Postgraduate Diploma
Styling and Clothing

tech technological university

tech technological university

Postgraduate Diploma
Styling and Clothing

- 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-styling-clothing

Index

01 Introduction p. 4

02 Objectives p. 8

03 Structure and Content p. 12

04 Methodology p. 20

05 Certificate p. 28

01

Introduction

Fashion designers are true prescribers of style. Their designs become, in many cases, garments that mark the season and are a must in their clients' closets. Therefore, specializing in Styling and Clothing is essential for those who wish to achieve professional success with their collections. TECH Technological University offers its students this program of great educational value, which will be very useful for their future development.

The creation of garments is a complex task that requires a high level of specialization, but also ingenuity and creativity. With this Postgraduate Diploma, you will learn the keys to successfully manage in this field"

In a sector in constant growth and evolution as the fashion industry, specializing in Styling and Clothing is essential to know those little details that make the difference and will make a collection succeed in the market. Undoubtedly, nowadays, higher specialization is a demand in almost any sector, and, in fashion, it cannot be left aside. For this reason, TECH Technological University has created this Postgraduate Diploma in Styling and Clothing, with a highly up-to-date program focused on the history of Clothing, Fashion and Styling.

In this way, students will have access to a multitude of theoretical and practical resources, thanks to which they will be able to learn first-hand how the evolution of clothing has been until reaching the current concept and uses. In this way, they will review from prehistoric costumes to the most current dresses of the most renowned designers.

With all this, TECH Technological University aims to meet the high specialization objective demanded by fashion designers, who are looking for high quality programs to increase their education and offer users garments that become indispensable for their closet. And, to achieve this goal, it offers a cutting-edge program adapted to the latest developments in the sector, with an absolutely current syllabus and carried out by experienced professionals, willing to put all their knowledge at the disposal of their students. It should be noted that, being a 100% online Postgraduate Diploma, students will not be conditioned by fixed schedules or the need to move to another physical location, but will be able to access all the contents at any time of the day, balancing their work and personal life with their academic one.

This **Postgraduate Diploma in Styling and Clothing** 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 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 self-assessment can be used to improve learning
- Special emphasis on innovative methodologies in Styling and Clothing
- 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

Access to a multitude of practical cases and specialize to work in a cutting-edge sector"

TECH provides you with the most relevant information on Styling and Clothing so that you can enter a sector of great importance in Fashion Design"

The fashion industry is a very competitive sector, so the higher specialization of professionals will be a plus for their employability.

This online program will allow you to organize your study time and self-manage your learning.

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.

Its multimedia content, developed with the latest educational technology, will allow professionals to learn in a contextual and situated learning environment, i.e., a simulated environment that will provide immersive specialization for real situations.

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

02

Objectives

The Postgraduate Diploma in Styling and Clothing is aimed at facilitating the performance of professionals to acquire and learn the main developments in this field, which will allow them to perform their daily work with the highest quality and professionalism. This way, they will be better able to develop successfully in a booming sector.

TECH's main objective is to offer you a higher qualification in a high demand sector such as fashion design"

General Objectives

- Obtain a detailed knowledge of the history of fashion, which will be relevant to the work of professionals who wish to develop in this sector today
- Know the link between the history of art and fashion
- Be able to design successful fashion projects
- Obtain superior education in fashion styling that will allow professionals to stand out in the sector

Specific Objectives

Module 1. History of Clothing

- Identify the language and expressive resources in relation to the contents
- Choose research and innovation resources to solve issues raised within the functions, needs and materials of clothing
- Gather methodological and aesthetic strategies that help to support and develop creative processes
- Distinguish the psychological processes in the evolution of the pieces in the history of clothing
- Associate formal and symbolic language with functionality in the field of clothing
- Demonstrate the interrelation between the elements of clothing and humanistic fields
- Justify the contradictions between luxury clothing and ethical values
- Reflect on the impact of innovation and quality of clothing production on the quality of life and the environment

Module 2. History of Fashion

- Gather 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 fashion luxury and ethical values
- Reflect on the impact of innovation and quality in the production of fashion, 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

