

Postgraduate Certificate Entrepreneurship and Creative Direction Workshop





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

Website: www.techtute.com/us/design/postgraduate-certificate/entrepreneurship-creative-direction-workshop

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01

Introduction

Fashion designers can find a major opportunities in entrepreneurship. But, in order to be successful, they must possess a specific body of knowledge in different areas. Thanks to this TECH Technological University program, students will have access to the most relevant information on entrepreneurship and creative direction, which will provide them with the keys to enter a highly competitive sector, either as managers of their own brand or as creative directors for leading firms in the fashion industry. This will allow them to become, without a doubt, the next trend setters.





“

If you want your designs to succeed like those of Giorgio Armani or Coco Chanel, you just have to dare to take the first step with this TECH program”

More and more fashion professionals are launching their own brand, either from the marketing side or from a creative environment that allows them to develop their own collection. When a designer turns to entrepreneurship, there are many factors that need to be managed: creativity, the business model, marketing, the legal framework and, the riskiest of all, growth, product projection and long term progression.

With all these needs in mind, TECH Technological University has designed this Postgraduate Certificate, aimed especially at fashion professionals who want to start their own business and leave their own mark, as well as those who plan to position themselves as creative directors at an existing company.

Students will acquire specialized knowledge of the different areas in which they should focus their learning, including innovation, emerging fashion companies, techniques, promoting creativity or the main sources of inspiration, among other aspects. All this, in a single program where students can specialize to get that much needed boost for their careers.

Moreover, this program is taught in a 100% online format, so students themselves decide where and when to study, without having to commute to a physical location or attend lessons with a predetermined schedule. Undoubtedly, a unique opportunity to study at your own pace.

This **Postgraduate Certificate in Entrepreneurship and Creative Direction Workshop** contains the most complete and up to date program the market. Its most notable features are:

- ◆ Practical cases presented by experts in fashion
- ◆ The graphic, schematic, and practical contents with which they are created provide practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where the self assessment process can be carried out to improve learning
- ◆ With special emphasis on innovative methodologies in entrepreneurship and creative direction
- ◆ 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

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Do you have creative ideas, but can't find the perfect setting to show them off? Don't hesitate any longer. Create your own brand and show the world your talent”

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Have you always dreamed of seeing your designs in major fashion shows? Thanks to this program, you will be closer to achieving it”

Its teaching staff includes professionals from the fashion industry, who bring to this program the experience of their work, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive training experience designed to train for real life situations.

This program is designed around Problem Based Learning, whereby the student must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

If you are passionate about fashion and you want to run your own company, do not miss the opportunity to study this Postgraduate Certificate.

Take the definitive leap in your career as a fashion designer and create your own brand.



02 Objectives

This TECH Technological University program is aimed at fashion designers who wish to start their own brands or lead the creative departments at leading firms. To that end, students are offered a specialized syllabus where they will find the keys to be successful in this booming sector. Undoubtedly, this is a high quality academic course that will represent a turning point in student training.





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If you want to start your own fashion brand, this program will teach you how”



General Objectives

- ◆ Develop virtual skills for the new fashion environment, managing current codes and fostering a creative and artistic spirit
- ◆ Elaborate a professional design project with global impact capacity based on new opportunities
- ◆ Design while being aware of the use of materials thanks to a deep knowledge in the use of fabrics
- ◆ Face changes with agility and flexibility through an interdisciplinary perspective
- ◆ Materialize the connection between the imaginary world and the real world

“

Create innovative proposals that stand out in the market and become the most desired by the public”





Specific Objectives

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

03

Course Management

TECH Technological University has selected the best team of professors to develop this Postgraduate Certificate. Professionals with extensive experience in the fashion industry, who are perfectly aware of the needs in the sector and who put all their efforts into improving the qualification of students, contributing their expertise so students can become the leading figures in the fashion industry of the future.





