

# Postgraduate Certificate Fashion Styling





## Postgraduate Certificate Fashion Styling

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

Website: [www.techtitute.com/us/design/postgraduate-certificate/fashion-styling](http://www.techtitute.com/us/design/postgraduate-certificate/fashion-styling)

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# 01

# Introduction

Fashion designers are creators of collections that adapt to the tastes and needs of each society. However, not only do they design garments, they must also create that overall image that attracts the customer to the purchase. This program on Fashion Styling will give students the keys to be more competitive in this industry, managing to create those collections that become a must of the season. Undoubtedly, a high-level program for professionals who want to make a place in the fashion world and make their creations known.





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*Gaining in-depth knowledge in Fashion Styling will give you the opportunity to create the overall image that shows the sensations of each collection"*

Fashion Styling is an area that is linked to different sectors: catwalks, communication, cinema, television, among others. It is a profession that has more and more followers and requires a high qualification to adapt the image to the requirements of their work. In this way, stylists can create a real image around an outfit and, therefore, offer looks adapted to each situation.

This Postgraduate Certificate in Fashion Styling from TECH Technological University will provide students with the necessary knowledge to successfully develop in a creative and dynamic profession, which must adapt to changes in the environment, trends and tastes quickly. Undoubtedly, this requires a high degree of professionalization and nothing better than continuing studies with programs like this one, which have the most relevant information about this field.

In short, TECH Technological University aims to meet the objective of high specialization demanded by fashion designers, who are looking for high quality programs to increase their expertise and offer users garments that become indispensable for their closet. And, to achieve this goal, it offers students a cutting-edge program adapted to the latest developments in the sector, with a syllabus of absolute topicality and carried out by experienced professionals willing to put all their knowledge available to their students. It should be noted that, being a 100% online Postgraduate Certificate, students will not be conditioned by fixed schedules or the need to move to another physical location, but will be able to access all the contents at any time of the day, balancing their work and personal life with their academic one.

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

- ◆ The development of 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
- ◆ Special emphasis on the most innovative methodologies in fashion styling
- ◆ 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



*The fashion industry is a very competitive sector, so the higher specialization of professionals will be a plus for their employability"*

“A 100% online program that will give you the opportunity to organize your own study time”

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.

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 an immersive learning experience designed to prepare for real-life 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 arise during the academic year. For this purpose, professionals will be assisted by an innovative interactive video system created by renowned and experienced experts.

*TECH provides you with a multitude of case studies that will be very useful for your professional development.*

*TECH's teaching methodology will help you to consolidate your knowledge in a comfortable and confident way.*



# 02 Objectives

The Postgraduate Certificate in Fashion Styling is aimed at facilitating the performance of professionals to acquire and learn the main developments in this field, which will allow them to perform 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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*Learn how to complement your designs with a global and appropriate styling for each garment"*



## 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
- ◆ Be able to design successful fashion projects
- ◆ Obtain superior education in fashion styling that will allow professionals to stand out in the sector



*Specializing in this area will help you meet your educational and professional goals"*





## Specific Objectives

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- ◆ Gather methodological and aesthetic strategies that help to support and develop creative processes
- ◆ 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 in the production of fashion, 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
- ◆ Identify and interpret the different consumer profiles in order to adapt to the client's needs and be able to satisfy them in different types of styling projects
- ◆ Manage and organize the professional work of a fashion stylist for the editorial context
- ◆ Research, analyze and reinterpret new aesthetic trends
- ◆ Manage and organize the professional work of a fashion stylist for the e-commerce context
- ◆ Be familiar with the knowledge of the surrounding visual and creative environment

# 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 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.





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*This program has been designed  
with the needs of today's  
students in mind”*

## 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. 80s Fashion
  - 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 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 Ready-to-Wear
- 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. Consequences of Fast-Fashion 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. Styling

