

# Internship Program

## Product Design





**tech** global  
university

Internship Program  
Product Design

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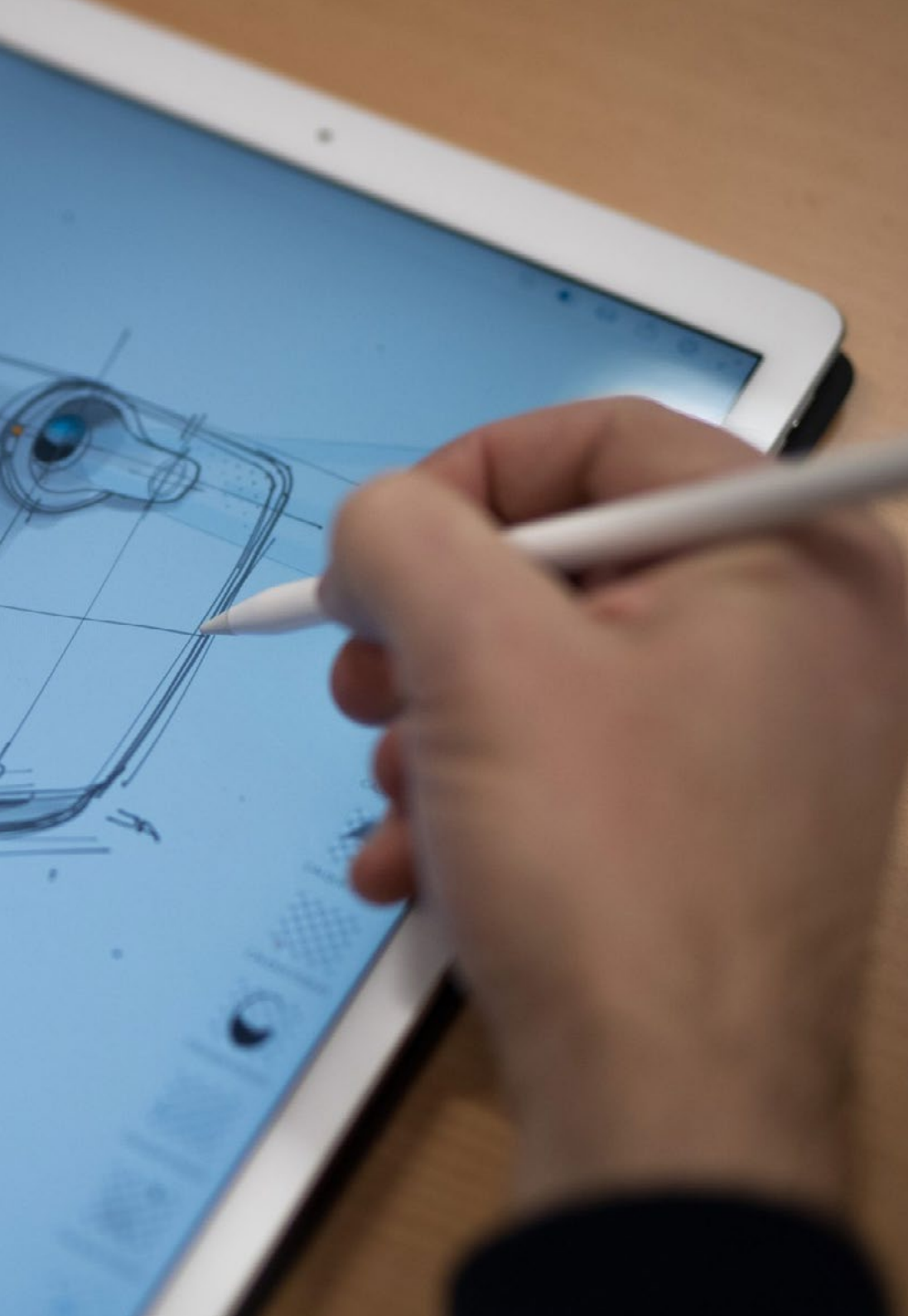
# 01 Introduction

Over the course of history, millions of companies with quality and cutting-edge products have failed by neglecting their design and focusing only on their usability. Therefore, nowadays, and with the increasingly powerful development of Internet sales in which the customer only sees an image of what they are going to buy, creativity and adaptability of the object's presence to the market's requirements has become a fundamental aspect to guarantee its commercial success. For this reason, the designer who wants to succeed in this industry must master the latest strategies and techniques of creation and keep abreast of current trends, aspects that you can work on during this intensive 3-week stay that TECH offers you.

