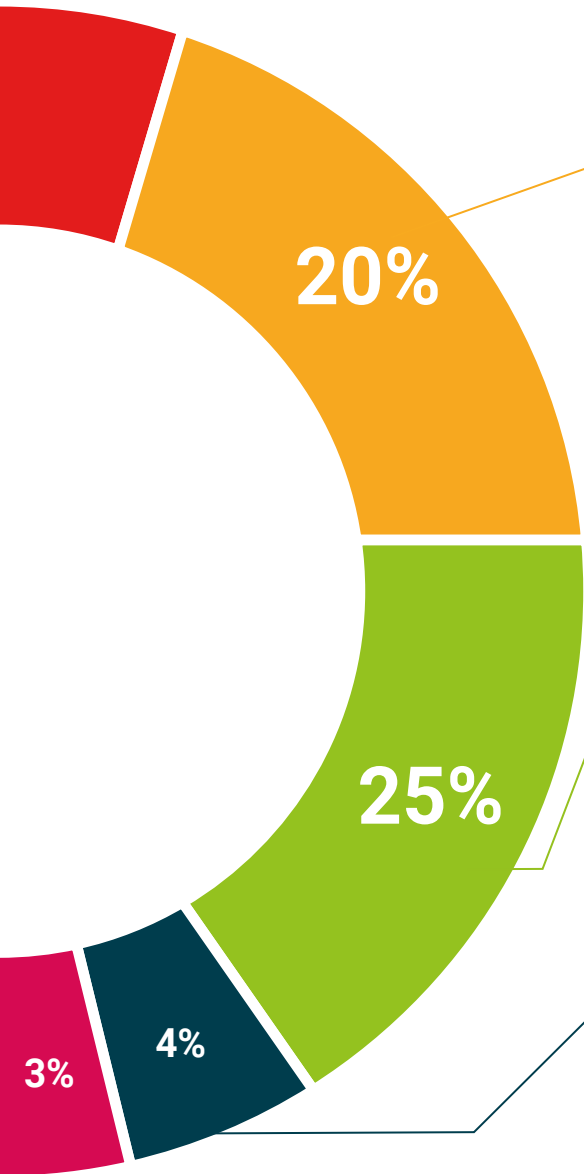


### Additional Reading

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 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.



05

# Certificate

This Postgraduate Certificate in Design Projects guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

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

This **Postgraduate Certificate in Design Projects** contains the most complete and up-to-date educational 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 Projects**

Official N° of hours: **300 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 quality  
development languages  
virtual classroom



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Course Modality: Online

Duration: 12 weeks

Certificate: TECH Technological University

Official N° hours: 300 h.

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