

# Postgraduate Certificate Aesthetics and Art Theory





## Postgraduate Certificate Aesthetics and Art Theory

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

Website: [www.techtitute.com/us/design/postgraduate-certificate/aesthetics-art-theory](http://www.techtitute.com/us/design/postgraduate-certificate/aesthetics-art-theory)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Structure and Content

---

*p. 12*

04

Methodology

---

*p. 16*

05

Certificate

---

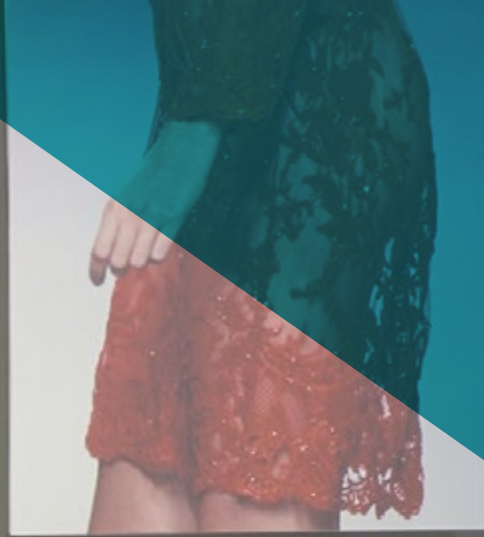
*p. 24*

# 01

# Introduction

Art and fashion are two concepts that are widely related, mainly because of the contribution that fine arts make to the textile sector. In this field, aesthetics is analyzed as an element of artistic expression that is also essential for designers. Thus, the comprehensive knowledge on these subjects will allow professionals to enter a sector that demands a great specialization and seeks inspiration in the beauty of the different arts. With this TECH program, students will be able to delve into an area of great value, which is essential to understand the global concept of image and aesthetics, as an element that produces sensations and emotions in the consumer until they take the step towards the purchase.





“

*The study of aesthetics is essential in the fashion industry, as it will allow professionals to apply the most practical theories to reach the consumer through their designs”*

Beauty is a subjective concept, but with a strong link to fashion and aesthetics. Designers are the main prescribers of style and, as such, are guided by beauty and aesthetics to create that global image that will be transferred to the garments and, in case of success, to society. However, the concept of aesthetics arose in ancient times and is more closely linked to philosophy and arts. Although, over the years, it has moved into different sectors, such as the fashion industry. All this makes it indispensable for professionals in the sector to understand the main theories of aesthetics and arts, since, in one way or another, it will be essential to their daily work.

Considering this need, TECH offers students this program in Aesthetics and Art Theory, as a high-level educational option to specialize in a field of great recognition within fashion. Undoubtedly, this program will provide the necessary preparation to make a qualitative leap in their profession and this is achieved thanks to a high-level syllabus, which includes the most accurate information about this field, ranging from the origins of aesthetics, to different historical and artistic periods, such as the Baroque, the Renaissance or the Enlightenment. Certainly, art today also plays an essential role in this program, specifying each of its forms (architecture, sculpture, painting, music and poetry). In addition, the study of great philosophers such as Kant, Hegel or Nietzsche, among other relevant aspects in this field, will be provided.

In short, TECH aims to meet the high specialization objective demanded by fashion designers, who are looking for high quality programs to improve their skills and offer users garments that will become indispensable for their closet. And, to achieve this goal, it offers students a cutting-edge program adapted to the latest developments in the industry, with an absolutely current curriculum developed by experienced professionals willing to put all their knowledge at the disposal of their students. It should be noted that, as this is a 100% online program, the students will not be conditioned by fixed schedules or in-person attendance, but they will be able to access all the contents at any time of the day, balancing their work and personal life with their academic life.

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

- ◆ 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
- ◆ It gives special emphasis on the study of the main aesthetics and art theories
- ◆ 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



*Delve into the study of a world-class program, which will be essential to achieve academic and professional excellence"*

“*TECH offers you the most innovative teaching methodology in the current academic panorama*”

