

# Postgraduate Diploma

## Creating a Fashion Collection



## Postgraduate Diploma Creating a Fashion Collection

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

Website: [www.techtitute.com/us/design/postgraduate-diploma/postgraduate-diploma-creating-fashion-collection](http://www.techtitute.com/us/design/postgraduate-diploma/postgraduate-diploma-creating-fashion-collection)

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# 01

# Introduction

There is a time of the year when the major fashion brands get together and present their proposals to the public for the following season. These shows are impressive and full of trends that will become icons and references for many designers. However, well beyond the show, there is a meticulous planning that begins with the choice of the target audience to the selection of the fabrics and item production. Therefore, in this program students will be introduced to the fundamentals of design to start their next fashion collection, allowing them to analyze some of the methodologies applied by great masters to achieve maximum results with minimum effort.





“

*Creativity does not mean improvisation.  
Learn Bruno Munari's methodology to  
create your next collection"*

Creating a fashion collection is a thoughtful and organized process, with a series of steps that help guide all the work. It involves research to define the target audience, a survey on the latest trends, putting together a concept, creating several sketches, choosing textiles, along with other steps that each designer must understand and execute to ensure that the season's deadlines are met.

In this sense, this Postgraduate Diploma will help students to learn the basics and fundamentals of design, starting with a review of the history of the sector to understand the different styles and movements that were created from the Industrial Revolution and the Chicago School. Then, different design methodologies can be analyzed, such as the one proposed by Gui Bonsiepe, who establishes the basis of the organization in the planning of activities divided into hierarchical subproblems.

Although for many the creative process should be free and spontaneous, in the fashion world it is ideal to maintain a structure that helps the designer to focus on the collection. Therefore, students must know how to create Moodboards and graphic research, taking into account commercial, creative, scenic and corporate fashion. This will help you identify the type of textile you want to use for sketching and pattern making to begin the process of creating a great fashion collection.

This is why, by completing this program, students will be able to plan and create their own projects, understanding the different methodologies applied to the sector. Then students will become versatile, organized, creative and, above all, capable of creating unique pieces for different female audiences.

This **Postgraduate Diploma in Creating a Fashion Collection** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ The development of case studies presented by experts in the Creation of Fashion Collections
- ◆ The graphic, schematic and practical contents with which they are created, gather theoretical and practical information on those disciplines that are essential for professional practice
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Special emphasis is placed on innovative methodologies in fashion collection creation
- ◆ 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



*If fashion is your passion, with this program you will be one step closer to creating your own collection”*

“

*Get to know the beauty ideology used in different periods and get inspired to set a new trend”*

*Discover how Carolina Herrera managed to make femininity and women's empowerment her trademark.*

*A non-fashion collection cannot be completed without runway planning.*

The program's teaching staff includes professionals from the sector who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

