

# Postgraduate Certificate

## Visual Identity = UX + Branding



## Postgraduate Certificate

Visual Identity

= UX + Branding

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

Website: [www.techtitute.com/in/design/postgraduate-certificate/visual-identity-ux-branding](http://www.techtitute.com/in/design/postgraduate-certificate/visual-identity-ux-branding)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 20*

06

Certificate

---

*p. 28*

# 01

# Introduction

The fashion industry must draw from other areas to become more competitive. Marketing is one of those professional branches that can provide you with everything you need to create a powerful brand image that stands out in the industry and gains the favor of consumers. With this program, TECH Technological University wants to offer students the opportunity to enter a greatly relevant sector by acquiring all the necessary knowledge for the effective construction of a brand, through the main strategies used in branding and user experience.



“

*A brand that gains public favor must enhance its values and credibility to achieve a greater market share. And that will be achieved with quality branding”*

The Postgraduate Certificate in Visual Identity = UX + *Branding* at TECH Technological University aims to provide fashion designers with the specialized knowledge in this area that is essential to differentiate themselves in a sector as competitive as fashion.

The development of technology applied to fashion is a reality that is here to stay. A growing connection between creativity and data analysis has resulted from that fact, both in creating a brand and building its identity, as well as in creating products and collections that strike a balance between innovation and public demand.

The mastery of marketing tools and the growing consumption of digital media imply the need to know the new advertising system, establish frequency maps to determine which are the most successful designs and rigorously establish the price of acquiring a new customer in relation to the maintenance cost.

Knowing all these technical issues is essential for fashion designers who wish to create their own clothing or accessories brand, as it will allow them to develop the precise skills to apply strategies and marketing tools for effective brand positioning.

This **Postgraduate Certificate in Visual Identity = UX + Branding** contains the most complete and up-to-date academic program on the market. Its most notable features are:

- ◆ 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 is placed on innovative methodologies in creating a brand image
- ◆ 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



*Getting a brand to become a reference point in the fashion world depends not only on its designs, but also on its strategies in creating a competitive image”*

“ *TECH gives you the opportunity to study at your own pace and from anywhere in the world, thanks to its commitment to digital education*”

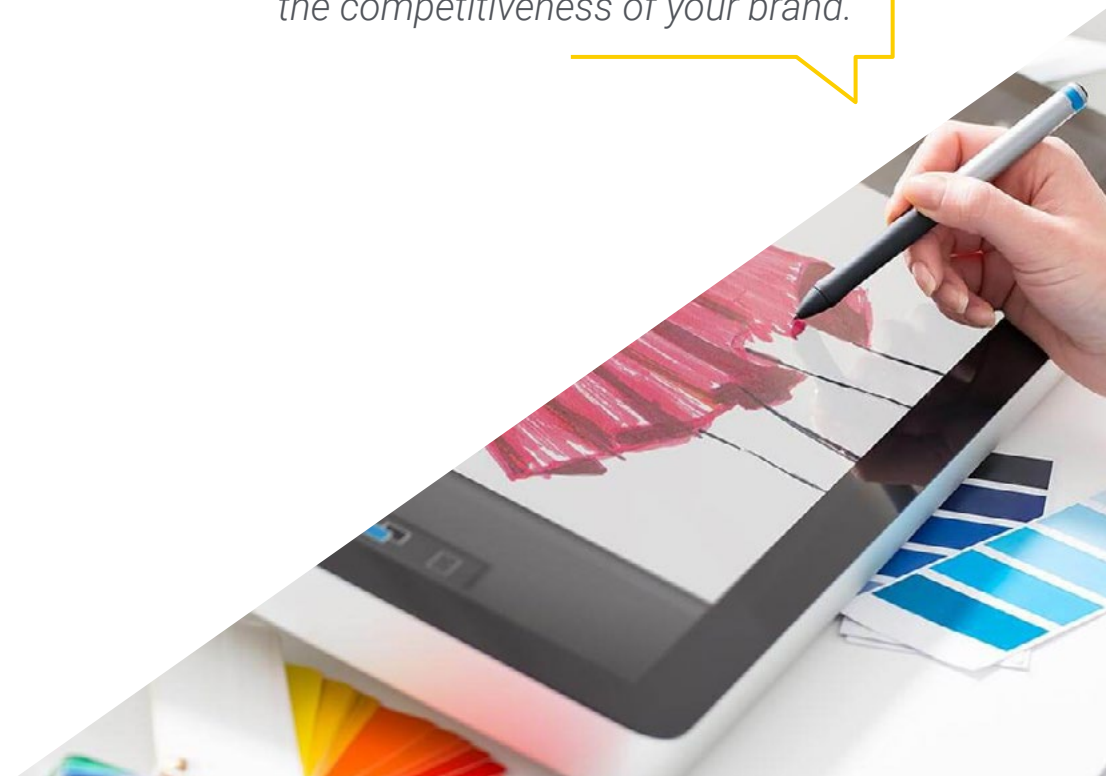
Its teaching staff includes professionals from the fashion industry, who bring to this program the experience of their work, as well as renowned specialists from leading societies and prestigious universities.

