

Postgraduate Diploma Creative Direction in Fashion Design





Postgraduate Diploma Creative Direction in Fashion Design

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

Website: www.techtitute.com/in/design/postgraduate-diploma/postgraduate-diploma-creative-direction-fashion-design

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 world is extremely competitive. It is, therefore, essential to stand out in terms of quality, innovation and brand image. But for this to be possible, it is also essential to have creative directors with extensive knowledge of the fashion industry, who are able to apply the most current strategies to build consumer loyalty. Thanks to this TECH Technological University program, students will have access to a whole compendium of key information to develop their work in this field with full guarantees of success, which will undoubtedly be an added value when it comes to accessing management positions in major national and international fashion companies.





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Create an innovative fashion brand that is recognized in the market and that gains the favor of consumers”

For a brand to be successful, not only is it essential to create novel, innovative collections that follow current trends, it is also important to focus work on business management and to pursue the brand's objectives. As such, with the perfect combination of creativity, design and management, it will be possible to reach a level of knowledge and brand identity that will lead to consumer loyalty while achieving a constant growth in sales.

The Postgraduate Diploma in Creative Direction in Fashion Design has been developed precisely to offer students all the knowledge they need to manage a brand successfully. They will be able to control each process, but also identify market opportunities to guide the focus of future designs. To do so, they are offered a comprehensive syllabus, ranging from textile products, to styling, trends, or entrepreneurship and creative direction.

Thanks to this, students will be able to participate in all the creative and marketing processes involved in a collection, acquiring the necessary level of competence to create their own brand or be part of the management teams of the most reputable fashion companies in the industry. Furthermore, the program's main advantage is that it is offered in a 100% online format, so students can perfectly balance their studies with the rest of their daily obligations. Therefore, the students themselves will decide where and when they would like to study, without having to commute to a physical location or follow a predetermined schedule.

This **Postgraduate Diploma in Creative Direction in Fashion Design** 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 creative direction in fashion design
- ◆ 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



Your work as a creative director will be essential for your brand to achieve the success of Dior or Versace"

“

Thanks to this program, you will be able to coordinate the launch of your brand's new collections, achieving a greater market impact”

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 student 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.

A 100% online program where you can find all the theoretical and practical resources required to become a successful creative designer.

If you want to take your collections to the main international catwalks, do not hesitate and expand upon your education with this program.



02 Objectives

The main objective of this Postgraduate Diploma in Creative Direction in Fashion Design is to offer students specialized knowledge that will allow them to carry the weight of their company and bring to fruition all those innovative ideas that will be a plus for their business. An ideal program to acquire the essential training that will provide them with the knowledge to create trends and strategically manage their brand.



“

Knowing new trends will allow you to carve a niche for yourself in the fashion industry”



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

“

Conduct a detailed analysis and create a powerful brand image that is recognized throughout the fashion industry”





Specific Objectives

Module 1. Textile Products

- ◆ Take a deeper look into silhouette structure and measurements
- ◆ Know the basics of garment and accessory design
- ◆ Conduct testing for designed products

Module 2. Styling and Fashion Trends

- ◆ Know how to prepare a predictive trend report that minimizes risks and optimizes designer resources
- ◆ Know new fashion trends and consumer lifestyles to create designs that arouse interest

Module 3. Entrepreneurship and Creative Direction Workshop

- ◆ Design successful ideas with a differential value proposition through the different business models that exist in fashion
- ◆ Develop analytical skills and a market vision capable of building a consistent and lasting brand ecosystem
- ◆ Commercialize the differential value of a fashion firm thanks to a creative and innovative attitude
- ◆ Bring new perspectives to the international design market with a vision of the future
- ◆ Apply reflective thinking to concrete actions and make creativity a transformational value leading the current change

03

Course Management

This TECH Technological University Postgraduate Diploma in Creative Direction in Fashion Design has been created by a team of specialists in the industry. Professors with extensive experience in the sector who have joined forces to offer students the most comprehensive curriculum in the current academic scene, thanks to which they will be able to give a boost to their careers in the fashion industry, becoming leading creative directors.



