

# Postgraduate Diploma Fashion Image





## Postgraduate Diploma Fashion Image

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

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

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# 01

# Introduction

Fashion and image are inseparable aspects that have to follow the same line in order to attract the public and gain their loyalty. However, in order to have a proper concept of image, it is necessary to have advanced knowledge in aesthetics and art linked to this industry. This TECH Global University program aims to provide the most relevant information to fashion designers, so that they acquire the necessary qualifications to succeed in a highly competitive sector.





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*Image and fashion are intimately related, so professionals in the sector must specialize with programs of this type to get the best out of their designs"*

Image is becoming increasingly important in society. The cult of beauty and the importance of having an image that meets today's standards has benefited the fashion industry, since the influence of this sector in society is becoming more relevant every day. Therefore, designers must not only think of attractive creations for the public, but also design a global image of the product to be sold. TECH Global University aims, with this Postgraduate Diploma, to improve the training of professionals in an essential area, which is closely linked to fashion.

To this end, the Postgraduate Diploma in Fashion Image includes in its syllabus historical aspects of contemporary art that have some link with the fashion industry, drawing linked to clothing and accessories, as well as the theory of aesthetics and the arts. Fundamental issues with regard to achieving professional success in the field of fashion design.

In this way, TECH Global University intends to meet the objective of high specialization demanded by fashion designers, who are looking for high quality programs to increase their training and offer users garments that become indispensable for their closet. And, to achieve this goal, it offers a cutting-edge program adapted to the latest developments in the sector, with an absolutely current agenda and carried out by experienced professionals, willing to put all their knowledge at the disposal of their students.

It should be noted that, being a 100% Postgraduate Diploma, 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 Diploma in Fashion Image** 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 innovative methodologies in Fashion 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



*Achieve professional excellence in a sector as competitive as the fashion industry, thanks to the superior qualification offered by TECH"*

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*You've always wanted to have in-depth knowledge of fashion as an art and this is your best chance to get it”*

*Study this program and become a specialist in Fashion Image.*

*Learn everything that historically and mediatically surrounds fashion.*

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.

Its multimedia content, developed with the latest educational technology, will allow professionals to learn in a contextual and situated learning environment, i.e., a simulated environment that will provide immersive specialization for real 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 are presented to them throughout the academic course. For this purpose, professionals will be assisted by an innovative interactive video system created by renowned and experienced experts.



# 02 Objectives

The main objective of the Postgraduate Diploma in Fashion Image is to offer its students the necessary knowledge to become true specialists in art history and magazines applied to this discipline, so that professionals who take it will be able to obtain a more general media vision of everything that surrounds it. In this way, students will be able to learn not only about issues related to fashion but also about its presence in the media and in history.





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*Image is paramount in the fashion industry and in this Postgraduate Diploma you will find the keys to analyze it successfully”*



## General Objectives

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- ◆ Obtain a detailed knowledge of the history of fashion, which will be relevant to the work of professionals who wish to develop in this sector today
- ◆ Know the link between the history of art and fashion
- ◆ Be able to design successful fashion projects
- ◆ Obtain superior education in Fashion Image that allows professionals to stand out in the sector



*Expand your education to be successful in the fashion industry"*





## Specific Objectives

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### Module 1. History of Contemporary Art

- ◆ Develop the methodology of contemporary art history in terms of classification and analysis
- ◆ Know the specific terminology of contemporary art history and use it appropriately
- ◆ Analyze and understand the historical significance of contemporary art and its impact on society
- ◆ Manage resources and sources
- ◆ Understand art history as a source of inspiration, creativity and quality in design productions

### Module 2. Theory of Aesthetics and the Arts

- ◆ Be able to argue opinions with precision and rigor, using discipline-specific terminology and vocabulary
- ◆ Argue aesthetic fundamentals of design projects
- ◆ Identify the formal and communicative characteristics of fashion design works
- ◆ Understand the relationship between artistic movements and design
- ◆ Analyze design works applying formal, communicative and symbolic criteria

