Hybrid Professional Master's Degree
Product Design

tech global university

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Hybrid Professional Master's Degree
Product Design

Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Global University**

Accreditation: **60 + 4 ECTS**

Website: **www.techtitute.com/us/design/hybrid-professional-master-degree/hybrid-professional-master-degree-product-design**

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01
Introduction

The development of Internet sales has increased the importance of good product design. Today there is a physical and digital market marked by competition between companies that market objects. In this field, those who, apart from offering quality and usability, make the difference, take care of their image and adapt their appearance to the industry's demand. That is why the product designer has become a valued profession. All that the graduate needs to know about it will be found in a very complete program where the most updated theoretical contents are grouped. In addition, it is supported by a first class practical stay in a company of international prestige where the student will rub shoulders with the best specialists in Product Design.

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If you are looking for a qualification that provides you with the best theoretical content and the guarantee of an internship in a leading company in the Design and Marketing sector, you have the best opportunity"

The history of marketing has shown that, on many occasions, having a quality product that meets the expectations for which it was created is not enough if its design has not been taken care of. Large multinationals such as LG, Apple, Coca Cola or McDonald's have been forced to withdraw their products from the market due to the population's rejection of the message they launched or due to the resounding failure of their launch. Branding care, associated with a good marketing strategy and an optimal design based on current trends in society, is essential if you want to succeed.

In addition, the development of online commerce, in which the customer can only see an image, has also encouraged the need to take care of it, valuing creativity and taste over usability itself. Any professional who wants to work successfully in this sector must be aware of this and realize that it is necessary to be prepared and know in detail the ins and outs of the industry. That is why TECH has decided to launch this complete Hybrid Professional Master's Degree in Product Design, a multidisciplinary program that will provide a broad and comprehensive knowledge on the current affairs of the area.

It is a qualification developed over 12 months in which the graduate will initially have access to 1,800 hours of the best theoretical and additional content 100% online. In this section, they will work on the fundamentals of design and creativity, digital technology, marketing, the ins and outs of corporate image and design for manufacturing, sustainability and the best materials for each project.

Once you have passed the syllabus, you will have the opportunity to take a 120-hour practical internship in a leading company in the Digital Marketing and Design sector. There, you will be able to actively participate in cutting-edge and modern projects, handle the most sophisticated tools and perfect your professional skills and competencies under the guidance of specialists. It is, therefore, a unique opportunity to add to your resume a unique academic experience that will help you stand out in any recruitment process.

This **Hybrid Professional Master's Degree in Product Design** contains the most complete and up-to-date program on the market. The most important features include:

- Development of more than 100 case studies presented by design professionals and university professors with extensive experience in the creative industry
- Its graphic, schematic and eminently practical contents, with which they are conceived, gather scientific and exhaustive information on those disciplines that are indispensable for professional practice
- Handling of the most sophisticated tools in the sector, with special emphasis on mastering the most avant-garde strategies and the most successful techniques
- Analysis and discussion of real examples of daily practice for the understanding of new feasible materials for Product Design
- Assessment of the processes of ideation, creativity and experimentation in Product Design and how to apply them to different projects
- Practical guides to develop a global vision of packaging and label design, understanding it as an activity in which many factors must be taken into account, from the product it accompanies to its physical and socioeconomic context
- All of this will be complemented by 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
- In addition, you will be able to do an internship at a leading company.

Update your knowledge through the Physical Therapy Intervention of Acquired Brain Injury for the Rehabilitation Physician program"

The syllabus has been designed by a team of design experts based on current market trends and the latest information in the sector"

In this Professional Master's Degree proposal, of a professional nature and blended learning modality, the program is aimed at updating design professionals who require a high level of qualification. The contents are based on the latest evidence of the sector, and oriented in a didactic way to integrate theoretical knowledge in creative practice, and the theoretical-practical elements will facilitate the updating of knowledge and allow decision making in the creation, management, participation and direction of projects.

Thanks to its multimedia content elaborated with the latest educational technology, they will allow the design professional a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to specialize in real situations. The design of this program is based on Problem-Based Learning, by means of which the student must try to solve the different professional practice situations that arise during the program. For this purpose, students will be assisted by an innovative interactive video system created by renowned experts.

You will delve into the care of the corporate image through communicative Branding techniques and the most effective strategies to achieve the objectives set.

You will have access to all the theoretical and additional content from the beginning of the course and you will be able to download it to any device with an Internet connection so that you can consult it whenever you need it.

02
Why Study this Hybrid Professional Master's Degree?

In the Product Design sector, trends are constantly changing.
At the same time, it is not enough to master the theoretical considerations of this professional framework. Practical knowledge is also required to demonstrate fluency and ability in the use of complex creative tools. In this context, TECH has developed this program that combines didactic study with an intensive internship in large and prestigious centers. Through this program, graduates achieve a high level of mastery of the technologies within their reach and their most innovative applications. As a result, they will be able to access increasingly competitive and demanding jobs.

This Hybrid Professional Master's Degree is a unique learning opportunity in which TECH will arrange an internship that will expand your experiences and enrich your personal resume"

1. Updating from the latest technology available

With the help of this academic training, students will master the development of hybrid products, where different creative styles are connected. They will also specialize in the search for multifunctionality and the technologies and productive tools that facilitate their implementation. Likewise, the syllabus will help them to know their interfaces and specific techniques for their management.

2. Gaining in-depth knowledge from the experience of top specialists

This program offers students personalized support in two distinct phases. In the first phase, a faculty composed of experienced teachers will interact with the students to clarify doubts and concepts of interest. The second phase, dedicated to the practical internship, will be supported by a designated tutor who will be in charge of integrating the student in different projects and productive routines of the company where they are.

