Professional Master's Degree
Fashion Styling

The Design Society

the Design Society
a worldwide community

tech global university

Professional Master's Degree
Fashion Styling

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Accreditation: **60 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/design/professional-master-degree/master-fashion-styling**

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01

Introduction to the Program

Fashion is projected as a transversal phenomenon that integrates art, communication, industry, and technology. Within this universe, styling emerges as a key discipline for interpreting trends, constructing visual narratives, and enhancing identities. According to UNESCO, the cultural and creative sectors generate nearly 30 million jobs worldwide, with Fashion being one of its most dynamic pillars. For this reason, TECH has developed this cutting-edge academic proposal, aimed at developing a contemporary perspective in this unparalleled world. All of this is delivered through a 100% online methodology, focused on excellence and innovation. As such, professionals will have access to updated content guided by specialists, within a prestigious and academically rigorous digital environment.

A comprehensive and 100% online program, exclusive to TECH, with an international perspective supported by our membership with The Design Society"

Fashion Styling is now a strategic tool that goes beyond clothing to become a visual language capable of constructing narratives, influences, and values. In a landscape where the cultural industry, social media, art, and technology converge, professionals in the field face the challenge of mastering a discipline in constant evolution. This is further compounded by the growing demand for versatile profiles, capable of integrating aesthetic concepts, visual narratives, and global trends with both creative and technical approaches.

In this context, TECH has designed this Professional Master's Degree in Fashion Styling as an academic opportunity that addresses the current challenges of this field from a comprehensive perspective. Through a rigorous syllabus, the program will cover new applications in editorial work, film, runways, digital media, and social networks. It will also focus on topics such as the use of cultural references, personal and corporate image management, trend analysis, visual composition techniques, colorimetry, art direction, and sustainability in fashion.

This university degree will be delivered through a 100% online methodology, allowing access to content at any time and from any device. Moreover, the Relearning method will be integrated, focusing on optimizing knowledge acquisition through contextualized repetition, facilitating an efficient, flexible academic experience aligned with the demands of the current professional world.

Thanks to TECH's membership with **The Design Society (DS)**, students will become part of a global community dedicated to design and its study. They will have access to open-access publications and be able to participate in collaborative events. Additionally, the membership supports the maintenance of the society and its platforms, facilitating interaction and access to specialized resources for professional development in design.

This **Professional Master's Degree in Fashion Styling** contains the most complete and up-to-date program on the market. The most important features include:

- The development of practical case studies presented by experts in Fashion Styling
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- A special emphasis on 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

You will manage the image of fashion brands, becoming a key member of creative teams. What are you waiting for to enroll and apply styling techniques adapted to digital tools?"

"

You will implement ideal styling practices in the digital environment, integrating ethical criteria linked to sustainability, cultural identity, and visual representation"
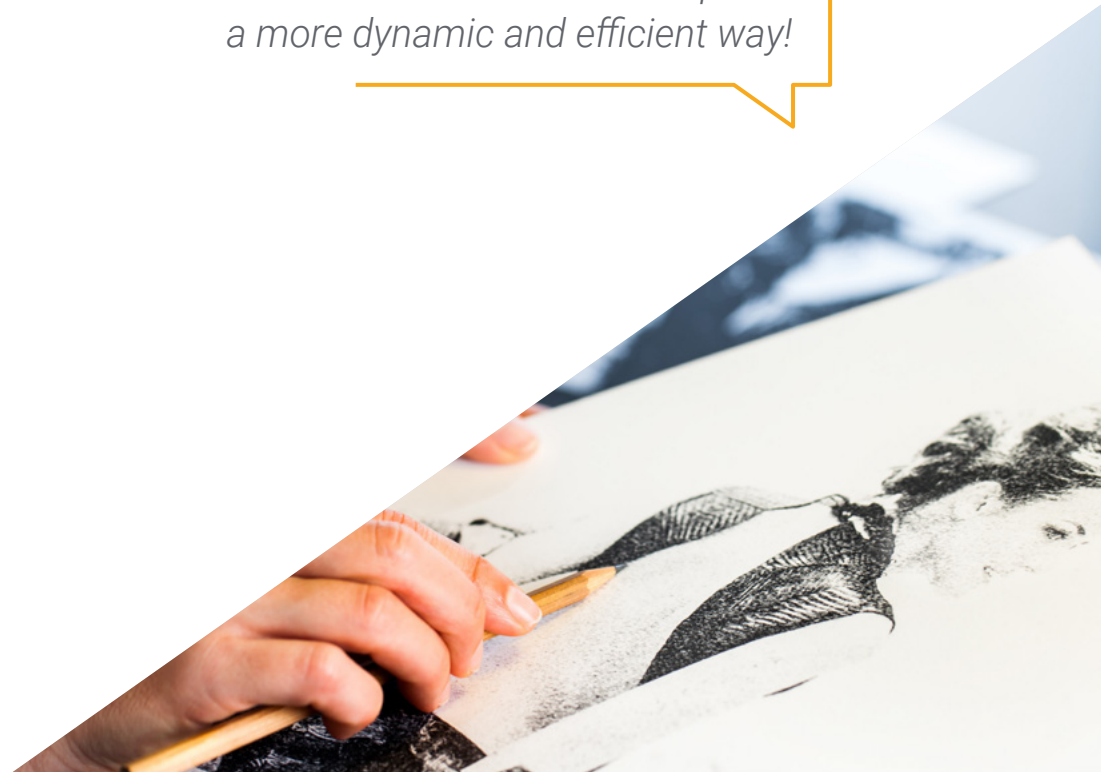
You will adapt the latest fashion trends to create styling suitable for different events, audiences, and platforms.

