

# Postgraduate Certificate Fashion and Art





## Postgraduate Certificate Fashion and Art

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

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

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# 01

# Introduction

Fashion and art have always been closely related, as fashion is the mirror where the different artistic movements of each period are often reflected. Designers and artists continually feed off each other to innovate in their respective fields of work, so to really understand the world of fashion it is almost essential to understand the world of art as well. For this reason, TECH has developed a program that addresses the key points of both fashion and art, studying how they intertwine to generate new trends.



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*Become an expert in fashion and art by gaining a set of skills that will result in an excellent reputation in fashion design”*

Art is one of the most influential disciplines in society, as artists express in their works the way they perceive their environment and the people around them. As such, the world of fashion has been nourished by the artistic visions of each period; for example, the Rococo art also came with lavish dresses for women and elegant suits for men.

Such is the union between art and fashion that even the latter can reflect major social changes, such as the evolution of women's fashion in the 1950s, with increasingly liberal and transgressive dresses as the decades progressed. This reality means that professionals in fashion design must have in-depth knowledge of both the world of fashion and the world of art.

This program responds to the market's demand, instructing students in the history of fashion, through the most characteristic styles such as Fast-Fashion or Haute Couture, as well as in the entire artistic journey of humanity over the centuries and how it has influenced fashion in each period.

What is more, the program is fully online, which avoids commuting to a physical center or adhering to fixed schedules. In this way, students will have access to all the course load throughout the program, which can be downloaded from any device with an Internet connection.

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

- ◆ Practical cases presented by experts in art history and fashion
- ◆ The graphic, schematic and practical contents of the book provide 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
- ◆ Its special emphasis on the relevance of fashion throughout artistic movements
- ◆ 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



*By understanding how fashion and art have intertwined over the decades, you can learn the keys to the success of the great designers of each period"*



“*Carolina Herrera, Christian Dior, Jeanne Lanvin, etc. They have all been great visionaries thanks to their broad understanding of art and fashion. Join the Olympus of design with the knowledge offered on this Postgraduate Certificate*”

*Major brands want innovative people who know how to set trends. You can do this by understanding how fashion is nourished by art and society.*

*To succeed in the fashion world, it's not enough to be creative. You must also know what today's society expects from artists and designers.*

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

Its 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 an immersive education programmed to learn in real situations.

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



# 02 Objectives

The eminent objective of this Postgraduate Certificate is to instruct students in the intrinsic relationship between fashion and art, understanding all historical periods and artistic movements and the influence they have had on its designers. Students will complete the course with a more global understanding of the impact of fashion on society and will be able to better understand the expectations of the public when facing any design task.







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*You will be closer to your professional goals after completing this Postgraduate Certificate, and you will have a more global and historical perspective of the fashion world”*



## General Objectives

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- ◆ Analyze the global context of fashion and how it affects society
- ◆ Understand how fashion has evolved over the years
- ◆ Become familiar with the great male and female figures in fashion, who remain influential today
- ◆ Contextualize communication in the fashion world and the most common media outlets: from magazines to modern social networks
- ◆ Understand the main journalistic values in the world of fashion
- ◆ Study communicative psychology in depth and know how to apply it in daily practice

“ Do not miss the opportunity to become a true connoisseur of the fashion world, and enroll in this Postgraduate Certificate”







## Specific Objectives

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### Module 1. History of Fashion

- ◆ Associate formal and symbolic language with functionality in the field of fashion
- ◆ Justify the contradictions between fashion luxury and ethical values
- ◆ Reflect on the impact of innovation and quality of fashion production, ready-to-wear and low-cost fashion on the quality of life and the environment
- ◆ Know and value the historical uses and ways in which fashion has been resorting to the construction of imaginaries
- ◆ Know how to make correct denotative and connotative readings of fashion images

### Module 2. The Relation between Fashion and Art

- ◆ Know the language and expressive resources of the subject matter
- ◆ Learn to choose the most appropriate research and innovation resources based on the design project to be executed
- ◆ Gather methodological and aesthetic strategies that help to support and develop creative processes
- ◆ Distinguish the psychological and sociological processes in the evolution of pieces of clothing
- ◆ Associate formal and symbolic language with functionality in suit making
- ◆ Understand the relevance of dress processes throughout history

# 03

## Structure and Content

This Postgraduate Certificate in Fashion and Art consists of two modules. The first covers the history of fashion, and the second deals with the specific relationship between fashion and art throughout the centuries. The topics of each module include specific issues, making it easier for students to study or resolve doubts. Likewise, the contents are carefully written and detailed, with a multitude of examples and visual support to ease the workload.