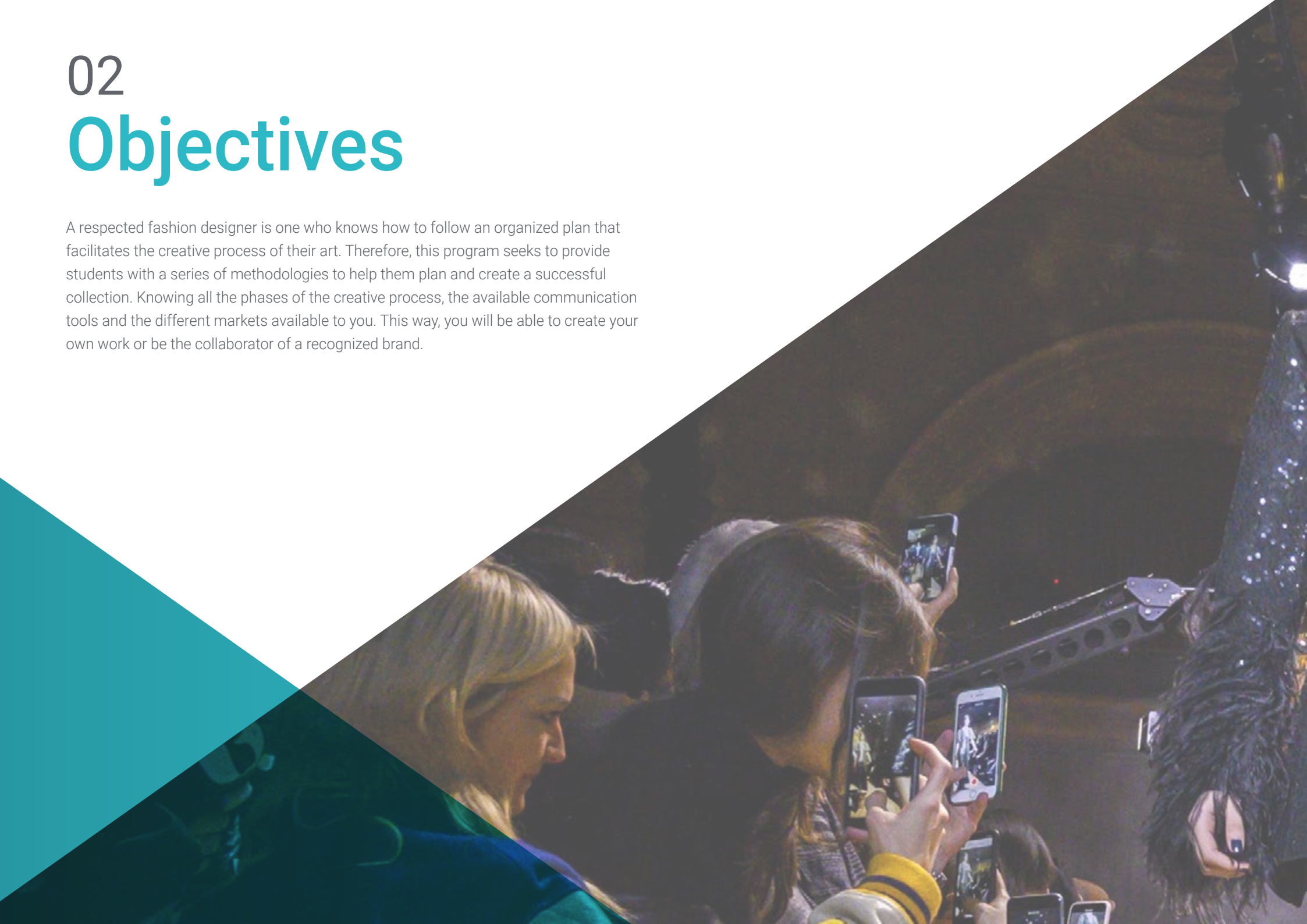
The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

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



# 02 Objectives

A respected fashion designer is one who knows how to follow an organized plan that facilitates the creative process of their art. Therefore, this program seeks to provide students with a series of methodologies to help them plan and create a successful collection. Knowing all the phases of the creative process, the available communication tools and the different markets available to you. This way, you will be able to create your own work or be the collaborator of a recognized brand.







“

*Discover the opportunity to learn about the planning and organization of the fashion collection in this Postgraduate Diploma"*



## General Objectives

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- ◆ Obtain a detailed knowledge of fashion design and its evolution, which will be relevant to the work of professionals who wish to develop in this sector
- ◆ Create designs on paper and digital techniques that reflect that design
- ◆ Use pattern making techniques when creating garments and accessories
- ◆ Obtain a detailed knowledge of fashion design, which will be relevant to the work of professionals who wish to develop in this current field
- ◆ Design successful fashion projects
- ◆ Learn about fashion photography in order to make the best possible use of the collections created





## Specific Objectives

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### Module 1. Fundamentals of Design

- ◆ 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.
- ◆ Know 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

