Postgraduate Diploma
Packaging Logistics

tech global university

Postgraduate Diploma
Packaging Logistics

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Credits: **24 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/design/postgraduate-diploma/postgraduate-diploma-packaging-logistics**

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01
Introduction

Packaging design is not only about creating an attractive packaging that identifies with the product, but it must also take into account the operability, responding to a complex and coordinated storage and distribution system. Determining the place of design within the entire supply chain of a product is a fundamental part of the creative process, as well as determining the fundamentals appropriate to the sector to which the product is directed. In this case, through this professional program, the student will obtain the necessary knowledge to understand Packaging Logistics in sectors such as gourmet, wine, jewelry and cosmetics, as well as packaging. All through a 100% online methodology based on Relearning, which gives flexibility and efficiency to the study process.
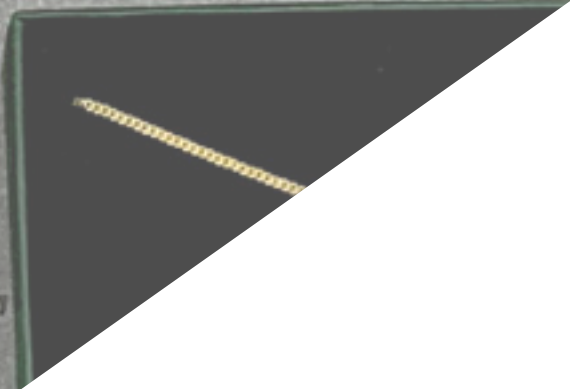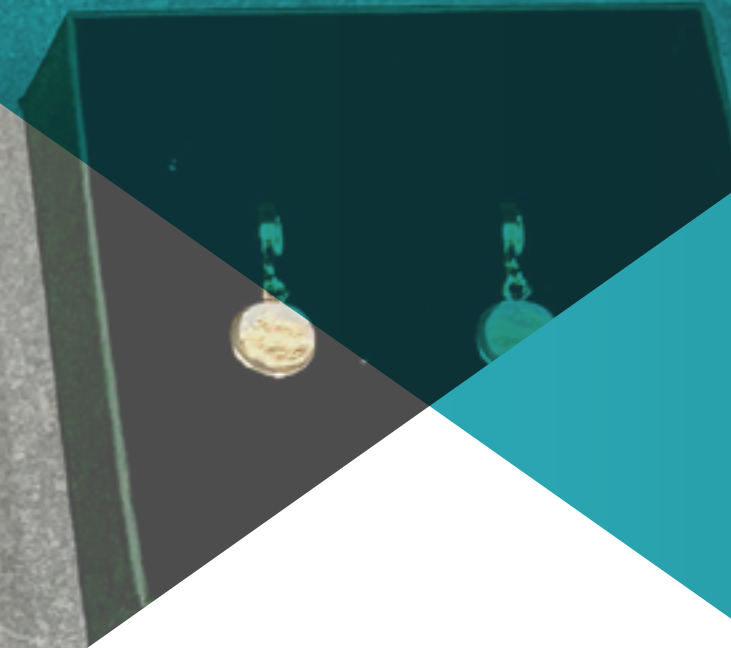
> *After this program, you will be able to work in different markets designing innovative and functional packaging solutions for their products. Start now"*

Understanding the role of packaging design in the supply chain is the basis for the generation of ideas. Each sector offers specific conditions and characteristics that the designer must be aware of. Therefore, it is necessary to have an operational vision of design that is complemented with the legal aspects to be taken into account in the environment of the profession and with prototyping and product development techniques that must be applied to packaging.

For example, 65% of consumers in the cosmetics sectors purchase the product for the packaging, abelling and as a continuation of the beauty experience, being this the reason why they are inclined to buy one or another competing product. For its part, jewelry was a pioneer in the phenomenon of Unboxing, its boxes require the elegance and sophistication of the timeless luxury of leather and velvet in intense but traditional colors, among which the brand logo is born, almost always in gold letters.

In the case of the wine and gourmet products sector, it is included within a premium product market, where the sensory consumption experience has to be reflected through design. Taking into account the use of glass, the play of colors and typography, the design of the logo and the secondary packaging for its correct transport and distribution. The FMCG sector requires packaging structures that comply with an original design, but allow the customer to enjoy the product on a daily basis without losing the quality of the content or its properties.

Therefore, design keys will be shown for each of these sectors that will be delved into in this Postgraduate Diploma in Packaging Logistics, where the new regulations and design concepts towards a more sustainable packaging, including nanotechnology to regulate the temperature or the replacement of labels by QR codes, among other strategies that will be raised within the syllabus of this program. As a result, a new design professional with technical and human skills that will make them stand out in their work environment.