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Learn from top experts in creative direction and make your brand stand out in the industry”

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 Eternity: Creating a Spiral Identity for the Automation of Fashion Trends Today)



Ms. Rodríguez Flomenboim, Florencia

- ◆ Image consultant and responsible for showroom management and implementation of Concept Stores
- ◆ Fashion producer and editor in different publishing houses, agencies and firms
- ◆ Scenic creator for different plays, focusing on the image symbolism
- ◆ Degree in Performing Arts, ESAD of Murcia
- ◆ Specialized in Artistic Creation and Fashion Trend Analysis
- ◆ Diploma in International Relations, ITC Sraffa, Milan
- ◆ Master's Degree in Fashion Editorial Production and Fashion Design, American Modern School of Design, Buenos Aires, Argentina

Mr. Pereira Paz, Juan Carlos

- ◆ Designer and Director of the DAB (Design and Bolivian Authors) project
- ◆ Responsible for the creative area and the internationalization of his brand, Juan de la Paz
- ◆ Specialized in Fashion Communication and Marketing
- ◆ Appearances in fashion and culture magazines around the world such as Vogue Russia, Harpers Bazaar Russia, L' Oficial Italy, L' Oficial Arabia, Vogue Italy, Vogue Mexico, Elle China, L' Oficial Argentina, among others, both in digital and print editions