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 an immersive training experience designed to train for real-life 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 program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*When the public identifies with a brand, it becomes a loyal customer. Specializing in this program will provide you with the keys to achieve this.*

*Employing good branding strategies will be the perfect solution to improve the competitiveness of your brand.*



# 02 Objectives

Thanks to this Postgraduate Certificate at TECH Technological University, students will be able to obtain specialized knowledge of the market, which will allow them to create a competitive brand image and offer consumers products that are more adapted to their needs. Undoubtedly, this is a unique study opportunity that will allow you to acquire the skills to relaunch a firm or successfully enter the fashion industry.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt



Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt doloremque magnam aliquam quaerat voluptatem.

[READ MORE](#)

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

[READ MORE](#)





“

*Achieve strategic positioning for your brand by utilizing the main Marketing tools”*



## General Objectives

---

- ◆ Develop virtual skills for the new fashion environment, managing current codes and fostering a creative and artistic spirit
- ◆ Elaborate a professional design project with global impact capacity based on new opportunities
- ◆ Design while being aware of the use of materials thanks to a deep knowledge in the use of fabrics
- ◆ Face changes with agility and flexibility through an interdisciplinary perspective
- ◆ Materialize the connection between the imaginary world and the real world



*Use marketing metrics to understand consumer trends and deliver more personalized shopping experiences”*





## Specific Objectives

---

- ◆ Develop artistic creativity through scientific data analysis
- ◆ Learn to think critically and analyze the right fashion variables
- ◆ Predict fashion trends by identifying behavioral patterns, constructing sequences of facts and translating them into representation schemes
- ◆ Master the main Data Science tools and programs, understanding artificial intelligence and what it is used for, as well as when to apply it
- ◆ Understand how programming languages work and become familiar with them
- ◆ Develop the use and practice of the main technological tools used in digital fashion marketing, applying essential and specific metrics to evaluate decision-making from an innovation department
- ◆ Build a representable, exponentially growing identity of a fashion brand by creating a living storyline
- ◆ Replicate the use of technological tools in most of the sectors that make up the fashion industry: cosmetics, jewelry, clothing and footwear

03

# Course Management

Students who enroll in this Postgraduate Certificate at TECH Technological University will have the opportunity to learn from leading experts in visual identity applied to fashion. Therefore, the academic institution, aware of the importance of quality higher specialization, has selected the best prepared team in this area to provide all their knowledge on branding and user experience to future industry leaders.