Module 3. Styling

- Identify and interpret the different consumer profiles in order to adapt to the client's needs and be able to satisfy them in different types of styling projects
- Manage and organize the professional work of a fashion stylist for the editorial context
- Research, analyze and reinterpret new aesthetic trends
- Manage and organize the professional work of a fashion stylist for the e-commerce context
- Be familiar with the knowledge of the surrounding visual and creative environment

Develop the most appropriate skills and abilities to successfully develop in this field"

03

Structure and Content

The content of this Postgraduate Diploma covers in a structured way all the areas of knowledge that the fashion professional needs to know in depth, including the most interesting news and updates in the sector. A high-quality study that will allow students to compete with solvency and sufficient capacity 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.

A complete syllabus designed to specialize in Styling and Clothing with the latest content of the moment"

Module 1. History of Clothing

1.1. Prehistory
- 1.1.1. Introduction
- 1.1.2. Prehistoric Civilizations
- 1.1.3. Trade in Prehistoric Times
- 1.1.4. Costume in Prehistoric Times
- 1.1.5. Furs and Fur Shops
- 1.1.6. Fabrics and Techniques
- 1.1.7. Chronological Concordances and Similarities in Prehistoric Clothing

1.2. Ancient Age: Egypt and Mesopotamia
- 1.2.1. Egypt
- 1.2.2. The Assyrian People
- 1.2.3. The Persian People

1.3. Ancient Age: Classical Greece
- 1.3.1. Cretan Clothing
- 1.3.2. The Fabrics Used in Ancient Greece
- 1.3.3. Ancient Greek Garments
- 1.3.4. Ancient Greek Undergarments
- 1.3.5. Ancient Greek Footwear
- 1.3.6. Ancient Greek Hats and Headdresses
- 1.3.7. Colors and Ornaments of Ancient Greece
- 1.3.8. Accessories of Ancient Greece

1.4. Ancient Age: The Roman Empire
- 1.4.1. The Fabrics of Ancient Rome
- 1.4.2. The Garments of Ancient Rome
- 1.4.3. Undergarments of Ancient Rome
- 1.4.4. Ancient Roman Footwear
- 1.4.5. Ancient Roman Hats and Headdresses
- 1.4.6. Relationship of Social Status and Clothing in Ancient Rome
- 1.4.7. The Byzantine Style

1.5. High Middle Ages and Low Middle Ages
- 1.5.1. General Historical Features of the Medieval Period
- 1.5.2. Clothing at the Beginning of the Middle Ages
- 1.5.3. Clothing in the Carolingian Period
- 1.5.4. Clothing in the Romanesque Period
- 1.5.5. The Gothic Clothing

1.6. The Modern Age: Renaissance, Baroque and Rococo
- 1.6.1. Century XV and XVI: Renaissance
- 1.6.2. XVII Century: Baroque period
- 1.6.3. 18th Century Rococo

1.7. Contemporary Age: Neoclassicism and Romanticism
- 1.7.1. The Clothing Industry
- 1.7.2. Charles Frederick Worht
- 1.7.3. Jacques Doucet
- 1.7.4. Women's Clothing
- 1.7.5. Josephine Bonaparte: The Empire Style

1.8. Contemporary Age: Victorian Era and Belle Époque
- 1.8.1. Queen Victoria
- 1.8.2. Men's Clothing
- 1.8.3. Dandy
- 1.8.4. Paul Poiret
- 1.8.5. Madeleine Vionnet

1.9. Conte.mporary Age: From Clothing to Fashion
- 1.9.1. New Context and Social Change
- 1.9.2. Fashion Designers
- 1.9.3. Coco Chanel
- 1.9.4. New Look

1.10. Contemporary Age: The Century of Designers and Fashion
- 1.10.1. The Modern Clothing
- 1.10.2. The Rise of the American Designers
- 1.10.3. The London Scene

Module 2. History of Fashion

2.1. From Clothing to Fashion
- 2.1.1. New Context and Social Change
- 2.1.2. Women's Liberation
- 2.1.3. New Concept of Fashion Designer
- 2.1.4. Beginning of the 20th Century