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*Thanks to this Internship Program, you will incorporate into your daily practice the most innovative creative trends and materials in the field of Product Design”*





Product Design is currently marked by innovative trends that have revolutionized the creative market. One of the most sought-after strategies of the moment by companies is the manufacture of objects and different items by means of Handmade techniques. This, according to industry experts, generates a concept of exclusivity around the objects that attracts customers. The same applies to the combination of materials, giving rise to daring pieces where metal sheets can be intertwined with wooden structures. Likewise, the constant search for minimalism has become an unavoidable premise for all these items. Achieving all these functionalities is only within the reach of the most updated and skilled designers in the handling of the technological tools of this industry.

From this context, TECH has devised this program, which enhances the development of complex skills in its students. Therefore, taking into account the needs of this professional field, it has coordinated an Internship Program where each student will be able to analyze the multifunctional strategies that are applied today to different objects of everyday life. Also, they will deepen their knowledge of the colors and textures that are more popular today.

All this knowledge will be enhanced through the personalized tutoring of great experts. These professionals will be in charge of guiding the students' participation in the productive routines of large design companies and will promote their involvement in concrete projects. The student will remain in this creative scenario from Monday to Friday for 8 consecutive hours, until completing 3 weeks of exhaustive and intensive work. Upon completion of this internship, each of the graduates will have the most exceptional work skills on an individual basis. They will also be very comfortable working as part of a team. The practical knowledge acquired will enable them to stand out immediately in the job market, where they will reach demanding and competitive positions.

# 02

## Why Study an Internship Program?

Product Design is constantly advancing due to the impact of new technologies and working techniques. That's why professionals in the sector depend on constantly updating their practical knowledge. This is the only way to be able to handle digital tools with ease in a fast and flexible way. Based on these needs, TECH has integrated this 3-week Internship Program, where students will actively and participatively learn about the most revolutionary trends in this creative market. They will also analyze international standards, look for multifunctionality and test their durability and sustainability.



*Thanks to a tutor appointed by TECH, you will master the dynamics and production strategies of a select professional company in the field of Product Design"*

### 1. Updating from the latest technology available

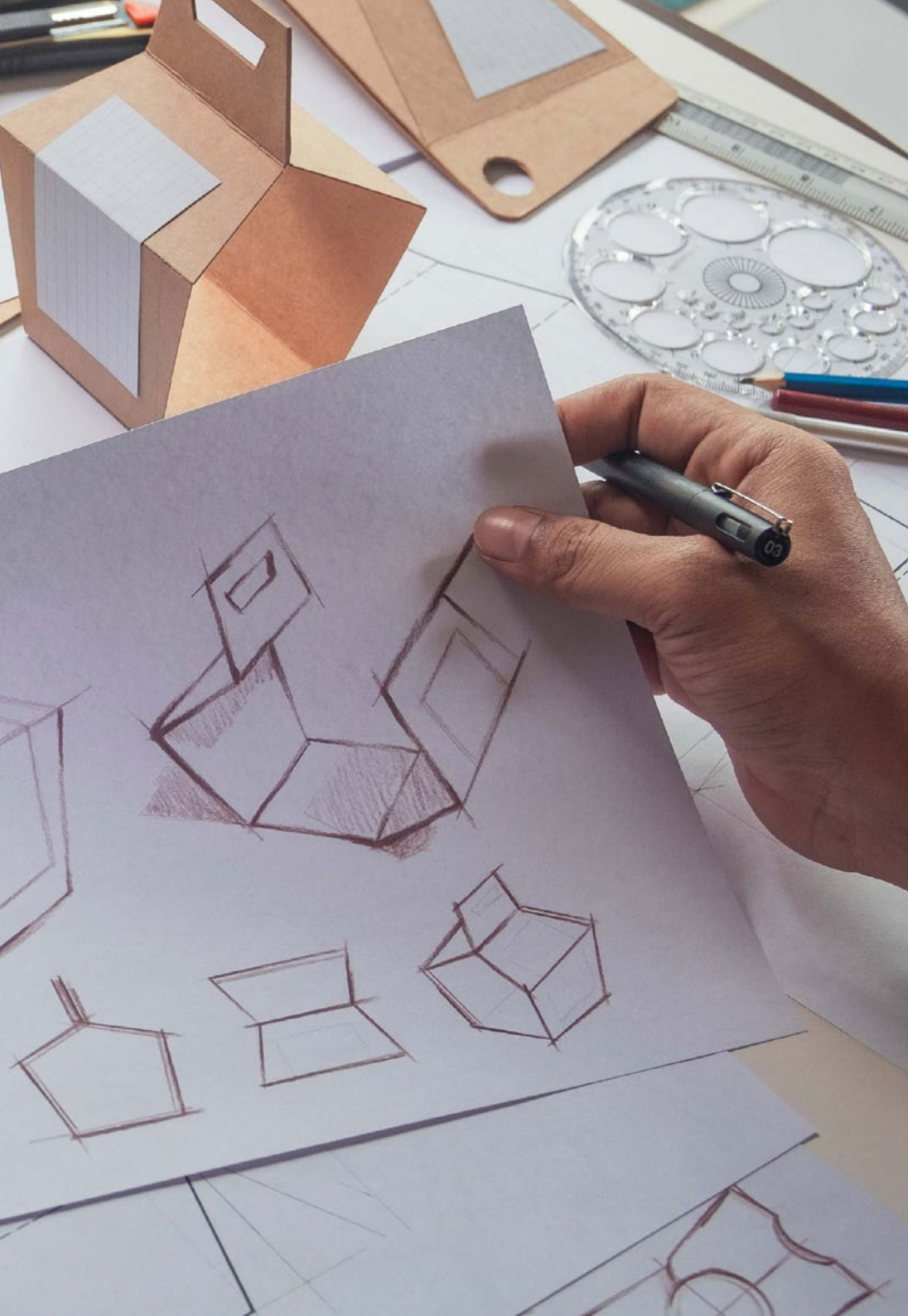
For this Internship Program, TECH has integrated the most sophisticated and modern technological and digital tools. Through the use of all of them, students will be able to develop practical skills that are in high demand in the professional market. As a result, they will be at the forefront of an area of work that is currently evolving considerably, integrating new materials, colors and functionalities in objects.