“

*Specialize in fashion branding and make your brand the most recognized in the market”*

## Management



### Ms. García Barriga, María

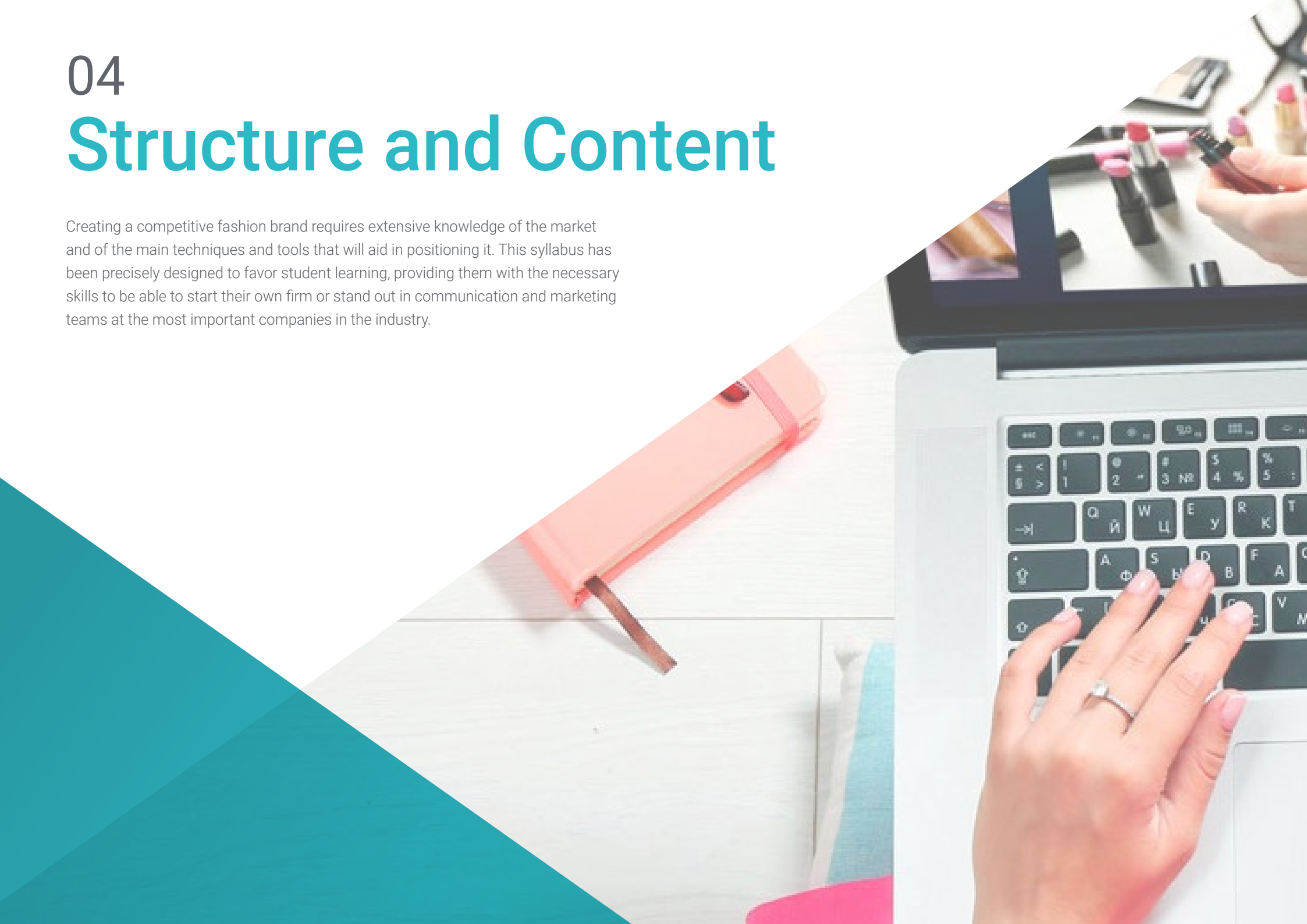
- More than 15 years of experience in content generation of various kinds: logistics and distribution, fashion and literature or artistic heritage conservation
- She has worked in major media outlets such as RTVE and Telemadrid
- Graduate in Information Sciences,UCM
- Postgraduate course in Marketing and Communication in Fashion and Luxury Companies, UCM
- MBA from ISEM Fashion Business School, the Fashion Business School of the University of Navarra
- PhD Candidate in Fashion Trend Creation
- Author of El patrón de la eternidad: creación de una identidad en espiral para la automatización de tendencias de moda en la actualidad (The Pattern of Eterns: Creating a Spiral Identity for the Automation of Fashion Trends Today)