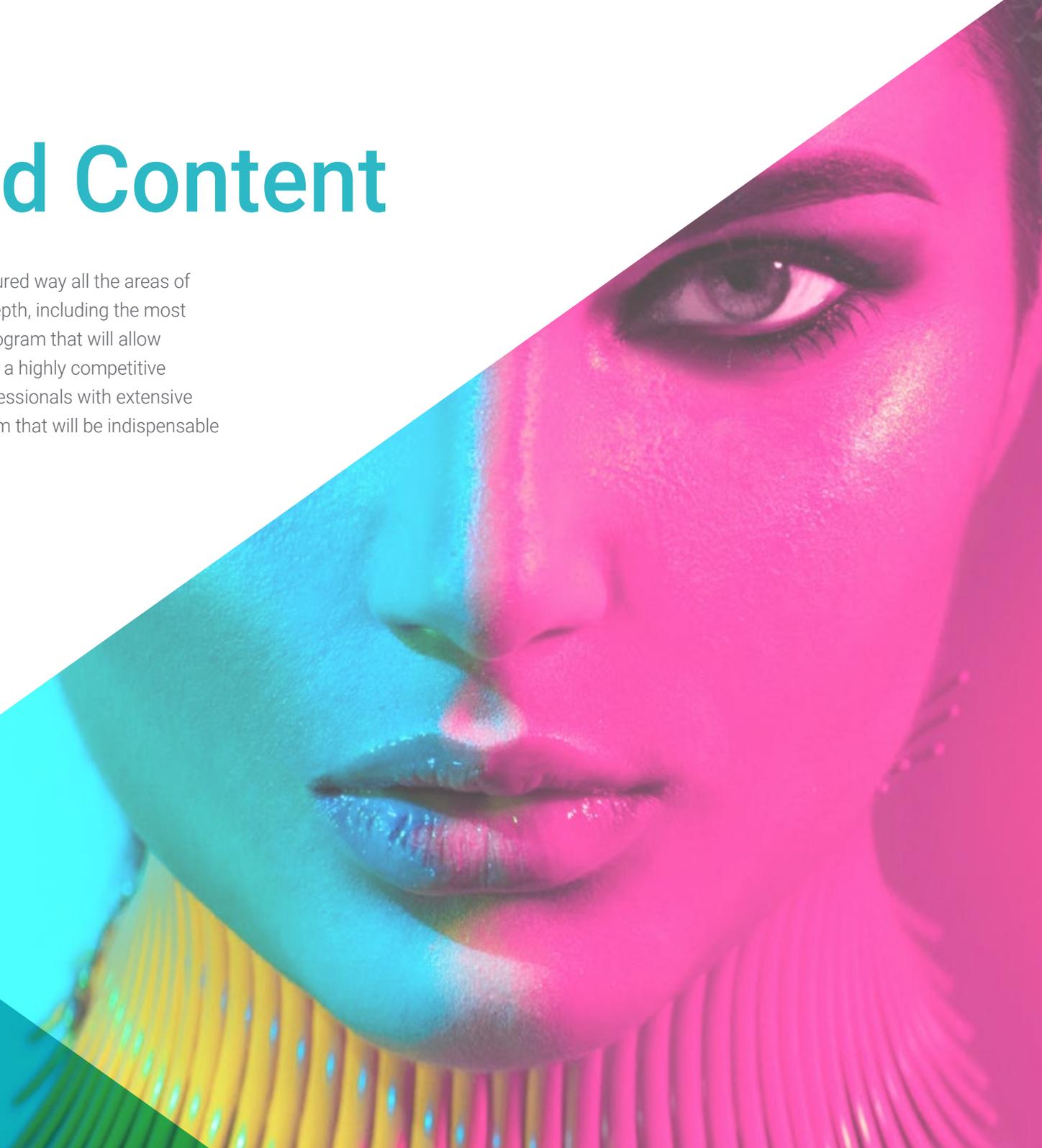
### Module 3. Magazines

- ◆ Know the particularities that define the magazine as a medium of written journalism, its typology and the segmentation of its market
- ◆ Elaborate periodical publications both in paper and digital format
- ◆ Know the tradition and historical background of written communication technology and journalistic design
- ◆ Analyze and identify the different components of a magazine
- ◆ Know the magazine, its specificities and the publishing market

# 03

## Structure and Content

The content of this Postgraduate Diploma covers in a structured way all the areas of knowledge that the fashion professional needs to know in depth, including the most interesting news and updates 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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*A complete syllabus designed to specialize in Fashion Image with the latest contents of the moment"*

