

Postgraduate Certificate Packaging Vector Illustration with Adobe Illustrator



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- » 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/packaging-vector-illustration-adobe-illustrator

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01

Introduction

To create truly impactful designs for a product's packaging, several elements must be considered, both in terms of graphic performance and the conditions of the product's supply chain. Achieving perfect harmony is part of the challenge faced by the professional, developing a unique aesthetic, balancing shapes, colors, textures and that connects with the consumer and stimulates their senses, is possible by using the right tools in a specialized way. In view of this need, to achieve this type of work, this exclusive content refresh program has been created to learn everything about Vectorial Illustration of Packaging with Adobe Illustrator 100% online and through the relearning methodology to graduate in 6 weeks.





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You will develop the creative skills to use Adobe Illustrator to design innovative and functional packaging”

Adobe Illustrator is a digital tool widely used in the industry, as it allows versatility for its multiple resources and ease of use. This software allows the integration of vector graphics, images and text for the creation of digital illustrations of logos, labels and product packaging.

Whether the final design is in a digital or physical format, you can create a template on which to design the entire product collection and project objects in 3D to observe their depth. The Mock-up study will allow us to present packaging design proposals to customers and place the drawings in a specific environment, for example, in a Concept Store, on a shelf or in the hands of the end customer.

This Postgraduate Certificate aims to manage packaging design in all its stages: from the creation of a volume on a blank space to its printing with all the layers, creating photomontages that show the final product in 3D and recreate the final scenario, mastering typography and lettering for the design of labels and logos, incorporating the use of vector graphics for digital design with Adobe Illustrator, among other objectives that will be developed through a complete syllabus that will provide all the necessary knowledge to the professional.

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 Packaging Vector Illustration with Adobe Illustrator** 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 self-assessment can be used 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



If you want to develop professionally in the field of Packaging Design, this Postgraduate Certificate is for you"

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Enroll now and specialize yourself with experts in an agile, comfortable and efficient way. Thanks to the 100% online methodology of TECH Global University”

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 course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

Learn how to handle all design and illustration techniques with Adobe Illustrator and make a difference in your work environment.

You will learn the advantages of Adobe Illustrator over Photoshop in digital illustration.



02 Objectives

The main objective of this Postgraduate Certificate in Vectorial Packaging Illustration with Adobe Illustrator is to provide the professional 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 Packaging vector illustration? 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

- ◆ Incorporate the use of vector graphics for digital design with Adobe Illustrator
- ◆ Apply and select the necessary tools for the production of a packaging project
- ◆ Master typography and lettering for label and logo design
- ◆ Create photomontages that show the final product in 3D and recreate the final scenery
- ◆ Manage packaging design in all its stages: from the creation of a volume on a blank space to its printing with all layers



Understand the integration of a Mockup in an efficient way for Packaging design with this Postgraduate Certificate"

03

Course Management

To ensure that the learning process is properly developed, TECH has selected a high-level teaching staff composed of professional experts in communication, visual arts and experts in Adobe Illustrator, 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.





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Adobe Illustrator experts will guide you through this program”

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

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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



Management

Ms. Miñana Grau, Mari Carmen

- ◆ Textile designer at Petite Antoinette
- ◆ Designer at Donzis Estudios
- ◆ Designer at Summon Press
- ◆ Pattern maker at Valentín Herraiz
- ◆ Degree in Fashion Design by Barreira Art and Design
- ◆ Digital Design Expert with Adobe Illustrator
- ◆ Specialty in pattern making, cutting and sewing of Valencian clothing by Aitex Paterna

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 curriculum in Vectorial Illustration of Packaging with Adobe Illustrator, 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.





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The variety of cases presented, and multimedia resources provided, make the professional experience much more dynamic and efficient"

Module 1. Vector Illustration of Packaging in Adobe Illustrator

- 1.1. The Vector Graphic
 - 1.1.1. New Document. Workspace
 - 1.1.2. General Tools
 - 1.1.3. Color
- 1.2. Final Arts
 - 1.2.1. Paper and Web Formats
 - 1.2.2. Export for Printing
 - 1.2.3. Export to Digital Media
- 1.3. AI Illustration Tools
 - 1.3.1. Combinations of Tools for Illustration in AI
 - 1.3.2. Vectorial Compositions
 - 1.3.3. Typographies
- 1.4. Digital Illustration
 - 1.4.1. AI Illustration References
 - 1.4.2. Vector Tracing Technique and Its Derivatives
 - 1.4.3. Application of Illustration to Packaging (In Focus: Dieline)
- 1.5. Fonts
 - 1.5.1. Time Optimization (Pages with free Ai Motifs)
 - 1.5.2. Versions and Modification (Vector Drawing)
 - 1.5.3. Advantages of AI over Photoshop in Digital Illustration
- 1.6. Formats
 - 1.6.1. Design on a Predetermined Format
 - 1.6.2. Creation of the Format from Scratch
 - 1.6.3. New Formats and Applications
- 1.7. Materials
 - 1.7.1. Typical Materials and Their Applications
 - 1.7.2. Packaging as an Object of Desire
 - 1.7.3. New Materials





- 1.8. Physical Packaging
 - 1.8.1. Labels
 - 1.8.2. Boxes
 - 1.8.3. Thank You Notes/Invitations
 - 1.8.4. Wrappers
- 1.9. Digital Packaging
 - 1.9.1. Newsletters
 - 1.9.2. Banners and Web
 - 1.9.3. The Instagram Format
- 1.10. Mock-up
 - 1.10.1. Integration of a Mock-up
 - 1.10.2. Free Mock-up Websites
 - 1.10.3. Use of the Mock-up
 - 1.10.4. Creating Your Own Mock-up



Enroll now and achieve your specialization in an area as specific as Vector Packaging Illustration with Adobe Illustrator and 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.