- 2.1. Introduction to Styling
  - 2.1.1. Aesthetics, Style and Styling
  - 2.1.2. Analysis and Knowledge of the Fields of Styling
  - 2.1.3. The Role of the Stylist
  - 2.1.4. Communication in Fashion
  - 2.1.5. Digital Communication
    - 2.1.5.1. Social Media
    - 2.1.5.2. Influencers
    - 2.1.5.3. Bloggers
  - 2.1.6. Styling Organization and Production Methods
- 2.2. Runway Styling
  - 2.2.1. What is a Fashion Show
  - 2.2.2. Objectives of a Fashion Show
  - 2.2.3. Main World Catwalks
  - 2.2.4. Preliminary Preparations
  - 2.2.5. The Team
  - 2.2.6. The Fitting
  - 2.2.7. The Models
  - 2.2.8. The Looks
  - 2.2.9. Music
  - 2.2.10. The Space
  - 2.2.11. Post-Event
- 2.3. Audiovisual Styling
  - 2.3.1. The Cinema
  - 2.3.2. The Fashion Film
  - 2.3.3. Showroom and Showrooming
  - 2.3.4. e-Commerce
- 2.4. Dress Etiquette
  - 2.4.1. Formal Attire
  - 2.4.2. Informal Attire
  - 2.4.4. Sportswear
  - 2.4.5. Types of Etiquette
- 2.5. Body Morphology and Colorimetry
  - 2.5.1. Body Typologies
  - 2.5.2. Body Silhouettes
  - 2.5.3. Color Theory Applied to Counseling
  - 2.5.4. Theory of The Seasons of the Year
  - 2.5.5. Color Classification
- 2.6. Make-Up
  - 2.6.1. Introduction to Make-Up
  - 2.6.2. Make-Up Materials
  - 2.6.3. Make-Up Application
  - 2.6.4. Make-Up Styles
- 2.7. Personal Shopper
  - 2.7.1. What is the Personal Shopper?
  - 2.7.2. Process of Consultancy in Clothing and Accessories
  - 2.7.3. Characteristics of the Image Consultant
  - 2.7.4. How to Approach the Image Consultancy Process
  - 2.7.5. Development of the Process: The Technical Documentation
  - 2.7.6. Study and Evaluation of The Client's Image
  - 2.7.7. Proposal to the Customer on the Adoption of New Aesthetic Models in Clothing
  - 2.7.8. Methods for the Adoption of Aesthetic Patterns in Dressing
  - 2.7.9. Methods of Client Training
  - 2.7.10. Advice on the Purchase of Clothing and Accessories
- 2.8. Dressing Style
  - 2.8.1. Prehistory and Ancient Age
    - 2.8.1.1. Prehistory
    - 2.8.1.2. Mesopotamia: Sumerians, Babylonians and Assyrians, Persians and Medes
    - 2.8.1.3. Egypt
    - 2.8.1.4. Crete: Minoan Civilization
    - 2.8.1.5. Greta
    - 2.8.1.6. Etruria
    - 2.8.1.7. Rome
    - 2.8.1.8. Byzantine Empire



- 2.8.2. History of Clothing: Middle Ages and Renaissance
  - 2.8.2.1. Average Age
  - 2.8.2.2. Renaissance
- 2.8.3. History of Clothing: Baroque and Rococo
  - 2.8.3.1. Baroque: 17th Century
  - 2.8.3.2. Rococo: 18th Century
- 2.8.4. History of Clothing: 19th Century
  - 2.8.4.1. Historical Context
  - 2.8.4.2. Women's Clothing
  - 2.8.4.3. Men's Clothing
- 2.8.5. History of Clothing: 20th Century
  - 2.8.5.1. Historical Context
  - 2.8.5.2. Clothing from 1900 to 1950
  - 2.8.5.3. Clothing from 1950 to 2000
- 2.9. Garment Lexicon
  - 2.9.1. Hats and Caps
  - 2.9.2. Coats and Jackets
  - 2.9.3. Men's Suits
  - 2.9.4. Tie Knots
  - 2.9.5. Shirts
  - 2.9.6. T-Shirts
  - 2.9.7. Collars, Necklines and Collars
  - 2.9.8. Sleeves
  - 2.9.9. Pants
  - 2.9.10. Dresses
  - 2.9.11. Shoes
  - 2.9.12. Skirts
  - 2.9.13. Add-Ons
- 2.10. Basic Clothing Styles
  - 2.10.1. Trends
  - 2.10.2. The Coolhunter
  - 2.10.3. Classic Style
  - 2.10.4. Avant-Garde Style
  - 2.10.5. Informal or Casual Style
  - 2.10.6. Bohemian Style
  - 2.10.7. Minimalist Style
  - 2.10.8. Retro or Vintage Style
  - 2.10.9. Oversized Style
  - 2.10.10. Feline or Lingerie Style
  - 2.10.11. Grunge Style
  - 2.10.12. Ethnic Style
  - 2.10.13. Hippie Style
  - 2.10.14. Punk Style
  - 2.10.15. Executive Style
  - 2.10.16. Gothic Style
  - 2.10.17. Safari Styles
  - 2.10.18. Military Style
  - 2.10.19. Folk Style
  - 2.10.20. Underground Style
  - 2.10.21. Other Styles



*The high quality of this Postgraduate Certificate will allow you to specialize in fashion styling in a short time”*

# 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.



A photograph of a desk with a laptop, a blue pen, and a silver marker. The image is partially obscured by a teal and white geometric overlay.

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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.