### Module 2. Fashion Design

- ◆ Understand the different working methodologies applied to fashion design.
- ◆ Develop creative procedures that assist in fashion design work
- ◆ Introduce students to the necessary technical procedures to create a fashion project
- ◆ Know the different means of diffusion and communication of fashion products
- ◆ Understand the process of fashion projects in all its phases
- ◆ Acquire resources for visual presentation and communication of fashion projects

### Module 3. History of Fashion

- ◆ Bring together methodological and aesthetic strategies that help to support and develop creative processes
- ◆ Associate formal and symbolic language with functionality in the field of fashion
- ◆ Justify the contradictions between luxury fashion and ethical values
- ◆ Reflect on the impact of innovation and quality in fashion production, ready-to-wear and low-cost fashion on the quality of life and the environment
- ◆ Know and value the historical uses and ways in which fashion has been resorting to the construction of imaginaries
- ◆ Know how to make correct denotative and connotative readings of fashion images



*Get to know Art Deco heritage  
in the world of fashion"*

# 03

## Structure and Content

This program is designed to provide students with the most current knowledge in fashion collection organization. This way, they will be able to use different methodological strategies to help them structure their ideas in a coherent way, through the creation of Moodboards. They will also develop the concept of editorial shoots to present the collection before going to the runway. Therefore, students who graduate from the program will be able to work as designers, creative directors or researchers of new concepts, among other professional opportunities that will improve their work profile.





“

*Develops a working methodology  
to present a coherent collection  
on the runway”*

## Module 1. Fundamentals of Design

- 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. The *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 Chaves
- 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

## Module 2. Fashion Design

- 2.1. Fashion Design Methodology
  - 2.1.1. Concept Fashion Projects
  - 2.1.2. Design Methodology Applied to Fashion
  - 2.1.3. Research Methods in Fashion Design
  - 2.1.4. *Briefing*
  - 2.1.5. Documentation
  - 2.1.6. Current Fashion Analysis
  - 2.1.7. Idea Formation
- 2.2. Creative Procedures Applied to Fashion Design
  - 2.2.1. Field Notebooks
  - 2.2.2. *Moodboard*
  - 2.2.3. Graphic Research
  - 2.2.4. Creative Techniques

- 2.3. Referrals
  - 2.3.1. Fashion Retail
  - 2.3.2. Creative Fashion
  - 2.3.3. Performing Arts Fashion
  - 2.3.4. Corporate Fashion
- 2.4. Collection Concept
  - 2.4.1. Garment Wearability
  - 2.4.2. Garment as a message
  - 2.4.3. Ergonomic Concepts
- 2.5. Stylistic Codes
  - 2.5.1. Permanent Stylistic Codes
  - 2.5.2. Stationary Stylistic Codes
  - 2.5.3. Search for Personal Seal
- 2.6. Collection Development
  - 2.6.1. Theoretical Framework
  - 2.6.2. Context
  - 2.6.3. Research
  - 2.6.4. Referrals
  - 2.6.5. Conclusions
  - 2.6.6. Collection Representation
- 2.7. Technical Studies
  - 2.7.1. Textile Chart
  - 2.7.2. Color Chart
  - 2.7.3. Toile
  - 2.7.4. Technical Data Sheets
  - 2.7.5. Prototypes
  - 2.7.6. Pricing
- 2.8. Interdisciplinary Projects
  - 2.8.1. Drawing
  - 2.8.2. Pattern Making
  - 2.8.3. Sewing

- 2.9. Collection Production
  - 2.9.1. From Sketches to Technical Drawings
  - 2.9.2. Craft Workshops
  - 2.9.3. New Technologies
- 2.10. Communication and Presentation Strategy
  - 2.10.1. Fashion Photography: *Lookbook*, Editorial and Campaign
  - 2.10.2. Portfolios
  - 2.10.3. Catwalks
  - 2.10.4. Other Ways to Present a Collection