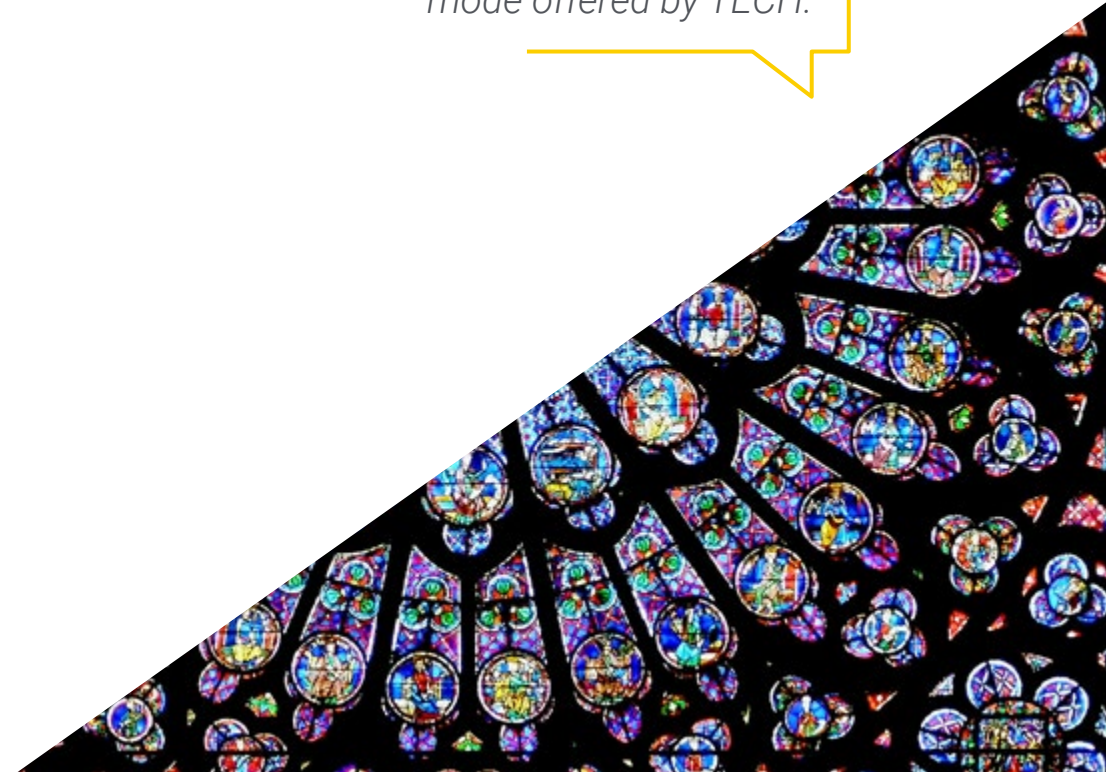
The program's teaching staff includes professionals from the fashion industry, who contribute with their work experience, as well as renowned specialists from leading companies and prestigious universities.

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 year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*In this program, you will find several theoretical and practical contents that will be essential for your daily work.*

*You can choose where and when to study, thanks to the 100% online mode offered by TECH.*