# 04

## Structure and Content

Creating a competitive fashion brand requires extensive knowledge of the market and of the main techniques and tools that will aid in positioning it. This syllabus has been precisely designed to favor student learning, providing them with the necessary skills to be able to start their own firm or stand out in communication and marketing teams at the most important companies in the industry.





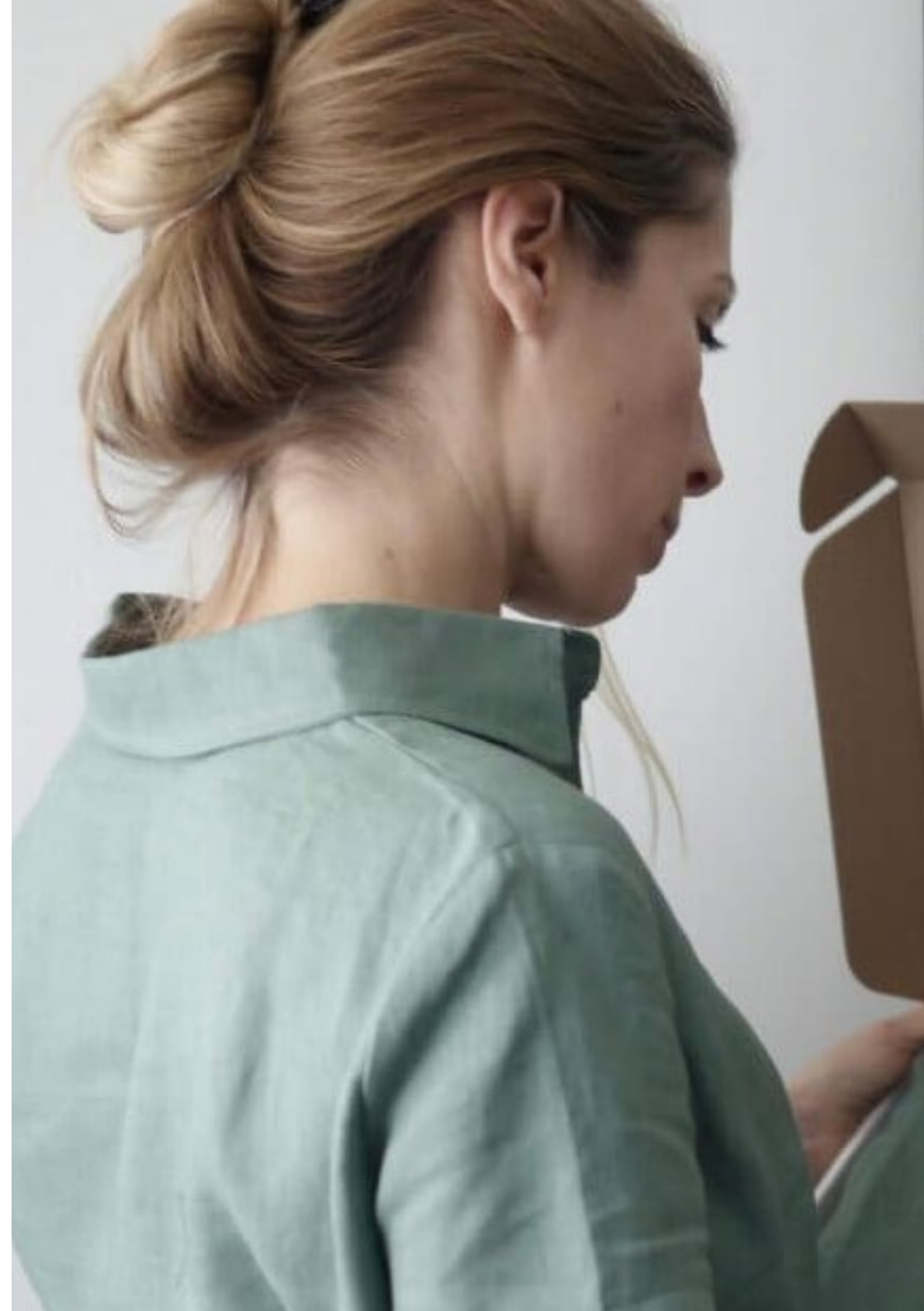


“

*With this syllabus you will learn the main techniques to create a competitive brand”*

## Module 1. Visual Identity = UX + Branding

- 1.1. Using Fashion Technology
  - 1.1.1. Artificial Intelligence
  - 1.1.2. Materializing Competitive Advantage
  - 1.1.3. Chatbots and Virtual Personal Shoppers
- 1.2. Identity and Change Management
  - 1.2.1. Brand Identity Design
  - 1.2.2. Brand Identity Building
  - 1.2.3. Economic Impact
- 1.3. Google Analytics and Google Ads
  - 1.3.1. Fashion Brand Strategic Positioning
  - 1.3.2. Google ads
  - 1.3.3. Google Analytics
- 1.4. Data Driven Marketing