## Module 1. History of Contemporary Art

- 1.1. Fauvism
  - 1.1.1. Origin and Influences
  - 1.1.2. Features
  - 1.1.3. Road Works
  - 1.1.4. Main Representatives
- 1.2. Expressionism
  - 1.2.1. Origin and Influences
  - 1.2.2. Features
  - 1.2.3. Road Works
  - 1.2.4. Main Representatives
- 1.3. Futurism
  - 1.3.1. Origin and Influences
  - 1.3.2. Features
  - 1.3.3. Road Works
  - 1.3.4. Main Representatives
- 1.4. Abstract Art
  - 1.4.1. Origin and Influences
  - 1.4.2. Features
  - 1.4.3. Road Works
  - 1.4.4. Main Representatives
- 1.5. Constructivism
  - 1.5.1. Origin and Influences
  - 1.5.2. Features
  - 1.5.3. Road Works
  - 1.5.4. Main Representatives
- 1.6. Dadaism
  - 1.6.1. Origin and Influences
  - 1.6.2. Features
  - 1.6.3. Road Works
  - 1.6.4. Main Representatives
- 1.7. Surrealism
  - 1.7.1. Origin and Influences
  - 1.7.2. Features
  - 1.7.3. Road Works
  - 1.7.4. Main Representatives
- 1.8. First Artistic Currents of Post-Conceptual Art
  - 1.8.1. Informalism
  - 1.8.2. New Figuration
  - 1.8.3. Kinetic Art
  - 1.8.4. Pop Art
  - 1.8.5. New Realism
  - 1.8.6. Action Art
- 1.9. Second Artistic Currents of Post-Conceptual Art
  - 1.9.1. Minimalism
  - 1.9.2. Hyperrealism
  - 1.9.3. Conceptual Art
  - 1.9.4. Postmodernity
  - 1.9.5. Street Art
  - 1.9.6. Land Art
- 1.10. Actuality of Post-Conceptual Art
  - 1.10.1. Pop Art
  - 1.10.2. Object Art
  - 1.10.3. Body Art
  - 1.10.4. Performance
  - 1.10.5. Facilities

## Module 2. Theory of Aesthetics and the Arts

- 2.1. Origin and Antiquity of Aesthetics
  - 2.1.1. Definition of Aesthetics
  - 2.1.2. Platonism
  - 2.1.3. Aristotelianism
  - 2.1.4. Neoplatonism
- 2.2. Mimesis, Poiesis and Katharsi
  - 2.2.1. Mimesis
  - 2.2.2. Poiesis
  - 2.2.3. Kátharsi
- 2.3. Middle and Modern Ages
  - 2.3.1. Scholasticism
  - 2.3.2. The Renaissance
  - 2.3.3. Mannerism
  - 2.3.4. Baroque
  - 2.3.5. Rationalism
  - 2.3.6. Empiricism
  - 2.3.7. Enlightenment
  - 2.3.8. Idealism
- 2.4. The Definition of Art Today
  - 2.4.1. Art
  - 2.4.2. The Artist
  - 2.4.3. Taste and Critique
  - 2.4.4. Fine Arts
- 2.5. Fine Arts
  - 2.5.1. Architecture
  - 2.5.2. Sculpture
  - 2.5.3. Painting
  - 2.5.4. Music
  - 2.5.5. Poetry
- 2.6. Aesthetics and Reflection
  - 2.6.1. Positivist Aesthetics
  - 2.6.2. Idealist Aesthetics
  - 2.6.3. Critical Aesthetics
  - 2.6.4. Libertarian Aesthetics
- 2.7. Aesthetics and Ethics
  - 2.7.1. Illustration
  - 2.7.2. Idealism
    - 2.7.2.1. Kant
    - 2.7.2.2. Schiller, Fichte, Schelling
    - 2.7.2.3. Hegel
  - 2.7.3. Romanticism
    - 2.7.3.1. Kierkegaard, Schopenhauer y Wagner
    - 2.7.3.2. Nietzsche
- 2.8. Aesthetics and Taste
  - 2.8.1. Aesthetic Taste as an Illustrated Theoretical Statute
  - 2.8.2. A Taste for Impact
  - 2.8.3. The Aestheticization of Taste
- 2.9. Contemporary Aesthetics
  - 2.9.1. Formalism
  - 2.9.2. Iconology
  - 2.9.3. Neoidealism
  - 2.9.4. Marxism
  - 2.9.5. Pragmatism
  - 2.9.6. Noucentisme
  - 2.9.7. Raciovitalism
  - 2.9.8. Logical Empiricism
  - 2.9.9. Semiotics
  - 2.9.10. Phenomenology
  - 2.9.11. Existentialism
  - 2.9.12. Postmodern Aesthetics