### Module 3. History of Fashion

- 3.1. From Clothing to Fashion
  - 3.1.1. New Contexts and Social Change
  - 3.1.2. The Liberation of Women
  - 3.1.3. New Concepts of Fashion Designers
  - 3.1.4. Beginning of the 20th century
- 3.2. Modern Clothing
  - 3.2.1. Modern Clothing
  - 3.2.2. The Rise of American Designers
  - 3.2.3. The London Scene
  - 3.2.4. New York in the 70s
  - 3.2.5. 80s Fashion
  - 3.2.6. Multi-Brand Luxury Groups
  - 3.2.7. Functional Fashion
  - 3.2.8. *Activewear*
  - 3.2.9. Fashion, Art and Pop Culture
  - 3.2.10. *Celebrities*
  - 3.2.11. Photography and the Internet
- 3.3. Great Female Fashion Masters
  - 3.3.1. Jeanne Lanvin
  - 3.3.2. Jeanne Paquin
  - 3.3.3. Emilie Flöge
  - 3.3.4. Madeleine Vionnet
  - 3.3.5. Gabrielle Chanel
  - 3.3.6. Elsa Schiaparelli
  - 3.3.7. Carolina Herrera
- 3.4. Great Male Fashion Masters
  - 3.4.1. Charles Frederick Worth
  - 3.4.2. Jacques Doucet
  - 3.4.3. Paul Poiret
  - 3.4.4. Cristóbal Balenciaga
  - 3.4.5. Christian Dior
  - 3.4.6. Karl Lagerfeld
  - 3.4.7. Alexander McQueen
- 3.5. *Haute Couture*
  - 3.5.1. History of *Haute Couture*
  - 3.5.2. Haute Couture and Fashion Federation
  - 3.5.3. Members of the Federation
  - 3.5.4. From Haute Couture to *Prêt-à-Porter*
- 3.6. Crafts
  - 3.6.1. Textiles as an Art Form
  - 3.6.2. Crafts that Complement Clothing
  - 3.6.3. Artists and Craftsmen Related to Fashion
- 3.7. *Fast Fashion*
  - 3.7.1. History and Origin of *Fast Fashion*
  - 3.7.2. *Fast Fashion* Business Model
  - 3.7.3. *Fast Fashion* 's Impact on the World





- 3.8. Advertising and Fashion Photography
  - 3.8.1. Archetypes and Stereotypes
  - 3.8.2. Fashion Images
  - 3.8.3. Visual Communication of Fashion
  - 3.8.4. Great Fashion Photographers
- 3.9. Repercussions of Fashion
  - 3.9.1. The Textile Industry
  - 3.9.2. Relationship of Art and Fashion
  - 3.9.3. Fashion and Society
- 3.10. Fashion Theory and Criticism
  - 3.10.1. Current Designers and Their Influence
  - 3.10.2. Current Trends
  - 3.10.3. The Trivialization of Fashion

“ Find your muse and plan a trend-setting fashion collection for the upcoming season”

# 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.

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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.

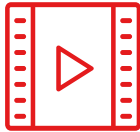
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

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.