2.2. The Modern Clothing
- 2.2.1. The Modern Clothing
- 2.2.2. The Rise of the American Designers
- 2.2.3. The London Scene
- 2.2.4. New York in the 70s
- 2.2.5. 80s Fashion
- 2.2.6. Multi-Brand Luxury Groups
- 2.2.7. A Functional Fashion
- 2.2.8. Activewear
- 2.2.9. Fashion, Art and Pop Culture
- 2.2.10. Celebrities
- 2.2.11 Photography and Internet

2.3. Great Masters of Fashion
- 2.3.1. Jeanne Lanvin
- 2.3.2. Jeanne Paquin
- 2.3.3. Emilie Flöge
- 2.3.4. Madeleine Vionnet
- 2.3.5. Gabrielle Chanel
- 2.3.6. Elsa Schiaparelli
- 2.3.7. Carolina Herrera

2.4. Great Masters of Fashion
- 2.4.1. Charles Frederick Worth
- 2.4.2. Jacques Doucet
- 2.4.3. Paul Poiret
- 2.4.4. Cristóbal Balenciaga
- 2.4.5. Christian Dior
- 2.4.6. Karl Lagerfeld
- 2.4.7. Alexander McQueen

2.5. Haute Couture
- 2.5.1. History of Haute Couture
- 2.5.2. Federation of Haute Couture and Fashion
- 2.5.3. Members of the Federation
- 2.5.4. From Haute Couture to Ready-to-Wear

2.6. Crafts
- 2.6.1. Weaving as Art
- 2.6.2. Crafts That Complement Clothing
- 2.6.3. Artists and Craftworkers Related to Fashion

2.7. Fast-Fashion
- 2.7.1. History and Origin of Fast-Fashion
- 2.7.2. Business Model of Fast-Fashion
- 2.7.3. Consequences of Fast-Fashion on the World

2.8. Advertising and Photography in Fashion
- 2.8.1. Archetypes and Stereotypes
- 2.8.2. The Fashion Image
- 2.8.3. Visual Communication of Fashion
- 2.8.4. The Great Fashion Photographers

2.9. Repercussion of Fashion
- 2.9.1. The Textile Industry
- 2.9.2. Relationship of Art and Fashion
- 2.9.3. Fashion and Society

2.10. Fashion Theory and Criticism
- 2.10.1. Current Designers and Their Influence
- 2.10.2. Current Trends
- 2.10.3. The Trivialization of Fashion

Module 3. Styling

3.1. Introduction to Styling
- 3.1.1. Aesthetics, Style and Styling
- 3.1.2. Analysis and Knowledge of the Fields of Styling
- 3.1.3. The Role of the Stylist
- 3.1.4. Communication in Fashion
- 3.1.5. Digital Communication
  - 3.1.5.1. Social media
  - 3.1.5.2. Influencers
  - 3.1.5.3. Bloggers
- 3.1.6. Styling Organization and Production Methods

3.2. Runway Styling
- 3.2.1. What is a Fashion Show
- 3.2.2. Objectives of a Fashion Show
- 3.2.3. Main World Catwalks
- 3.2.4. Preliminary Preparations
- 3.2.5. The Team
- 3.2.6. The Fitting
- 3.2.7. The Models
- 3.2.8. The Looks
- 3.2.9. Music
- 3.2.10. The Space
- 3.2.11. Post-Event

3.3. Audiovisual Styling
- 3.3.1. The Cinema
- 3.3.2. The Fashion Film
- 3.3.3. Showroom and Showrooming
- 3.3.4. e-Commerce

3.4. Dress Etiquette
- 3.4.1. Formal Attire
- 3.4.2. Informal Attire
- 3.4.4. Sportswear
- 3.4.5. Types of Etiquette

3.5. Body Morphology and Colorimetry
- 3.5.1. Body Typologies
- 3.5.2. Body Silhouettes
- 3.5.3. Color Theory Applied to Counseling
- 3.5.4. Theory of The Seasons of the Year
- 3.5.5. Color Classification

3.6. Make up
- 3.6.1. Introduction to Make-Up
- 3.6.2. Make-Up Materials
- 3.6.3. Make-Up Application
- 3.6.4. Make-Up Styles