  - 1.4.1. Data Orientation Process
  - 1.4.2. Data Collection and Selection
  - 1.4.3. Tabulation: Data Statistics
- 1.5. Pattern Sequence Creation
  - 1.5.1. Key Metrics Management
  - 1.5.2. Fashion-Specific Metrics
  - 1.5.3. Pattern Sequencing
- 1.6. Simulating Innovation Scenarios
  - 1.6.1. Innovation and Creativity
  - 1.6.2. Simulation and Prediction
  - 1.6.3. Microsoft Power Bi
- 1.7. Segmentation & Database Management
  - 1.7.1. Market Segmentation
  - 1.7.2. Audience Segmentation
  - 1.7.3. SQL for Large Data Volumes



- 
- 1.8. Loyalty & Salesforce
    - 1.8.1. The Emotional Profile of Fashion Consumers
    - 1.8.2. User Acquisition, Consumer Retention and Customer Ambassadors
    - 1.8.3. CRM: Salesforce
  - 1.9. Content Marketing
    - 1.9.1. Creating User Experience in Digital Environments
    - 1.9.2. Customer Engagement Behavior
    - 1.9.3. Content On or Off My Website
  - 1.10. Creativity Using Python
    - 1.10.1. Language Structure and Elements
    - 1.10.2. Python Functionalities
    - 1.10.3. Creativity Using Data