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

During this program, students will have access to a large group of professionals dedicated to product design development. Together with them, students will be involved in active projects and, through a designated tutor, will receive specialized guidance focused on the practical management of different trends and work strategies.

### 3. Entering first-class environments for Product Design

TECH students will have the opportunity to access a prominent center, dedicated to Product Design, thanks to this Internship Program. The program has taken into account the choice of the best institutions in this professional market. Through access to this intensive internship, students will learn about the different dynamics, complications and innovations that can be applied in such a changing, competitive and demanding environment.



#### 4. Putting the acquired knowledge into daily practice from the very first moment

From the first minute of this Internship Program, students will be involved in productive routines. Therefore, before completing the hours that this practical internship takes, they will have collaborated with different creative projects. In these instances, they will be able to execute and apply minimalist trends, striking colors and multifunctionality strategies that are so much in demand in the Product Design sector.

#### 5. Expanding the boundaries of knowledge

Thanks to TECH's wide range of partnerships and collaborators, this Internship Program goes beyond the immediate environment of each student and provides them with an exceptional opportunity to expand their horizons. As a result, the student will have the opportunity to access centers located in different latitudes and develop a holistic knowledge of international needs and standards.

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

# 03 Objectives

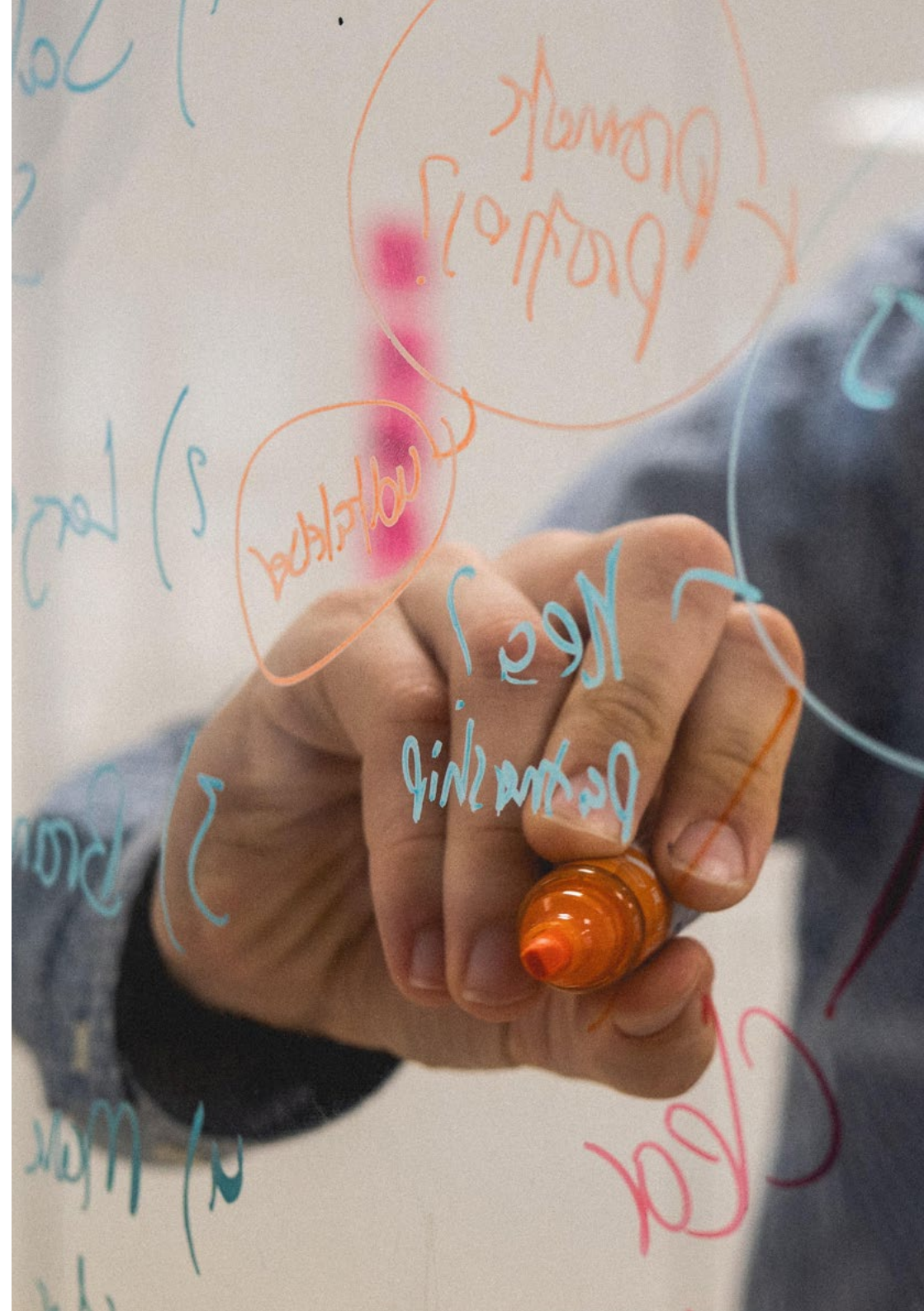
The main objective of this Internship Program is for the graduate to understand the creative, analysis and study process to carry out any type of design project. For this reason, special emphasis will be placed on market strategies and their application in communication and marketing processes, as well as their development.