With the Relearning system, you won't need to invest a large number of hours in training. Enroll now and master the most relevant concepts in a more dynamic and efficient way!

The teaching staff includes professionals from the field of Fashion Styling, who bring their work experience to this program, as well as recognized 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 learning experience designed to prepare 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 throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it relies on an enormous faculty of more than 6,000 professors of the highest international renown.

Study at the world's largest online university and guarantee your professional success. The future starts at TECH"

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

Forbes
The best online university in the world

The most complete **syllabus**

TOP international faculty

The most effective methodology

World's No.1 The World's largest online university

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.

G
Google Partner
PREMIER 2025

The Official
Online University
of the **NBA**

4.9/5
★★★★★
★ global score

99%
maximun
employability
guaranteed

Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.

The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.

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Syllabus

This university program at TECH has been developed by experts in fashion, aesthetics, and visual communication, ensuring a comprehensive and up-to-date academic journey. Throughout the academic course, graduates will acquire key competencies such as color management through colorimetry techniques, a deep understanding of art and fashion history, and mastery of styling applied to various visual platforms. Additionally, they will explore aesthetic theory, photography, editorial communication, and current fashion marketing channels. All of this will be approached with a practical, creative, and strategic focus, enhancing highly competitive professional profiles.

ABOUT ME

Apr
05

Office Outfit

465 comments

Today I want to show you a simply casual look to go office everyday...

read more

You will gain knowledge in brand image management in fashion through creative strategies that connect with demanding and digital audiences"

Module 1. Colorimetry

1.1. Color Theory
    1.1.1. Perception of Form and Space
    1.1.2. Color. Definition
    1.1.3. Color perception
    1.1.4. Color Properties or Dimensions
    1.1.5. Color Classification
1.2. Color Perception
    1.2.1. The Human Eye
    1.2.2. Color Vision
    1.2.3. Variables in Color Perception
    1.2.4. Non-Visual Color Perception
1.3. Color Modeling and Standardization
    1.3.1. History of Color
        1.3.1.1. First Theories
        1.3.1.2. Leonardo Da Vinci
        1.3.1.3. Isaac Newton
        1.3.1.4. Moses Harris
        1.3.1.5. Goethe
        1.3.1.6. Runge
        1.3.1.7. Chevreul
        1.3.1.8. Rood
        1.3.1.9. Munsell
        1.3.1.10. Ostwald
    1.3.2. Visual Perception
        1.3.2.1. Absorption and Reflection
        1.3.2.2. Pigment Molecules
    1.3.3. Color Attributes
        1.3.3.1. Tone
        1.3.3.2. Luminance
        1.3.3.3. Saturation
    1.3.4. Warm and Cool Colors
    1.3.5. Harmony in Colors
    1.3.6. Contrast
    1.3.7. Color Effects
        1.3.7.1. Size
        1.3.7.2. Transparency, Weight and Mass
1.4. Semiotics and Semantics of Color
    1.4.1. Semiotics of Color
    1.4.2. Color Description
    1.4.3. Colors: Material, Light, Perceptions, Sensations
    1.4.4. Color and Material
    1.4.5. The Truth of a Color
    1.4.6. Color perception
    1.4.7. The Weight of a Color
    1.4.8. The Color Dictionary
1.5. Color in Design
    1.5.1. Chromatic Trends
    1.5.2. Graphic Design
    1.5.3. Interior Design
    1.5.4. Architecture
    1.5.5. Landscape Design
    1.5.6. Fashion Design
1.6. Composition
    1.6.1. General Overview
        1.6.1.1. Codes Used
        1.6.1.2. Originality and Banality
        1.6.1.3. Degree of Iconicity and Abstraction
    1.6.2. Configurational Organization of the Image: Relation between Background and Figure
    1.6.3. Configurational Organization of the Image: Gestalt Laws
    1.6.4. Configurational Organization of the Image: Systems of Spatial Organization
        1.6.4.1. Balance: Static or Dynamic. Focal or Orthogonal System
        1.6.4.2. Proportion
        1.6.4.3. Symmetry
        1.6.4.4. Movement and Rhythm
    1.6.5. Field Study