3. Entering first-class environments for Product Design

The careful selection of the centers where the Internship Programs of this degree will take place has been a priority for TECH. Thanks to this, students will be able to be linked to institutions where the use of technological resources, considered the most updated in the market, is a priority. At the same time, they will be able to check the demands of a professional area considered among the most rigorous and exhaustive in the area design professionals
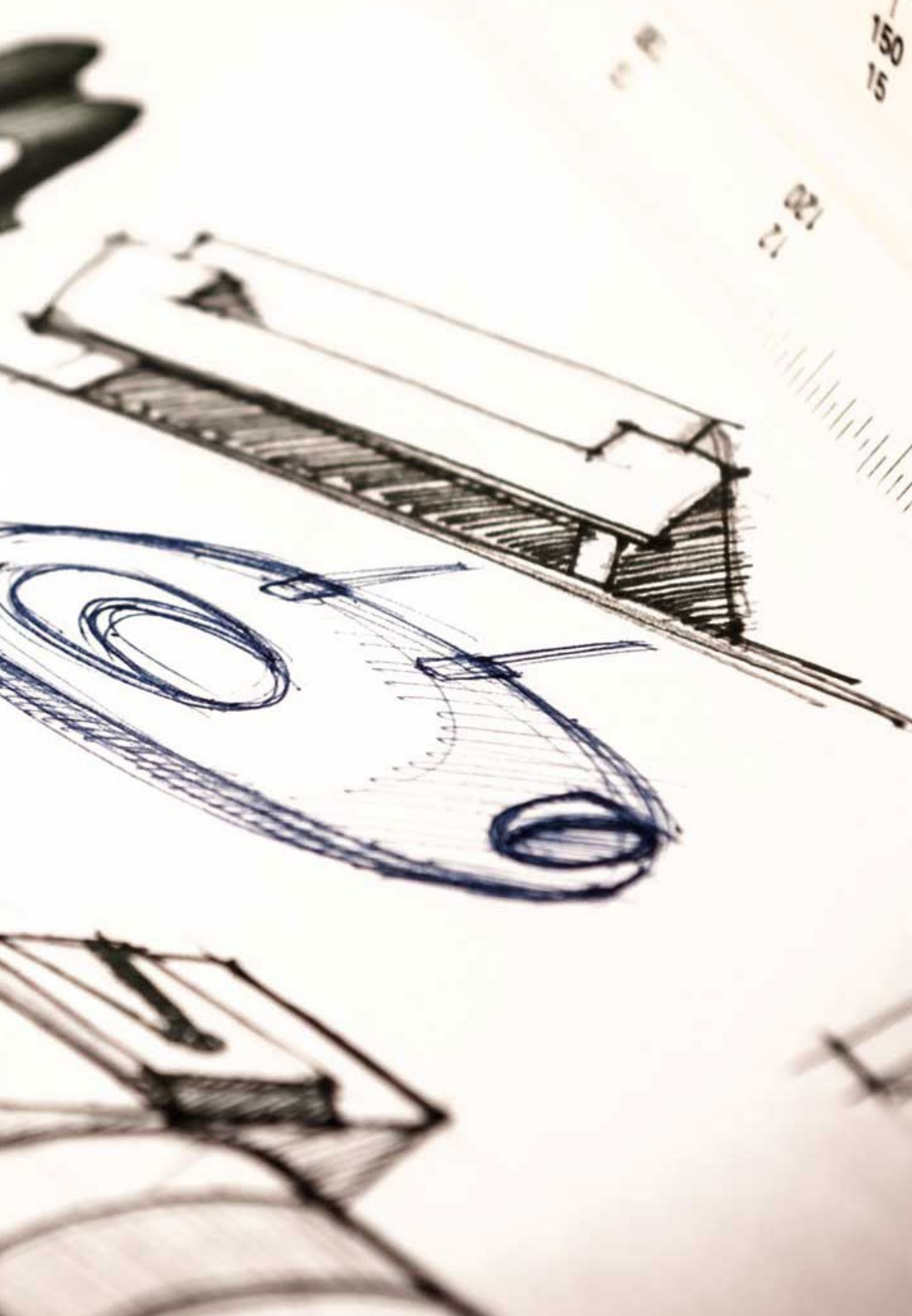
4. Combining the best theory with state-of-the-art practice

This program consists of 1,800 hours of education for the theoretical mastery of the Product Design sector. At the same time, students will be able to apply what they have learned in a practical stay of 3 weeks. In this way, they will be able to develop their skills in a much faster and more flexible way.

5. Expanding the boundaries of knowledge

This Hybrid Professional Master's Degree is unique in its kind in the educational market as it facilitates students' access to select centers dedicated to Product Design and dialogue with the best professionals in that sector. This is possible thanks to the network of agreements and contacts available to TECH as the largest digital university of the moment.

You will have full practical immersion at the center of your choice"

03
Objectives

The demands of today's market require the presence of design professionals who master the creative work of the product adapted to the trends of society. For this reason, TECH has considered it necessary to launch this multidisciplinary program whose objective is to serve as a guide for graduates in their professionalization and the improvement of their skills. To this end, it will provide you with the latest academic tools, which will provide you with a comprehensive knowledge that you will later be able to develop during your internship.

"

You will master the digital technology associated with digital and vectorial image, handling the most sophisticated and complex programs of the Design sector"

General Objective

• The main objective of this program is for the graduate to understand the creative, analysis and study process to carry out any type of design project. For this reason, special emphasis will be placed on market strategies and their application in communication and marketing processes, as well as their development. In addition, this program also aims to bring the designer closer to the basic concepts that are part of the communication policy of an organization: its identity, its culture, its image, its brand, its reputation and social responsibility. At the end of the course, the student will learn in detail the basics and the ins and outs of design, as well as the references, styles and movements that have shaped it from its beginnings to the present day

