

# Postgraduate Certificate Gourmet and Wine Packaging



## Postgraduate Certificate Gourmet and Wine Packaging

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

Website: [www.techtitute.com/us/design/postgraduate-certificate/gourmet-wine-packaging](http://www.techtitute.com/us/design/postgraduate-certificate/gourmet-wine-packaging)

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# 01

# Introduction

There are market sectors in which packaging design must reflect a sensory experience and recreate unique special moments. This is the case of the wine and gourmet products sector, included in a market of premium products that are consumed absolutely for pleasure and generally on memorable occasions; therefore, it is essential to handle the appropriate techniques that make the product stand out to the senses of that ideal customer. It is therefore necessary for the professional in charge of design to update their knowledge, and for this reason, this 100% online program has been created with the most innovative methodology based on Relearning.







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*The aesthetic and functional priority in the design of Gourmet and Wine Packaging requires mastering the appropriate techniques for this sector. Develop all your creativity and do it like an expert”*

The special characteristics of wine and gourmet products mean that aesthetics, safety and functionality must be taken into account in their packaging. The use of glass and the mandatory and specific information to be contained in their labels, the set of colors and the secondary packaging for their correct transport and distribution. Therefore, the design of the logo and the choice of label colors and typography, as well as the use of paper and protective closure capsules, are of utmost importance.

This Postgraduate Certificate in Gourmet and Wine Packaging delves into the style of its designs, delving into the fundamentals of practical and aesthetic design, complementary values, logo design, the contents of this type of product that should not be missing on the label, understanding the importance of preserving quality, evoking the sense of taste through the eyes, the different materials used for gourmet and wine packaging, among other aspects that will be developed during the learning process.

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 education, through 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 expert professionals, who will help you meet your professionalization objectives.

This **Postgraduate Certificate in Gourmet and Wine Packaging** 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 your skills to develop in the design of Gourmet and Wine Packaging, with this 100% online refresher program"*

“

*Learn how to manage the casuistry and technical aspects of wine and gourmet packaging. Find the balance between functional design and aesthetics”*

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. This will be done with the help of an innovative system of interactive videos made by renowned experts.

*Understand the importance of label design and the choice of materials for packaging design in gourmet and wine products.*

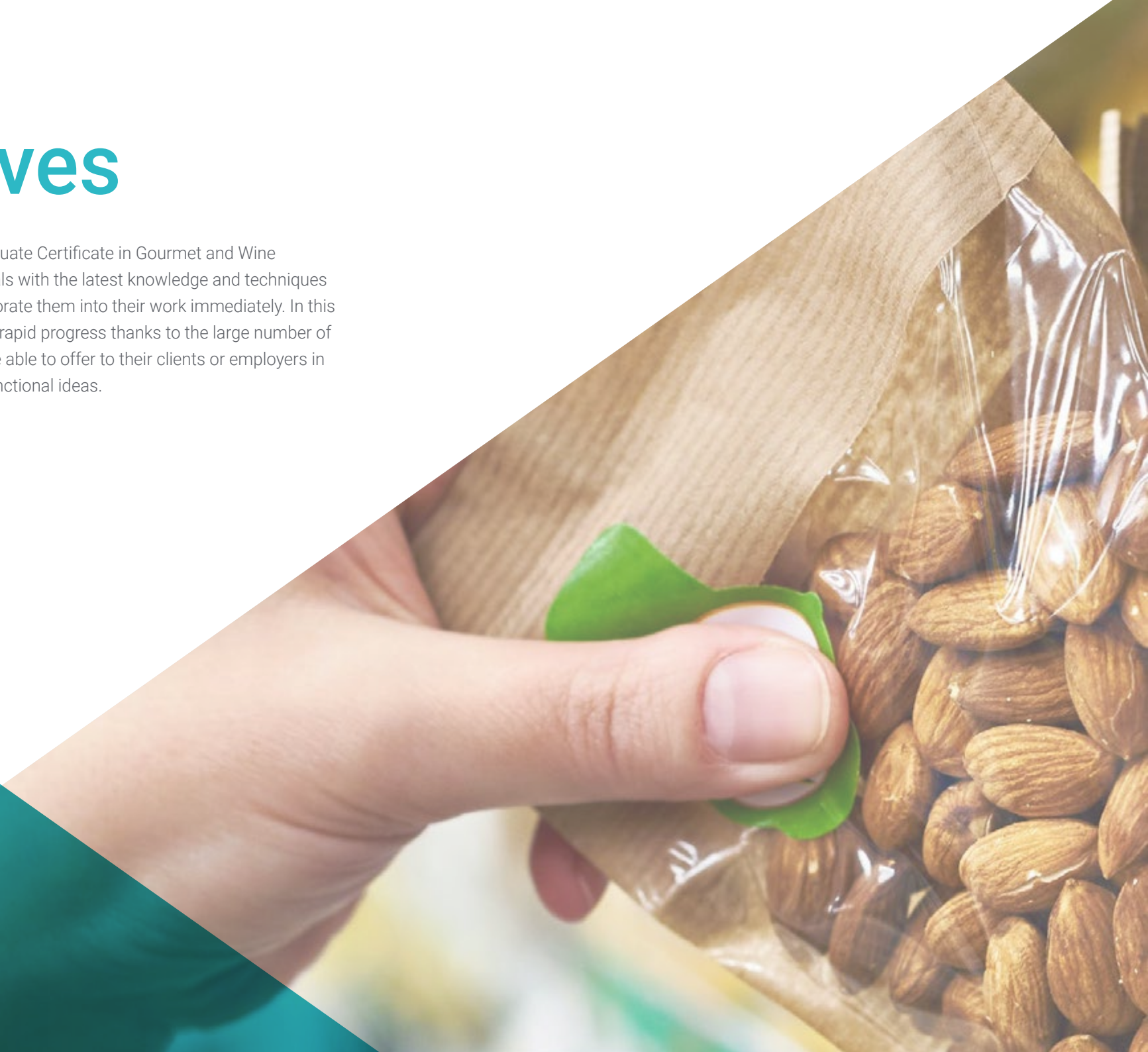
*TECH offers an educational proposal adapted and designed to lead the digital era.*