1.10. Color Use

   1.10.1. Sources of Dyes and Pigments

   1.10.2. Lighting

   1.10.3. Mixture of Oils and Acrylics

   1.10.4. Glazed Ceramics

   1.10.5. Colored Glass

   1.10.6. Color Printing

   1.10.7. Color Photography

Module 2. History of Contemporary Art

2.1. Fauvism

   2.1.1. Origin and Influences

   2.1.2. Characteristics

   2.1.3. Works

   2.1.4. Main Representatives

2.2. Expressionism

   2.2.1. Origin and Influences

   2.2.2. Characteristics

   2.2.3. Works

   2.2.4. Main Representatives

2.3. Futurism

   2.3.1. Origin and Influences

   2.3.2. Characteristics

   2.3.3. Works

   2.3.4. Main Representatives

2.4. Abstract Art

   2.4.1. Origin and Influences

   2.4.2. Characteristics

   2.4.3. Works

   2.4.4. Main Representatives

2.5. Constructivism

   2.5.1. Origin and Influences

   2.5.2. Characteristics

   2.5.3. Works

   2.5.4. Main Representatives

2.6. Dadaism

   2.6.1. Origin and Influences

   2.6.2. Characteristics

   2.6.3. Works

   2.6.4. Main Representatives

2.7. Surrealism

   2.7.1. Origin and Influences

   2.7.2. Characteristics

   2.7.3. Works

   2.7.4. Main Representatives

2.8. First Artistic Currents of Post-Conceptual Art

   2.8.1. Informalism

   2.8.2. New Figuration

   2.8.3. Kinetic Art

   2.8.4. *Pop Art*

   2.8.5. New Realism

   2.8.6. Action Art

2.9. Second Artistic Currents of Post-Conceptual Art

   2.9.1. Minimalism

   2.9.2. Hyperrealism

   2.9.3. Conceptual Art

   2.9.4. Postmodernity

   2.9.5. *Street Art*

   2.9.6. *Land Art*

2.10. Actuality of Post-Conceptual Art

   2.10.1. *Pop Art*

   2.10.2. Object Art

   2.10.3. *Body Art*

   2.10.4. *Perfomance*

   2.10.5. Facilities

Module 3. Photography

3.1. History of Photography
    3.1.1. Background of photography
    3.1.2. Color Photography
    3.1.3. Photographic Film
    3.1.4. The Digital Camera

3.2. Image Formation
    3.2.1. Camera
    3.2.2. Basic Parameters in Photography
    3.2.3. Photometry
    3.2.4. Lenses and Focal Length

3.3. Photographic Language
    3.3.1. Types of Plans
    3.3.2. Formal, Compositional and Interpretative Elements of the Photographic Image
    3.3.3. Framing
    3.3.4. Representation of Time and Movement in Photography
    3.3.5. The Relationship of Photography with Reality and Truth

3.4. Camera
    3.4.1. Analog and Digital Cameras
    3.4.2. Simple Cameras
    3.4.3. The Reflex Cameras
    3.4.4. Basic Photographic Techniques
    3.4.5. Exposure and Exposure Meters
    3.4.6. The Digital Reflex Camera. The Sensor
    3.4.7. The Handling of the Digital Camera versus the Analog Camera
    3.4.8. Specific Aspects of Interest
    3.4.9. Ways of Working with the Digital Camera