Attractive packaging is also essential. For this reason, this program includes a module specifically dedicated to design in packaging and labels"
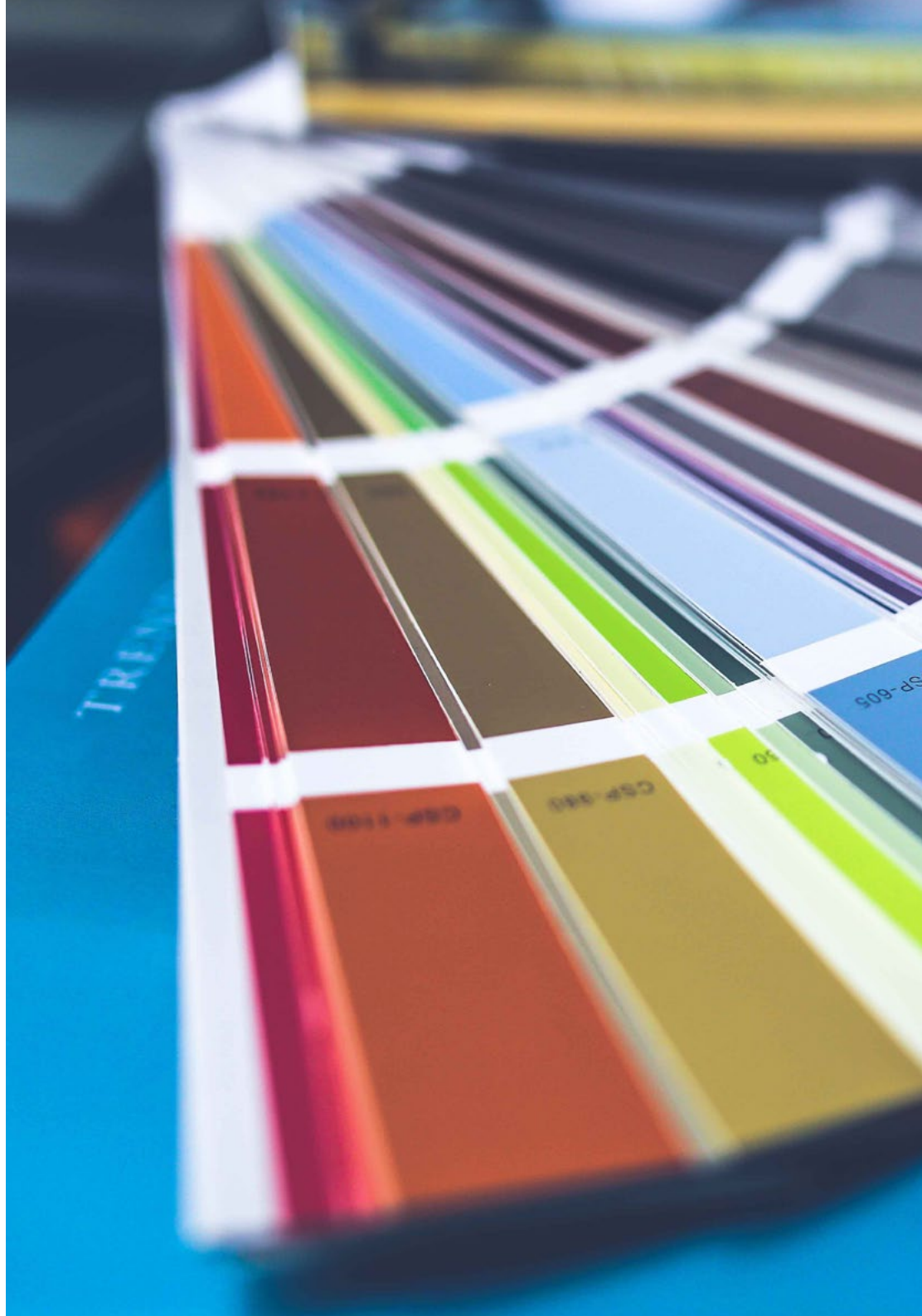
Specific Objectives

Module 1. Design Fundamentals

* Connect and correlate the different areas of design, fields of application and professional branches
* Know the processes of ideation, creativity and experimentation and 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. Fundamentals of Creativity

* Know how to synthesize one's own interests, through observation and critical thinking, translating them into artistic creations
* Lose the fear of artistic blockage and using techniques to combat it
* Investigate in oneself, in one's own emotional space and in what is around, in such a way that an analysis of these elements is carried out in order to use them in favor of one's own creativity

Module 3. Digital Technology

* Master the vocabulary, methodologies and theoretical and practical content on Digital Imaging
* Master the vocabulary, methodologies and theoretical and practical content on Vectorial Imaging

Module 4. Fundamentals of Marketing

- Understand the central role of communication in a historical time defined by the paradigms of the information and knowledge society
- Know communication processes in all their social manifestations (interpersonal, group and media)
- Analyze the different approaches and disciplinary and theoretical approaches to communication
- Develop an understanding of vocabulary adapted to the basic language of marketing and communication
- Know the characteristics of social media and their difference with mass media, as well as their implications and the changes they have generated in marketing and design management

Module 5. Corporate Image

- Understand the importance of corporate image and its impact on business perception
- Differentiate between corporate identity and corporate image and recognize their key manifestations
- Apply research techniques to analyze a company's corporate image
- Conduct image audits and plan strategies for managing corporate image
- Explore the relationship between corporate culture, CSR and reputation in image building
- Develop visual identity, naming and positioning strategies to strengthen branding

Module 6. Design for Manufacturing

- Achieve a sufficient level of knowledge related to the specific objectives and techniques related to the production area
- Analyze production from a strategic perspective

Module 7. Materials

* Analyze and evaluate materials used in engineering based on their properties
* Understand, analyze and evaluate the processes of corrosion and degradation of materials.
* Evaluate and analyze the different techniques for non-destructive testing of materials

Module 8. Sustainable Design

* Recognize the sustainability setting and environmental context
* Know the main tools for environmental impact analysis
* Recognize the importance of sustainability in design
* Know the environmental regulations relevant to design BORRAR
* Be able to develop a sustainable product design strategy

Module 9. Materials for Design

* Work with the most suitable materials in each case, in the field of product design
* Explain and describe the main families of materials: their manufacture, typologies, properties, etc.
* Have the necessary criteria to be able to identify and select, according to a Briefing, the different ranges of materials

Module 10. Packaging Design

* Promote in students the global vision of packaging and label design, understanding it as an activity in which many factors must be taken into account, from the product it accompanies to its physical and socioeconomic context
* Train students, through practice, in the competence for the professional development of packaging and label design projects

04
Skills

In addition to serving as a guide in expanding and updating their knowledge, this Hybrid Professional Master's Degree aims to provide the graduate with the opportunity to improve their professional skills. That is why, during the course of the degree, the specialist will work on their creative skills and aptitudes, expanding the techniques and strategies of their praxis and implementing the most innovative concepts related to product design.