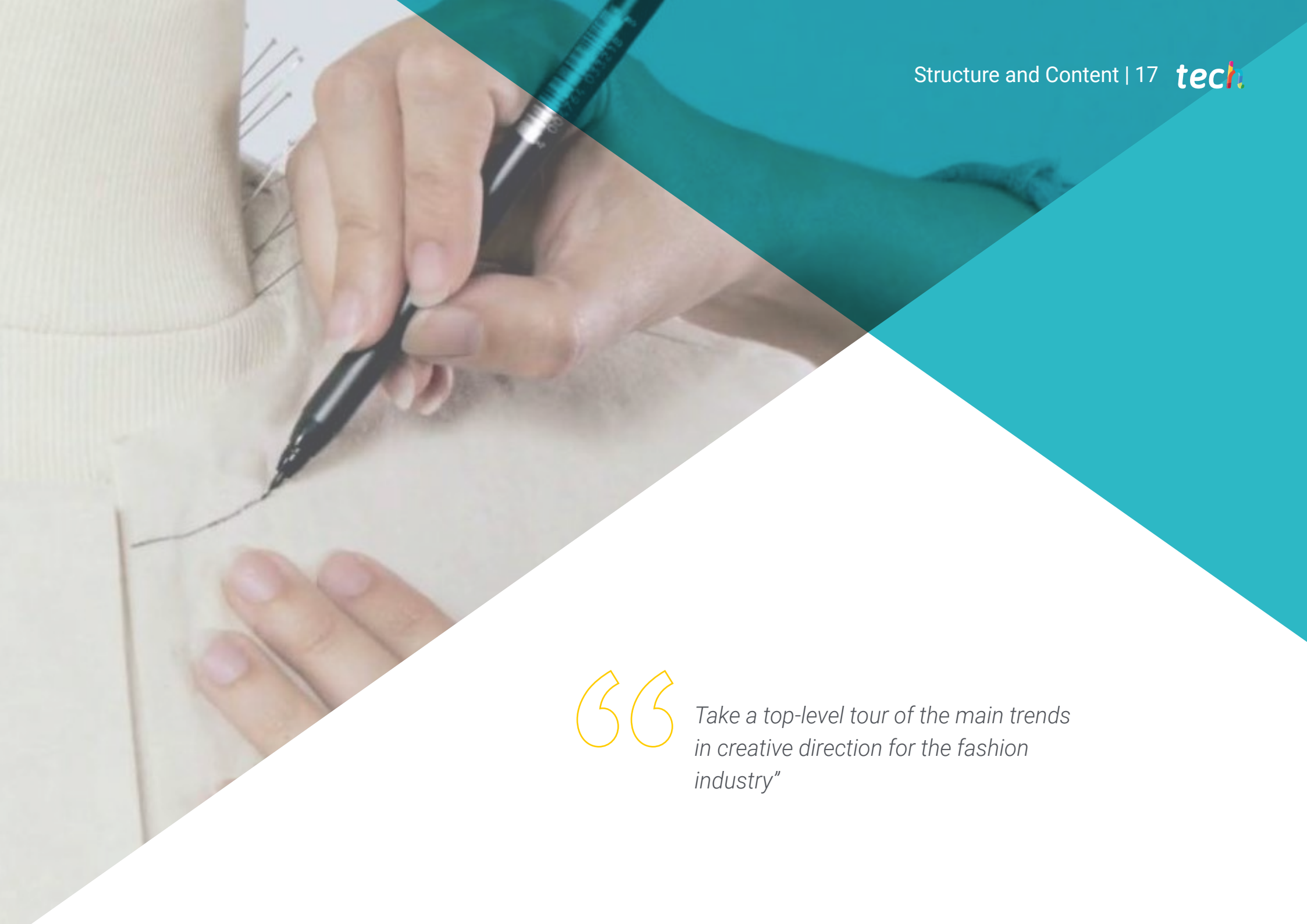
Ms. García Barriga, María

- ◆ Dynamizer and Community Manager for a cosmetics company devoted to the manufacture of natural soaps
- ◆ Responsible for the realization of the different campaigns carried out by Cosmética Natural El Sapo
- ◆ Image and photography consultant for private schools throughout Spain
- ◆ Photographer specialized in 3D printing and social networks, non-verbal language and creation of environments for school photography
- ◆ Graduate in Teaching

04

Structure and Content

The program for this Postgraduate Diploma in Creative Direction in Fashion Design at TECH Technological University has been planned considering all issues professionals in the field must be able to handle for their collections to truly become the success of the season. Not only that, but it will also be essential to create a recognizable and prestigious brand such that just its image, logo or name will be recognized by the public as a symbol of quality and fashion.



“

*Take a top-level tour of the main trends
in creative direction for the fashion
industry”*

Module 1. Textile Products

- 1.1. Anthropology of Design
 - 1.1.1. The Transformation of Clothing into Sportswear
 - 1.1.2. Visual Thinking: Rhetoric and Language
 - 1.1.3. The Artification of Products in the Fashion Industry
- 1.2. Gender in Product Design
 - 1.2.1. Women's Clothing
 - 1.2.2. Male Suits
 - 1.2.3. The Hybridization of the Fashion Garment
- 1.3. Accessory Design
 - 1.3.1. Leather and Synthetic Materials
 - 1.3.2. Jewelry
 - 1.3.3. Footwear
- 1.4. Product Design
 - 1.4.1. Prototyping
 - 1.4.2. The Fashion Tech Environment and New Industrial Fabrics
 - 1.4.3. Transformation of Prototypes
- 1.5. Fashion Garment Manufacturing
 - 1.5.1. The Sewing Machine
 - 1.5.2. Body Volume and Measurements
 - 1.5.3. Sewing Techniques and Garment Assembly
- 1.6. Industrial Production: Fashion Garments I
 - 1.6.1. Pattern Making and Production Techniques
 - 1.6.2. Stampings
 - 1.6.3. Moulage and Industrial Pattern Making
- 1.7. Industrial Production: Fashion Garments II
 - 1.7.1. Scaling Techniques
 - 1.7.2. Size Scaling
 - 1.7.3. Pattern Transformation
- 1.8. Textile Design
 - 1.8.1. Fabrics and Materials
 - 1.8.2. Corporate and Seasonal Palette
 - 1.8.3. Product Development Techniques
- 1.9. Lingerie and Corsetry

