

# Postgraduate Diploma Digital and Sustainable Packaging





## Postgraduate Diploma Digital and Sustainable Packaging

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

Website: [www.techtitute.com/in/design/postgraduate-diploma/postgraduate-diploma-digital-sustainable-packaging](http://www.techtitute.com/in/design/postgraduate-diploma/postgraduate-diploma-digital-sustainable-packaging)

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# 01

# Introduction

In a market where business models have changed, where digitalization and sustainability are flagship concepts for more and more brands, implementing new techniques for product presentation is essential. The packaging of the present, and with a vision of a better future, must focus on the care of the planet with the use of sustainable materials and where recycling is a priority for the industry. That is why, within the technological innovation and the availability of new tools for design, this program has been created for a digital and sustainable Packaging, where the professional can be trained in the subject 100% online and with the most innovative Relearning methodology, to achieve a qualification in 6 months of study.



**MOCKUP**  
— Y O U R —  
**DESIGN**  
H E R E

**MOCKUP**  
— Y O U R —  
**DESIGN**  
H

“

*You will integrate Adobe Illustrator tools in the packaging design of a product, applying sustainability as a concept. Enroll now and be part of the new professionals”*

In a market in constant innovation and evolution, the mastery of structures, materials and Ecopackaging, as well as visual communication, must be adapted to a competitive strategy based on analysis, together with the latest artistic techniques to promote creativity and its application to the premium and luxury sector as well as to the mass market.

The person in charge of packaging design must know the techniques of awareness for packaging consumption and the process by which they can design the packaging of a product from the maxim: less is more and the perspective of the circular economy. This is the essence of this professional program, through which the student will be provided with the necessary competences for their incorporation into a multifaceted packaging market, where the demands of new knowledge and skills are present.

In a syllabus developed by professional experts active in the area of design and communication, the student will be able to master, in addition to the subject of Ecopackaging, the implementation of Adobe Illustrator software as one of the great tools that allows the integration of vector graphics, images and text for the creation of digital illustrations of logos, labels and product packaging.

You will also be able to create a template on which to design the entire collection of products and project objects in 3D to observe their depth, in a Concept Store, on a shelf or in the hands of the end customer. Always keeping in mind the concepts of sustainability and recycling, through all the possibilities that new materials offer from the use of cardboard and paper to those of natural and biodegradable origin to conceive the second life of packaging.

All this, through TECH's innovative 100% online teaching methodology, which allows students to adapt their reality and current needs to the learning process, deciding the best time and place to study. Accompanied by a high-level teaching staff that will use numerous multimedia teaching resources such as practical exercises, video techniques, interactive summaries or master classes that will facilitate the entire process.

This **Postgraduate Diploma in Digital and Sustainable 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



*Sustainability is one of the new consumer habits that contribute to improving the environment. Get trained to create a new Packaging model that is more conscious of the planet"*



“

*TECH Technological University uses Storytelling and the combination of practical cases, an ultra-effective technique to learn complex contexts and knowledge. Enroll now and live the best experience"*

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.

*This program will broaden your design vision towards sustainability. Increase your value and bring co-responsibility.*

*Handling final art and creating textures are paramount in packaging design. Master Adobe Illustrator software and become an expert.*



# 02 Objectives

The main objective of this professional program is to enable students to master the techniques, tools and processes involved in the creation of Digital and Sustainable Packaging projects. Therefore, at the end of this program, the student will have all the competencies and skills necessary to successfully perform in the creation of design models that are more responsible with the environment and adapted to new technology.

A hand is shown holding a piece of brown, textured paper. The paper has the words "THE FUTURE" on the top line and "IN YOUR H" on the bottom line, both in a bold, black, sans-serif font. The paper is slightly wrinkled and has a natural, fibrous texture. The background is a mix of white and teal geometric shapes.

**THE FUTURE  
IN YOUR H**

**OWAHAIRCARE**





RE IS  
HANDS.