2.10. Aesthetic Categories

- 2.10.1. Beauty
- 2.10.2. Ugliness
- 2.10.3. Sublime
- 2.10.4. Tragic
- 2.10.5. Comical
- 2.10.6. Grotesque

### Module 3. Magazines

3.1. What is a Magazine

- 3.1.1. Introduction
- 3.1.2. What is a Magazine. Its Specificities and the Publishing Market
- 3.1.3. Specificities of the Magazine
- 3.1.4. Magazine Market: General Issues
- 3.1.5. Large Magazine Publishing Groups

3.2. The Magazine Reader

- 3.2.1. Introduction
- 3.2.2. The Magazine Reader
- 3.2.3. Finding and Building Reader Loyalty
- 3.2.4. The Print Magazine Reader
- 3.2.5. The Digital Magazine Reader
- 3.2.6. Readership and Advertising

3.3. Creation and Life of a Magazine

- 3.3.1. Introduction
- 3.3.2. The Creation of a Magazine
- 3.3.3. The Name
- 3.3.4. The Life Cycle of a Magazine

3.4. Segmentation and Specialization of Magazines

- 3.4.1. Introduction
- 3.4.2. Segmentation and Specialization of Magazines
- 3.4.3. Types of Magazine
  - 3.4.3.1. Cultural Magazines
  - 3.4.3.2. Gossip Magazines
  - 3.4.3.3. Supplements

3.5. Structure and Contents of the Magazines

- 3.5.1. Introduction
- 3.5.2. The Headline
- 3.5.3. Structure
- 3.5.4. Contents

3.6. Birth and Development of Magazines in Europe and the USA

- 3.6.1. Introduction
- 3.6.2. The Beginnings: Between the 16th and 18th Centuries. From the Relations to the Gazettes
- 3.6.3. The 19th Century in Europe
- 3.6.4. Balance of the 19th Century

3.7. The Twentieth Century: The Consolidation of the Modern Magazine

- 3.7.1. Introduction
- 3.7.2. The First Decades of the Twentieth Century in European Magazines
- 3.7.3. The United States Between the Twenties and the Sixties: The Second Magazine Boom
- 3.7.4. Europe after the Second World War: Magazines from the 1940s Onwards
- 3.7.5. From the 1960s Onwards: The Revamped magazine

3.8. Milestones in the History of American Magazines

- 3.8.1. Introduction
- 3.8.2. National Geographic, a Milestone in the History of Popular Magazines.
- 3.8.3. Time, a Milestone in Weekly Newsmagazines
- 3.8.4. Reader's Digest, a Milestone in Magazine Magazines
- 3.8.5. The New Yorker, a Milestone in Opinion and Culture Magazines.

3.9. Magazines in Europe

- 3.9.1. Introduction
- 3.9.2. Dissemination
- 3.9.3. Top Magazines by Country

3.10. Magazines in Latin America

- 3.10.1. Introduction
- 3.10.2. Origin
- 3.10.3. Top Magazines by Country



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*Take a tour of the Fashion Image and acquire the skills you need to excel in the industry”*

# 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.

“

*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.

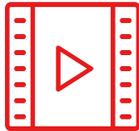
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

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.



