

Postgraduate Certificate

Design Introduction and Basics



Postgraduate Certificate Design Introduction and Basics

- » 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/design-introduction-basics

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01

Introduction

Knowing the origins of fashion is essential for all those who wish to make this sector their profession, since only by understanding the garments that have been trends and how they have evolved, it will be possible to create new collections and be more competitive in a very demanding industry at an international level. This TECH program aims to offer high level professional development to people who are interested in the world of fashion and who believe in specialization to improve their skills and achieve the distinction that every professional should seek to advance in a sector like this. Undoubtedly, a program designed for professionals who want to stand out and be recognized in the fashion industry.





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If you want to become a successful designer, it is essential that you know this profession's origins. This Postgraduate Certificate will teach you the fundamentals of design and its evolution in a clear and concise manner”

Fashion design is a creative profession that is becoming more and more popular. People who want to make their hobby their profession and who have to fight to make a place for themselves in a globally recognized industry that demands designers with a broad specialization capable of adapting to the changes and new trends that emerge each season. However, it is also necessary to have a deep knowledge of the history of fashion design in order to understand how the use of men's, women's and children's clothing has evolved.

Specifically, this program in Design Introduction and Basics will show students the history of design, the most recognized styles, some renowned designers, and the aesthetic-formal dimension, among other fundamental issues for those who wish to enter this sector. All this will be of great use to professionals, since they will be able to serve as inspiration for future creations.

This way, 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 closets. And to achieve this goal, it offers students a cutting-edge program adapted to the latest developments in the sector, with an up-to-date syllabus developed by experienced professionals who are willing to put all their knowledge at the disposal of their students. It should be noted that since it is a 100% online program, students are not conditioned by fixed schedules or the need to move to another physical location, but can access the contents at any time of the day, balancing their professional and personal life with their academic life.

This **Postgraduate Certificate in Design Introduction and Basics** contains the most complete and up-to-date educational 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 scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Its special emphasis on knowledge of design fundamentals
- ◆ 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



This Postgraduate Certificate will allow you to take a tour of fashion design specific knowledge, to find the basis from which to begin to specialize in this field"

“

If you are looking for a program that you can combine with your work and private life, don't think twice. TECH allows you to study 100% online"

This program's teaching staff includes professionals from the field of Fashion, who bring their work experience to this program, as well as renowned specialists from leading communities and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will deliver an immersive learning experience, programmed to prepare for real situations.

This program is designed around Problem-Based Learning, whereby the professional 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.

TECH offers you a multitude of teaching resources and the most innovative methodology in the current educational panorama.

Learn in a more effective way thanks to the multiple case studies offered by this Postgraduate Certificate.



02

Objectives

This Postgraduate Certificate in Design Introduction and Basics is oriented to facilitate professionals' performance in order for them 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. This way, they will be better able to develop successfully in a booming sector.



“

This Postgraduate Certificate will allow you to develop the necessary skills to specialize in the fashion industry”



General Objectives

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

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Take a look at design history and fundamentals and learn everything you need to successfully develop in this field”





Specific Objectives

- ◆ Know the basics of design, as well as the references, styles and movements that have shaped it from its beginnings to the present day
- ◆ Connect and correlate the different areas of design, fields of application and professional branches
- ◆ Choose appropriate project methodologies for each case
- ◆ Understand the processes of ideation, creativity and experimentation, and know how to apply them to projects
- ◆ Integrate language and semantics in the ideation processes of a project, relating them to its objectives and use values

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 proficiently and competently in a highly competitive industry. To this purpose, the syllabus has been designed by professionals with extensive experience, who have captured all their expertise in a program that will be indispensable in professionals' résumés in the 21st century.





