

# Postgraduate Certificate Fashion Illustration





## Postgraduate Certificate Fashion Illustration

- » 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/fashion-illustration](http://www.techtute.com/us/design/postgraduate-certificate/fashion-illustration)

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# 01

# Introduction

For the vast majority of professionals who work in fashion design, illustration is an area they must master. It is a way of graphically expressing the ideas that go through their minds, allowing them to create unique and avant-garde pieces based on current trends. However, knowing in detail the most effective techniques and strategies to carry out cutting-edge creative projects is a skill that not many experts master, so this program offered by TECH is the perfect opportunity to achieve it. It is an immersive, dynamic and creative degree that brings together the most innovative aspects of the fashion industry in its multiple representations and with which graduates will be able to work on perfecting their professional skills in design in a guaranteed and 100% online way.





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*Before you is the perfect opportunity to delve into the key aspects of illustration in fashion design through a 100% online degree”*

Being able to dedicate oneself to Fashion Design is the dream of many illustrators. It is a broad field that encompasses multiple professional opportunities that end up leading to a single skill: creativity. Ignasi Monreal, Kelly Smith or James Forchione are just a few examples of the thousands of professionals who have succeeded in creating haute couture for major catwalks, such as those of Milan, Paris or New York. They are specialists who carry intrinsic art, which has been revealed through the perfection of their skills.

The same can happen with any amateur designer whose goal has always been to see their pieces paraded on Gigi Hadid, Gisel Bündchen or Cara Delevingne. To do so, they can count on this Postgraduate Certificate in Fashion Illustration, a complete and exhaustive program that will elevate your talent to the top of the sector.

Through 150 hours of the best theoretical, practical and additional content, the creative will work on improving their professional skills in visual development in the different fashion pieces, as well as in the mastery of the main techniques for the creation of prints and patterns. In addition, as a final project, they will work a complete collection design, delving into each step of the process.

All this through a 100% online training that includes, in addition to the best theoretical syllabus designed by a team of experts in the sector, detailed videos, research articles, complementary readings and much additional material to contextualize the information and delve into the aspects that the graduate considers most relevant for their professional performance. It is, therefore, a unique opportunity to work your way up to the level of the best fashion designers in the world.

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

- ◆ The development of practical cases presented by experts in Professional Illustration
- ◆ 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
- ◆ Its special emphasis on innovative methodologies
- ◆ 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



*Knowing the ins and outs of fashion marketing will allow you to create more effective strategies, tailored to the specifics of your product and its target audience"*

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*Do you want to learn the fundamental strategies to develop fashion pieces? With this Postgraduate Certificate you will delve into the experimental techniques and references to take into account"*

*The Virtual Campus will be available for access at any time and throughout the week, with unlimited connections.*

*You will be able to delve into creative techniques focused on fashion, macro trends and brands.*

The program includes, in its teaching staff, professionals from the sector who contribute to this training with their work experience, as well as renowned specialists from reference societies 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 provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.



# 02 Objectives

The multiple professional opportunities that could be available to the professional specialized in the areas of illustration and fashion design, is the reason why TECH has considered it necessary to develop this degree. TECH has considered necessary the development of this degree. Therefore, the objective of the same is to collect the necessary information that to enable the graduate to become an expert in this sector in just 6 weeks. Thus, they will be able to implement in their professional practice the most innovative and avant-garde creative strategies, multiplying their chances of succeeding in the haute couture.







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*A Postgraduate Certifica focused on meeting even the highest expectations of its graduates through the inclusion of the best theoretical, practical and additional content selected by a team of fashion design experts”*



## General Objectives

- ◆ Provide the graduate with the latest and most exhaustive information on fashion illustration
- ◆ Provide the creative with the most significant and effective illustrative tools in the design of different types of garments

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*In less than 6 weeks you will have mastered the current trends in fashion design, as well as the avant-garde trends that are expected to lead the future market”*





## Specific Objectives

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- ◆ Apply professional illustration to fashion design as one of the most consolidated modalities of current design
- ◆ Get to know the role of the illustrator in the production and distribution of the various fashion collections
- ◆ Perform the visual development of a piece through its corresponding phases
- ◆ Apply a series of industrial production principles directly related to fashion itself
- ◆ Gain knowledge about the technical considerations of special relevance such as pattern making or printing, relating their procedure to the illustration itself

# 03

## Structure and Content

This Postgraduate Certificate has based its structure and content on 3 fundamental pillars: the best theoretical and practical content, selected by a team of experts in fashion design, the development of the same through the use of the Relearning methodology, and the inclusion of hours of high quality additional material. Thanks to this it's possible to offer a complete, dynamic and multidisciplinary degree, with which the graduate will be able to know in detail the ins and outs of this sector in a guaranteed way.