“

*Having knowledge adjusted to reality and new trends makes the professional a unique being, making them stand out in the competitive labor market"*



## General Objectives

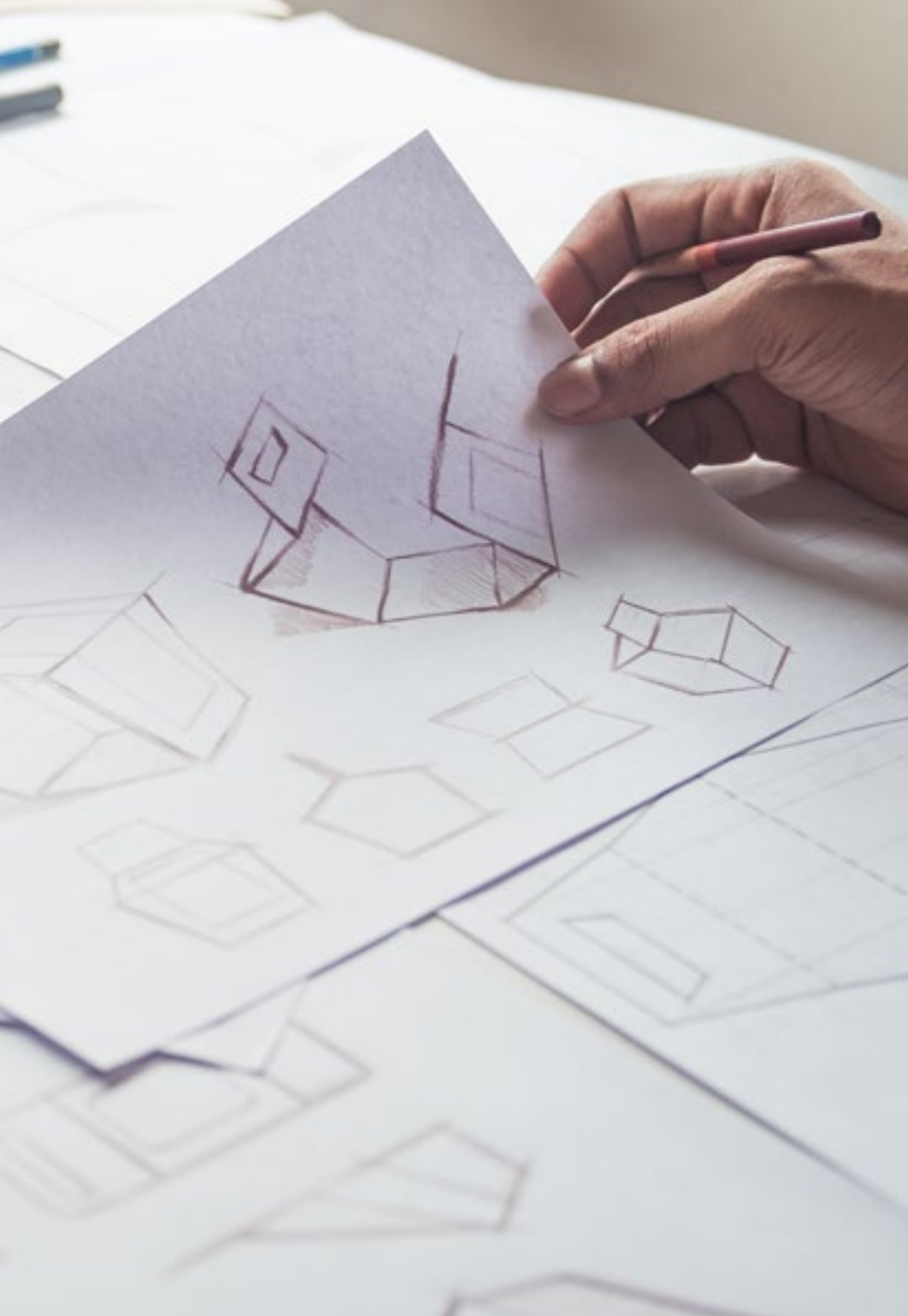
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- ◆ Master the tools of packaging design and digital illustration through the use of Adobe Illustrator software
- ◆ Creation of a conceptual, experimental and/or commercial visual identity adapted to all kinds of products
- ◆ Manage a complete packaging project and a customized portfolio
- ◆ 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

