

Postgraduate Certificate

Ecodesign: Materials for Packaging Design



Postgraduate Certificate Ecodesign: Materials for Packaging Design

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/design/postgraduate-certificate/ecodesign-materials-pakcaging-design

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 18

05

Methodology

p. 22

06

Certificate

p. 30

01

Introduction

Sustainability is one of the new consumer habits that contribute to improving the planet and the environment in their entirety. A sustainability that is present from the design and in all the manufacturing processes, to involving the consumer in the reduction and recycling of packaging. Thanks to this, there is an increasing demand for professionals who understand the techniques and tools to implement it. That is why we have created a refresher program with exclusive content to learn all about ecodesign and materials for packaging design 100% online and through the most innovative methodology in today's university panorama.





“

*You will develop the creative skills
to develop in Ecodesign”*

Faced with the new demand to implement more sustainable materials for the planet and to encourage consumers to recycle, the industry has been increasing the ecodesign of its packaging. The use of recycled and biodegradable materials is increasing, as well as the image that demonstrates it.

Nowadays, the responsible for packaging design must study those techniques of awareness for packaging consumption and the process by which the packaging of a product can be designed from the maxim: less is more and the perspective of the circular economy.

Studying in depth not only the concepts of sustainable packaging and recycling, but also all the possibilities that new materials offer from the use of cardboard and paper, to those of natural origin and biodegradable, to conceive the second life of the packaging that is consumed daily.

This Postgraduate Certificate will enable the professional to manage design decisions oriented towards the second life of packaging, to become aware of the use of plastic and the need to reduce the carbon footprint to preserve the environment, to optimize the packaging design process and to become conscious designers, among other aspects that will be developed during the evolution of the program.

All this, in only 6 weeks, through an innovative methodology of study totally online, based on Relearning that allows the professional a continuous and efficient specialization by connecting to a device of your choice from wherever you are. With the guidance of expert professionals who will help you to meet the objectives of your professionalization.

This **Postgraduate Certificate in Ecodesign: Materials for Packaging Design** 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



Develop yourself professionally in the field of Ecodesign with this 100% online Postgraduate Certificate"

“

TECH Global University offers you the most comfortable and safe way to become a professional. Enroll now and experience all its advantages”

The program’s teaching staff includes professionals from sector who contribute their work experience to this 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 course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

Master the techniques of packaging made with materials of natural origin, compostable and biodegradable.

Learn all about sustainability, the new driver of design.



02 Objectives

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



“

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



General Objectives

- ◆ 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

- ◆ Delve into the functioning of the circular economy in relation to packaging design
- ◆ Master biodegradable materials and the recycling process
- ◆ Manage design decisions with a focus on the second life of the package
- ◆ Raise awareness of the use of plastic and the need to reduce our carbon footprint in order to preserve the environment
- ◆ Optimize the packaging design process by becoming conscious designers

“

Understand sustainability embedded in the entire packaging process, from design to recycling”

03

Course Management

To ensure that the learning process develops properly, TECH has selected a high-level teaching staff composed of professional experts in communication, visual arts and marketing, who will transmit all their knowledge and experience through innovative methods so that the student learns effectively the topics of study and manages to integrate them in parallel to their professional performance.





“

*Expert teachers with renowned experience
lead this Postgraduate Certificate”*

International Guest Director

Laura Moffitt is a recognized Designer highly specialized in **packaging strategy and brand development globally**. With a strong background in creative direction in **innovative packaging**, she has worked with cross-functional teams to bring brands to life through a creative and cohesive vision. Her focus on **project trends** and passion for excellence has led her to push the boundaries of convention, bringing innovative vision to the industry.

Throughout her career, she has held key roles in renowned companies, among which stands out the **Director of Packaging Design at Youth to the People** at L'Oréal. In this way, she has been in charge of leading the conceptualization and execution of packaging designs, collaborating with **marketing**, product development and supplier teams to ensure a coherent and efficient *branding* experience.