“

The professors on this Postgraduate Certificate will provide you with the keys to develop the skills you need to become a successful creative director”

Management



Ms. García Barriga, María

- ◆ More than 15 years of experience in content generation of various kinds: logistics and distribution, fashion and literature or artistic heritage conservation
- ◆ She has worked in major media outlets such as RTVE and Telemadrid
- ◆ Graduate in Information Sciences, UCM
- ◆ Postgraduate course in Marketing and Communication in Fashion and Luxury Companies, UCM
- ◆ MBA from ISEM Fashion Business School, the Fashion Business School of the University of Navarra
- ◆ PhD Candidate in Fashion Trend Creation
- ◆ Author of *The Pattern of Eternity: Creating a Spiral Identity for Automating Fashion Trends*



Professors

Mr. Pereira Paz, Juan Carlos

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

04

Structure and Content

The contents on this Postgraduate Certificate in Entrepreneurship and Creative Direction Workshop have been selected taking into account the academic needs of fashion designers, who are looking for interesting postgraduate programs to achieve a level of competence that will allow them to become true specialists and trend setters. A 100% online program that will be an added value to the academic and professional profile of its students.





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Specialize in creative direction and offer more competitive products to your target audience”

Module 1. Entrepreneurship and Creative Direction Workshop

- 1.1. Innovation and Creativity in Fashion Markets
 - 1.1.1. Reinventing What Already Exists in Fashion Design
 - 1.1.2. Creating New Patterns from Scratch
 - 1.1.3. Patents on Fabrics
- 1.2. Disruptive Thinking and *Design Thinking*
 - 1.2.1. Disruptive Thinking and Global Impact
 - 1.2.2. The Visual Outline of *Design Thinking*
 - 1.2.3. Problem Solving
- 1.3. Leadership and Business Mentality
 - 1.3.1. The Team
 - 1.3.2. Personal Brands
 - 1.3.3. Managing Business Evolution and Growth
- 1.4. The Value Chain in the Fashion and Luxury Industry
 - 1.4.1. Structure of the Global Fashion Market
 - 1.4.2. The Traditional Value Chain
 - 1.4.3. The Evolution of Links in the Fashion Value Chain
- 1.5. Fashion *Start Ups*
 - 1.5.1. Legal Framework
 - 1.5.2. Financing Rounds
 - 1.5.3. The Leap to Internationalization
- 1.6. Creative Direction for Fashion Businesses
 - 1.6.1. The Dynamics of Creativity
 - 1.6.2. Professional Profiles
 - 1.6.3. Roles of the Creative Director
- 1.7. The Neurobiology of Creativity
 - 1.7.1. Intelligence
 - 1.7.2. Creative Quantification
 - 1.7.3. Social Media





- 1.8. Creativity Techniques
 - 1.8.1. Idea Deadlock
 - 1.8.2. Idea Generation Techniques
 - 1.8.3. CRE- IN
- 1.9. Sources of Inspiration
 - 1.9.1. Mastering the Past of Fashion
 - 1.9.2. Aspirations: The Future
 - 1.9.3. The Compositional Balance between Past and Future
- 1.10. Staging
 - 1.10.1. The Compositional Framework in a Fashion Collection
 - 1.10.2. The Viewer's Perception
 - 1.10.3. Imaginary in Fashion Brands

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Having a solid notion of the history of fashion will inspire you to come up with creative designs”

05 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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

Case Study to contextualize all content

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

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



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



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.



