

# Postgraduate Diploma Virtual Design in Fashion





## Postgraduate Diploma Virtual Design in Fashion

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

Website: [www.techtute.com/us/design/postgraduate-diploma/postgraduate-diploma-virtual-design-fashion](http://www.techtute.com/us/design/postgraduate-diploma/postgraduate-diploma-virtual-design-fashion)

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# 01

# Introduction

New technologies have brought significant advantages to fashion design. Using 2D and 3D drawing tools has proven essential in faithfully transferring ideas to reality. It also opens up new possibilities, such as developing costumes for video game characters. All this makes it essential for designers to acquire a higher level of competence in this type of programs, thanks to which they will improve their drawing techniques and access a new market that transcends traditional collection creation through stores and brand names, betting instead on video games or animated films.







“

*Bet on innovation and new technologies  
and use them to design your collections.  
You will obtain great benefits in little time”*

Fashion design has undergone drastic transformation in recent years. From pencil to paper traditional drawings, we have moved on to virtual designs capable of capturing all the features present in garments and accessories. Therefore, professionals in the field must have a higher level of training that allows them to use all the new tools available to digitalize their collections.

Thanks to this, not only will it be possible for students to offer consumers more personalized products adapted to market demand, but they will also be able to access all the garment features or devise complete styles for later purchase. Moreover, this will also aid in getting to know the consumer better before purchasing, thereby adding value to customer acquisition and loyalty.

Furthermore, introducing digitalization tools in the fashion industry has been a plus in diversification, as designs are not only created to be showcased on catwalks and sold in stores, but can also be created for animated characters in film, television or video games. That is why more and more fashion designers are turning to virtual avatar costume creation.

Undoubtedly, this program has become an absolute novelty in the market as it offers students the superior training they need to succeed in online field, which will allow students to balance their studies with the rest of their daily obligations.

This **Postgraduate Diploma in Virtual Design in Fashion** 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
- ◆ Special emphasis on innovative methodologies in virtual fashion design
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Access to content from any fixed or portable device with an Internet connection



*Adidas, Inditex or Hugo Boss have already incorporated CLO Virtual Fashion as an essential tool for their creations. Don't get left behind in digitalizing your collections"*

“ *New technologies have favored the evolution of fashion design, achieving creations more adapted to the needs of customers”*

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.

*Digitalizing fashion designs has been revolutionary, allowing users to obtain more comprehensive information about each garment before they even see it in the store.*

*Making garments in 3D will enable consumers to know every detail through the images displayed on sales websites.*



# 02

# Objectives

Students who take this course at TECH Technological University will find a unique opportunity to learn the main tools used in digitalizing garments and fashion accessories. They will also be trained to diversify their work toward creating video game character costumes, thanks to the use of CLO Virtual Fashion, one of the most important programs used in this field today.







“

*Adapt your paper designs to digital drawings and achieve greater accuracy in the sizes and silhouettes you devise”*



## General Objectives

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- ◆ 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

“

*The CLO Virtual Fashion tool will allow you to design garments for video games in a simple and straightforward way”*





## Specific Objectives

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### Module 1. Structural and Integral Fashion Design

- ◆ Conceive ideas and visually represent them
- ◆ Gain in depth knowledge of the structure of the human figure to communicate garment function
- ◆ Know how to handle traditional techniques, together with technological tools to sketch a pattern almost without having graphic notions

### Module 2. Accessory and Jewel Design

- ◆ Conceptualize and design a collection of accessories at a professional level while ensuring its feasibility
- ◆ Develop technical and handcrafted pattern making, paying special attention to the choice of materials
- ◆ Obtain specialized knowledge on gems and precious stones, but also on digital tools specific to the field

### Module 3. Costumes for Special Garments

- ◆ Learn to design costumes for film, theater and television
- ◆ Create sports collections that appeal to the public
- ◆ Specialize in haute couture garments

### Module 4. CLO Virtual Fashion Design

- ◆ Use different 2D and 3D design tools
- ◆ Gain in depth knowledge to manage the CLO Virtual Fashion program
- ◆ Know how to design digital costumes for videogames



# 03

# Course Management

TECH Technological University has selected top specialists in virtual fashion design to develop this innovative course. Students will thus have access to the most updated contents available today, thanks to which they will be able to use the most current and essential 2D and 3D design tools used for garments and accessories to create costumes for video game characters.