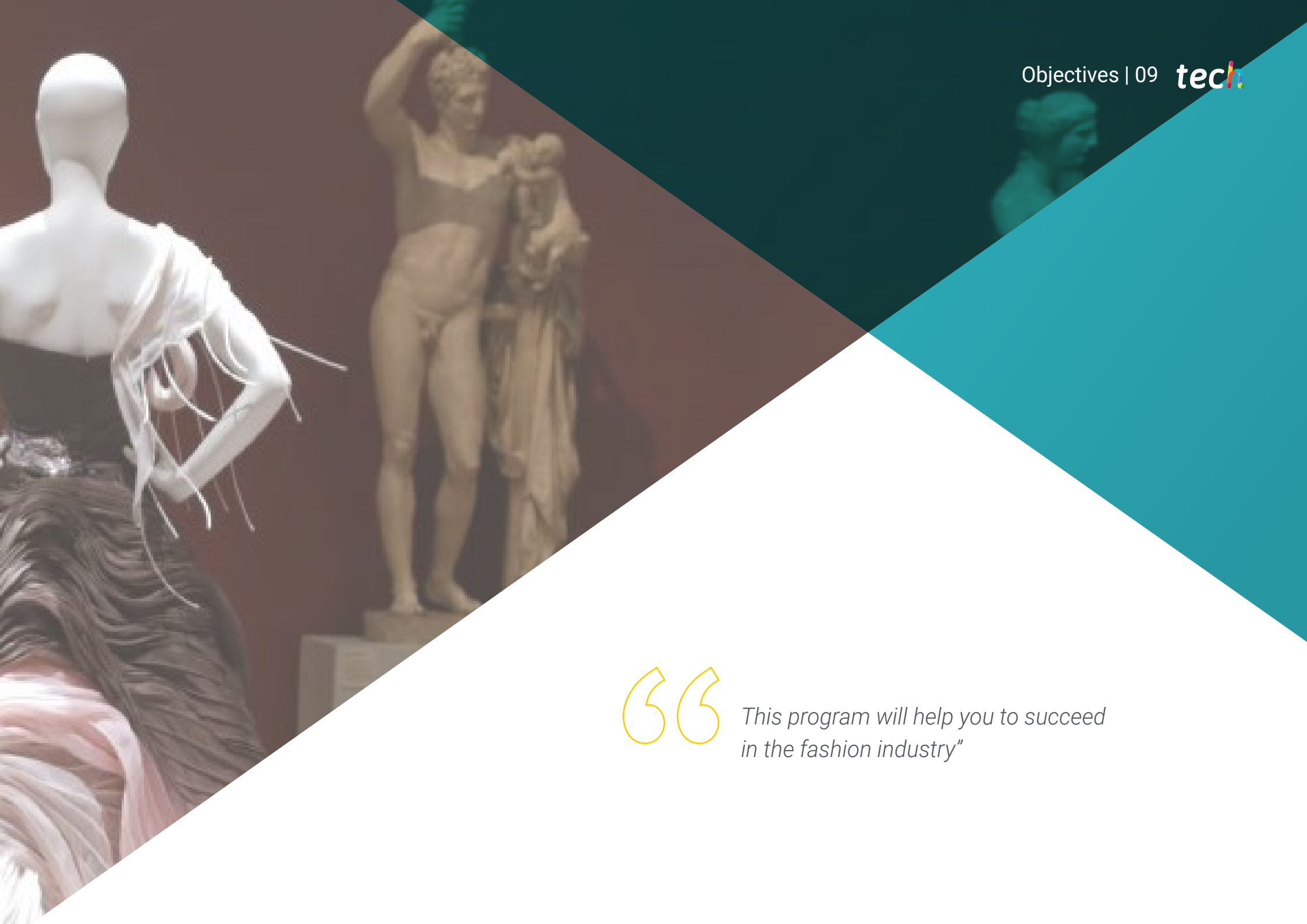
# 02

# Objectives

This Postgraduate Certificate in Aesthetics and Art Theory is aimed at facilitating professionals' performance to acquire and learn the main developments in this field, which will allow them to practice their daily work with the highest quality and professionalism. In this way, they will be better able to develop successfully in a booming sector in which new concepts and trends are constantly emerging and must be recognized and applied by professionals.







“

*This program will help you to succeed  
in the fashion industry”*



## General Objectives

---

- ◆ Obtain a detailed knowledge of fashion design that will be relevant to the work of professionals who wish to develop in this current field
- ◆ Be able to design successful fashion projects

“

*This Postgraduate Certificate will allow you to give a boost to your CV, making it more competitive”*