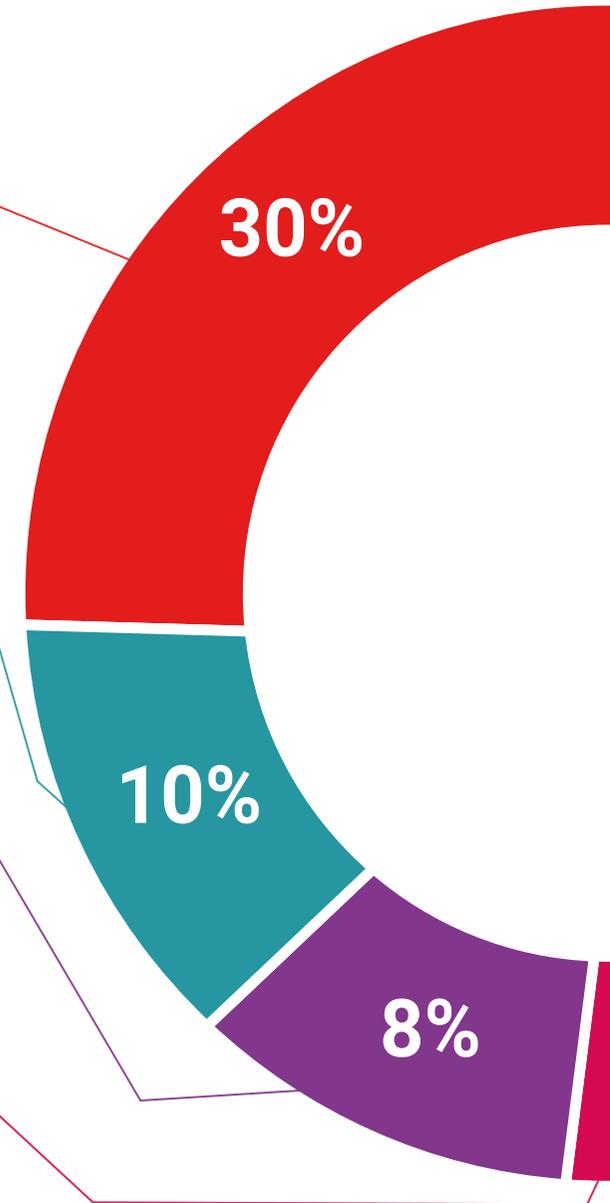
### Practising Skills and Abilities

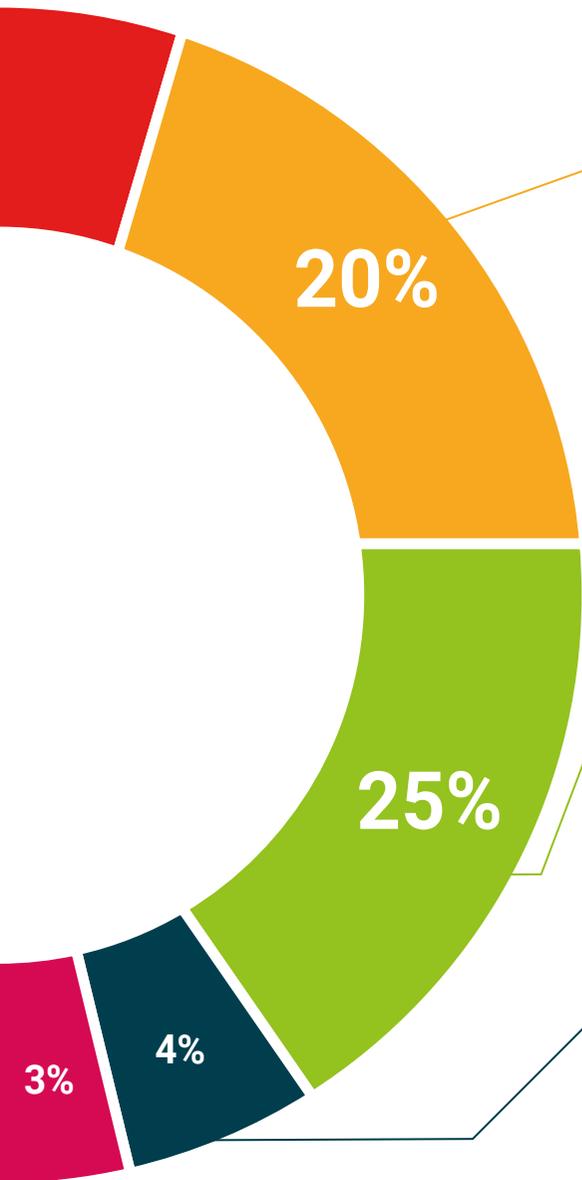
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 Diploma in Fashion Image guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.



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

This program will allow you to obtain your **Postgraduate Diploma in Fashion Image** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Fashion Image**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**





## Postgraduate Diploma Fashion Image

- » Modality: online
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# Postgraduate Diploma Fashion Image