3.7. Personal Shopper
- 3.7.1. What is the Personal Shopper?
- 3.7.2. Process of Consultancy in Clothing and Accessories
- 3.7.3. Characteristics of the Image Consultant
- 3.7.4. How to Approach the Image Consultancy Process
- 3.7.5. Development of the Process: The Technical Documentation
- 3.7.6. Study and Evaluation of The Client's Image
- 3.7.7. Proposal to the Customer on the Adoption of New Aesthetic Models in Clothing.
- 3.7.8. Methods for the Adoption of Aesthetic Patterns in Dressing
- 3.7.9. Methods of Client Training
- 3.7.10. Advice on the Purchase of Clothing and Accessories

3.8. Dressing Style
- 3.8.1. Prehistory and Ancient Age
  - 3.8.1.1. Prehistory
  - 3.8.1.2. Mesopotamia: Sumerians, Babylonians and Assyrians, Persians and Medes
  - 3.8.1.3. Egypt
  - 3.8.1.4. Crete: Minoan Civilization
  - 3.8.1.5. Greta
  - 3.8.1.6. Etruria
  - 3.8.1.7. Rome
  - 3.8.1.8. Byzantine Empire
- 3.8.2. History of Clothing: Middle Ages and Renaissance
  - 3.8.2.1. Average Age
  - 3.8.2.2. Renaissance
- 3.8.3. History of Clothing: Baroque and Rococo
  - 3.8.3.1. Baroque: 17th Century
  - 3.8.3.2. Rococo: 18th Century
- 3.8.4. History of Clothing: 19th Century
  - 3.8.4.1. Historical Context
  - 3.8.4.2. Women's Clothing
  - 3.8.4.3. Men's Clothing
- 3.8.5. History of Clothing: 20th Century
  - 3.8.5.1. Historical Context
  - 3.8.5.2. Clothing from 1900 to 1950
  - 3.8.5.3. Clothing from 1950 to 2000

3.9. Garment Lexicon
- 3.9.1. Hats and Caps
- 3.9.2. Coats and Jackets
- 3.9.3. Men's Suits
- 3.9.4. Tie Knots
- 3.9.5 Shirts
- 3.9.6. T-Shirts
- 3.9.7. Collars, Necklines and Collars
- 3.9.8. Sleeves
- 3.9.9. Pants
- 3.9.10. Dresses
- 3.9.11. Shoes
- 3.9.12. Skirts
- 3.9.13. Add-Ons

3.10. Basic Clothing Styles
- 3.10.1. Trends
- 3.10.2. The Coolhunter
- 3.10.3. Classic Style
- 3.10.4. Avant-Garde Style
- 3.10.5. Informal or Casual Style
- 3.10.6. Bohemian Style
- 3.10.7. Minimalist Style
- 3.10.8. Retro or Vintage Style
- 3.10.9. Oversized Style

3.10.10. Feline or Lingerie Style
3.10.11. Grunge Style
3.10.12. Ethnic Style
3.10.13. Hippie Style
3.10.14. Punk Style
3.10.15. Executive Style
3.10.16. Gothic Style
3.10.17. Safari Styles
3.10.18. Military Style
3.10.19. Folk Style
3.10.20. Underground Style
3.10.21. Other Styles

A high-level educational experience for professionals seeking excellence"

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.