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*With this Postgraduate Diploma, you will master the structures, materials and Ecopackaging, as well as the visual communication to adapt them to a market strategy"*





## Specific Objectives

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### Module 1. Design and Illustration with Adobe Illustrator

- ◆ Integrate Adobe Illustrator tools into product packaging design
- ◆ Managing typography for labeling design
- ◆ Master the use of the color palette for correct printing
- ◆ Generate harmony in design and execute the tools with personality integrating brand values
- ◆ Incorporate digital design workflow into the packaging project

### Module 2. Vector Illustration of Packaging in Adobe Illustrator

- ◆ 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

### Module 3. Ecodesign: Materials for Packaging Design

- ◆ 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



# 03

# Course Management

A team of professional experts in the area of design and communication lead this program, and have been responsible for rigorously selecting all the content of the 3 modules that comprise it. They will share their experience and knowledge necessary for the professional to perform efficiently in the development of digital and sustainable packaging projects. In this way, this Postgraduate Diploma not only has an innovative and effective teaching methodology, but also a highly qualified faculty to provide the answers that the student needs on this complex and exciting topic.





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*Experts will help you to perfect your techniques and you will acquire what you need to become a leading professional in new, more sustainable packaging models”*



## 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. Miñana Grau, Mari Carmen

- ◆ 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
- ◆ Specialization in pattern making, cutting and sewing of Valencian clothing by Aitex Paterna

### 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
- ◆ 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
- ◆ 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

### 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



*A unique, key and decisive training experience to boost your professional development"*

# 04

# Structure and Content

The contents of this Postgraduate Diploma in Digital and Sustainable Packaging have been distributed in 3 modules, through which the professional will acquire the tools and specialized knowledge about the new trends in product packaging models, as well as the mastery of Adobe Illustrator software to present 3D projects to customers. Taught in a methodology based on Relearning and 100% online that will allow the professional to advance in their specialization without sacrificing their current pace of life.



VISUAL<sup>™</sup>  
PACK  
by Seripafer



THE  
PA  
C

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*The variety of resources and formats in which the content is presented provides dynamism and effectiveness in learning"*

## Module 1. Design and Illustration with Adobe Illustrator

- 1.1. Preparation of the Workspace
  - 1.1.1. What Is a Vector Graphic?
  - 1.1.2. New Document. Workspace
  - 1.1.3. Interface
- 1.2. Workspace
  - 1.2.1. Available Tools
  - 1.2.2. Rules, Guidelines. Grids
  - 1.2.3. Worktables
- 1.3. Traces
  - 1.3.1. Geometric Figures
  - 1.3.2. Selection and Direct Selection
  - 1.3.3. Trace
- 1.4. Color
  - 1.4.1. Color and Eyedropper
  - 1.4.2. Pencil
  - 1.4.3. Brush
- 1.5. Shape Transformation
  - 1.5.1. Eraser, Scissors and Blade
  - 1.5.2. Warping, Scaling and Distortion
  - 1.5.3. Align and Group. Layers
- 1.6. Color and Fill Attributes
  - 1.6.1. Pen
  - 1.6.2. Interactive Handles and Vertexes
  - 1.6.3. Color Library
- 1.7. Shapes
  - 1.7.1. Gradient and Transparency Fusion
  - 1.7.2. Tracehunter
  - 1.7.3. Interactive Tracing