3.5. Digital Image
    3.5.1. File Formats
    3.5.2. White Balance
    3.5.3. Color Temperature
    3.5.4. Histogram Exposure in Digital Photography
    3.5.5. Dynamic Range

3.6. The Behavior of Light
    3.6.1. The Photon
    3.6.2. Reflection and Absorption
    3.6.3. Quantity and Quality of Light
        3.6.3.1. Hard and Soft Light
        3.6.3.2. Direct and Diffuse Light

3.7. Expressiveness and Aesthetics of Lighting
    3.7.1. Shadows, Modifiers and Depth
    3.7.2. Lighting Angles
    3.7.3. Lighting Schemes
    3.7.4. Light Measurement
        3.7.4.1. The Photometer
        3.7.4.2. Incident Light
        3.7.4.3. Reflected Light
        3.7.4.4. Measurement Over Several Points
        3.7.4.5. Contrast
        3.7.4.6. Medium Gray
    3.7.5. Illumination Natural Light
        3.7.5.1. Diffusers
        3.7.5.2. Reflectors
    3.7.6. Artificial Light Illumination
        3.7.6.1. The Photographic Studio
        3.7.6.2. Sources of Illumination
        3.7.6.3. Cold Light
        3.7.6.4. Studio Flash and Compact Flash
        3.7.6.5. Accessories

3.8. Editing Software
    3.8.1. Adobe Lightroom
    3.8.2. Adobe Photoshop
    3.8.3. *Plugins*

3.9. Photo Editing and Development
    3.9.1. Camera RAW Development
    3.9.2. Noise and Focus
    3.9.3. Exposure, Contrast and Saturation Adjustments Levels and Curves

Module 4. History of Clothing

Module 5. Aesthetic and Art Theory

5.1. Origin and Antiquity of Aesthetics
    5.1.1. Definition of Aesthetics
    5.1.2. Platonism
    5.1.3. Aristotelianism
    5.1.4. Neoplatonism
5.2. Mimesis, Poiesis and Katharsi
    5.2.1. Mimesis
    5.2.2. Poiesis
    5.2.3. Kátharsi
5.3. Middle and Modern Ages
    5.3.1. Scholasticism
    5.3.2. The Renaissance
    5.3.3. Mannerism
    5.3.4. Baroque
    5.3.5. Rationalism
    5.3.6. Empiricism
    5.3.7. Enlightenment
    5.3.8. Idealism
5.4. The Definition of Art Today
    5.4.1. Art
    5.4.2. The Artist
    5.4.3. Taste and Critique
    5.4.4. Fine Arts
5.5. Fine Arts
    5.5.1. Architecture
    5.5.2. Sculpture
    5.5.3. Painting
    5.5.4. Music
    5.5.5. Poetry

5.6.   Aesthetics and Reflection
    5.6.1.   Positivist Aesthetics
    5.6.2.   Idealist Aesthetics
    5.6.3.   Critical Aesthetics
    5.6.4.   Libertarian Aesthetics

5.7.   Aesthetics and Ethics
    5.7.1.   The Enlightenment
    5.7.2.   Idealism
        5.7.2.1. Kant
        5.7.2.2. Schiller, Fichte, Schelling
        5.7.2.3. Hegel
    5.7.3.   Romanticism
        5.7.3.1. Kierkegaard, Schopenhauer y Wagner
        5.7.3.2. Nietzsche

5.8.   Aesthetics and Taste
    5.8.1.   Aesthetic Taste as an Illustrated Theoretical Statute
    5.8.2.   A Taste for Impact
    5.8.3.   The Aestheticization of Taste

5.9.   Contemporary Aesthetics
    5.9.1.   Formalism
    5.9.2.   Iconology
    5.9.3.   Neoidealism
    5.9.4.   Marxism
    5.9.5.   Pragmatism
    5.9.6.   Noucentisme
    5.9.7.   Raciovitalism
    5.9.8.   Logical Empiricism
    5.9.9.   Semiotics
    5.9.10   Phenomenology
    5.9.11. Existentialism
    5.9.12. Postmodern Aesthetics

5.10.   Aesthetic Categories
    5.10.1. Beauty
    5.10.2. Ugliness
    5.10.3. Sublime
    5.10.4. Tragic
    5.10.5. Comical
    5.10.6. Grotesque

Module 6. History of Fashion

6.1.   From Clothing to Fashion
    6.1.1.   New Context and Social Change
    6.1.2.   Women's Liberation
    6.1.3.   New Concept of Fashion Designer
    6.1.4.   Beginning of the 20th Century

