

# Postgraduate Diploma Brand Packaging





## Postgraduate Diploma Brand Packaging

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/design/postgraduate-diploma/postgraduate-diploma-brand-packaging](http://www.techtitute.com/us/design/postgraduate-diploma/postgraduate-diploma-brand-packaging)

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# 01

# Introduction

Presenting a product in the best possible conditions for its commercialization, transportation, storage and use is a form of marketing based on the development of the product's identity in relation to the brand and the group of consumers it represents. A visual environment will be created where artificial intelligence and the use of the metaverse in brands will give way to new experiences that demand new design and creative thinking. This requires specific specialization to make way for these work tools adapted to present and future scenarios. Therefore, this program is dedicated to studying everything about Brand Packaging from a unique model based on an innovative methodology that has broken the current university schemes. With a 100% online format, guided by expert teachers and professionals active in the field.





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*Enhance your imagination as your main working tool, thanks to the new vision that you will generate by taking this program on Brand Packaging"*

Conceptual design is the axis on which the entire packaging strategy revolves, integrating an idea to a product, to give it the visual identity that generates added values such as recognition and identification, but which responds to techniques of creation, structuring, visual expression and graphic representation, which in the end generate a perspective based on functions and objectives. With the introduction of the use of the metaverse in brands, especially luxury brands, new customer experiences will emerge that require a design adapted to this new scenario, in which the imaginary crosses the border of the real.

Innovation is the way the industry continues to grow, so understanding how to manage identity and the changes it undergoes throughout its life is the key to organizing a coherent and profitable project. Building a brand and maintaining it over time depends on the decisions that are made at times of change, and for this we must consider all the elements of Marketing in terms of Packaging, as a business tool and structure.

This program dedicated to the study of Brand Packaging, provides current and future professionals with the necessary knowledge to learn to think creatively about products. Not only by learning through practical exercises, but also by the type of subject matter that is presented, encouraging the student to think actively and critically in the different parts. Three modules that cover everything about Packaging Design, Marketing and Creative Direction, deploying specific topics that thanks to the Relearning methodology will be easier for the student to understand and memorize.

All this, through a completely online system, through an intelligible virtual campus that allows flexibility and confidence to the professional. With the contents presented in various formats and downloadable from any device, available from the first day to graduate in a maximum of 6 months. Always guided by a team of expert and professionally active teachers, which provides innovative and up-to-date experiences to the program.

This **Postgraduate Diploma in Brand 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 Communication, Marketing and Visual Arts
- ◆ The graphic, schematic, and practical contents which 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



*Delving into the sensory experience and transcending into the new virtual reality of Packaging is possible with this program. Enhance your talent. Enroll now”*

“

*TECH Global University offers you a program with exclusive and up-to-date content 100% online, so that you can become an expert in Brand Packaging in a few months"*

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.

*Make your way in Packaging Design in Industry 4.0 and professionalize your talent with this Postgraduate Diploma.*

*Develop creative thinking based on innovation. Build a brand identity that offers distinction and is all about advantages.*



# 02 Objectives

The Postgraduate Diploma in Brand Packaging aims to open the doors of professionalization to all those who wish to specialize in the field of visual art and Marketing, especially in the creation of a conceptual, experimental and/or commercial identity adapted to all kinds of products through the use of Big Data, new technologies and continuous assessment. Offering their clients or employers unique and cutting-edge projects adapted to their objectives and improving the end-consumer's experience.





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*If you are passionate about the world of design or work in areas related to communication or marketing and want to specialize your career, this program is for you. Enroll and graduate in 6 months"*



## General Objectives

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- ◆ Create 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
- ◆ Manage 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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### Module 1. The Structure of Packaging

- ◆ Master the techniques of creativity and structural composition based on the culture of packaging
- ◆ Generate a specific concept that responds to a universal identity based on coherence with the brand's purpose
- ◆ Apply research techniques in the physical and digital environment by establishing design guidelines
- ◆ Handle lettering and typography for packaging labeling
- ◆ Delve into the sensory experience and transcend into the new virtual reality of packaging

