

# Postgraduate Certificate Creative Packaging Management



## Postgraduate Certificate Creative Packaging Management

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

Website: [www.techtute.com/pk/design/postgraduate-certificate/creative-packaging-management](http://www.techtute.com/pk/design/postgraduate-certificate/creative-packaging-management)

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# 01

# Introduction

The value of the packaging design of a product is very high, if we consider the number of times a person buys something just because of the packaging. It is a determining aspect for the marketing of the product; the first impression that is generated, the functionality and conservation that it provides to the content and what the client finally consumes. For this reason, it is necessary that the professional uses the precise techniques and generates a true creative criterion adjusted to the needs of the project. This is how this specific program on Creative Packaging Management has been designed, with the aim of providing the professional with all the necessary knowledge 100% online and through the most innovative methodology based on Relearning.





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*You will foster the development of artistic skills by understanding the use of visual codes and their message, thanks to this program"*

When thinking about packaging design, it is not only about developing a powerful idea and image, but also about understanding and strengthening the imagination as one of the main working tools. It is about thinking outside the box, knowing how to stretch the initial message or intention of the product and its physical presentation, to the final image and its possible presentations. It is to discover the best ways of transmitting these ideas, to think critically about the different parts through speculation and imagination.

This Postgraduate Certificate addresses the creative management from its elaboration and its weight between the brand that is being created and its consumer or receiver. Analyze the structure of the product and its scenario, think of development alternatives that include virtual spaces, or new technologies for a packaging, not only of the product, but also of its message.

Through the combination of applied theory, speculative approach and practical resolution, the student is prepared with a series of knowledge and tools to solve and interact in an original and professional way in the different areas of their life and work career, trying to reimagine the possibilities of a product and its presentation; encouraging the student to think actively and critically in the different parts.

Going in depth from the evolution of packaging, product narrative, brand strategy, art, space and volumes through the speculation workshop, the environment of the products, technical creativity, materials as a message in the production of packaging, art management, photography, to everything that has to do with the project of an enterprise and its projection.

All this, through an innovative methodology of study totally online, based on Relearning that allows the professional a continuous and efficient education, by means of varied multimedia resources and diversity of specialized content available from the first day for review or download, from any device with an Internet connection. With the guidance of professional experts, who will help you meet the objectives in 6 weeks of study.

This **Postgraduate Certificate in Creative Packaging Management** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ The development of practical cases presented by experts in Design, Marketing and Communication
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and 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
- ◆ Its special emphasis on innovative methodologies
- ◆ 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



*Enhance all your creativity and ability to develop in Creative Packaging Management, with this 100% online program”*

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*With this program, you will be able to incorporate the most advanced artistic techniques such as the exquisite corpse or hypergraphics in your creative work”*

*Learn how to develop a personal portfolio and a briefing about your designs, within the framework of a business project.*

*Start now your way to success with an exclusive program adjusted to the current labor demand.*

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.



# 02 Objectives

The main objective of this Postgraduate Certificate in Creative Packaging Management is to provide professionals with the latest knowledge and techniques in this area, so that they can incorporate them into their work immediately. In this way, they will experience rapid progress thanks to the large number of advanced solutions that they will offer to their clients or employers in the development of creative and functional ideas.







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*Do you want to specialize in Creative Packaging Management? This Postgraduate Certificate is for you. Enroll and graduate in 6 weeks”*



## General Objectives

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- ◆ Master the tools of packaging design and digital illustration through the use of Adobe Illustrator software
- ◆ Creation of a conceptual, experimental and/or commercial visual identity adapted to all kinds of products
- ◆ Manage a complete packaging project and a customized portfolio
- ◆ Assimilate the product value chain in a comprehensive manner: from design to opening the package at home or sale in the store
- ◆ Generate branding and marketing strategies through the use of Big Data and continuous assessment
- ◆ Design all packaging structures with advanced knowledge of their materials and real-life applications
- ◆ Handle Ecopackaging and the materials involved in the design of product packaging
- ◆ Apply packaging design from mass consumption to cosmetics, jewelry or gourmet products and the luxury packaging market





## Specific Objectives

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- ◆ Encourage the development of artistic skills by understanding the use of visual codes and their message
- ◆ Apply everything learned so far to develop a personal portfolio and a briefing on the designs
- ◆ Fit visual storytelling into the brand strategy
- ◆ Incorporate the most advanced artistic techniques such as exquisite corpse or hypergraphics
- ◆ Manage space, structures and volumes, as well as the chromatic range as a whole and not separately

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*If you want to stand out in your work environment, specialize in specific fields such as Creative Packaging Management. Enroll now”*

03

# Course Management

Professionals with more than 15 years of experience in communication, visual arts and marketing manage this program and will be in charge of transmitting all their knowledge and experience, through innovative methods so that the student learns effectively the subjects of study and manages to integrate them in parallel to their professional performance.