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*The syllabus includes a section dedicated to world leaders in fashion design, so you can learn from their successful strategies to develop your own creative projects”*

## Module 1. Illustration in Fashion Design

- 1.1. Fashion Marketing
  - 1.1.1. The Structure of the Fashion Market
  - 1.1.2. Research and Planning
  - 1.1.3. Fashion Promotion
  - 1.1.4. Branding Applied to Fashion
- 1.2. The Role of the Illustrator in Fashion
  - 1.2.1. The Premises of the Digital Illustrator
  - 1.2.2. Illustration in the Field of Fashion
  - 1.2.3. The Development of Fashion through Design
- 1.3. Creative Techniques Focused on Fashion
  - 1.3.1. Art in the Creative Process
  - 1.3.2. Positioning in Fashion Markets
  - 1.3.3. The Fashion Product and the Brand
  - 1.3.4. Macrotrends and Microtrends
- 1.4. Visual Development of a Fashion Piece
  - 1.4.1. Sketches in Fashion Design
  - 1.4.2. Visual References in Fashion
  - 1.4.3. Experimental Techniques
  - 1.4.4. Color and Fabric
- 1.5. The Aesthetics of the Fashion
  - 1.5.1. Trends in Fashion Design
  - 1.5.2. Avant-Garde in Fashion Design
  - 1.5.3. Inspiration for Illustrating Fashion Products
  - 1.5.4. Inclusive Design in Fashion
- 1.6. Industrial Development
  - 1.6.1. Technical Considerations for Design
  - 1.6.2. Production in Fashion
  - 1.6.3. Impression Techniques
- 1.7. Illustrating on the Support
  - 1.7.1. Illustration on Complex Supports
  - 1.7.2. Fashion Inspired by Painting
  - 1.7.3. Artistic Production



- 1.8. World References in Fashion Design
  - 1.8.1. The Great Designers
  - 1.8.2. The Great Contribution of Illustration
  - 1.8.3. Fashion in Magazine Layout
  - 1.8.4. Impact Through Color
- 1.9. Stamping Design
  - 1.9.1. Stamping on the Piece
  - 1.9.2. The Application of Graphic Design
  - 1.9.3. Pattern Design
  - 1.9.4. Haute Couture
- 1.10. Project: Fashion Collection Design
  - 1.10.1. Prototype Objectives
  - 1.10.2. Design Principles to Illustrate the Product
  - 1.10.3. Sketches and Illustration
  - 1.10.4. Packaging in Fashion Design
  - 1.10.5. Production and Distribution

“ You will be able to implement in your creative praxis the best techniques of stamping on the piece and pattern design, also applicable to haute couture”