## General Objectives

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- Connect and correlate the different areas of design, fields of application and professional branches
- Identify the most appropriate materials in each case, in the field of Product Design
- Manage the references, styles and movements that have shaped it from its beginnings to the present time







## Specific Objectives

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- ♦ Know the processes of ideation, creativity and experimentation and know how to apply them to projects
  - ♦ Know how to synthesize one's own interests, through observation and critical thinking, translating them into artistic creations
  - ♦ Master the vocabulary, methodologies and theoretical and practical content on Digital Imaging
  - ♦ Master the vocabulary, methodologies and theoretical and practical content on Vectorial Imaging
  - ♦ 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)
  - ♦ Understand which are the strategic areas that a graphic manager must manage in the communicative process of the Graphic and Visual Identity of Brands
  - ♦ Achieve a sufficient level of knowledge related to the specific objectives and techniques related to the production area
  - ♦ Analyze production from a strategic perspective
- ♦ 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
  - ♦ Recognize the sustainability setting and environmental context
  - ♦ Know the main tools for environmental impact analysis
  - ♦ Train students, through practice, in the competence for the professional development of packaging and label design projects



*You will face complex situations in which you will have to develop your own strategies and thanks to which you will evolve professionally”*

# 04

## Educational Plan

This Internship Program in Product Design has been proposed by TECH so that the graduate can have a 3-week internship in a prestigious center in 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.