You will study cases of success and failure, so that you acquire from each of them the conclusions that will help you to establish your own strategies"

General Skills

- Plan, develop and conveniently present artistic productions, using effective elaboration strategies and with own creative contributions

- Master image retouching and manipulation software and develop the skills required for its use

- Know the theoretical and practical tools and strategies that facilitate the management of corporate and institutional communication in all types of organizations

- Know how to correctly select an information and communication organization method for the proper use of a brand.

- Research and identify the most significant elements of the company-client, as well as their needs for the creation of communication strategies and messages

- Identify the stages and production phases of a project

- Know the principles of nanomaterials

- Obtain knowledge and mastery of the techniques, forms, processes and trends in packaging and label design and their industrial applications
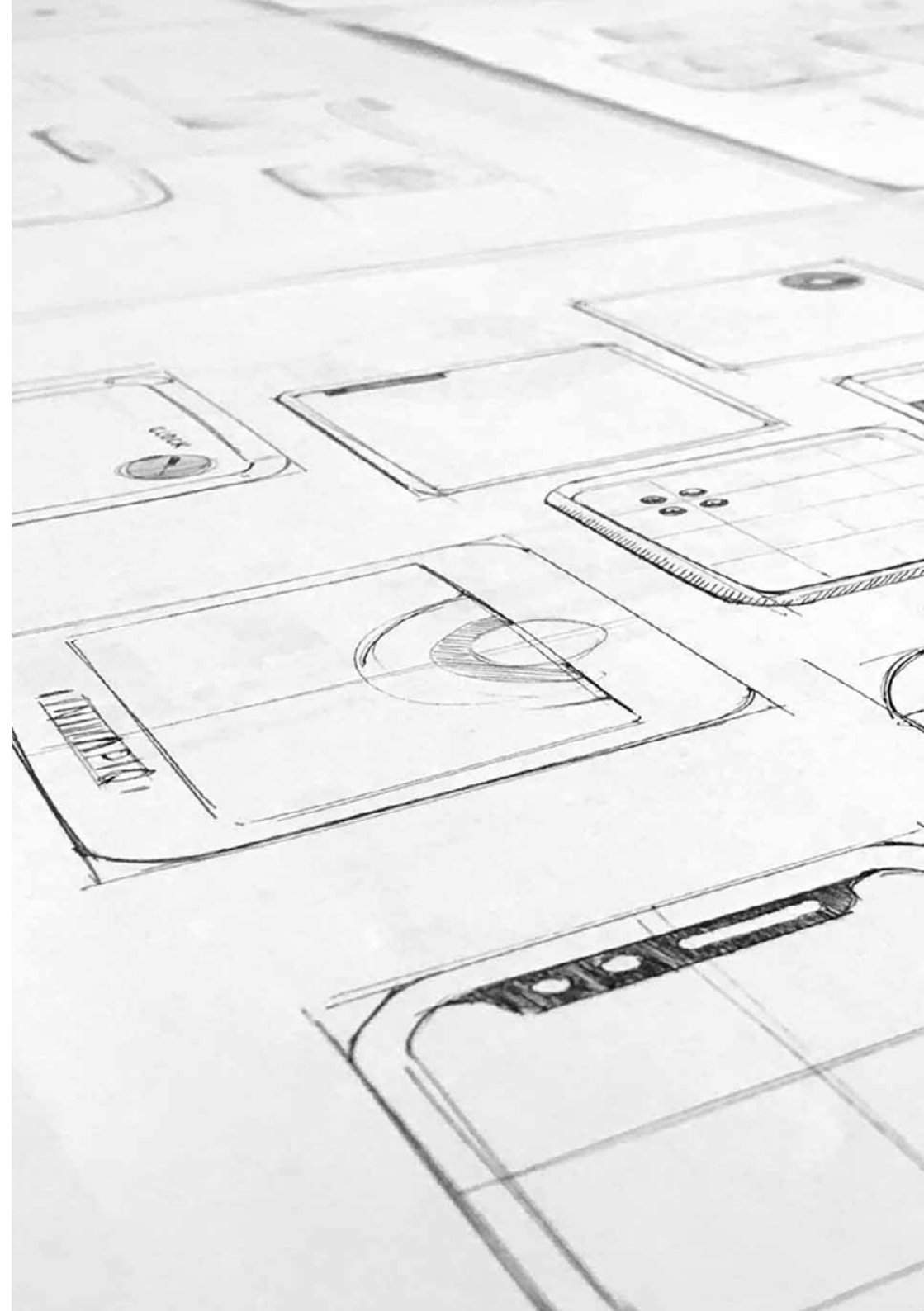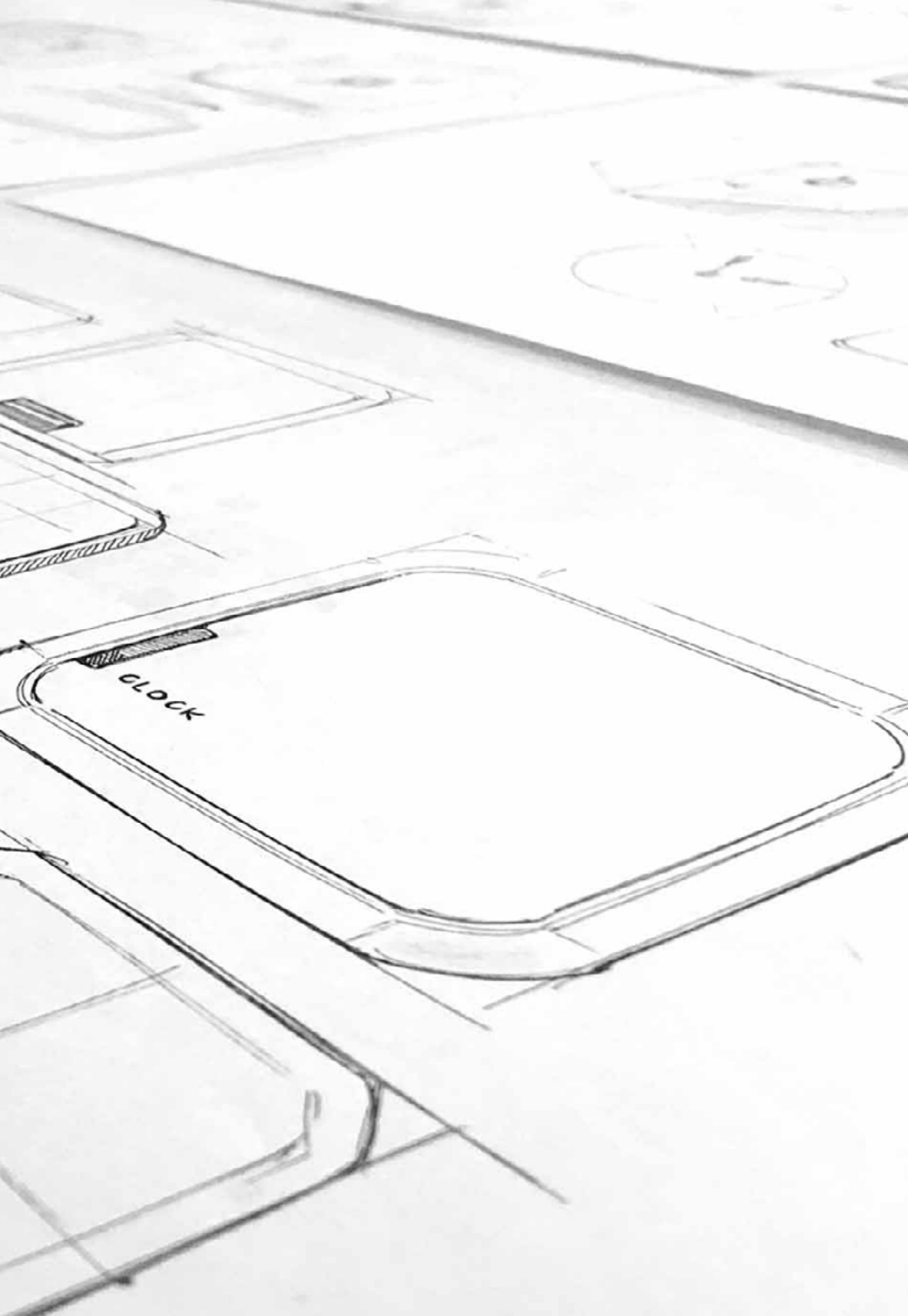
Specific Skills