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*TECH selects teachers of reputable experience to provide quality content in each of its programs"*

## Management



### Ms. García Barriga, María

- ♦ Communicator at RTVE
- ♦ Communicator at Telemadrid
- ♦ University Teacher
- ♦ Author of The Pattern of Eternity: Creating a Spiral Identity for Automating Fashion Trends
- ♦ Communication, Marketing and Social Campaigns. Arts Heritage - Digital Marketing
- ♦ Editor-in-Chief. Chroma Press
- ♦ Marketing and Social Media Account Executive. Servicecom
- ♦ Web Content Editor. Premium Difusión, Diario Siglo XXI and Magazine Of Managers
- ♦ PhD, Design and Marketing Data. Polytechnic University of Madrid
- ♦ Bachelor's Degree in Information Sciences, Communications, Marketing and Advertising. Complutense University of Madrid
- ♦ Postgraduate degree in Marketing and Communication in Fashion and Luxury companies. Complutense University of Madrid
- ♦ Certified in Data Analysis & Creativity with Python in China
- ♦ MBA Fashion Business School, the Fashion Business School of the University of Navarra

## Professors

### Ms. Merinero Gómez, Esther

- ♦ Artist
- ♦ Art Director from the Arco International Art Fair
- ♦ Artistic direction in projects such as The Koppel Project Gallery and "Costa del Sol"
- ♦ Graduate in Fine Arts from the University of Chelsea College of Arts
- ♦ MA Sculpture from the Royal College of Arts in London



# 04

## Structure and Content

This program has a specialized syllabus in Creative Packaging Management, with practical theoretical content that provides the student with techniques, tools and knowledge for the development of skills with their effective implementation. Thanks to the practical exercises and interactive content available from day one for download or consultation from TECH's virtual platform.







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*Live the experience of sharing 100% online with other professionals and learn from experts about Creative Packaging Management"*

## Module 1. Creative Management

- 1.1. Packaging Evolution
  - 1.1.1. Visual Communication
  - 1.1.2. Speculative History of Packaging
  - 1.1.3. Aesthetic Fundamentals
- 1.2. Product Narrative
  - 1.2.1. Identify Its History What's the Message?
  - 1.2.2. Identify Your Target Audience
  - 1.2.3. Conversation between Brand and Consumer
- 1.3. Brand Strategy
  - 1.3.1. Briefing
  - 1.3.2. Own Mechanisms and Languages
  - 1.3.3. Research Material. Trends
- 1.4. Speculation Workshop
  - 1.4.1. Art and Space Volumes
  - 1.4.2. Physical Space I. Game, Time and Chance
  - 1.4.3. Digital Space I. Virtual Making
- 1.5. Product Environment
  - 1.5.1. Premises and Their Position
  - 1.5.2. Physical Space II
  - 1.5.3. Digital Space II
- 1.6. Technical Creativity
  - 1.6.1. Composition
  - 1.6.2. Exquisite Corpse The Multiplicity of Images
  - 1.6.3. Hypergraphics. Graphics Applied to Space
- 1.7. Production and Development of Packaging
  - 1.7.1. Materials as a Message
  - 1.7.2. Traditional Techniques and Contemporary Techniques
  - 1.7.3. Why Do We Bet on an Image?





- 1.8. Art Direction
  - 1.8.1. Apply the Narrative to the Product
  - 1.8.2. Chromatic Range and Its Meaning
  - 1.8.3. Identify the Advertising Approach
- 1.9. Post-Production
  - 1.9.1. Photography
  - 1.9.2. Lighting
  - 1.9.3. Effects
- 1.10. Entrepreneurship Project
  - 1.10.1. Portfolio
  - 1.10.2. Instagram
  - 1.10.3. Reflection Workshop

“Enroll now and achieve your Creative Packaging Management qualification. Connect from the comfort of your device and in your favorite place”

# 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.





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*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.

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*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 Certificate in Creative Packaging Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 Certificate in Creative Packaging Management** 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 Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Creative Packaging Management**

Official N° of hours: **150 h.**



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

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
online training  
development language  
classroom



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

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