“

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

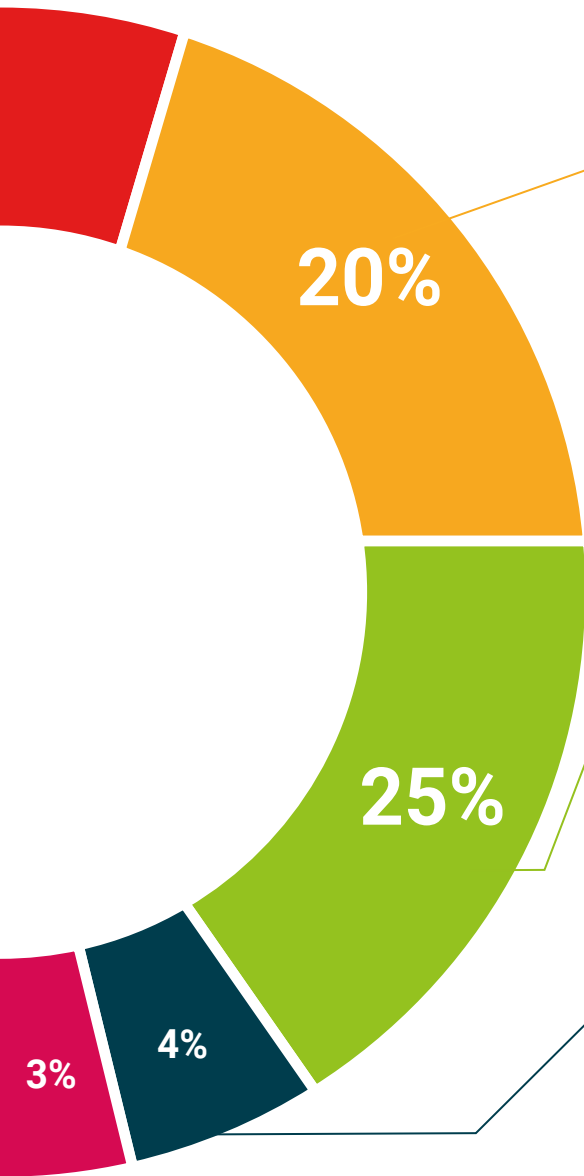
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 Packaging Vector Illustration with Adobe Illustrator guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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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 Packaging Vector Illustration with Adobe Illustrator** 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.

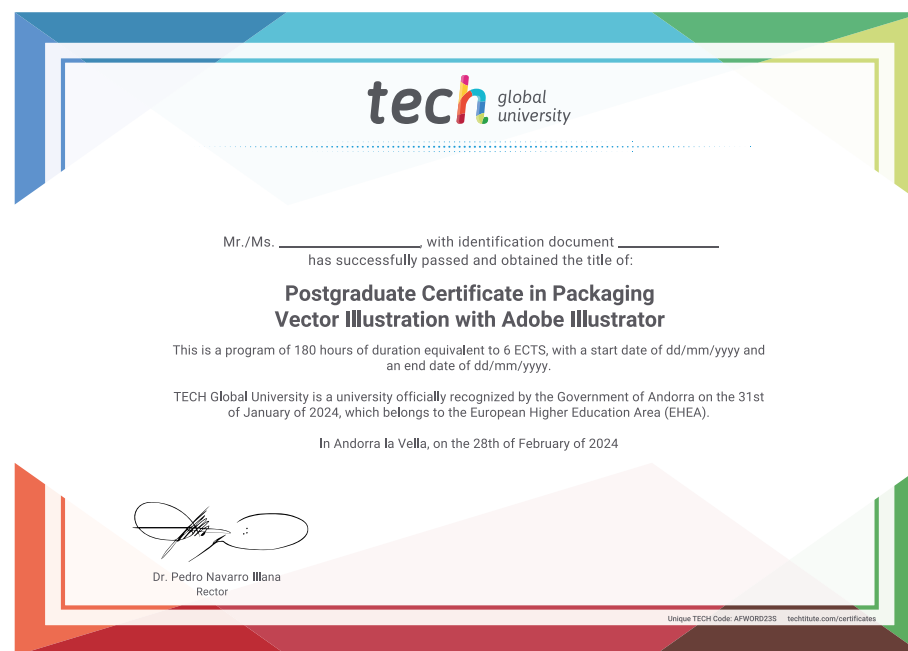
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Packaging Vector Illustration with Adobe Illustrator**

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
online training
development language
classroom



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