- Manage vector drawing software and develop the skills required for its use
- Employ editorial design software and develop the skills to create final artwork of your own
- Master the coordination strategies between the aspects of product creation, production, marketing and communication functions
- Analyze and evaluate metallic materials, both ferrous and non-ferrous
- Analyze and evaluate polymeric, ceramic and composite materials
- Analyze and evaluate materials used in additive manufacturing
- Develop a regulated system of basic graphic standards based on visual identity/ brand elements
- Choose wisely, from a wide spectrum, when developing a design proposal for mass production
- Decide on the most suitable materials for the realization of mock-ups or prototypes

05
Structure and Content

TECH develops all of its programs based on the latest developments in the sector in which the program is developed and following the professional criteria of active experts. In this way, it is possible to create dynamic, current and highly training syllabi, which are accompanied by hundreds of hours of additional material in different formats: detailed videos, dynamic summaries of each unit, research articles and complementary readings. In this way, the graduate has the possibility to contextualize the information and to delve in a personalized way into those aspects of greatest interest to them.

"Thanks to this program, you will learn in detail the criteria to be taken into account when developing a design proposal for the a design proposal for mass production"

Module 1. Design Fundamentals

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. Bauhaus
    1.2.6. World War II
    1.2.7. Transvanguards
    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. 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 Cháves

1.5. Language in 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 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 Measurement
        1.6.1.3. The Color
        1.6.1.4. The 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. Gravity
    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 Design Methods
    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 4. Fundamentals of Marketing

Module 5. Corporate Image

5.9.   The Influence of Promotions on Corporate Image

    5.9.1.   The New Advertising Industry Landscape

    5.9.2.   Promotional Marketing

    5.9.3.   Features

    5.9.4.   Dangers

    5.9.5.   Promotional Types and Techniques

5.10.   Distribution and Image of the Point of Sale

    5.10.1.   The Main Players in Commercial Distribution

    5.10.2.   The Image of Retail Distribution Companies through Positioning

    5.10.3.   Through its Name and Logo

Module 6. Design for Manufacturing

6.1.   Design for Manufacture and Assembly

6.2.   Forming by Molding

    6.2.1.   Foundry

    6.2.2.   Injection

6.3.   Forming by Deformation

    6.3.1.   Plastic Deformation

    6.3.2.   Printed

    6.3.3.   Forge

    6.3.4.   Extrusion

6.4.   Conformation due to Loss of Material

    6.4.1.   Abrasion

    6.4.2.   By Chip Removal

6.5.   Heat Treatment

    6.5.1.   Tempering

    6.5.2.   Annealing

    6.5.3.   Coating

    6.5.4.   Standardization

    6.5.5.   Thermochemical Treatments

6.6.   Application of Paints and Coatings

    6.6.1.   Electrochemical Treatments

    6.6.2.   Electrolytic Treatments

    6.6.3.   Paints, Lacquers and Varnishes

6.7.   Forming of Polymers and Ceramic Materials

6.8.   Manufacture of Composite Parts

6.9.   Additive Manufacturing

    6.9.1.   *Powder Bed Fusion*

    6.9.2.   *Direct Energy Deposition*

    6.9.3.   *Binder Jetting*

    6.9.4.   *Bound Powder Extrusion*

6.10.   Robust Engineering

    6.10.1.   Taguchi Method

    6.10.2.   Experiment Design

    6.10.3.   Statistical Process Control

Module 7. Materials

7.1.   Material Properties

    7.1.1.   Mechanical Properties

    7.1.2.   Electrical Properties

    7.1.3.   Optical Properties

    7.1.4.   Magnetic Properties

7.2.   Metallic Materials I. Ferrous

7.3.   Metallic Materials II. Non-Ferrous

7.4.   Polymeric Materials

    7.4.1.   Thermoplastics

    7.4.2.   Thermosetting Plastics

7.5.   Ceramic Materials

7.6.   Composite Materials

7.7.   Biomaterials

7.8.   Nanomaterials

7.9.   Corrosion and Degradation of Materials

    7.9.1.   Types of Corrosion

    7.9.2.   Oxidation of Metals

    7.9.3.   Corrosion Control

7.10.   Non-Destructive Testing

    7.10.1.   Visual Inspections and Endoscopies

    7.10.2.   Ultrasound

    7.10.3.   X-Rays

7.10.4.   Eddy Currents of Foucolt
7.10.5.   Magnetic Particles
7.10.6.   Penetrating Liquids
7.10.7.   Infrared Thermography