- 1.9.1. Specific Fabrics for Intimate Apparel

- 1.9.2. Specific Patterns

- 1.9.3. Garment Assembly

- 1.10. Product Testing

- 1.10.1. Establishing Product Competencies

- 1.10.2. Evaluating Products in Relation to the Market and Consumers

- 1.10.3. Redesigning Products

Module 2. Styling and Fashion Trends

- 2.1. The Global Consumer: East and West

- 2.1.1. Fashion in the Context of Globalization

- 2.1.2. Asian Ostentation

- 2.1.3. The Western Legacy

- 2.2. Consumer Needs Today

- 2.2.1. New Consumer Profiles

- 2.2.2. The Prosumer

- 2.2.3. Decision-Making during the Purchasing Process

- 2.3. Visual Expression of Color

- 2.3.1. The Importance of Color in Purchasing Decisions

- 2.3.2. Chromatic Emotions

- 2.3.3. Color in the Fashion Ecosystem

- 2.4. Trend Analysis and Research

- 2.4.1. The Trend Hunter

- 2.4.2. From Trendsetters to Mass Consumption

- 2.4.3. Specialized Agencies

- 2.5. Strategic Launching

- 2.5.1. Macrotrends and Microtrends

- 2.5.2. Novelty, Trend and Hype

- 2.5.3. The Product Diffusion Cycle

- 2.6. Trend Analysis Methodology

- 2.6.1. The Art and Science of Predictive Analytics

- 2.6.2. Sources of Information in the Fashion Market

- 2.6.3. Extracting Insights

- 2.7. The Lifestyle of Fashion Consumers
 - 2.7.1. Values and Priorities
 - 2.7.2. The New Luxury and Its Place in the Fashion Marketplace
 - 2.7.3. Between the Physical Store and e-Commerce
- 2.8. The Conceptualization of the Fashion Market
 - 2.8.1. Purchase Experience
 - 2.8.2. Hotspots
 - 2.8.3. Digital Concept Stores
- 2.9. Trend Reports
 - 2.9.1. Structure and Composition
 - 2.9.2. Introduction
 - 2.9.3. Assessment and Decision-Making
- 2.10. Post-Pandemic Consumer Trends
 - 2.10.1. Permanent Changes in Consumer Habits
 - 2.10.2. Purchases of the Future
 - 2.10.3. Technology and Sustainability: The Axes of Change

Module 3. Entrepreneurship and Creative Direction Workshop

- 3.1. Innovation and Creativity in Fashion Markets
 - 3.1.1. Reinventing What Already Exists in Fashion Design
 - 3.1.2. Creating New Patterns from Scratch
 - 3.1.3. Patents on Fabrics
- 3.2. Disruptive Thinking and Design Thinking
 - 3.2.1. Disruptive Thinking and Global Impact
 - 3.2.2. The Visual Outline of Design Thinking
 - 3.2.3. Problem Solving
- 3.3. Leadership and Business Mentality
 - 3.3.1. The Team
 - 3.3.2. Personal Brands
 - 3.3.3. Managing Business Evolution and Growth
- 3.4. The Value Chain in the Fashion and Luxury Industry
 - 3.4.1. Structure of the Global Fashion Market
 - 3.4.2. The Traditional Value Chain
 - 3.4.3. The Evolution of Links in the Fashion Value Chain

- 3.5. The Fashion Start-Up
 - 3.5.1. Legal Framework
 - 3.5.2. Financing Rounds
 - 3.5.3. The Leap to Internationalization
- 3.6. Creative Direction for Fashion Businesses
 - 3.6.1. The Dynamics of Creativity
 - 3.6.2. Professional Profiles
 - 3.6.3. Roles of the Creative Director
- 3.7. The Neurobiology of Creativity
 - 3.7.1. Intelligence
 - 3.7.2. Creative Quantification
 - 3.7.3. Social Media
- 3.8. Creativity Techniques
 - 3.8.1. Idea Deadlock
 - 3.8.2. Idea Generation Techniques
 - 3.8.3. CRE- IN
- 3.9. Sources of Inspiration
 - 3.9.1. Mastering the Past of Fashion
 - 3.9.2. Aspirations: The Future
 - 3.9.3. The Compositional Balance between Past and Future
- 3.10. Staging
 - 3.10.1. The Compositional Framework in a Fashion Collection
 - 3.10.2. The Viewer's Perception
 - 3.10.3. Imaginary in Fashion Brands



Thanks to your creativity, your brand will achieve a level of public recognition that will place it as one of the most sought-after in the market"

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.





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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.

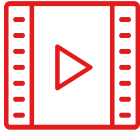
Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

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.