- 1.8. The Letters
  - 1.8.1. Installing the Font Manager and Fonts. Character and Paragraph
  - 1.8.2. Text Tool
  - 1.8.3. Outline, Modify and Deform the Text Expand and Scroll
- 1.9. Chromatic Range
  - 1.9.1. Chromatic Range
  - 1.9.2. Typography and Hierarchies. Imagotype
  - 1.9.3. Creation of a Pattern and Sample
- 1.10. Final Arts
  - 1.10.1. Paper and Web Formats
  - 1.10.2. Export for Printing
  - 1.10.3. Export to Digital Media

## Module 2. Vector Illustration of Packaging in Adobe Illustrator

- 2.1. The Vector Graphic
  - 2.1.1. New Document. Workspace
  - 2.1.2. General Tools
  - 2.1.3. Color
- 2.2. Final Arts
  - 2.2.1. Paper and Web Formats
  - 2.2.2. Export for Printing
  - 2.2.3. Export to Digital Media
- 2.3. AI Illustration Tools
  - 2.3.1. Combinations of Tools for Illustration in AI
  - 2.3.2. Vectorial Compositions
  - 2.3.3. Typographies
- 2.4. Digital Illustration
  - 2.4.1. AI Illustration References
  - 2.4.2. Vector Tracing Technique and Its Derivatives
  - 2.4.3. Application of Illustration to Packaging (In Focus: Dieline)





- 2.5. Fonts
  - 2.5.1. Time Optimization (Pages with free AI Motifs)
  - 2.5.2. Versions and Modification (Vector Drawing)
  - 2.5.3. Advantages of AI over Photoshop in Digital Illustration
- 2.6. Formats
  - 2.6.1. Design on a Predetermined Format
  - 2.6.2. Creation of the Format from Scratch
  - 2.6.3. New Formats and Applications
- 2.7. Materials
  - 2.7.1. Typical Materials and Their Applications
  - 2.7.2. Packaging as an Object of Desire
  - 2.7.3. New Materials
- 2.8. Physical Packaging
  - 2.8.1. Labels
  - 2.8.2. Boxes
  - 2.8.3. Thank You Notes/Invitations
  - 2.8.4. Wrappers
- 2.9. Digital Packaging
  - 2.9.1. Newsletters
  - 2.9.2. Banners and Web
  - 2.9.3. The Instagram Format
- 2.10. Mock-up
  - 2.10.1. Integration of a Mock-up
  - 2.10.2. Free Mock-up Websites
  - 2.10.3. Use of Mock-up
  - 2.10.4. Creation of Your Own Mock-up

### Module 3. Ecodesign: Materials for Packaging Design

- 3.1. Sustainability: New Design Driver
  - 3.1.1. The Three Dimensions of Sustainability: Social, Environmental and Economic
  - 3.1.2. Sustainability within the Business Model
  - 3.1.3. Sustainability embedded in the Entire Packaging Process: from Design to Recycling
- 3.2. Circular Economy in Packaging
  - 3.2.1. Circularity in Aesthetic Environments
  - 3.2.2. The Application of the Circular Economy in Packaging
  - 3.2.3. The Challenges of the Circular Economy in Packaging
- 3.3. Sustainable Packaging Design
  - 3.3.1. Sustainable Design Goals
  - 3.3.2. Sustainable Design Difficulties
  - 3.3.3. Sustainable Design Challenges
- 3.4. Sustainable Materials
  - 3.4.1. Packaging Made from Naturally Sourced Materials
  - 3.4.2. Packaging Made from Compostable Materials
  - 3.4.3. Packaging Made from Biodegradable Materials
- 3.5. The Use of Plastic
  - 3.5.1. The Effects of Plastic in the World
  - 3.5.2. Alternatives to Plastic
  - 3.5.3. Recycled Plastic
- 3.6. Sustainable Manufacturing Processes
  - 3.6.1. Sustainable Processes in the Social Dimension
  - 3.6.2. Sustainable Processes in the Environmental Dimension
  - 3.6.3. Sustainable Processes in the Economic and Governance Dimension