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*The best way to understand fashion is to know where the inspiration of the main designers comes from: art”*



## Module 1. History of Fashion

- 1.1. From Clothing to Fashion
  - 1.1.1. New Context and Social Change
  - 1.1.2. Women's Liberation
  - 1.1.3. New Concept of Fashion Designer
  - 1.1.4. Beginning of the 20th Century
- 1.2. The Modern Clothing
  - 1.2.1. The Modern Clothing
  - 1.2.2. The Rise of the American Designers
  - 1.2.3. The London Scene
  - 1.2.4. New York in the 70s
  - 1.2.5. Fashion Trends of the 80s
  - 1.2.6. Multi-Brand Luxury Groups
  - 1.2.7. A Functional Fashion
  - 1.2.8. Activewear
  - 1.2.9. Fashion, Art and Pop Culture
  - 1.2.10. Celebrities
  - 1.2.11. Photography and the Internet
- 1.3. Great Masters of Fashion
  - 1.3.1. Jeanne Lanvin
  - 1.3.2. Jeanne Paquin
  - 1.3.3. Emilie Flöge
  - 1.3.4. Madeleine Vionnet
  - 1.3.5. Gabrielle Chanel
  - 1.3.6. Elsa Schiaparelli
  - 1.3.7. Carolina Herrera
- 1.4. Great Masters of Fashion
  - 1.4.1. Charles Frederick Worth
  - 1.4.2. Jacques Doucet
  - 1.4.3. Paul Poiret
  - 1.4.4. Cristóbal Balenciaga
  - 1.4.5. Christian Dior
  - 1.4.6. Karl Lagerfeld
  - 1.4.7. Alexander McQueen
- 1.5. Haute Couture
  - 1.5.1. History of Haute Couture
  - 1.5.2. Federation of Haute Couture and Fashion
  - 1.5.3. Members of the Federation
  - 1.5.4. From Haute Couture to Prêt-à-porter
- 1.6. Crafts
  - 1.6.1. Weaving as Art
  - 1.6.2. Crafts That Complement Clothing
  - 1.6.3. Artists and Craftworkers Related to Fashion
- 1.7. Fast-Fashion
  - 1.7.1. History and Origin of Fast - Fashion
  - 1.7.2. Business Model of Fast-Fashion
  - 1.7.3. Fast - Fashion's Impact on the World
- 1.8. Advertising and Photography in Fashion
  - 1.8.1. Archetypes and Stereotypes
  - 1.8.2. The Fashion Image
  - 1.8.3. Visual Communication of Fashion
  - 1.8.4. The Great Fashion Photographers
- 1.9. Repercussion of Fashion
  - 1.9.1. The Textile Industry
  - 1.9.2. Relationship of Art and Fashion
  - 1.9.3. Fashion and Society
- 1.10. Fashion Theory and Criticism
  - 1.10.1. Current Designers and Their Influence
  - 1.10.2. Current Trends
  - 1.10.3. The Trivialization of Fashion

## Module 2. The Relation between Fashion and Art

- 2.1. Perception and Analysis of Works of Art
  - 2.1.1. Works of Art in Historical Context
  - 2.1.2. Italian Trecento
  - 2.1.3. The Italian Quattrocento

