Postgraduate Diploma
Fashion Photography

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Fashion Photography

- » 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-fashion-photography**

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01
Introduction

Photography has always existed as a way of capturing an image in time. Likewise, it has become a tool to show and sell an idea to the world, in a way that is attractive and full of feeling. This is how it has been adapted to the fashion sector to generate the consumer's desire to acquire a complete collection. Therefore, understanding this sector helps designers to showcase their art in a commercial and advertising way. With this program, students will analyze the fundamentals of design and aesthetic theory to create photographic compositions that tell a story and generate the need to acquire a piece from the collection.

" Fashion Photography was born thanks to Countess Virginia Castiglione, a great reference of French fashion in 1840"

Fashion Photography is present in modern life, whether in the press, magazines or even in store windows. A good composition helps designers and brands to attract the public's attention, making it stick in their minds and encourage them to buy the item. Therefore, it is necessary for designers to know and master the technique and creativity that will help them process a more harmonious and coherent image.

With this in mind, this Postgraduate Diploma has been devised to help students create image compositions by means of the basic parameters of photography: exposure time, diaphragm and sensitivity. Students will also learn about the differences and advantages of cameras and how to work with editing software, Photoshop being the most popular among professionals.

Similarly, students will analyze how to work with different lighting sources, allowing them to play with angles and schemes to create a more aesthetic and pleasing work for users. In addition, students will be introduced to various tools that help calibrate light, such as the photometer, which is capable of measuring the number of photons in a beam of light.

At the end of this program, students will not only have technical knowledge in photography and image editing, but will also be able to find inspiration in different styles and references. You will choose a work methodology that will help you organize your ideas and be more productive.

This **Postgraduate Diploma in Fashion Photography** contains the most complete and up-to-date program on the market. Its most notable features are:

- The development of case studies presented by experts in Fashion Photography

- 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 Photography

- 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

Lighting will be a key factor in giving character and presence to your work"

"*With this program you will learn to be original and invent new scenarios to exhibit your designs*"

Discover the secrets that the big publishers, such as Vogue and Harper's Bazaar, use in their photo shoots.

Portray your models with a modern and natucral look, playing with light and shadow.

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

With this program, students will be able to learn the essential fundamentals to understand the design and theory of a photographic composition, so they will be aware of the light, the camera and the audiovisual vocabulary used in the industry. Students will also understand how to use digital editing programs, allowing you to participate in different stages of a photo shoot for a publishing company or your own brand. With all the knowledge students will acquire, they will become versatile and well-rounded designers.

Create artistic Fashion Photography that challenges the traditional canons of feminine beauty"

General Objectives

- 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

Module 1. Fundamentals of Design

- Understand the basics of design, as well as the references, styles and movements that have shaped it from its beginnings to today.

- 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. Photography.

- Have a basic understanding of photographic cameras

- Understand software for photo developing and editing.

- Manage and understand the vocabulary and basic concepts of visual and audiovisual language.

- Critically analyze different types of images

- Manage resources and sources related to the subject matter.

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

Learn how the camera captured women's liberation through fashion in the early 20th century"

03
Structure and Content

The Postgraduate Diploma in Fashion Photography will help students to know the technical aspects essential to leading an advertising or editorial shoot. This way, students will understand how to play with the expressiveness and aesthetics of lighting, which will help to give character and meaning to the images. As a result, students will become designers capable of manipulating any camera to work in different locations.

"
Nowadays, brands are opting for freer and more artistic photography, moving away from the commercial way"

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

Module 2. Photography

Module 3. History of Fashion

Beat the competition in the industry and create artwork that makes an impact on your clients"

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.

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.