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

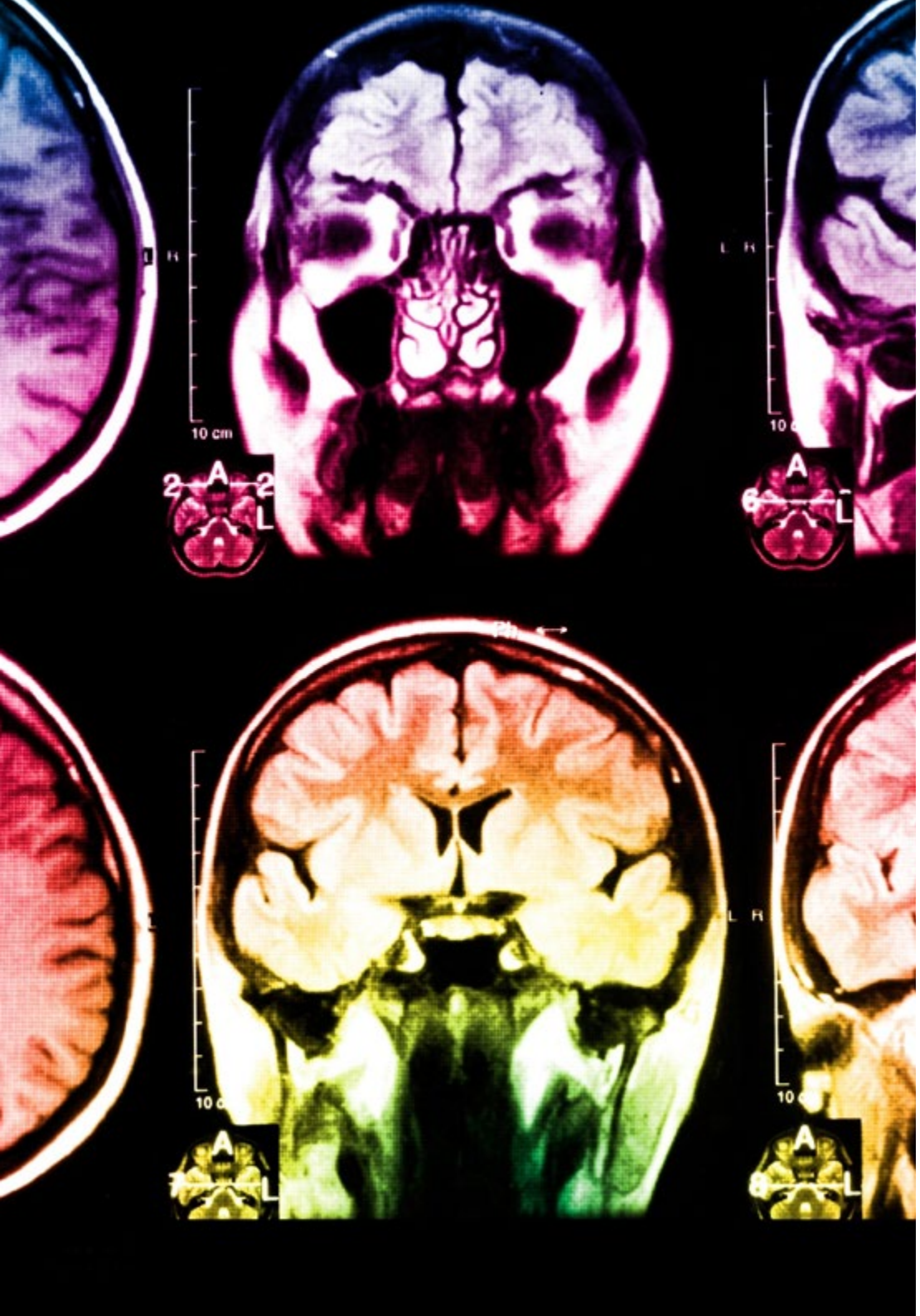
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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.