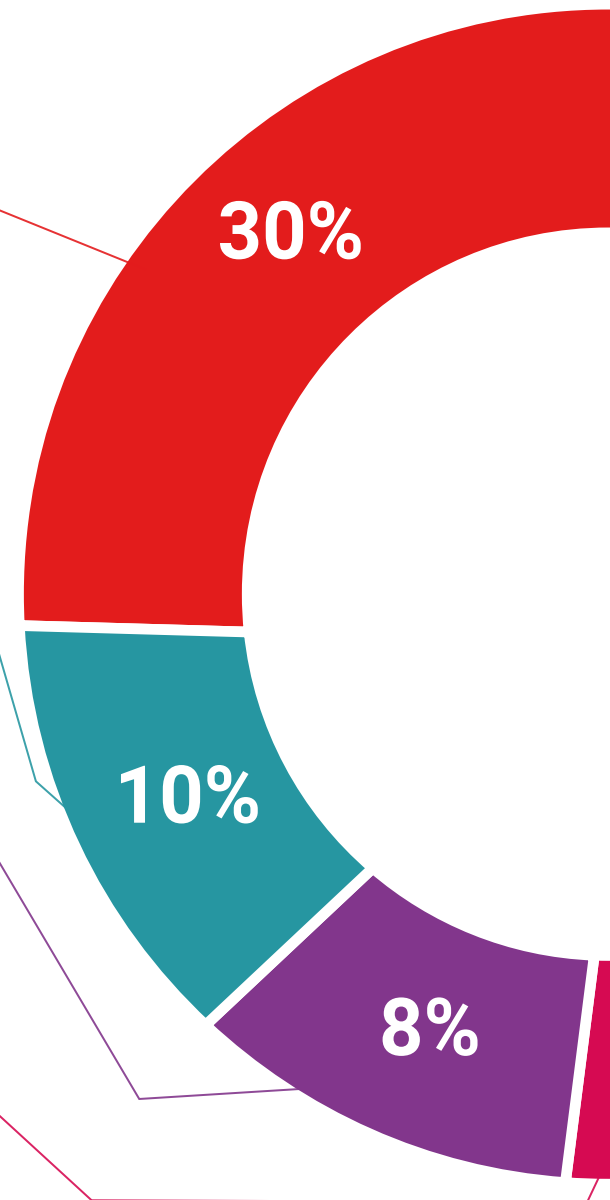
### Practising Skills and Abilities

They will carry out activities to develop specific 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.

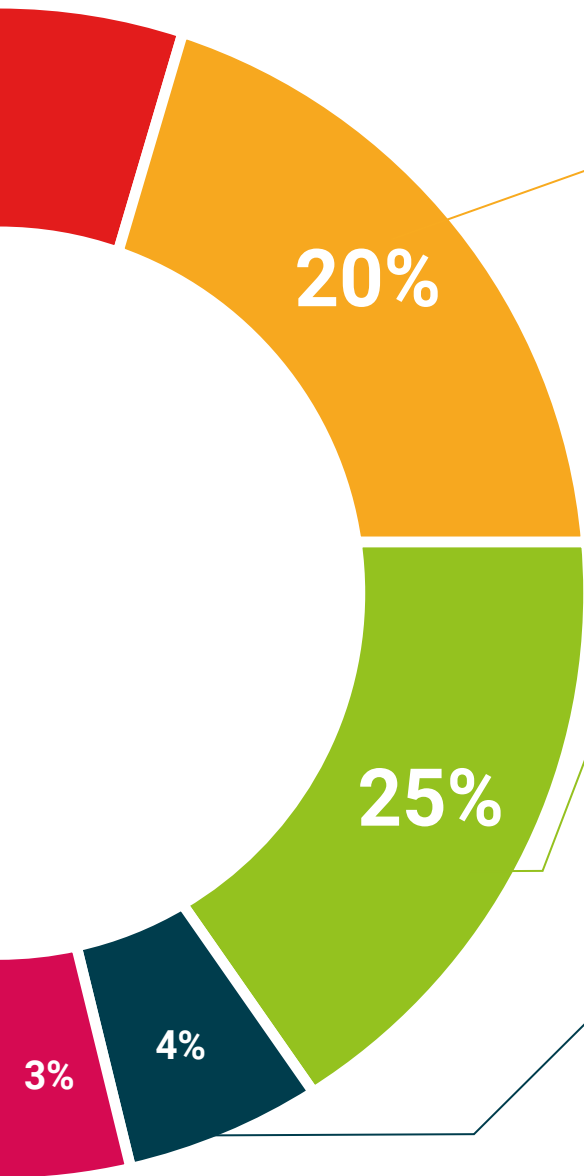


### Additional Reading

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 Fashion Styling 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 Styling** 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 diploma 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 Styling**

Official N° of hours: **300 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma 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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