- 3.7. Recycling
  - 3.7.1. Recycled Materials
  - 3.7.2. The Recycling Process
  - 3.7.3. The Recycling Process in Packaging
- 3.8. Design Packaging for Recycling and Reuse
  - 3.8.1. The Second Life of Packaging
  - 3.8.2. Design for Recycling
  - 3.8.3. Design for Reuse
- 3.9. Packaging Optimization and Versatility
  - 3.9.1. When Less Is More in Packaging
  - 3.9.2. How to Reduce Packaging without Losing Brand Value
  - 3.9.3. When Can Packaging Be Removed Without Losing Brand Value?
- 3.10. How to Generate Consumer Awareness of Packaging
  - 3.10.1. Educational
  - 3.10.2. Awareness
  - 3.10.3. Involving the Consumer in the Packaging Process



*You will be guided by experts on an individual and personalized basis, through different multimedia resources. In addition, you will meet other professionals from all over the world through study communities. Enroll now and enjoy a new experience"*



# 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.



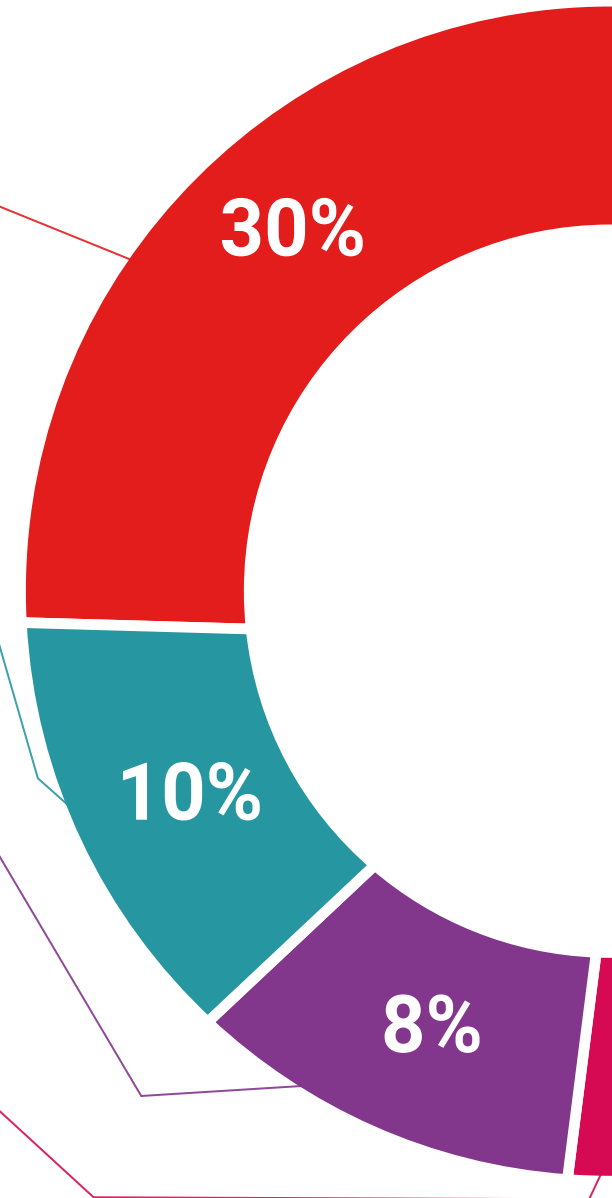
### Practising Skills and Abilities

They will carry out activities to develop specific 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 Diploma in Digital and Sustainable Packaging guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Digital and Sustainable 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Diploma in Digital and Sustainable Packaging**

Official N° of hours: **450 h.**



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



future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service innovation

knowledge present

online training

development language

virtual classroom

**tech** technological  
university

## Postgraduate Diploma Digital and Sustainable Packaging

- » Modality: **online**
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- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma

## Digital and Sustainable Packaging