“

*The professors on this program will give you the keys to create virtual designs adapted to new markets”*



## 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

### Ms. Miñana Grau, Mari Carmen

- ◆ Freelance Designer at Petite Antoinette
- ◆ Co-founder of the brand @TheIraMare, specialized in scarves and accessories design
- ◆ Designer for different catwalks
- ◆ University Degree in Fashion Design, Barreira Arte y Diseño
- ◆ Graduated in Fashion Design and Styling, Barreira Arte y Diseño
- ◆ Graduated in Middle Degree in Hat and Accessory Design, Barreira Arte y Diseño
- ◆ Course in Clothing Technology
- ◆ Course in Pattern Making, Cutting and Dressmaking in Valencian Apparel

### Ms. Romero Monente, Begoña

- ◆ General Manager of the Young Promotion agency; creator of the *Personal Shopper* service in Spanish airports
- ◆ Specialized in the execution of advertising campaigns in *Duty Free stores*, with accounts such as AENA, Dufry, L'Oréal, Diageo, Philip Morris, Montblanc, etc
- ◆ Broadcaster, editor and responsible for communications in different *on/off media*, creating sports, politics and tourism content
- ◆ Coordinator of the Airport Promotion Agencies Association activities, an organization that brings together Europe's leading agencies in airport *field marketing*
- ◆ Lecturer and Professor for various courses on *Retail Management*, Digital Marketing and People Management
- ◆ Leader of personalized mentoring and coaching processes for entrepreneurs
- ◆ Degree in Journalism, University of Malaga
- ◆ Degree in Advertising and Public Relations, University de Catalonia
- ◆ MBA, ISEM Fashion Business School, University of Navarra
- ◆ Certified Coach, European School of Coaching

### Ms. Rodríguez Flomenboim, Florencia

- ◆ Image consultant and responsible for *showroom* management and implementation of *Concept Stores*
- ◆ Fashion producer and editor in different publishing houses, agencies and firms
- ◆ Scenic creator for different plays, focusing on the image symbolism
- ◆ Degree in Performing Arts, ESAD of Murcia
- ◆ Specialized in Artistic Creation and Fashion Trend Analysis
- ◆ Diploma in International Relations, ITC Sraffa, Milan
- ◆ Master's Degree in Fashion Editorial Production and Fashion Design, American Modern School of Design, Buenos Aires, Argentina

### Ms. Anguiano, Daniela

- ◆ Fashion and Graphic Designer and Content Creator
- ◆ Graphic Designer, Community Manager and Content Creator Association among Women and Soulem Madrid
- ◆ Fashion and Graphic Design Fasrev International Team
- ◆ Fashion and Graphic Design for designer Fernando Claro Madrid
- ◆ Founder and Artistic Director Pippert's Design Madrid
- ◆ Textile Design Baby Zanell
- ◆ Fashion and Textile Design University of Palermo, Buenos Aires, Argentina
- ◆ Course in Fashion Production EBA, Buenos Aires, Argentina
- ◆ Elle Education Course on Branded Content Creator Mindway, Madrid

# 04

## Structure and Content

New technologies make it possible to digitize garment and accessory designs for greater drawing precision and a more faithful final result. Thanks to this TECH Technological University course, students will acquire all that specific knowledge that will enable them to make virtual designs of clothing and accessory collections, using the most innovative technology available today to do so.