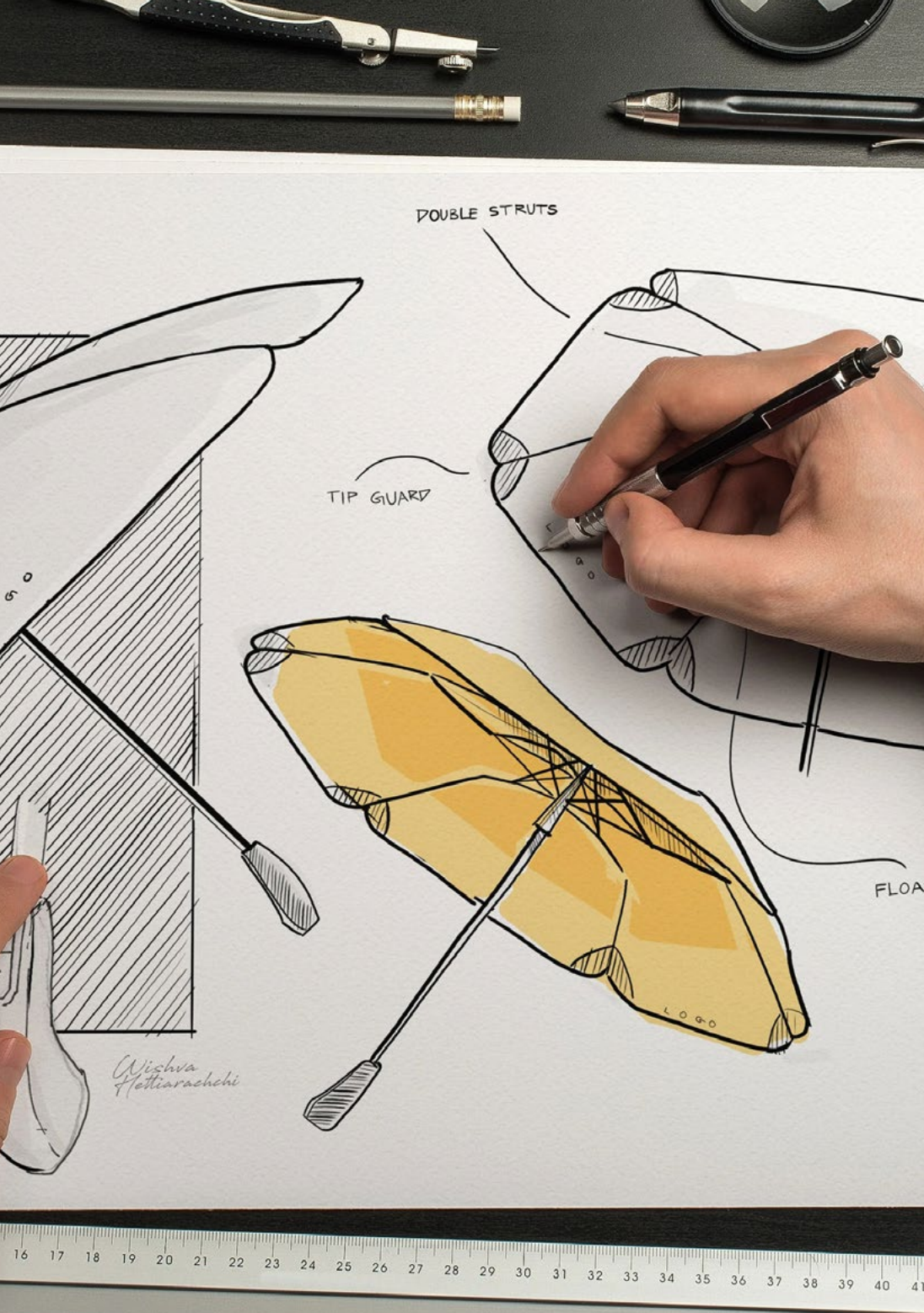
It is undoubtedly a unique opportunity to acquire a broad and specialized knowledge by working in a leading and modern company, characterized by its professional quality and by the guarantee of success of its projects. In addition, it will become a fundamental experience that will help the graduate to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

Your 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 teaching 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 training partners to facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of design (learning to be and learning to relate).