## Specific Objectives

---

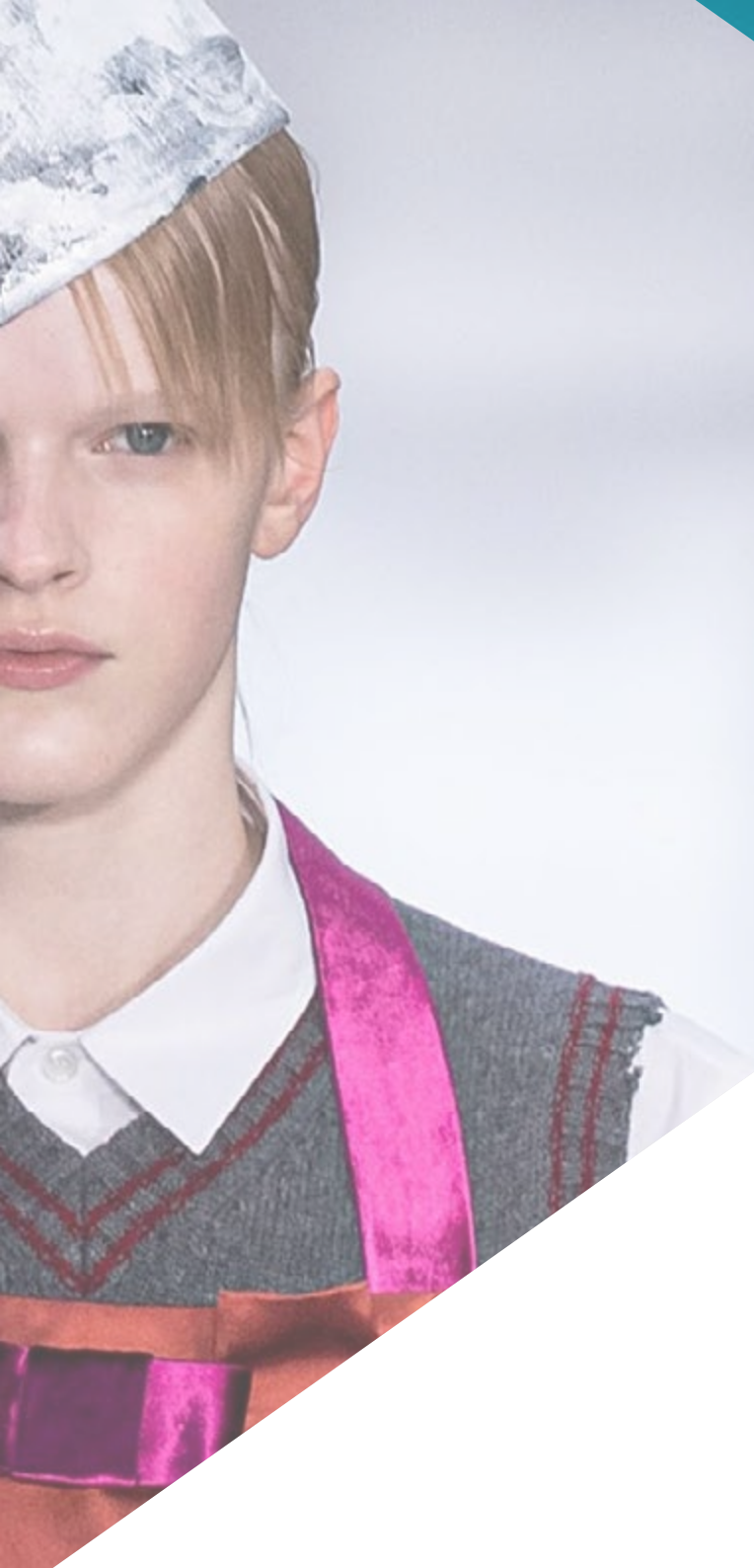
- ◆ Be able to argue opinions with precision and rigor, using discipline-specific terminology and vocabulary
- ◆ Argue aesthetic fundamentals of design projects
- ◆ Identify the formal and communicative characteristics of fashion design works
- ◆ Understand the relationship between artistic movements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

# 03

## Structure and Content

This Postgraduate Certificate's content covers, in a structured way, all the areas of knowledge that fashion professionals need to know in-depth, including the most interesting developments and latest advances in the sector. A high-quality program that will allow students to compete with solvency and sufficient capacity in a highly competitive industry. To this end, the syllabus has been designed by professionals with extensive experience, who have captured all their expertise in a program that will be indispensable in the curriculum of professionals of the 21st century.





“A syllabus based on the main theories on aesthetics and arts so that you can confidently apply everything you have learned to the fashion industry”

## Module 1. Theory of Aesthetics and the Arts

- 1.1. Origin and Antiquity of Aesthetics
  - 1.1.1. Definition of Aesthetics
  - 1.1.2. Platonism
  - 1.1.3. Aristotelianism
  - 1.1.4. Neoplatonism
- 1.2. Mimesis, Poiesis and Katharsi
  - 1.2.1. Mimesis
  - 1.2.2. Poiesis
  - 1.2.3. Katharsis
- 1.3. Middle and Modern Ages
  - 1.3.1. Scholasticism
  - 1.3.2. The Renaissance
  - 1.3.3. Mannerism
  - 1.3.4. Baroque
  - 1.3.5. Rationalism
  - 1.3.6. Empiricism
  - 1.3.7. Enlightenment
  - 1.3.8. Idealism
- 1.4. The Definition of Art Today
  - 1.4.1. Art
  - 1.4.2. The Artist
  - 1.4.3. Taste and Critique
  - 1.4.4. Fine Arts
- 1.5. Fine Arts
  - 1.5.1. Architecture
  - 1.5.2. Sculpture
  - 1.5.3. Painting
  - 1.5.4. Music
  - 1.5.5. Poetry
- 1.6. Aesthetics and Reflection
  - 1.6.1. Positivist Aesthetics
  - 1.6.2. Idealist Aesthetics
  - 1.6.3. Critical Aesthetics
  - 1.6.4. Libertarian Aesthetics