Module 8. Sustainable Design

8.1.   Environmental Status
   8.1.1.   Environmental Context
   8.1.2.   Environmental Perception
   8.1.3.   Consumption and Consumerism
8.2.   Sustainable Production
   8.2.1.   Ecological Footprint
   8.2.2.   Biocapacity
   8.2.3.   Ecological Deficit
8.3.   Sustainability and Innovation
   8.3.1.   Production Processes
   8.3.2.   Process Management
   8.3.3.   Implementation of the Production
   8.3.4.   Productivity Through Design
8.4.   Introduction. Ecodesign
   8.4.1.   Sustainable Development
   8.4.2.   Industrial Ecology
   8.4.3.   Eco-Efficiency
   8.4.4.   Introduction to the Concept of Ecodesign
8.5.   Ecodesign Methodologies
   8.5.1.   Methodological Proposals for the Implementation of Ecodesign
   8.5.2.   Project Preparation (Driving Forces)
   8.5.3.   Environmental Aspects
8.6.   Life Cycle Assessment (LCA)
   8.6.1.   Functional Unit
   8.6.2.   Inventory
   8.6.3.   Impact Ratio
   8.6.4.   Generation of Conclusions and Strategy

8.7.   Improvement Ideas (Ecodesign Strategies)
   8.7.1.   Reduce Impact
   8.7.2.   Increase Functional Unit
   8.7.3.   Positive Impact
8.8.   Circular Economy
   8.8.1.   Definition
   8.8.2.   Evolution
   8.8.3.   Success Stories
8.9.   *Cradle to Cradle*
   8.9.1.   Definition
   8.9.2.   Evolution
   8.9.3.   Success Stories
8.10.   Environmental Regulations
   8.10.1.   Why Do We Need Regulations?
   8.10.2.   Who Makes the Regulations?
   8.10.3.   Environmental Framework of the European Union
   8.10.4.   Regulations in the Development Process

Module 9. Materials for Design

9.1.   Material as Inspiration
   9.1.1.   Search for Materials
   9.1.2.   Classification
   9.1.3.   The Material and Its Context
9.2.   Materials for Design
   9.2.1.   Common Uses
   9.2.2.   Contraindications
   9.2.3.   Combination of Materials
9.3.   Art + Innovation
   9.3.1.   Materials in Art
   9.3.2.   New Materials
   9.3.3.   Composite Materials

9.4.   Physical
    9.4.1.   Basic Concepts
    9.4.2.   Composition of Materials
    9.4.3.   Mechanical Testing
9.5.   Technology
    9.5.1.   Intelligent Materials
    9.5.2.   Dynamic Materials
    9.5.3.   The Future in Materials
9.6.   Sustainability
    9.6.1.   Procurement
    9.6.2.   Use
    9.6.3.   Final Management
9.7.   Biomimicry
    9.7.1.   Reflection
    9.7.2.   Transparency
    9.7.3.   Other Techniques
9.8.   Innovation
    9.8.1.   Success Stories
    9.8.2.   Materials Research
    9.8.3.   Sources of Research
9.9.   Risk Prevention
    9.9.1.   Safety Factor
    9.9.2.   Fire
    9.9.3.   Breakage
    9.9.4.   Other Risks
9.10.   Regulations

Module 10. Packaging Design

10.1.   Introduction to Packaging
    10.1.1.   Historical Perspective
    10.1.2.   Functional Characteristics
    10.1.3.   Description of System-Product and Life Cycle
10.2.   Packaging Research
    10.2.1.   Information Sources
    10.2.2.   Field Work
    10.2.3.   Comparisons and Strategies
10.3.   Structural Packaging
    10.3.1.   Analysis of Specific Needs
    10.3.2.   Shape, Color, Smell, Volume and Textures
    10.3.3.   Packaging Ergonomics
10.4.   Packaging Marketing
    10.4.1.   Relationship of the Pack with the Brand and the Product
    10.4.2.   Application of Brand Image
    10.4.3.   Examples
10.5.   Packaging Communication
    10.5.1.   Relationship of the Packaging with the Product, the Customer and the User
    10.5.2.   Design of Senses
    10.5.3.   Experience Design
10.6.   Materials and Production Processes
    10.6.1.   Glass
    10.6.2.   Paper and Cardboard
    10.6.3.   Metal
    10.6.4.   Plastics
    10.6.5.   Natural Materials Composites
10.7.   Sustainability Applied to Packaging
    10.7.1.   Ecodesign Strategies
    10.7.2.   Life Cycle Analysis
    10.7.3.   Packaging as Waste

A decisive step in your professional career that will help you develop as a highly qualified professional in the product design sector"

06
Internship

Once the theoretical period is over, the designer will have the opportunity to access a practical stay of 120 hours of duration distributed over 3 weeks. In it, they will be able to actively participate in industrial projects and work together with a team of professionals with a broad and extensive career in the sector. In this way, you will be able to apply everything you have learned in the first stage, focusing on the improvement of your skills through work and the resolution of complex and real situations.

" A tutor will guide you during the internship, so that you can get the most out of it at all times"

This program in Product Design has been proposed by TECH with the aim that the graduate can have a 3-week internship in a prestigious center of the design and Marketing sector. It will take place from Monday to Friday with consecutive 8-hour days, working side by side with assistant specialists who will accompany you at all times and guide you so that you can get the most out of this experience. This internship will allow you to actively participate in the design projects that are being developed at that moment in the company, applying the most current strategies and techniques and handling the most sophisticated tools and hardware in the sector.