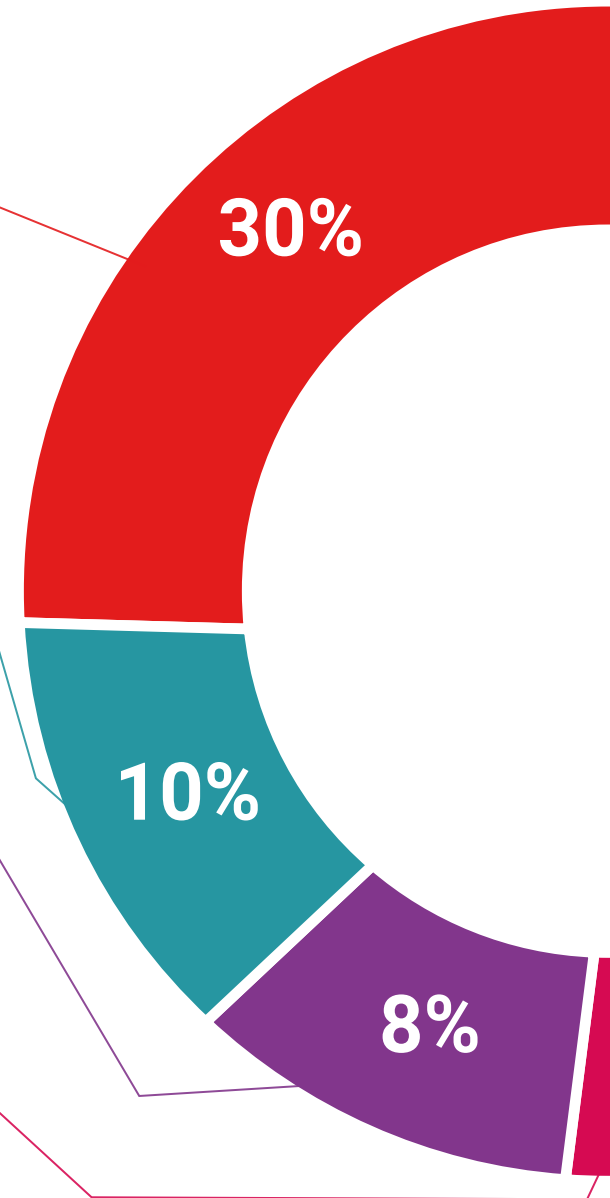
### Practising Skills and Abilities

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.

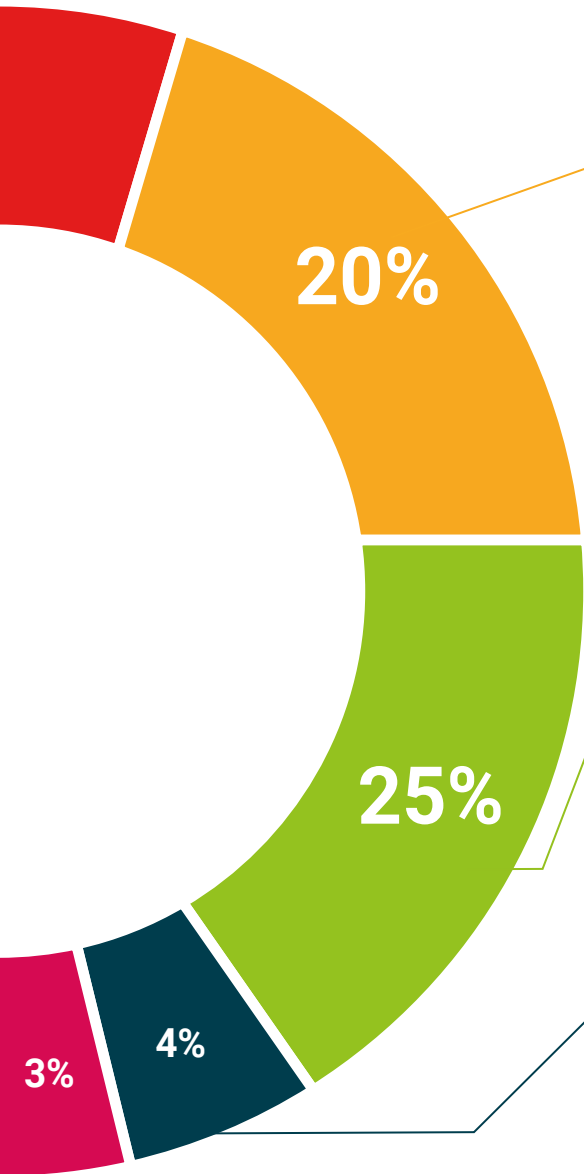


### Additional Reading

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 Diploma in Creating a Fashion Collection guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Creating a Fashion Collection** contains the most complete and up-to-date program the market.

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

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

Title: **Postgraduate Diploma in Creating a Fashion Collection**

Official N° of Hours: **450 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  
development language  
virtual classroom

**tech** technological  
university

## Postgraduate Diploma Creating a Fashion Collection

- » Modality: online
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