She has been recognized internationally for her ability to elevate the presence of the institutions she has worked with. In this sense, her role has been very important in the development of **global packaging strategies** and in the proposal of **visually attractive collections** that connect with the **consumer**. In addition to her track record in the sector, she has won awards for her innovative approach and has driven numerous continuous improvement initiatives that have set milestones in the industry.

She has also contributed to the development of research and analysis of **market trends**, which has allowed her to remain at the **forefront** of the **design industry**. He has developed high fidelity mock-ups, **3D renderings of packaging** and promotional items, and designed digital assets. Her investigative approach has allowed her to collaborate in the launching of new products that stand out for their functionality and aesthetics.



Ms. Moffitt, Laura

- Director of Packaging Design at L'Oréal, Los Angeles, United States
- Senior Designer (Youth for the People) at L'Oréal
- Packaging Designer at L'Oréal
- Packaging Designer at Youth To The People
- Senior Visual Designer Beats by Dr. Dre (Apple)
- Graphic Designer at FAM Brands
- Graphic Design Intern at Drawing by HeartÇ
- Marketing Intern at Bonhams
- Graphic Design Specialist at Pratt Institute
- Degree in Communication Design, majoring in Graphic Design from Pratt Institute

“

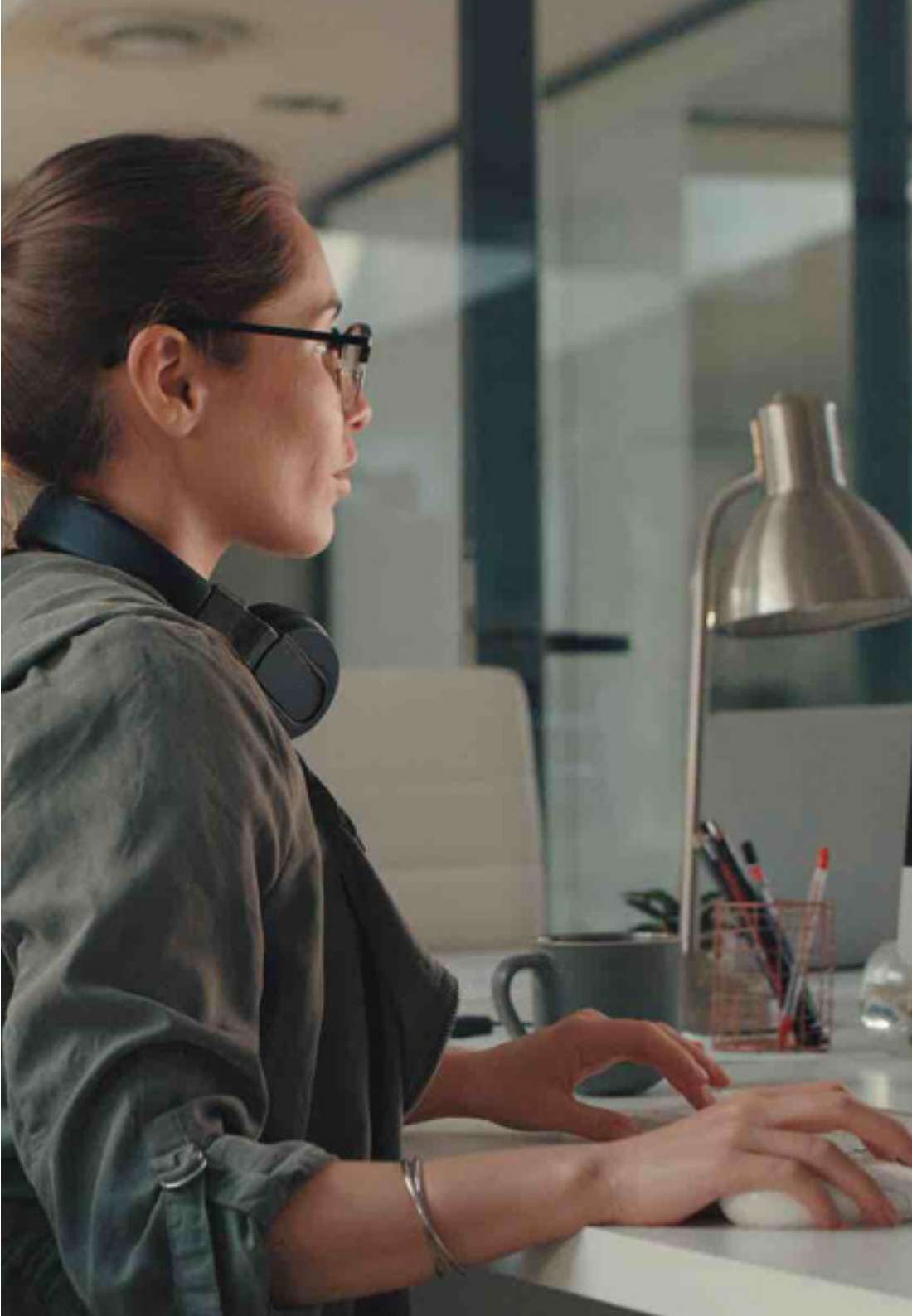
Thanks to TECH, you will be able to learn with the best professionals in the world”