- 1.7. Aesthetics and Ethics
  - 1.7.1. Illustration
  - 1.7.2. Idealism
    - 1.7.2.1. Kant
    - 1.7.2.2. Schiller, Fichte, Schelling
    - 1.7.2.3. Hegel
  - 1.7.3. Romanticism
    - 1.7.3.1. Kierkegaard, Schopenhauer y Wagner
    - 1.7.3.2. Nietzsche
- 1.8. Aesthetics and Taste
  - 1.8.1. Aesthetic Taste as an Illustrated Theoretical Statute
  - 1.8.2. A Taste for Impact
  - 1.8.3. The Aestheticization of Taste
- 1.9. Contemporary Aesthetics
  - 1.9.1. Formalism
  - 1.9.2. Iconology
  - 1.9.3. Neoidealism
  - 1.9.4. Marxism
  - 1.9.5. Pragmatism
  - 1.9.6. Noucentisme
  - 1.9.7. Raciocriticism
  - 1.9.8. Logical Empiricism
  - 1.9.9. Semiotics
  - 1.9.10. Phenomenology
  - 1.9.11. Existentialism
  - 1.9.12. Postmodern Aesthetics
- 1.10. Aesthetic Categories
  - 1.10.1. Beauty
  - 1.10.2. Ugliness
  - 1.10.3. Sublime
  - 1.10.4. Tragic
  - 1.10.5. Comical
  - 1.10.6. Grotesque

# 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.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*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.



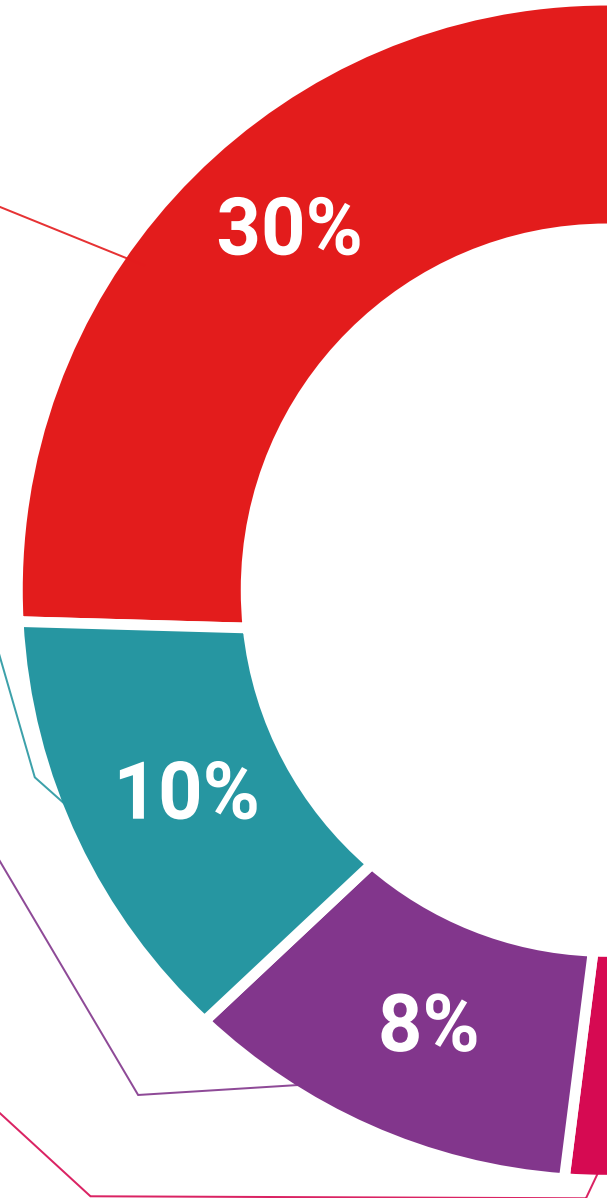
### Practising Skills and Abilities

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.



# 05 Certificate

This Postgraduate Certificate in Aesthetics and Art Theory guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





“

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

This **Postgraduate Certificate in Aesthetics and Art Theory** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Certificate in Aesthetics and Art Theory**

Official N° of Hours: **150 h.**



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

future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service innovation

knowledge present

online training

development language

virtual classroom

**tech** technological  
university

## Postgraduate Certificate Aesthetics and Art Theory

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

# Postgraduate Certificate Aesthetics and Art Theory