### Module 2. Creative Management

- ◆ 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

### Module 3. Operational Development of Packaging

- ◆ Identify the role of design within the commodity supply chain
- ◆ Manage product development, prototyping and testing techniques to be applied to packaging design
- ◆ Increase the student's visionary design skills through a global perspective of the "package journey"
- ◆ Incorporate all legal and regulatory knowledge on the use and exploitation of intellectual property
- ◆ Master your role as a designer and improve your working relationships



*With this qualification, you will foster the development of artistic skills, understanding the use of visual codes and their message within packaging design"*

# 03

# Course Management

To ensure that the learning process is developed properly, TECH has selected a high-level teaching staff composed of working professionals. These professionals will be able to transmit to the student all the keys to the creation of an appropriate identity for the product, through the design of Packaging in digitalized commercial environments and with the implementation of new technologies. Therefore, this Postgraduate Diploma, has not only an innovative and effective teaching methodology, but also a reputable faculty, who will provide their experience and the most up-to-date knowledge, in order to offer a quality experience to the student.



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*Professionals with more than 15 years of experience and currently developing important positions in the design field, will guide your learning process"*

## 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

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- 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



## Professors

### Ms. Merinero Gómez, Esther

- ◆ Artist. Independent professional
- ◆ Graduate in Fine Arts from the University of Chelsea College of Arts
- ◆ MA Sculpture from the Royal College of Arts in London
- ◆ Artistic direction in projects such as The Koppel Project Gallery (London) and "Costa del Sol", presented at the Spanish Embassy in France during "Paris Design Week"
- ◆ Her work has been included in international exhibitions in Berlin, London, Valencia and Tehran



*Make the most of this opportunity to learn about the latest advances in this subject to apply it to your daily practice"*



# 04

## Structure and Content

The contents of this Postgraduate Diploma have been structured in 3 specialized modules, through which the professional will be able to acquire the most advanced and up-to-date knowledge in the field of Brand Packaging. Not only will you achieve mastery of the technique and tools to reimagine the possibilities of a product and its presentation, but you will also develop the ability to think creatively for new digital environments. Thanks to a theoretical-practical syllabus, the student will learn through a variety of multimedia resources, with content available from the first day for consultation or download.





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*A syllabus that will help you develop critical and analytical thinking in order to shape creative ideas in innovative and technological environments of the market"*

## Module 1. The Structure of Packaging

- 1.1. Packaging Illustration
  - 1.1.2. Packaging Culture (Resonance)
  - 1.1.3. Digital Packaging Functions
  - 1.1.4. Packaging Design Objectives
- 1.2. Structural Composition
  - 1.2.1. Shape Selection (Structure)
  - 1.2.2. Color Matching
  - 1.2.3. 2D Texture
- 1.3. Expressive Techniques
  - 1.3.1. Specific Illustrations
  - 1.3.2. Abstract Illustrations
  - 1.3.3. Humor in Packaged Products
- 1.4. Visual Representation Techniques
  - 1.4.1. Associations
  - 1.4.2. Symbolic Metaphors
  - 1.4.3. Visual Hyperboles - Exaggerations (In Focus: Visual Hierarchy)
- 1.5. Conceptual Design
  - 1.5.1. Demographic and Ethnographic Research
  - 1.5.2. Retail Research & Digital Research
  - 1.5.3. Brand Concept, Packaging Design (In Focus: Culture Map)
- 1.6. Elements of Packaging Design
  - 1.6.1. Display Panel
  - 1.6.2. The Brand's Imaginary
  - 1.6.3. Concept Board (In Focus: Product Name and Brand Name)
- 1.7. Lettering
  - 1.7.1. Typography
  - 1.7.2. Line Spacing
  - 1.7.3. Typographic Principles (In Focus: Typography and Technology)

- 1.8. Stages of Packaging Design
  - 1.8.1. Structure of the Project and Briefing
  - 1.8.2. Communicating the Strategy
  - 1.8.3. Design Refinement and Preproduction (In Focus: Who Are Luxury Packaging Products Designed For?)
- 1.9. The Sensory Experience
  - 1.9.1. How Does the Packaging Sound?
  - 1.9.2. Touch in 2D
  - 1.9.3. Sensory Assessment (In Focus: The Virtual Sensory Experience)
- 1.10. Virtual Packaging
  - 1.10.1. Packaging in the Metaverse
  - 1.10.2. Luxury Brands
  - 1.10.3. The Audiovisual Material Included in the Packaging (In Focus: Unboxing in the Metaverse)