Management



Dr. García Barriga, María

- PhD in Design and Marketing Data
- 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

Dr. Gárgoles Saes, Paula

- ◆ PhD, Researcher and Consultant Specialist in Fashion, Communication and Sustainability
- ◆ Research Professor at the School of Communication and Head of the Corporate Communication Academy at the Panamerican University, Mexico City
- ◆ Communications and Sustainability Consultant at Ethical Fashion Space, Mexico City
- ◆ Fashion journalist at Europa Press agency and Asmoda digital magazine
- ◆ Fashion Specialist at the Fashion Institute of Technology in New York and at the Future Concept Lab in Milan
- ◆ Communication Department of the Communication and Fashion Management Degree of the University Center Villanueva and ISEM Fashion Business School
- ◆ PhD Cum Laude in Applied Creativity from the University of Navarra with the thesis "Reputational model for the fashion industry"
- ◆ Degree in Journalism. Complutense University of Madrid
- ◆ Executive Fashion MBA at ISEM Fashion Business School

04

Structure and Content

This Postgraduate Certificate has been designed for today's professional who works in the world of design and wishes to focus on the Packaging sector, with a specialized syllabus in Ecodesign: Materials for Packaging Design, for the mastery of techniques, tools, to the development of skills with the implementation in different market sectors effectively. Thanks to the practical exercises and interactive content that make the user experience much more agile, available from day one for download or consultation from TECH's modern virtual campus.





“

A wide variety of expertly selected content will be available from day one for viewing and downloading from any device”

Module 1. Ecodesign: Materials for *Packaging Design*

- 1.1. Sustainability: New Design Driver
 - 1.1.1. The Three Dimensions of Sustainability: Social, Environmental and Economic
 - 1.1.2. Sustainability within the Business Model
 - 1.1.3. Sustainability embedded in the Entire Packaging Process: from Design to Recycling
- 1.2. Circular Economy in Packaging
 - 1.2.1. Circularity in Aesthetic Environments
 - 1.2.2. The Application of the Circular Economy in Packaging
 - 1.2.3. The Challenges of the Circular Economy in Packaging
- 1.3. Sustainable Packaging Design
 - 1.3.1. Sustainable Design Goals
 - 1.3.2. Sustainable Design Difficulties
 - 1.3.3. Sustainable Design Challenges
- 1.4. Sustainable Materials
 - 1.4.1. Packaging Made from Naturally Sourced Materials
 - 1.4.2. Packaging Made from Compostable Materials
 - 1.4.3. Packaging Made from Biodegradable Materials
- 1.5. The Use of Plastic
 - 1.5.1. The Effects of Plastic in the World
 - 1.5.2. Alternatives to Plastic
 - 1.5.3. Recycled Plastic
- 1.6. Sustainable Manufacturing Processes
 - 1.6.1. Sustainable Processes in the Social Dimension
 - 1.6.2. Sustainable Processes in the Environmental Dimension
 - 1.6.3. Sustainable Processes in the Economic and Governance Dimension