6.2.   Modern Clothing
    6.2.1.   Modern Clothing
    6.2.2.   The Rise of American Designers
    6.2.3.   The London Scene
    6.2.4.   New York in the 70s
    6.2.5.   80s Fashion
    6.2.6.   Multi-Brand Luxury Groups
    6.2.7.   Functional Fashion
    6.2.8.   *Activewear*
    6.2.9.   Fashion, Art and Pop Culture
    6.2.10. *Celebrities*
    6.2.11. Photography and the Internet

6.3.   Great Masters of Fashion
    6.3.1.   Jeanne Lanvin
    6.3.2.   Jeanne Paquin
    6.3.3.   Emilie Flöge
    6.3.4.   Madeleine Vionnet
    6.3.5.   Gabrielle Chanel
    6.3.6.   Elsa Schiaparelli
    6.3.7.   Carolina Herrera

Module 7. Styling

7.10. Basic Clothing Styles
- 7.10.1. Trends
- 7.10.2. The Coolhunter
- 7.10.3. Classic Style
- 7.10.4. Avant-Garde Style
- 7.10.5. Informal or Casual Style
- 7.10.6. Bohemian Style
- 7.10.7. Minimalist Style
- 7.10.8. Retro or *Vintage* Style
- 7.10.9. Oversized Style
- 7.10.10. Feline or *Lingerie* Style
- 7.10.11. Grunge Style
- 7.10.12. Ethnic Style
- 7.10.13. *Hippie* Style
- 7.10.14. *Punk* Style
- 7.10.15. Executive Style
- 7.10.16. Gothic Style
- 7.10.17. Safari Styles
- 7.10.18. Military Style
- 7.10.19. Folk Style
- 7.10.20. Underground Style
- 7.10.21. Other Styles

Module 8. Fashion Marketing

8.1. Fashion Marketing
- 8.1.1. Introduction to Fashion Marketing
- 8.1.2. Definition of Marketing
- 8.1.3. Marketing and Variables

8.2. Market Research in Fashion
- 8.2.1. Fashion Market Environment
- 8.2.2. Market Structure
- 8.2.3. Agents of the Industrial Process
- 8.2.4. The International Market

8.3. Strategies in the Fashion Markets
- 8.3.1. Market Segmentation
- 8.3.2. Product Positioning
- 8.3.3. Market Research

8.4. The Fashion Consumer
- 8.4.1. The Fashion Consumer
- 8.4.2. Buying Behavior
- 8.4.3. Purchase Decision Process

8.5. The Fashion Product
- 8.5.1. The Fashion Product
- 8.5.2. Product Life Cycle
- 8.5.3. Brand Identity

8.6. Fashion Pricing Policy
- 8.6.1. The Price
- 8.6.2. Costs
- 8.6.3. Price Setting

8.7. Fashion Communication
- 8.7.1. Product Communication and Promotion
- 8.7.2. The Catwalk
- 8.7.3. Trends
- 8.7.4. Quality Control in the Process

You will adapt Fashion Styling to the needs of various media outlets such as magazines, editorials, or advertising campaigns"

04
Teaching Objectives

Through this university program, graduates will develop a comprehensive and contemporary perspective on Styling, with the skills to conceptualize, coordinate, and lead visual proposals across various formats and contexts. They will also be able to interpret trends, build solid aesthetic narratives, and apply principles of composition, colorimetry, and art direction in editorial, audiovisual, or branding projects. Moreover, these designers will integrate historical, cultural, and technological knowledge that will enrich their creative proposals, while also considering sustainability and diversity criteria. As a result, they will be able to lead creative processes, collaborate with multidisciplinary teams, and position themselves as strategic professionals in the global fashion industry.

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"You will become a specialist in the history of fashion, understanding the styles that marked eras and their impact on current design. Join this comprehensive academic journey now!"