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A very well filled out syllabus to give you a broad knowledge of design basics”

Module 1. Design Introduction and Basics

- 1.1. History of Design
 - 1.1.1. Industrial Revolution
 - 1.1.2. The Stages of Design
 - 1.1.3. Architecture
 - 1.1.4. The Chicago School
- 1.2. Styles and Movements of Design
 - 1.2.1. Decorative Design
 - 1.2.2. Modernist Movement
 - 1.2.3. Art Deco
 - 1.2.4. Industrial Design
 - 1.2.5. Bauhaus
 - 1.2.6. World War II
 - 1.2.7. Transavantgarde
 - 1.2.8. Contemporary Design
- 1.3. Designers and Trends
 - 1.3.1. Interior Designers
 - 1.3.2. Graphic Designers
 - 1.3.3. Industrial or Product Designers
 - 1.3.4. Fashion Designers
- 1.4. Project Design Methodology
 - 1.4.1. Bruno Munari
 - 1.4.2. Gui Bonsiepe
 - 1.4.3. J. Christopher Jones
 - 1.4.4. L. Bruce Archer
 - 1.4.5. Guillermo González Ruiz
 - 1.4.6. Jorge Frascara
 - 1.4.7. Bernd Löbach
 - 1.4.8. Joan Costa
 - 1.4.9. Norberto Cháves
- 1.5. The Language of Design
 - 1.5.1. Objects and the Subject
 - 1.5.2. Semiotics of Objects
 - 1.5.3. The Object Layout and its Connotation
 - 1.5.4. Globalization of the Signs
 - 1.5.5. Proposal
- 1.6. Design and its Aesthetic-Formal Dimension
 - 1.6.1. Visual Elements
 - 1.6.1.1. The Shape
 - 1.6.1.2. The Measure
 - 1.6.1.3. Color
 - 1.6.1.4. Texture
 - 1.6.2. Relationship Elements
 - 1.6.2.1. Management
 - 1.6.2.2. Position
 - 1.6.2.3. Spatial
 - 1.6.2.4. Severity
 - 1.6.3. Practical Elements
 - 1.6.3.1. Representation
 - 1.6.3.2. Meaning
 - 1.6.3.3. Function
 - 1.6.4. Frame of Reference
- 1.7. Analytical Methods of Design
 - 1.7.1. Pragmatic Design
 - 1.7.2. Analog Design
 - 1.7.3. Iconic Design
 - 1.7.4. Canonical Design
 - 1.7.5. Main Authors and Their Methodology



- 1.8. Design and Semantics
 - 1.8.1. Semantics
 - 1.8.2. Meaning
 - 1.8.3. Denotative Meaning and Connotative Meaning
 - 1.8.4. Lexis
 - 1.8.5. Lexical Field and Lexical Family
 - 1.8.6. Semantic Relationships
 - 1.8.7. Semantic Change
 - 1.8.8. Causes of Semantic Changes
- 1.9. Design and Pragmatics
 - 1.9.1. Practical Consequences, Abduction and Semiotics
 - 1.9.2. Mediation, Body and Emotions
 - 1.9.3. Learning, Experiencing and Closing
 - 1.9.4. Identity, Social Relations and Objects
- 1.10. Current Context of Design
 - 1.10.1. Current Problems of Design
 - 1.10.2. Current Themes of Design
 - 1.10.3. Contributions on Methodology

“ A high level program for professionals seeking excellence in fashion design”

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.