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

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

20%

25%

4%

3%
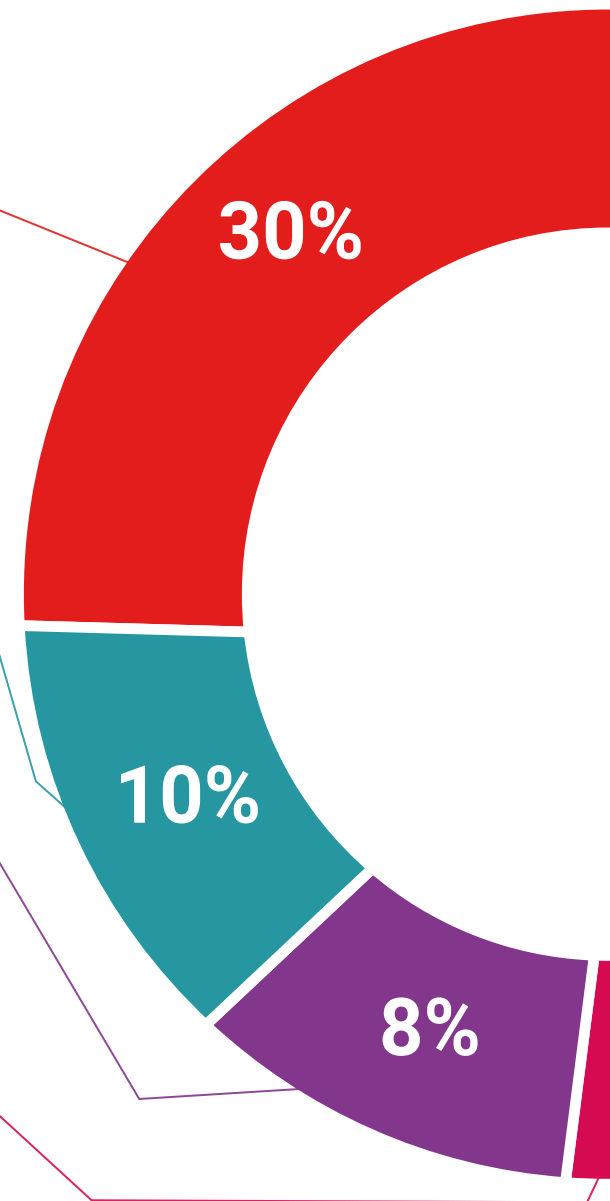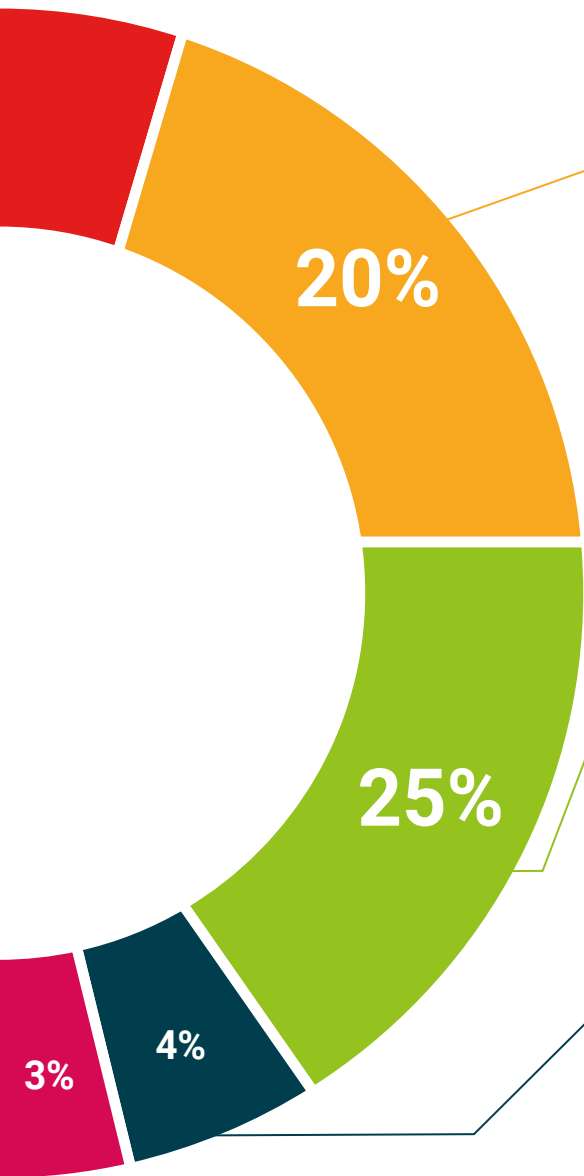
Case Studies

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 Fashion Photography guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.

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

This **Postgraduate Diploma in Fashion Photography** 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 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 Fashion Photography**

Official Nº of Hours: **450 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____ with identification number _____.

For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Fashion Photography

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWOR023S   techtitute.com/certificates

*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.

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