General Objectives

- Analyze and apply the fundamentals of colorimetry to build coherent and aesthetically balanced visual proposals

- Understand the evolution of contemporary art and its influence on current fashion styling

- Develop technical skills in photography applied to editorial, advertising, and artistic realms within the fashion industry

- Recognize key milestones in the history of clothing to aesthetically contextualize each stylistic proposal

- Integrate the principles of aesthetics and the arts in creating solid and creative visual narratives

- Master the tools, techniques, and methodologies specific to Styling across various professional formats

- Apply marketing strategies specific to the fashion sector to effectively communicate and position projects

- Understand the workings of fashion magazines as spaces for aesthetic and professional dissemination

Develop visual projects, ensuring that all styling elements are aligned with the brand's objectives and vision"

Specific Objectives

Module 1. Colorimetry
- Analyze the psychology of color and its impact on aesthetic perception within styling proposals
- Apply principles of color harmony in combinations of garments, accessories, and visual settings

Module 2. History of Contemporary Art
- Interpret 20th and 21st-century artistic movements as sources of inspiration for fashion styling
- Link contemporary art trends with creative proposals applicable to design and image

Module 3. Photography
- Master technical and compositional principles of photography for creating fashion editorials
- Collaborate with photographic production teams to ensure aesthetic coherence between image, clothing, and message

Module 4. History of Clothing
- Recognize sociocultural transformations reflected in the evolution of clothing over time
- Integrate historical references of clothing into current styling proposals, adding narrative value

Module 5. Aesthetic and Art Theory
- Develop a critical perspective based on classical and contemporary aesthetic theories
- Evaluate visual proposals from a philosophical, artistic, and culturally contextualized approach

Module 6. History of Fashion
- Reflect on the impact of fashion production innovation and quality, prêt-à-porter, and low-cost fashion on quality of life and the environment
- Identify iconic styles, silhouettes, and materials from each era to reinterpret them creatively

Module 7. Styling
- Design coherent styling proposals based on the message, medium, and target audience
- Select and coordinate garments, accessories, hairstyles, and makeup for editorial or commercial productions

Module 8. Fashion Marketing
- Analyze positioning and segmentation strategies in fashion brands
- Design marketing campaigns integrated with the visual and stylistic identity of a brand

Module 9. Magazines
- Understand editorial operations and content creation processes in fashion publications
- Create styling proposals adapted to different editorial formats, both print and digital

Module 10. Communication Channels in Fashion
- Use digital platforms and social media as key tools for the dissemination of fashion styling
- Design visual communication strategies aligned with the values and target audiences of brands

05
Career Opportunities

Graduates will have access to a wide range of opportunities within the dynamic world of fashion. In fact, their expertise in styling applied to editorial, audiovisual, and digital media positions them as key profiles in specialized magazines, advertising agencies, production companies, fashion brands, and personal or corporate branding projects. Moreover, professionals will be equipped to lead visual productions, coordinate creative teams, or undertake their own projects with a solid aesthetic proposal. This specialization will enable them to stand out in sectors that value visual storytelling, aesthetic innovation, and strategic image management.

"

You will design functional styling for editorials, luxury brands, or audiovisual productions from both an artistic and technical perspective"

Graduate Profile

Upon completing this university program, professionals will have developed a critical and contemporary perspective on styling, integrating artistic, historical, technical, and communicational knowledge. They will also be capable of designing coherent visual proposals, interpreting aesthetic codes, and applying techniques of color, composition, and creative direction across different formats. Additionally, this academic experience will provide them with the tools needed to create relevant visual narratives, lead projects with a unique identity, and adapt to the evolving dynamics of the sector. Ultimately, specialists will have a profile highly valued for their ability to link creativity, cultural analysis, and technical mastery in ever-changing scenarios.

You will gain a critical, aesthetic, and strategic perspective to build visual narratives that communicate identity, style, and purpose.

- **Art Direction:** Lead creative teams and coordinate visual productions from an aesthetic, technical, and conceptual perspective.

- **Trend Analysis:** Interpret cultural and social movements applicable to contemporary styling and the development of innovative proposals.

- **Color Management:** Master colorimetry to create harmonious and effective visual combinations, adapted to different audiences and media.