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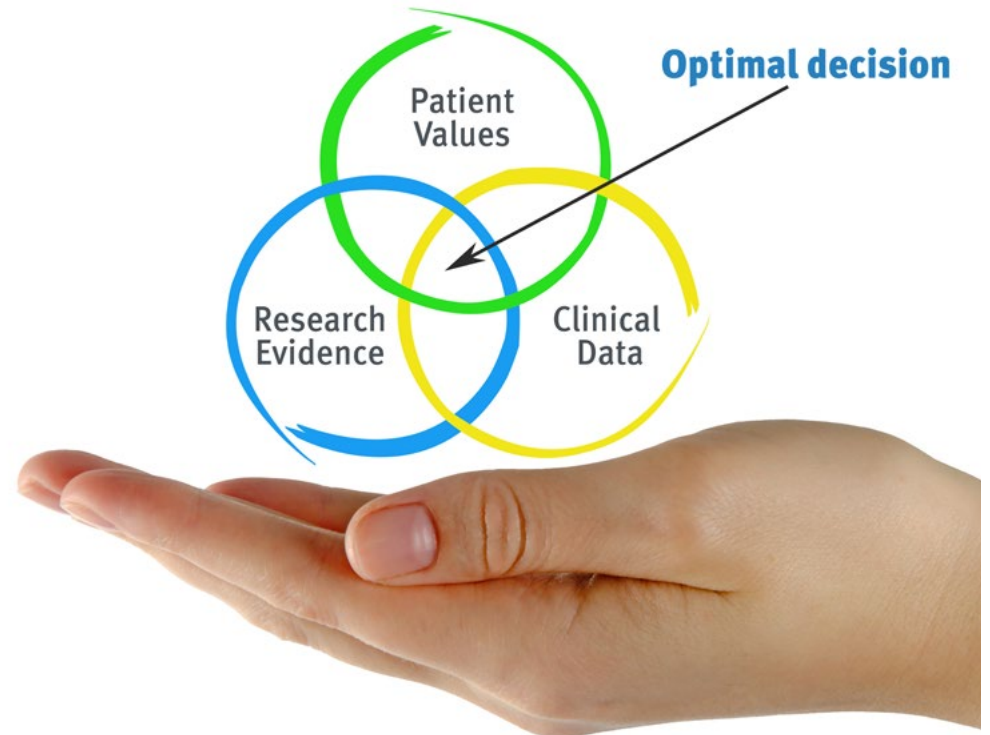
Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

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.



A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



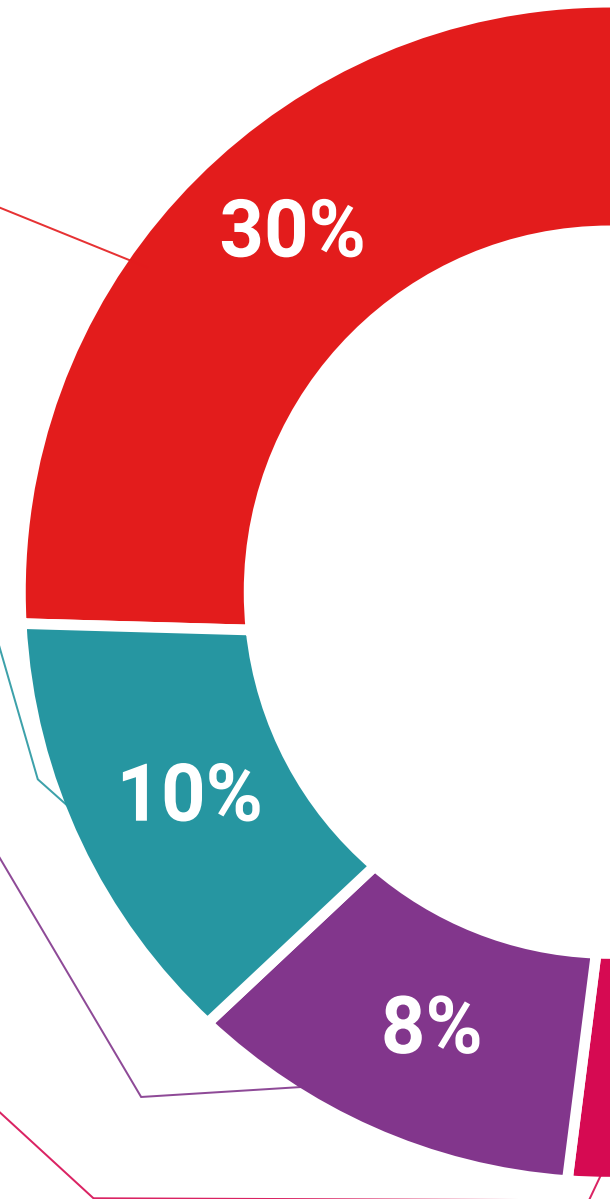
Practising Skills and Abilities

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



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



05

Certificate

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



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

This **Postgraduate Certificate in Design Introduction and Basics** 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 Design Introduction and Basics**

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
classroom



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

Postgraduate Certificate

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