*Receive specialized education in an institution that can offer you all these possibilities, with an innovative academic program and a team that will help you develop your full potential"*



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
<b>Design for Product Manufacturing</b>	Design products taking into account all the manufacturing processes which they must go through
	Apply a robust engineering methodology to foresee possible failures in the product design
	Develop a product design project taking into account the packaging of the product
<b>Digital Technologies for Product Design</b>	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
<b>Materials for Product Design and Their Sustainable Use</b>	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
<b>Marketing and Corporate Image in Product Design</b>	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

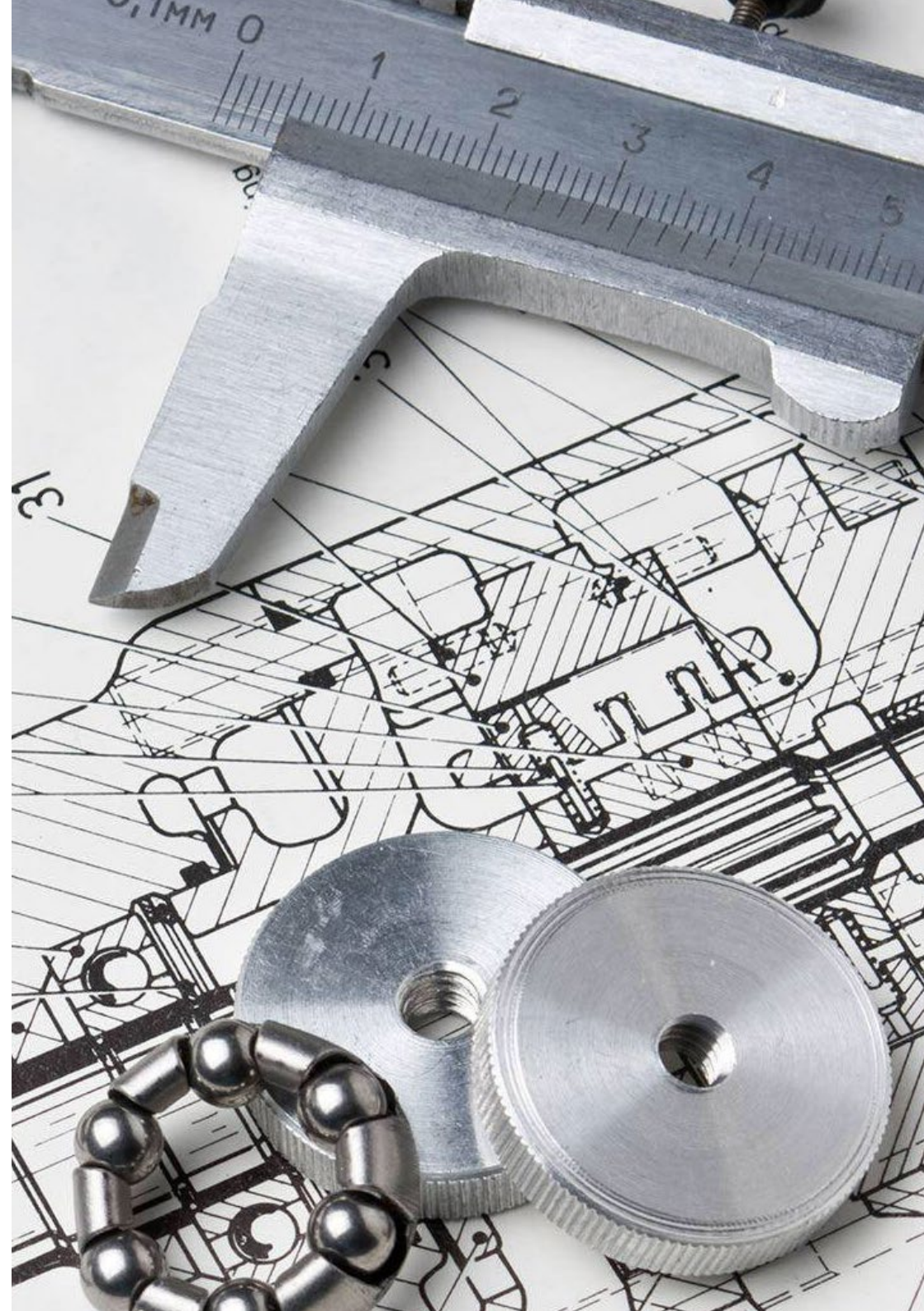
# 05 General Conditions

## 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 program agreement shall be as follows:

**1. TUTOR:** During the Internship Program, students will be assigned with 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 with 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 students does not show up on the start date of the Internship Program, 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 Internship Program will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** The Internship Program shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Internship Program. 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 Internship Program 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.

# 06 Certificate

This private qualification will allow you to obtain a **Internship Program 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: **Internship Program in Product Design**

Duration: **3 weeks**

Attendance: **Monday to Friday, 8-hour consecutive shifts**

Credits: **4 ECTS**



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development languages  
virtual classroom

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