- 1.7. Recycling
 - 1.7.1. Recycled Materials
 - 1.7.2. The Recycling Process
 - 1.7.3. The Recycling Process in Packaging
- 1.8. Design Packaging for Recycling and Reuse
 - 1.8.1. The Second Life of Packaging
 - 1.8.2. Design for Recycling
 - 1.8.3. Design for Reuse
- 1.9. Packaging Optimization and Versatility
 - 1.9.1. When Less Is More in Packaging
 - 1.9.2. How to Reduce Packaging without Losing Brand Value
 - 1.9.3. When Can Packaging Be Removed Without Losing Brand Value?
- 1.10. How to Generate Consumer Awareness of Packaging?
 - 1.10.1. Educational
 - 1.10.2. Awareness
 - 1.10.3. Involving the Consumer in the Packaging Process

“*Enroll now and achieve your specialization in area field as specific as Ecopackaging and stand out with new skills in your work field”*

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

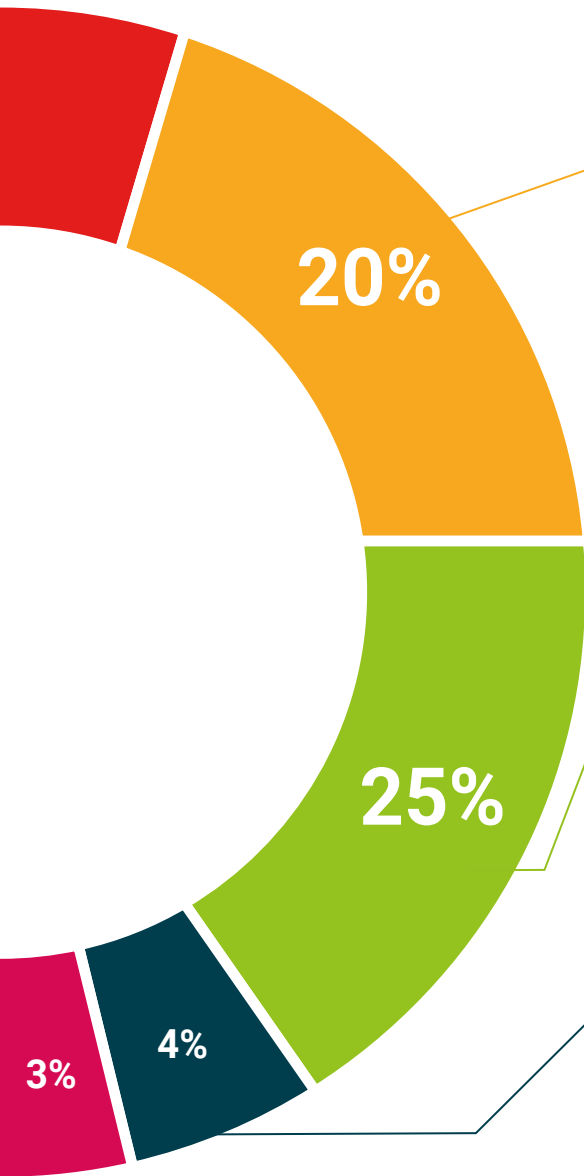
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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

This Postgraduate Certificate in Ecodesign: Materials for in Packaging Design guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



“

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

This program will allow you to obtain your **Postgraduate Certificate in Ecodesign: Materials for Packaging 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** title 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: **Postgraduate Certificate in Ecodesign: Materials for Packaging Design**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



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



Postgraduate Certificate Ecodesign: Materials for Packaging Design

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate

Ecodesign: Materials for Packaging Design