# 02 Objectives

The main objective of this Postgraduate Certificate in Gourmet and Wine Packaging is to provide professionals with the latest knowledge and techniques in this field, 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.





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*Do you want to specialize in Gourmet and Wine Packaging design? 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
- ◆ Management of 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

- ◆ Incorporate family traditions and the recreation of good times in a product that is conceived as an intangible part of the country's cultural heritage
- ◆ Manage the casuistry and technical aspects of wine and gourmet product packaging, finding a balance between functional design and aesthetics
- ◆ Master the materials that make up the product packaging such as stoppers, glass and secondary packaging
- ◆ Design the label according to an information architecture that takes into account the quality seals and reflects the brand's personality
- ◆ Manage the user experience by understanding that it is a sensory experience in which the sense of taste must also enter through the eyes

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*Learn how to recreate memorable consumer experiences through the packaging design of these products”*



# 03

# Course Management

The teaching team of this program has been exhaustively selected by TECH, to give a seal of quality to its content. High-level professionals, experts in communication, visual arts and marketing, will be in charge of transmitting 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 professionals provide a seal of quality to the content of this program"*

## 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. Macías, Lola

- ◆ Internationalization Consultant at Thinking Out
- ◆ Internationalization Consultant certified by the Valencian Institute of Business Competitiveness
- ◆ Coordinator of the Textile Market Observatory at AITEX
- ◆ Professor of International Trade and Marketing and Advertising at the European University of Valencia
- ◆ Professor of Internationalization and Strategic Business Management at the CEU Cardenal Herrera University
- ◆ PhD in Marketing at the University of Valencia
- ◆ Degree in Business Administration and Management from the University of Valencia
- ◆ Master's Degree in Management and Administration of Commercial Companies from the University of Paris
- ◆ Master's Degree in Teacher Training for Secondary, Baccalaureate and Vocational Training from the Catholic University of Valencia
- ◆ Master's Degree in Fashion, Design and Operations Management by AITEX

# 04

## Structure and Content

This Postgraduate Certificate has been designed for today's professional who works in the world of design and wants to focus on the Packaging sector, with a specialized syllabus in Gourmet and Wine Packaging, for the mastery of techniques, tools, to the development of skills with the implementation in an effective way. 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.