- **Fashion Communication:** Use traditional and digital channels for fashion content dissemination, focusing on strategies for visual impact.
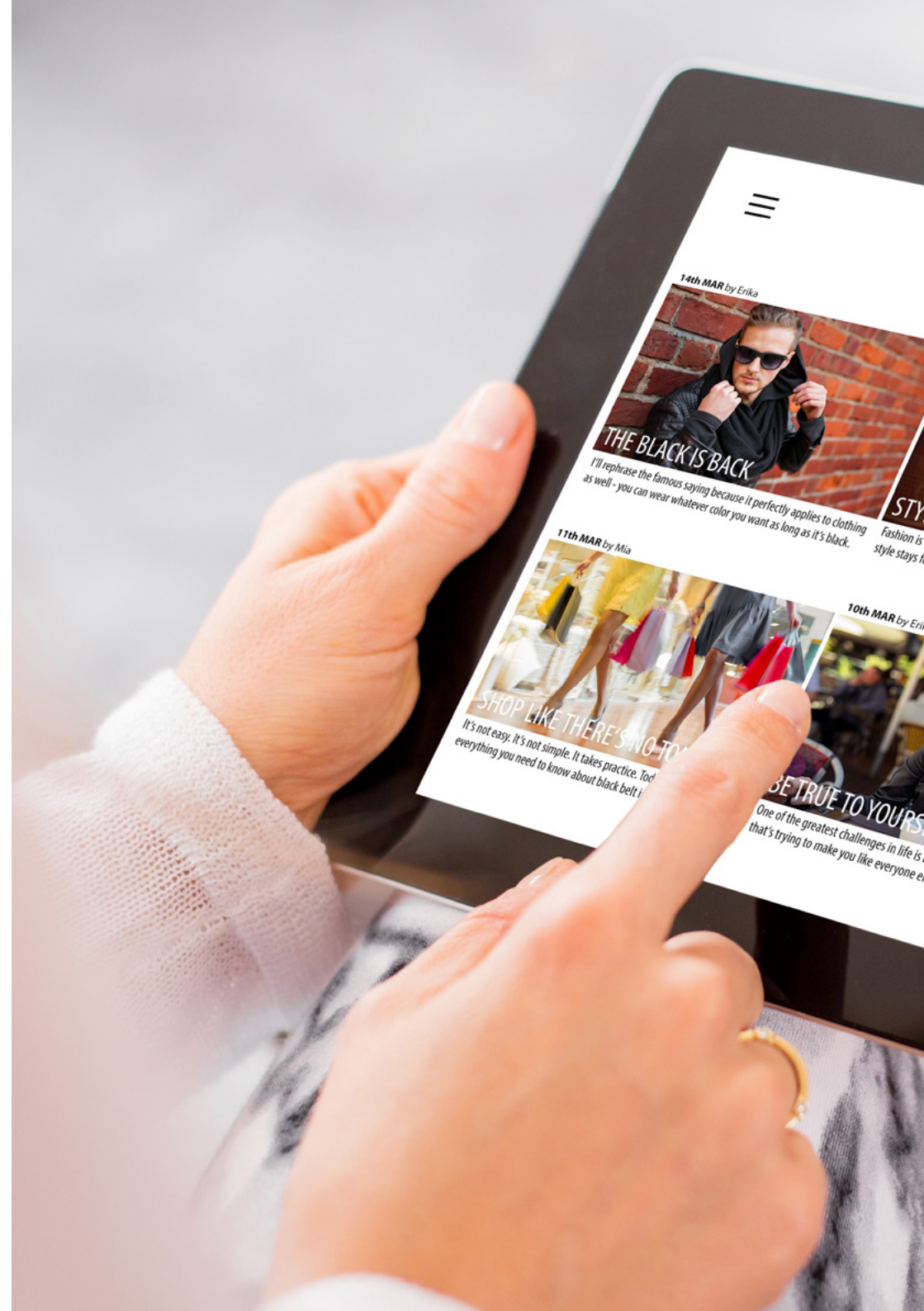
After completing the university program, you will be able to apply your knowledge and skills in the following positions:

1. **Editorial Styling Director:** Responsible for conceptualizing and coordinating the visual image in photo shoots for fashion magazines and specialized media.
2. **Brand Image Consultant:** Designer of the visual identity for fashion brands, artists, or public figures, aligning aesthetics with strategic communication.
3. **Fashion Production Coordinator:** Operational leader of photo shoots, runway shows, and campaigns, managing technical and creative teams to ensure flawless execution.
4. **Senior Visual Merchandiser:** Designer of visual experiences in physical stores and windows, applying styling principles to maximize commercial impact.
5. **Style Consultant for Digital Platforms:** Creator of visual content for social media, e-commerce, or fashion influencers.
6. **Fashion Editor in Specialized Media:** Curator of stylistic content for magazines, blogs, and digital publications, focusing on trends and aesthetic analysis.
7. **Art Director in Advertising Agencies:** Responsible for building the visual universe of campaigns, applying knowledge of styling, color, and narrative.
8. **Visual Marketing Coordinator for Fashion:** Designer of coherent visual strategies to position products or collections in the global market.
9. **Stylist for Audiovisual Productions:** In charge of the image of characters or presenters in television, film, music videos, or streaming platforms.