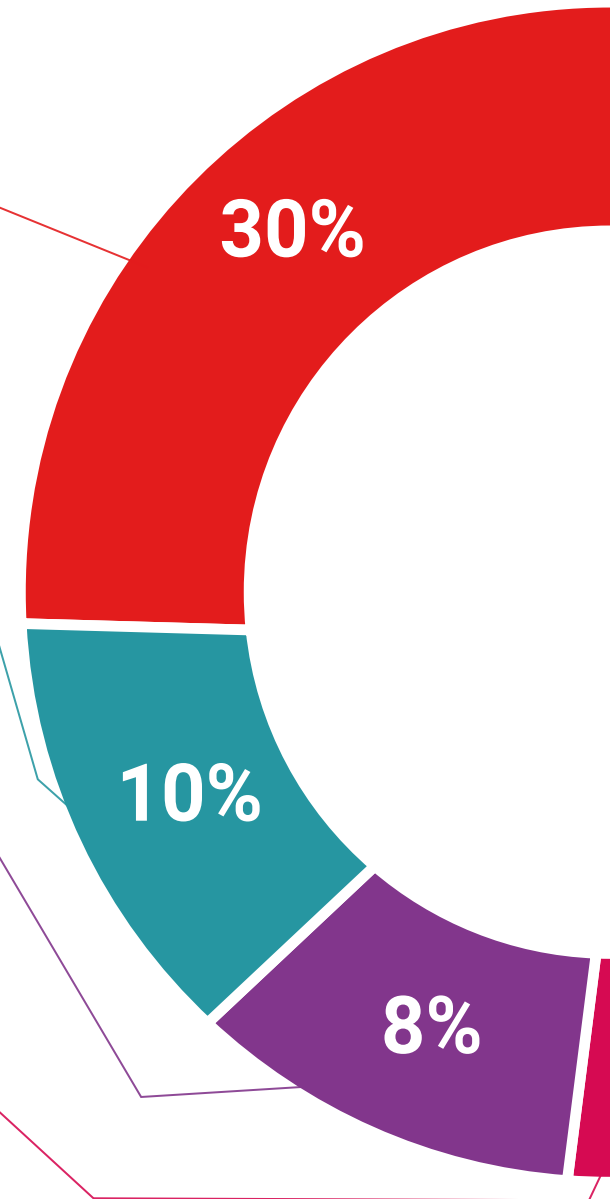
Practising Skills and Abilities

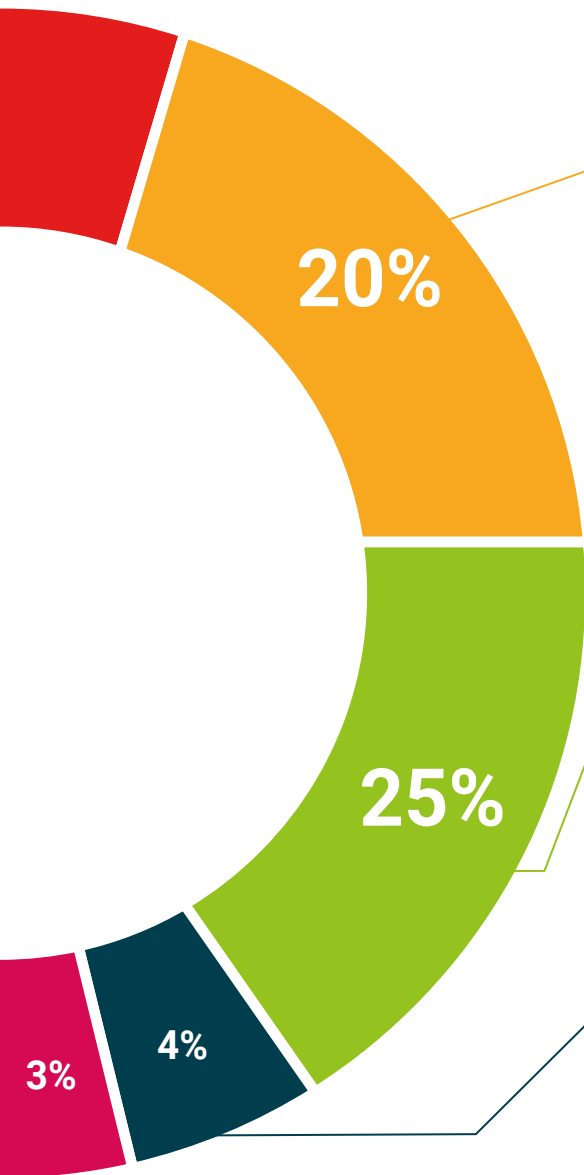
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.



06 Certificate

The Postgraduate Certificate in Entrepreneurship and Creative Direction Workshop 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 Entrepreneurship and Creative Direction Workshop** contains the most complete and up to date program 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 job markets, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Entrepreneurship and Creative Direction Workshop**

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.

health

future

confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service innovation

knowledge present

online training

development languages

classroom

tech technological
university

Postgraduate Certificate

Entrepreneurship and

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Workshop

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