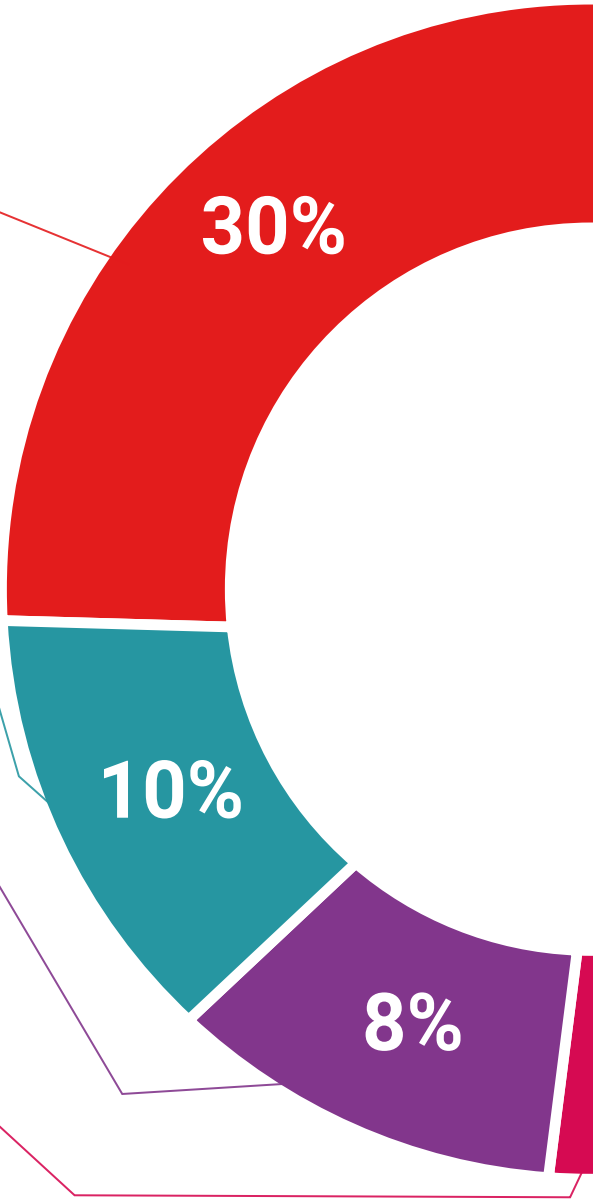
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

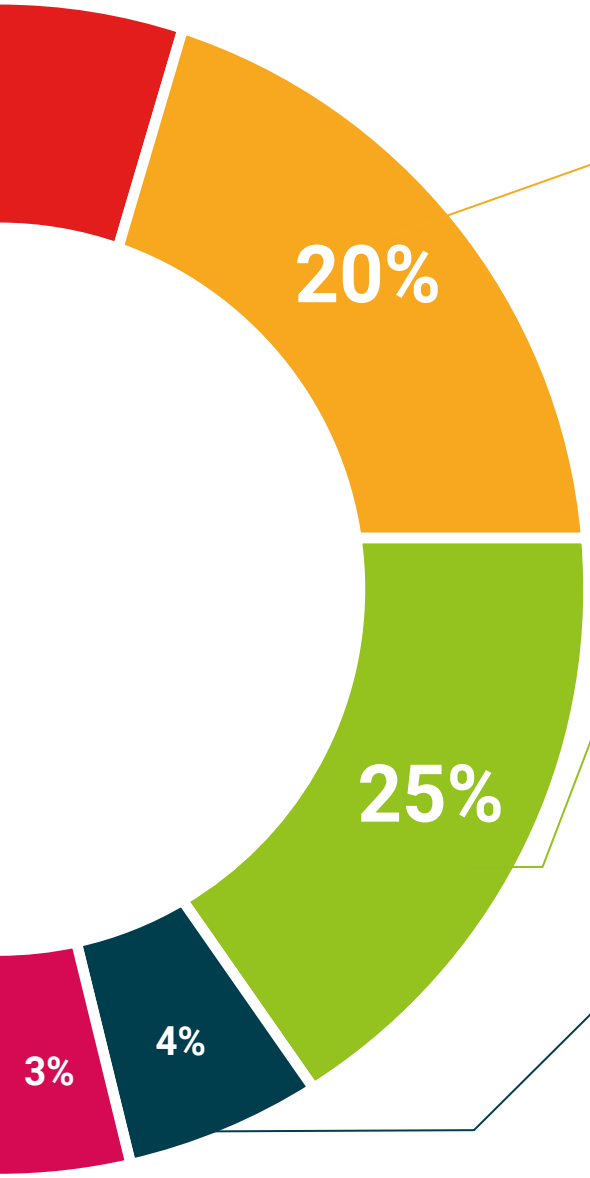
Practising Skills and Abilities

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

The Postgraduate Diploma in Styling and Clothing 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 Styling and Clothing** 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 Styling and Clothing**

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

Styling and Clothing

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: AFWORD23S 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.

tech technological university

Postgraduate Diploma
Styling and Clothing

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

Postgraduate Diploma
Styling and Clothing

tech technological university