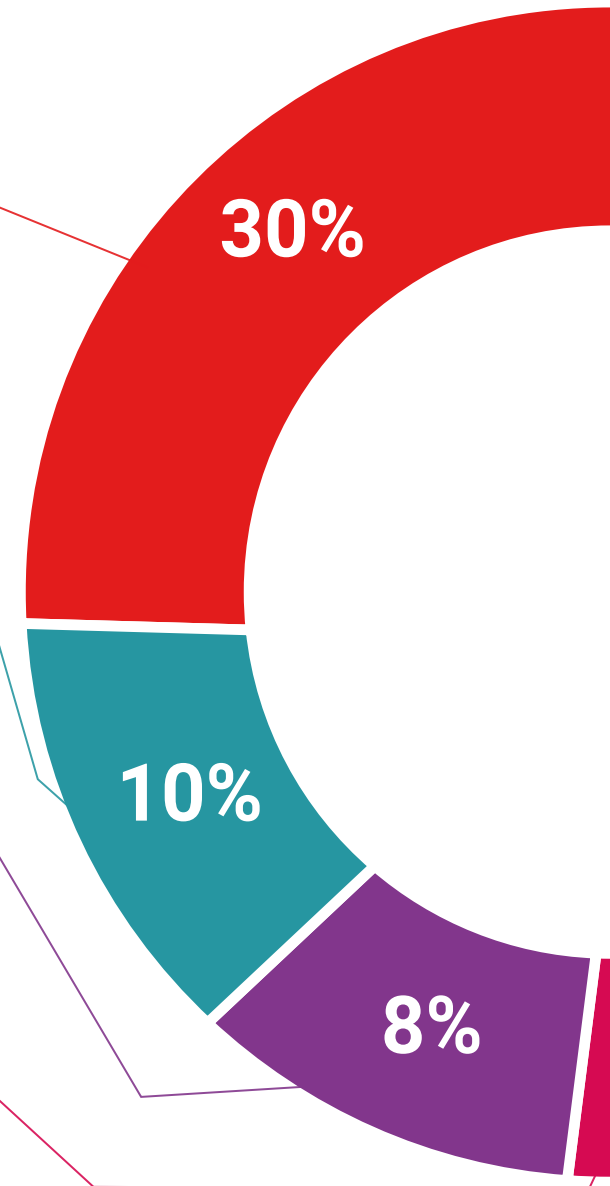
Practising Skills and Abilities

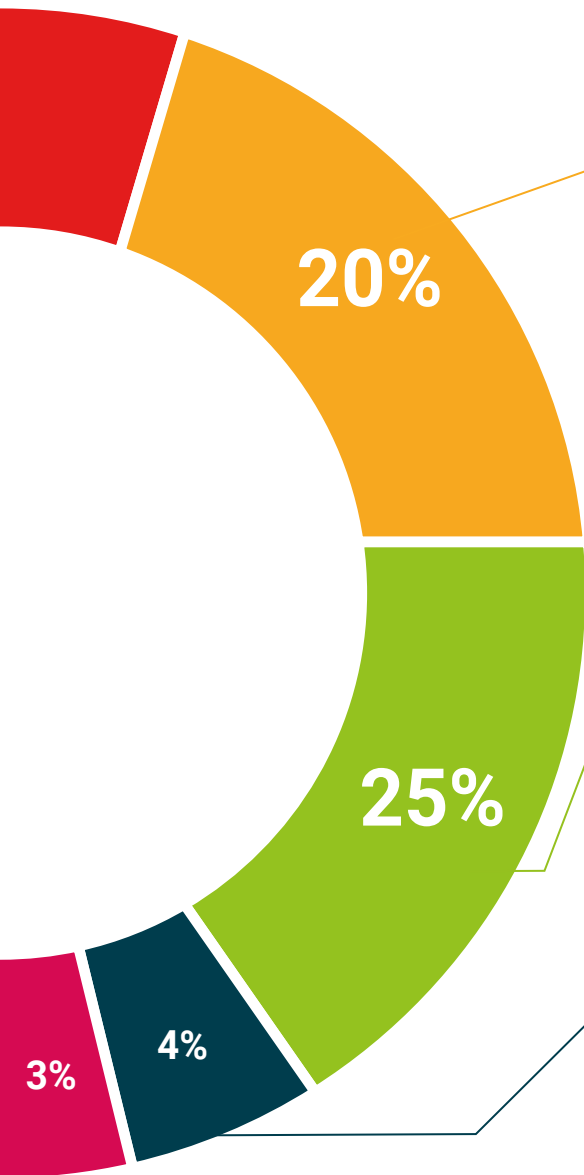
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.



06 Certificate

The Postgraduate Diploma in Creative Direction in Fashion Design guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Creative Direction in Fashion Design** contains the most complete and up-to-date program the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional from career evaluation committees.

Title: **Postgraduate Diploma in Creative Direction in Fashion Design**

Official Number of Hours: **450 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 Diploma Creative Direction in Fashion Design

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