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*Thanks to this program, you will be able to put into practice the main 3D techniques to create garment and accessory collections”*

## Module 1. Structural and Comprehensive Fashion Design

- 1.1. Expressive Drawing
  - 1.1.1. Anatomical Structure of the Human Body
  - 1.1.2. Three-Dimensional Space
  - 1.1.3. Perspective and Matrix Analysis
- 1.2. Visual Semiotics
  - 1.2.1. Color and Light in Three-Dimensional Forms
  - 1.2.2. Contour and Shading
  - 1.2.3. The Movement of Garments in Female and Male Anatomy
- 1.3. Composition I
  - 1.3.1. Volume
  - 1.3.2. The Female Silhouette and the Male Silhouette
  - 1.3.3. Shape and Negative Shape
- 1.4. Composition II
  - 1.4.1. Symmetry and Asymmetry
  - 1.4.2. Construction and Deconstruction
  - 1.4.3. Draping and Jewel Embellishments
- 1.5. Representation Tools
  - 1.5.1. The Geometric Sketch
  - 1.5.2. *Rapid Sketching* and *Poison* Techniques
  - 1.5.3. CANVA
- 1.6. Design Methodology
  - 1.6.1. Computer-Assisted Design
  - 1.6.2. CAD/CAM: Prototypes
  - 1.6.3. Finished Products and Production Runs
- 1.7. Garment Customization and Transformation
  - 1.7.1. Cutting, Assembling and Finishing
  - 1.7.2. Pattern Adaptations
  - 1.7.3. Garment Customization

- 1.8. *Packaging*
  - 1.8.1. Packaging as an Extension of *Branding*
  - 1.8.2. Sustainable *Packaging*
  - 1.8.3. Automated Personalization
- 1.9. *Atomic Design*
  - 1.9.1. System Components
  - 1.9.2. Templates
  - 1.9.3. Web Designer Typologies
- 1.10. *App Design*
  - 1.10.1. Mobile Illustration Techniques
  - 1.10.2. Comprehensive Design Tools: Procreate
  - 1.10.3. Support Tools: Pantone Studio

## Module 2. Accessory and Jewel Design

- 2.1. Accessory Anatomy and Patterning
  - 2.1.1. Footwear
  - 2.1.2. Bags and Belts
  - 2.1.3. Costume Jewelry and Jewelry
- 2.2. Specific Materials for Accessory Design
  - 2.2.1. Fittings and Hardware
  - 2.2.2. Synthetic Fabrics
  - 2.2.3. Technical Materials
- 2.3. Workflows
  - 2.3.1. Supplier Relationships
  - 2.3.2. Industrial Contract Manufacturing
  - 2.3.3. Market Prices
- 2.4. Product Prototyping
  - 2.4.1. Drawing and Sketching
  - 2.4.2. Product Data Sheet
  - 2.4.3. Large Scale Production: INGA 3D



- 2.5. Jewelry Design
  - 2.5.1. Gems and Precious Stones
  - 2.5.2. Costume Jewelry and Alternative Materials
  - 2.5.3. Jewelry Prototyping Using 3D Printing
- 2.6. *Rhinojewel*
  - 2.6.1. Metal and Gemstone Tools
  - 2.6.2. Modeling Tools
  - 2.6.3. Calibrated Stone Tools
- 2.7. Product Development
  - 2.7.1. Creativity and Accessory Feasibility
  - 2.7.2. Collection Development: Brand Alignment
  - 2.7.3. Methodology in Presenting Accessory Collections
- 2.8. Leather
  - 2.8.1. Animal Leather and Treatment
  - 2.8.2. Synthetic Materials
  - 2.8.3. Sustainability and Environment
- 2.9. Accessory Customization and Transformation
  - 2.9.1. Manual Transformation
  - 2.9.2. Beads and Charms
  - 2.9.3. Jeweled Garments: Belts, Bag Fasteners and Jeweled Dresses
- 2.10. Watches and Sunglasses
  - 2.10.1. Jewelry and Composition
  - 2.10.2. Specific Materials
  - 2.10.3. Assembly