# 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.*



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

### A learning method that is different and innovative

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

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

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

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

## Relearning Methodology

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

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

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

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

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



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

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

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

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

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



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



### Study Material

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

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



### Classes

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

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



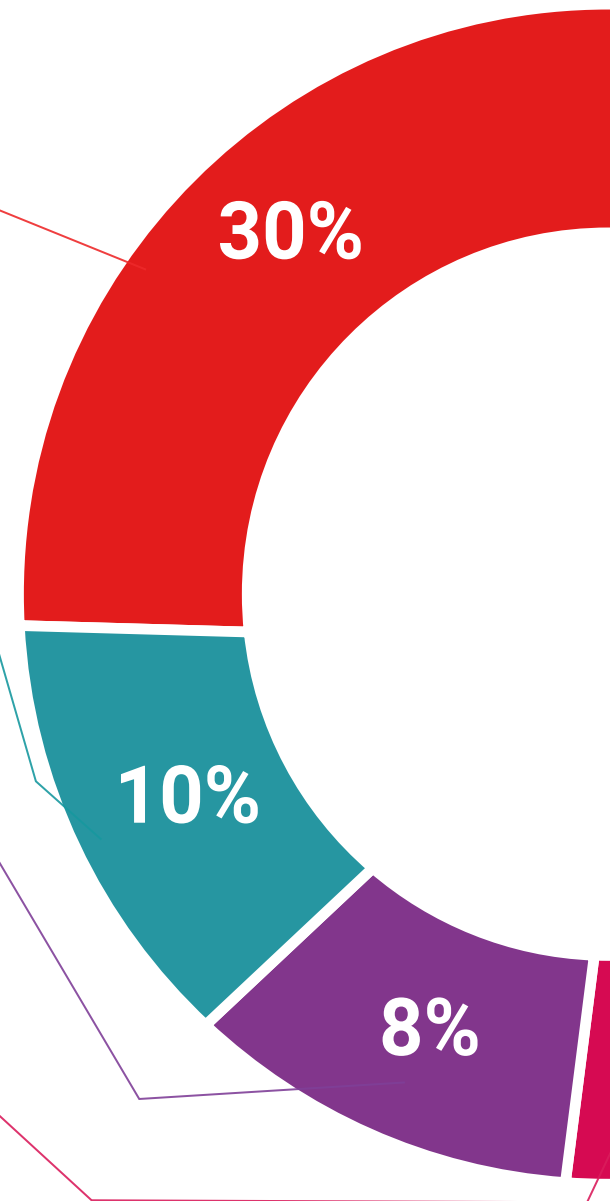
### Practising Skills and Abilities

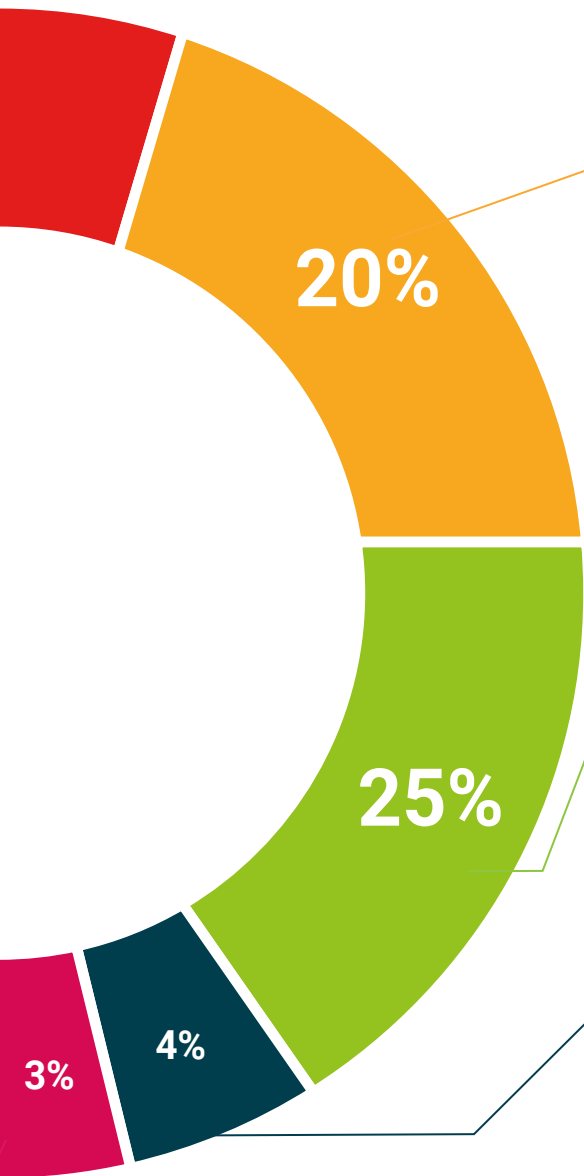
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



05

# Certificate

This Postgraduate Certificate in Fashion Illustration 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 Fashion Illustration** contains the most complete and up-to-date educational 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 program, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Program: **Postgraduate Certificate in Fashion Illustration**

Official Number of Hours: **150 h.**



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development languages  
virtual classroom



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