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*The online methodology, based on Relearning, will help you reach your goal much sooner than expected”*



## Module 1. Gourmet and Wine Packaging

- 1.1. Fundamentals of Gourmet Packaging
  - 1.1.1. Practical and Aesthetic Design
  - 1.1.2. Use of Glass and Cardboard
  - 1.1.3. The Ergonomics of the Packaging
- 1.2. Information Architecture
  - 1.2.1. Priority: Aesthetic or Functional
  - 1.2.2. Complementary Values
  - 1.2.3. The Message
- 1.3. Logo Design
  - 1.3.1. The Isotype
  - 1.3.2. The Isologotype
  - 1.3.3. The Label
- 1.4. Essential Content for Gourmet and Wine Packaging
  - 1.4.1. Denomination of Origin
  - 1.4.2. Description of the Product
  - 1.4.3. Specific Quality Seals
- 1.5. The Properties of Wine and Gourmet Products
  - 1.5.1. Quality Preservation
  - 1.5.2. Flavor Preservation
  - 1.5.3. The Presentation
- 1.6. The Personality of Gourmet and Wine Brands
  - 1.6.1. Family Inheritance
  - 1.6.2. Inspiring Good Times
  - 1.6.3. The Sense of Taste Enters through the Eyes
- 1.7. The Label
  - 1.7.1. Types of Paper
  - 1.7.2. Properties of the Paper
  - 1.7.3. Additional Information (In Focus: The Use of Recycled Paper in Labels)



- 1.8. The Cork
  - 1.8.1. Quality of the Cork
  - 1.8.2. Natural Cork, Twin-Top, Agglomerated and Colmated
  - 1.8.3. Printing on the Stopper (Procork, T-Cork, Cava or Multipiece)
- 1.9. Glass
  - 1.9.1. Models and Shapes of the Glass
  - 1.9.2. Bottle Height and Color
  - 1.9.3. The Design of the Protective Sealing Capsules
- 1.10. Gourmet Packaging
  - 1.10.1. The Product at a Glance
  - 1.10.2. Clear, Legible and Neat Labeling
  - 1.10.3. Designing Freshness

“*Enroll now and achieve your Gourmet and Wine Packaging Design qualification. Stand out with new skills in your work environment*”



# 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.

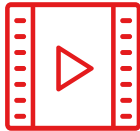
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

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.



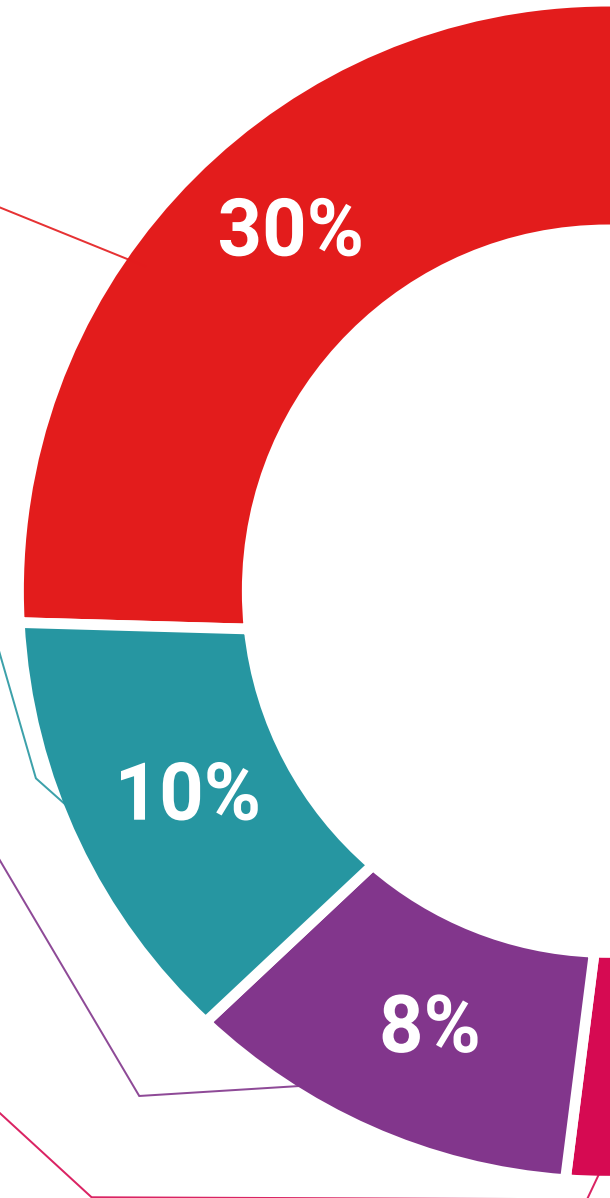
### Practising Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic 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 Gourmet and Wine Packaging 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 Gourmet and Wine Packaging** 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 diploma 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 Gourmet and Wine Packaging**

Official N° of hours: **150 h.**



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

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



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