You will integrate cultural, historical, and social criteria to create styling adapted to new audiences"

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

"
TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

❝ *At TECH you will NOT have live classes (which you might not be able to attend)"*

The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:

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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

Interactive Summaries

We present 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".

Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.

20%

15%

15%

3%
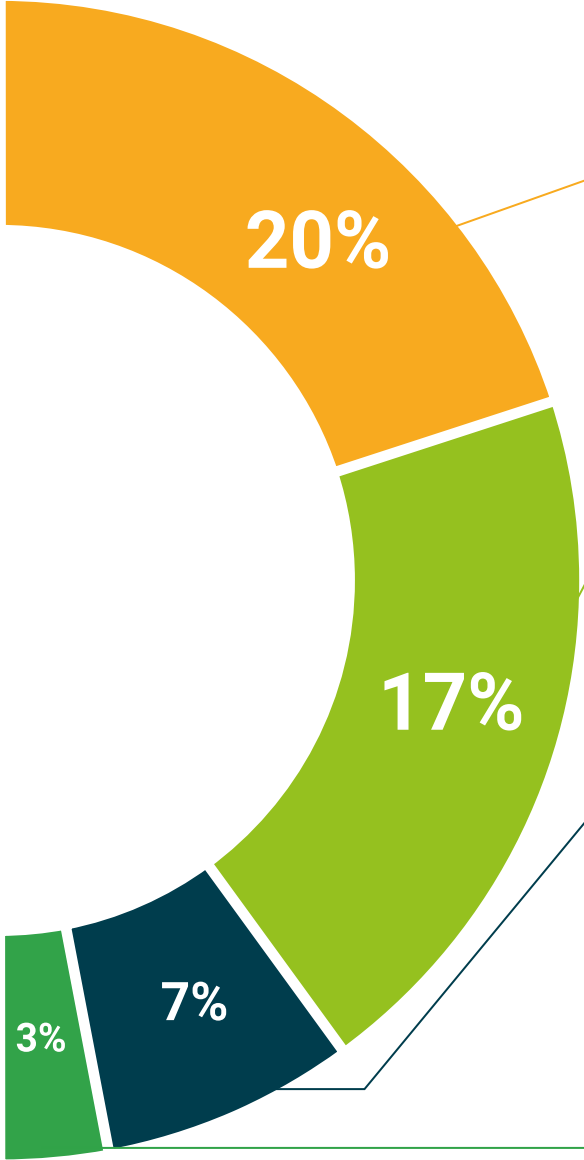
Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

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 for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.

20%

17%

7%

3%

Certificate

The Professional Master's Degree in Fashion Styling guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Professional Master's Degree issued by TECH Global University.

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

This private qualification will allow you to obtain a diploma for the **Professional Master's Degree in Fashion Styling** 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 private qualification from **TECH Global University** is a European continuing education and professional development program that guarantees the acquisition of competencies in its area of expertise, providing significant curricular value to the student who successfully completes the program.

TECH is a member of **The Design Society (DS)**, the largest community of leading experts in design science. This membership strengthens its presence in international networks dedicated to the theoretical and practical evolution of design.

TECH is a member of:

the Design Society
a worldwide community

Title: **Professional Master's Degree in Fashion Styling**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**

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tech global university

Mr./Ms. _____ with identification document _____
has successfully passed and obtained the title of:

Professional Master's Degree in Fashion Styling

This is a private qualification of 1,800 hours of duration equivalent to 60 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Professional Master's Degree in Fashion Styling

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total 60	

General Structure of the Syllabus

Year	Subject	ECTS	Type
1°	Colorimetry	6	CO
1°	History of Contemporary Art	6	CO
1°	Photography	6	CO
1°	History of Clothing	6	CO
1°	Aesthetic and Art Theory	6	CO
1°	History of Fashion	6	CO
1°	Styling	6	CO
1°	Fashion Marketing	6	CO
1°	Magazines	6	CO
1°	Communication Channels in Fashion	6	CO

Dr. Pedro Navarro Illana
Dean

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*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

Professional Master's Degree
Fashion Styling

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Global University**
» Accreditation: **60 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Professional Master's Degree
Fashion Styling

The Design Society

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