- 2.2. Bases of Modern Dress
  - 2.2.1. The Economic Boom: Dynamism and Specialization of Fashion Crafts
  - 2.2.2. Consolidation of Monarchies
    - 2.2.2.1. Princely Courts
    - 2.2.2.2. Burgundy
    - 2.2.2.3. Crown of Aragon
  - 2.2.3. Cultural and Social Factors
    - 2.2.3.1. Class Rivalry
    - 2.2.3.2. New Love Relationships
- 2.3. The Rise of Commerce
  - 2.3.1. Italian Cinquecento
  - 2.3.2. Spanish Dominance
  - 2.3.3. Rise of Commerce: The Mercantile and Financial Bourgeoisie
  - 2.3.4. Beginnings of the Industrial Revolution. (The 17th and 18th Centuries)
- 2.4. Production
  - 2.4.1. Baroque Painting and Sculpture
  - 2.4.2. Rococo Painting and Sculpture
  - 2.4.3. Organization and Situation of the First State Manufactures in Europe
  - 2.4.4. The Situation of Mediterranean Countries in the Economic Crisis of the 17th Century
  - 2.4.5. The Situation of Protestant Countries in the Economy of the 17th Century
- 2.5. Enlightenment
  - 2.5.1. Development and Influences of French Policy in 17th Century Europe
  - 2.5.2. The Political and Religious Consequences of the Enlightenment
  - 2.5.3. Technological and Scientific Advances in the 18th Century
    - 2.5.3.1. Influences on Society and Economy
- 2.6. The Origin of Fashion Design
  - 2.6.1. The Great Consumers of the 19th Century The Great Consumers of the 19th Century: Dress Confusion
  - 2.6.2. Imitation and Competitive Differentiation between Social Classes
  - 2.6.3. Romantic and Realistic Painting
  - 2.6.4. The Origin of Fashion Design
  - 2.6.5. Painting and Ornamental Renovation of the 2nd Half of the Century 19th Century
- 2.7. Industrial Revolution
  - 2.7.1. Impressionists and Post-Impressionists
  - 2.7.2. Changes in Political and Social Structures after the French Revolution
  - 2.7.3. Socio-Economic Transformations brought about by the First Industrial Revolution
  - 2.7.4. The First Industrial Revolution
  - 2.7.5. The Second Industrial Revolution: Great Capitalism
  - 2.7.6. Bourgeoisie and Proletariat in the 19th Century
- 2.8. Modern Art
  - 2.8.1. The Beginning of the 20th Century
  - 2.8.2. Cubism
  - 2.8.3. Expressionism
  - 2.8.4. Surrealism
  - 2.8.5. Neoplasticism
  - 2.8.6. Russian Constructivism
  - 2.8.7. The Modernist Movement
  - 2.8.8. The Popularization of Fashion
  - 2.8.9. The Century of Fashion Designers
- 2.9. Postmodernity
  - 2.9.1. Post-Pictorial Abstraction
  - 2.9.2. Optical Art
  - 2.9.3. Minimal Art
  - 2.9.4. Pop Art
  - 2.9.5. Technology Development
  - 2.9.6. Postmodernity
  - 2.9.7. Women's Situation during World War I
- 2.10. Globalization
  - 2.10.1. Cultural and Sexual Changes in the 1950s, 60s and 70s
  - 2.10.2. The American Way of Life
  - 2.10.3. Technological and Scientific Advances after World War II

# 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 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.



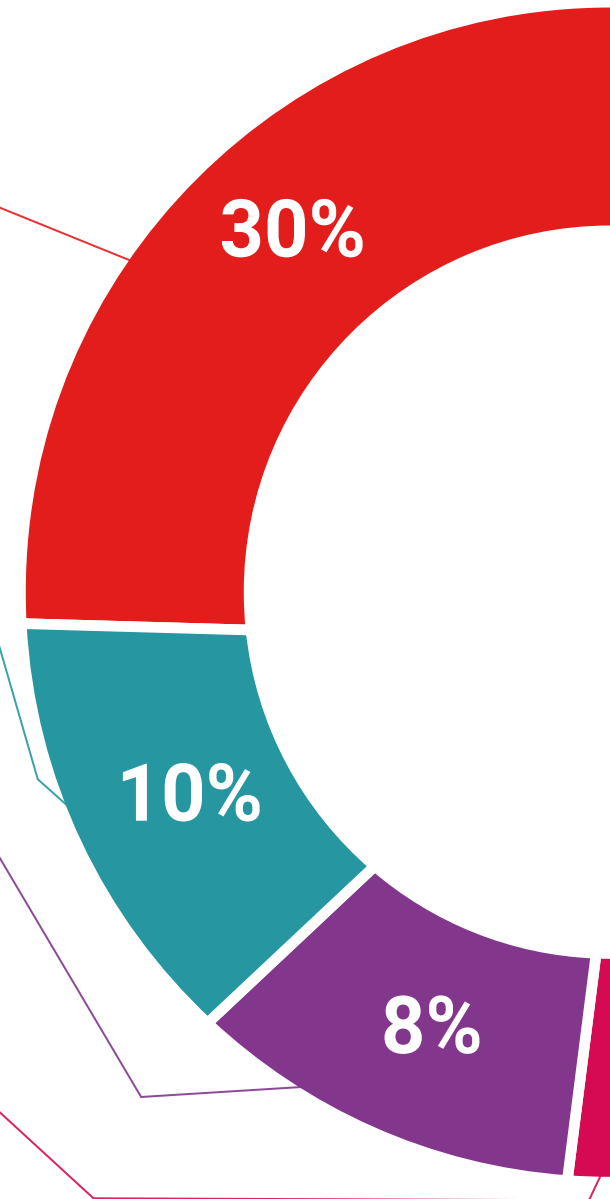
### Practising Skills and Abilities

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 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

The Postgraduate Certificate in Fashion and Art 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 Fashion and Art** 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 Fashion and Art**

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  
development language  
virtual classroom



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