### Module 3. Specialty Apparel

- 3.1. *Sports Collections*
  - 3.1.1. The Evolution of Sports Fashion
  - 3.1.2. Casual Style Design and Creativity
  - 3.1.3. *Sportswear* and *Activewear*
- 3.2. Pattern and Design in Sportswear
  - 3.2.1. Athlete Ergonomics
  - 3.2.2. Technical Patterning
  - 3.2.3. Technical Materials: Evaporation, Breathability and Waterproofing
- 3.3. Garment Design for Film and Television Series
  - 3.3.1. The Influence of Fashion on the Performing Arts
  - 3.3.2. The Costume Department in Films
  - 3.3.3. Script Revision to Design Fictional Costumes
- 3.4. Workflows in Cinema
  - 3.4.1. Period and Style Documentation
  - 3.4.2. The Cinematographic Atmosphere through Costumes
  - 3.4.3. Fabrics and Techniques Applied to Final Finishing
- 3.5. Costumes for Cinema
  - 3.5.1. Costumes for Cartoons
  - 3.5.2. Marvel Costumes
  - 3.5.3. Period Costumes
- 3.6. The Catwalk and Film Galas
  - 3.6.1. Experimental Patterning
  - 3.6.2. Figurinism for Models and Actresses
  - 3.6.3. Staging Costumes on the Red Carpet
- 3.7. Stage Fiction
  - 3.7.1. Opera Costumes
  - 3.7.2. Theater Costumes
  - 3.7.3. Dance and Circus Costumes

- 3.8. Haute Couture
  - 3.8.1. Tailor-Made Garments
  - 3.8.2. Creative Illustration Techniques
  - 3.8.3. Bridal Collections
- 3.9. *Tailoring*
  - 3.9.1. Suit Patterns for Men and Women
  - 3.9.2. Seasonal Fabrics
  - 3.9.3. Future Trends in Made to Measure Clothing
- 3.10. *Product Placement*
  - 3.10.1. Collaborating with Establish Brands for Television Series Wardrobes
  - 3.10.2. Need Proposals and Presentation
  - 3.10.3. Garment Selection and Collaboration Cost

#### Module 4. CLO Virtual Fashion Design

- 4.1. Current Design Techniques
  - 4.1.1. 2D Design
  - 4.1.2. 3D Design
  - 4.1.3. The CLO Virtual Fashion Program
- 4.2. Digital Creation and Experimental Design
  - 4.2.1. Digital Creation and Experimental Design
  - 4.2.2. CLO Virtual Fashion User Interface
  - 4.2.3. 3D Avatar Animation
- 4.3. Virtual Tailoring
  - 4.3.1. Segment Sewing
  - 4.3.2. Free Sewing
  - 4.3.3. Layer Structure
- 4.4. CLO Virtual Fashion Fabric Library
  - 4.4.1. Commonly Used Fabrics
  - 4.4.2. Cladding
  - 4.4.3. Garment Fitting

- 4.5. *Streamline Process*
  - 4.5.1. Colors and Patterns
  - 4.5.2. Design Composition
  - 4.5.3. 3D Samples
- 4.6. Texture Creation
  - 4.6.1. Giving and Editing Textures
  - 4.6.2. Opacity, Reflection and Position
  - 4.6.3. Normal Map and Displacement Map
- 4.7. Creating Garments I
  - 4.7.1. Clothing
  - 4.7.2. Stampings
  - 4.7.3. *Rendering*
- 4.8. Creating Garments II
  - 4.8.1. Pleats
  - 4.8.2. Bottoms and Blades
  - 4.8.3. *Soleil* and Padding
- 4.9. Simulated Environments
  - 4.9.1. Styling Techniques
  - 4.9.2. Garment Visualization in Retail Environments
  - 4.9.3. Virtual Collection Promotion
- 4.10. Emerging Markets and Entry Techniques
  - 4.10.1. Cost Calculation
  - 4.10.2. Auctions
  - 4.10.3. The Video Game Industry



*Master the tools you can use to create virtual fashion designs and offer greater personalization to your clients”*



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.





“

*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 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 Diploma in Virtual Design in Fashion guarantees, in addition to the most rigorous and up to date training, access to a qualification 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 Virtual Design in Fashion** 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 from career evaluation committees.

**Title: Postgraduate Diploma in Virtual Design in Fashion**

**Official N° of hours: 600 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 quality  
online training  
development language  
classroom



## Postgraduate Diploma Virtual Design in Fashion

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



# Postgraduate Diploma

## Virtual Design in Fashion