## Module 2. Marketing and Branding for Packaging

- 2.1. Artificial Intelligence in Packaging Design
  - 2.1.1. The Activation of Creativity through Data
  - 2.1.2. Differentiation Techniques
  - 2.1.3. Redesign and Assessment
- 2.2. Branding for "Wrappers"
  - 2.2.1. Brand Identity
  - 2.2.2. Design Based on Branding
  - 2.2.3. The Economic Impacts of Branding on Packaging
- 2.3. Digital Strategy
  - 2.3.1. Business Strategies Linked to Identity
  - 2.3.2. Advertising
  - 2.3.3. Positioning Assessment
- 2.4. Data Orientation Process
  - 2.4.1. Managing Visual Communication through Data
  - 2.4.2. Data Collection and Selection
  - 2.4.3. Data Analysis

- 2.5. Premium Environment Consumption Habits
    - 2.5.1. Key Marketing Metrics
    - 2.5.2. Key Packaging Metrics
    - 2.5.3. The Creation of Sequential Patterns
  - 2.6. Innovation in the Packaging Environment
    - 2.6.1. Creativity Management
    - 2.6.2. Predictive Techniques
    - 2.6.3. Simulating Innovation Scenarios
  - 2.7. The Use of Big Data for the Creation of the Icon
    - 2.7.1. The Packaging Market
    - 2.7.2. The Packaging Consumer
    - 2.7.3. Segmentation and Value
  - 2.8. Value Creation over Time
    - 2.8.1. Loyalty Strategies
    - 2.8.2. The Generation of Ambassadors
    - 2.8.3. Efficient Management of Communications
  - 2.9. User Experience
    - 2.9.1. Digital Environment
    - 2.9.2. Generating Engagement
    - 2.9.3. The Messages
  - 2.10. Project Management
    - 2.10.1. Preparing the Briefing
    - 2.10.2. Strategic Communication
    - 2.10.3. Value Communication
- Module 3. Creative Management**
- 3.1. Packaging Evolution
    - 3.1.1. Visual Communication
    - 3.1.2. Speculative History of Packaging
    - 3.1.3. Aesthetic Fundamentals
  - 3.2. Product Narrative
    - 3.2.1. Identify Its History What's the Message?
    - 3.2.2. Identify Your Target Audience
    - 3.2.3. Conversation between Brand and Consumer
  - 3.3. Brand Strategy
    - 3.3.1. Briefings
    - 3.3.2. Own Mechanisms and Languages
    - 3.3.3. Research Material. Trends
  - 3.4. Speculation Workshop
    - 3.4.1. Art and Space Volumes
    - 3.4.2. Physical Space I. Game, Time and Chance
    - 3.4.3. Digital Space I. Virtual Making
  - 3.5. Product Environment
    - 3.5.1. Premises and Their Position
    - 3.5.2. Physical Space II
    - 3.5.3. Digital Space II
  - 3.6. Technical Creativity
    - 3.6.1. Composition
    - 3.6.2. Exquisite Corpse. The Multiplicity of Images
    - 3.6.3. Hypergraphics Graphics Applied to Space
  - 3.7. Production and Development of Packaging
    - 3.7.1. Materials as a Message
    - 3.7.2. Traditional Techniques and Contemporary Techniques
    - 3.7.3. Why Do We Bet on an Image?
  - 3.8. Art Direction
    - 3.8.1. Apply the Narrative to the Product
    - 3.8.2. Chromatic Range and Its Meaning
    - 3.8.3. Identify the Advertising Approach
  - 3.9. Postproduction
    - 3.9.1. Photography
    - 3.9.2. Lighting
    - 3.9.3. Effects
  - 3.10. Entrepreneurship Project
    - 3.10.1. Portfolio
    - 3.10.2. Instagram
    - 3.10.3. Reflection Workshop

# 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

This Postgraduate Diploma in Brand Packaging guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Brand Packaging** 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 Diploma in Brand Packaging**

Modality: **online**

Duration: **6 months**

Accreditation: **18 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 Diploma Brand Packaging

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

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