In this training proposal, of a completely practical nature, the activities are aimed at developing and perfecting the skills necessary to provide design, planning and creation of projects related to different types of products, and are oriented to the specific training for the exercise of the activity with a high professional performance.

It is undoubtedly a unique opportunity to acquire a broad and specialized knowledge by working in a leading and modern company, characterized by its professional quality and by the guarantee of success of its projects. In addition, it will become a fundamental experience that will help the graduate to perfect their professional skills and complete their résumé with a distinctive feature that will make them stand out in any personnel selection process.

The intensive stay in the company will allow you to complete a minimum number of internship activities in the design and creation services, as well as in relation to other areas of the center: Marketing, Branding, creative direction, operational development or eco-design, which will give you the option to put into practice the most innovative creative procedures in a complete way.

The practical part will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other fellow trainees to facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of design (learning to be and learning to relate).

"

You will be part of a team of highly qualified designers, and you will have to work actively with them to move projects forward through the use of the latest techniques and strategies"

The procedures described below will be the basis of the practical part of the training, and its realization will be subject to the center's own availability and workload, being the proposed activities the following:

Module	Practical Activity
Design for Product Manufacturing	Design products taking into account all the manufacturing processes which they must go through
	Apply a specific robust engineering methodology to foresee possible failures in the product design
	Develop a product design project taking into account the packaging of the product
Digital Technologies for Product Design	Create advanced vector, object and color images
	Create a suitable Bitmap image using digital tools
	Layout and export our work taking into consideration the printing process
Materials for Product Design and Their Sustainable Use	Use metallic, polymeric, ceramic or composite materials for product design
	Perform non-destructive testing to evaluate product properties and durability
	Apply safety factors such as fire, breakage or other hazards in the product creation process
	Employ eco-design methodologies and techniques to generate environmentally friendly products
Marketing and Corporate Image in Product Design	Design products to project the own corporate image and brand identity
	Apply strategic and operative marketing techniques of the company
	Develop the segmentation of the product in order to design a design according to it

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the Internship Program period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.

General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

1. TUTOR: During the Hybrid Professional Master's Degree, students will be assigned two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements..

3. ABSENCE: If the student does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

7. DOES NOT INCLUDE: The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

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Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

❝

*At TECH you will NOT have live classes
(which you might not be able to attend)"*
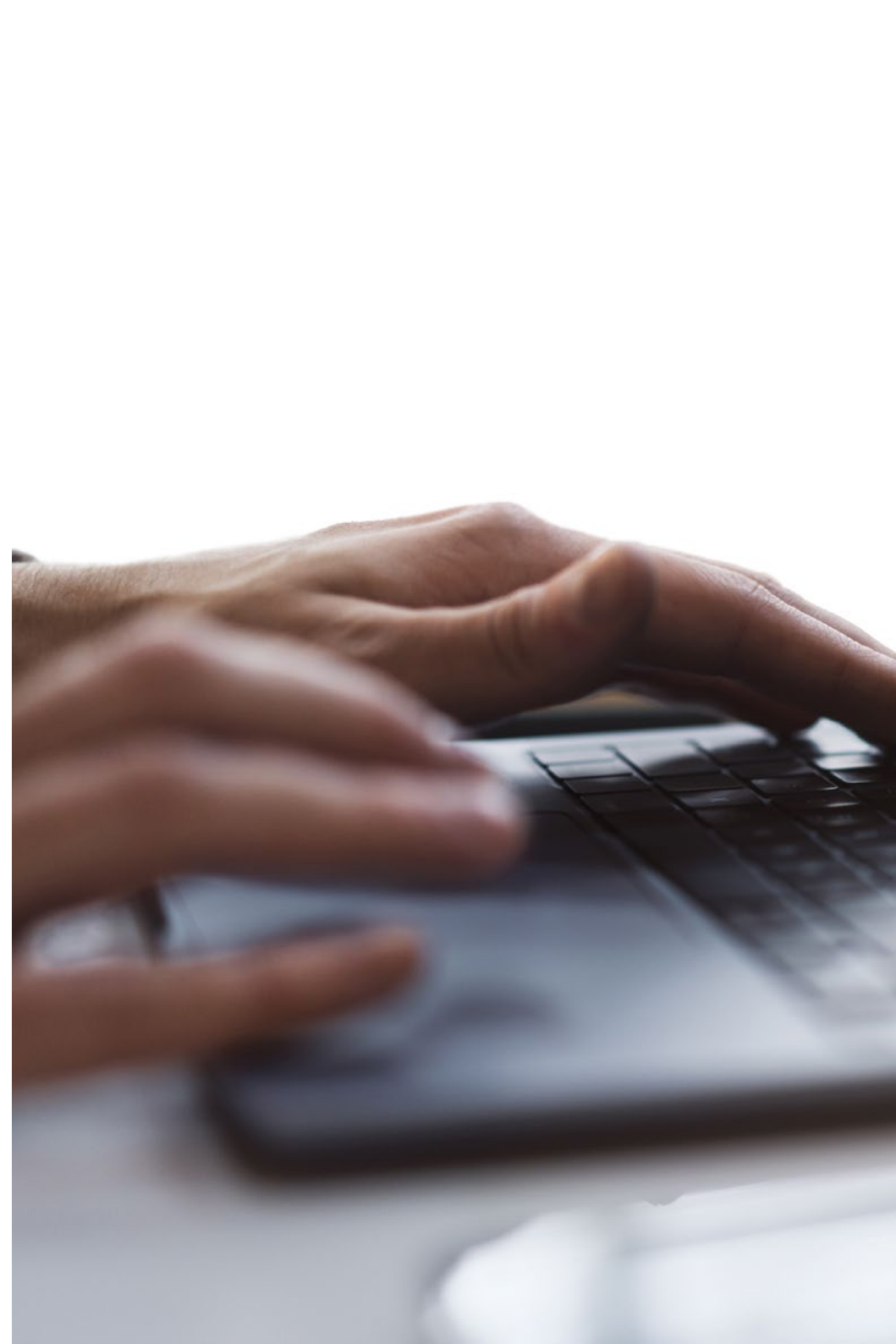
The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

> *TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"*

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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

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)

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

"The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Trustpilot review platform, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:

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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

Interactive Summaries

We present 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".

Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.

20%

15%

15%

3%

20%

17%

7%

3%
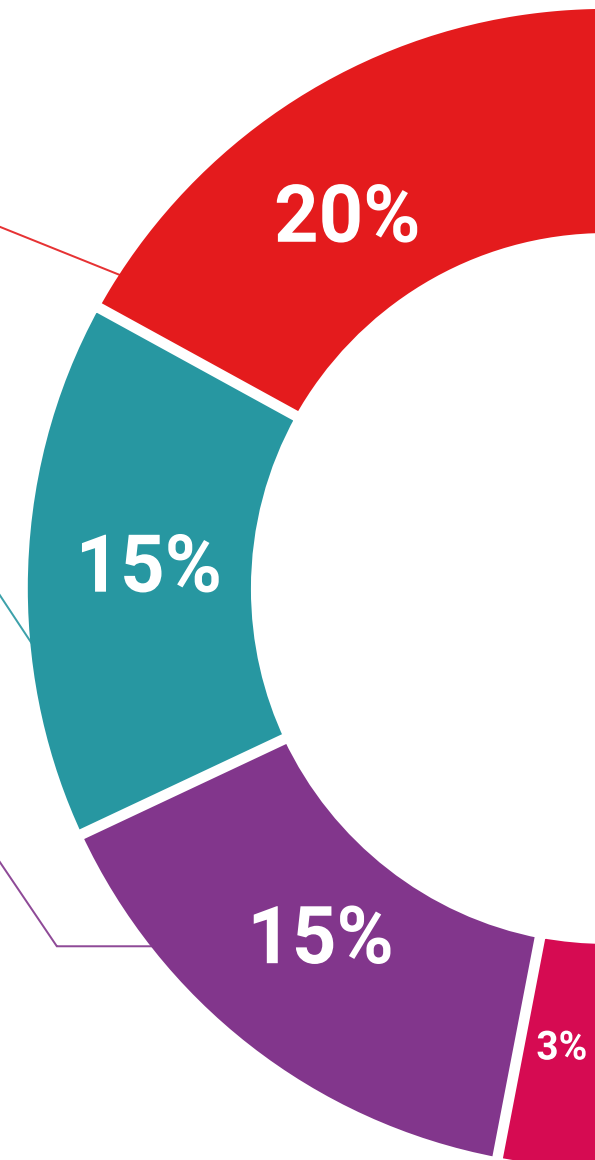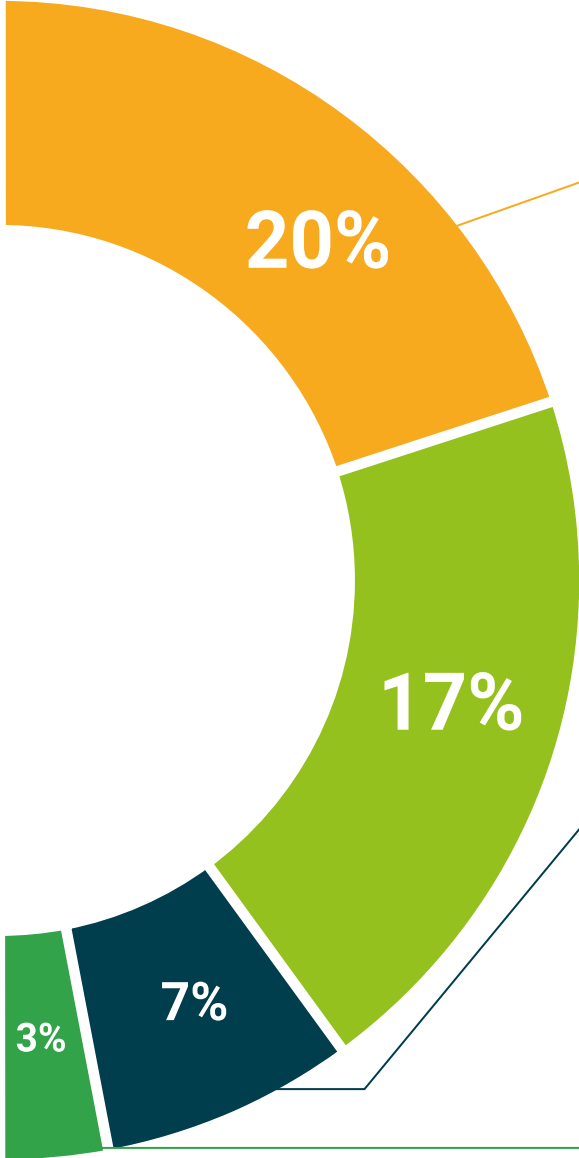
Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

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 for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.

Certificate

The Hybrid Professional Master's Degree in Product Design guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Professional Master's Degree issued by TECH Global University.

"

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

This private qualification will allow you to obtain a **Hybrid Professional Master's Degree diploma in Product Design** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra *(official bulletin)*. Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Hybrid Professional Master's Degree in Product Design**

Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Accreditation: **60 + 4 ECTS**

tech global university

Hybrid Professional Master's Degree in Product Design

Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Hybrid Professional Master's Degree in Product Design

This is a private qualification of 120 hours of duration equivalent to 64 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Hybrid Professional Master's Degree in Product Design

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	64
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	64

General Structure of the Syllabus

Year	Subject	ECTS	Type
1°	Design Fundamentals	6	CO
1°	Fundamentals of Creativity	6	CO
1°	Digital Technology	6	CO
1°	Fundamentals of Marketing	6	CO
1°	Corporate Image	6	CO
1°	Design for Manufacturing	6	CO
1°	Materials	6	CO
1°	Sustainable Design	6	CO
1°	Materials for Design	6	CO
1°	Packaging Design	6	CO

Dr. Pedro Navarro Illana
Dean

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*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

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Hybrid Professional Master's Degree
Product Design

Modality: **Hybrid (Online + Internship)**
Duration: **12 months**
Certificate: **TECH Global University**
Accreditation: **60 + 4 ECTS**

Hybrid Professional Master's Degree
Product Design

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