“

*Specialize in fashion visual identity  
with this complete program”*

# 05 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.



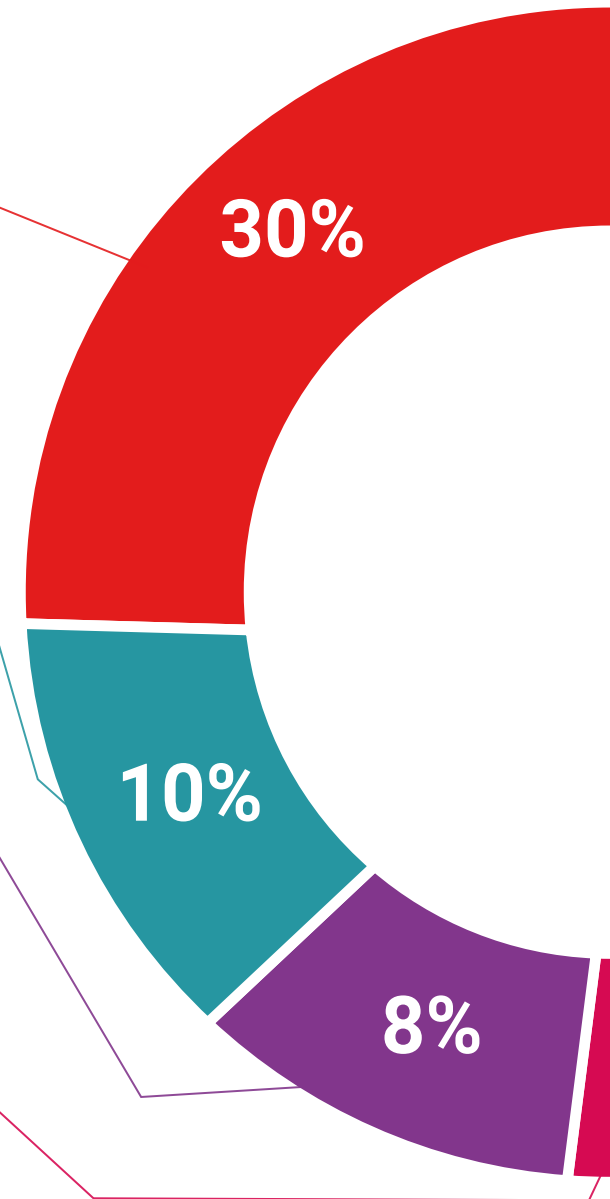
### Practising Skills and Abilities

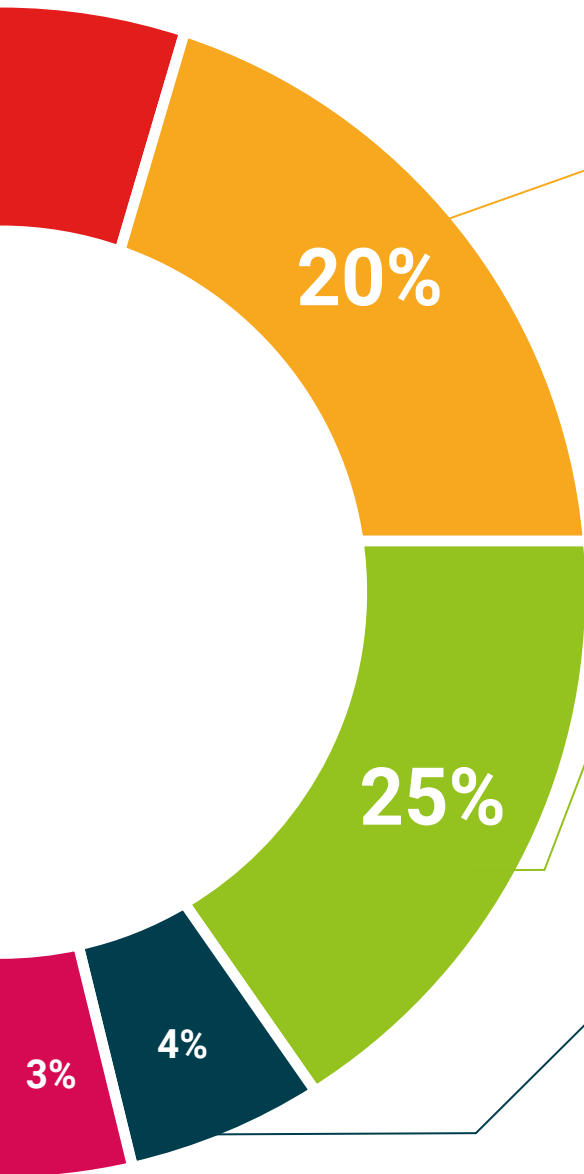
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.



# 06 Certificate

The Postgraduate Certificate in Visual Identity = UX + Branding 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 Visual Identity = UX + Branding** 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 Visual Identity = UX + Branding**

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.

health future  
confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
online training  
development language  
classroom



## Postgraduate Certificate

Visual Identity

= UX + Branding

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

# Postgraduate Certificate

## Visual Identity = UX + Branding