All this, through the most avant-garde methodology of study 100% online powered by TECH, which gives you the flexibility and quality that today's professional needs to balance their daily schedule, with a new purpose of intellectual improvement. Accompanied by high-level teaching staff that will use numerous multimedia teaching resources such as practical exercises, video techniques, interactive summaries or lectures to facilitate the process.

This **Postgraduate Diploma in Packaging Logistics** 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 process of 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

You will be able to incorporate the techniques of nanotechnology and interactive packaging to the FMCG market as part of a strategy of constant innovation in your designs"

" *The technology and Relearning applied in TECH Technology University's study methodology will allow you to acquire skills and knowledge with better results than any other current methodology"*

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.

Learn how to design the right packaging for gourmet, wine, jewelry, cosmetics and consumer products. With the latest market trends.

With this program you will manage development techniques, product prototyping and testing to apply them to packaging design.

02
Objectives

The objective of this Postgraduate Diploma in Packaging Logistics is to provide the fundamentals of packaging design for the FMCG, jewelry, cosmetics, gourmet and wine sectors, in order to understand the importance and role of packaging in the supply chain. The intention is for the student to understand the needs in each case and master the techniques to be implemented in a precise manner; therefore, at the end of this program the student will have all the competencies and skills necessary to perform successfully in the creation of design models that are more responsible with the environment and adapted to new technologies.

" The new regulation that all plastic packaging must be recyclable by 2030 has raised new scenarios for packaging design. Get to know them in this professional program"

General Objectives

- 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

- 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

With this Postgraduate Diploma you will master all the content of the casuistry and technical aspects of wine and gourmet product packaging, finding a balance between functional design and aesthetics"

Specific Objectives

Module 1. Jewelry and Cosmetics Packaging

- Incorporate the cosmetic consumer needs of traditional and emerging audiences, understanding that cosmetic packaging is the difference between the purchase of a product in most of the occasions
- Master design techniques throughout the packaging process aligning exterior, interior and product packaging
- Broaden the criteria for the application of styles in the cosmetic field, since packaging design is very defined and polarized
- Manage creative experimental packaging techniques to increase exclusivity through the value of the packaging
- Generate new designs based on the design of jewelry packaging, taking into account the main lines of design in the luxury sector

Module 2. Gourmet and Wine Packaging

- 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

Module 3. Packaging and Design in Mass Consumption

- Generate transparency and efficiency in food packaging, determining factors in the correct development of our physical health
- Incorporate nanotechnology and interactive packaging techniques into the mass consumption market as part of a constant innovation strategy
- Assimilate the needs of the food product and its preservation, transportation and storage conditions
- Analyze the results of the packaging design from a functional as well as an aesthetic perspective
- Manage personalization trends in the field of design for brands and mass consumption audiences

Module 4. 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

03
Course Management

A team of professional experts in the field of design, business and communication lead this program, and have been responsible for rigorously selecting all the content of the 4 modules that comprise it. They will share their experience and knowledge necessary for the professional to efficiently manage the design of packaging suitable for the gourmet, wine, jewelry, cosmetics and consumer goods sectors, taking into account the product's supply chain. In this way, this Postgraduate Diploma not only has an innovative and effective teaching methodology, but also a highly qualified teaching staff to offer the answers that the student needs on the subject.

"*Experts will guide you throughout the learning process to generate an operational vision of design that is complemented by the legal aspects to be taken into account in the environment of the profession*"

International Guest Director

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

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

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

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

Ms. Moffitt, Laura

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

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

Management

Dr. García Barriga, María

- PhD in Design and Marketing Data
- Communicator at RTVE
- Communicator at Telemadrid
- University Teacher
- Author of The Pattern of Eternity: Creating a Spiral Identity for Automating Fashion Trends
- Communication, Marketing and Social Campaigns. Arts Heritage - Digital Marketing
- Editor-in-Chief. Chroma Press
- Marketing and Social Media Account Executive. Servicecom
- Web Content Editor. Premium Difusión, Diario Siglo XXI and Magazine Of Managers
- PhD, Design and Marketing Data. Polytechnic University of Madrid
- Bachelor's Degree in Information Sciences, Communications, Marketing and Advertising. Complutense University of Madrid
- Postgraduate degree in Marketing and Communication in Fashion and Luxury companies. Complutense University of Madrid
- Certified in Data Analysis & Creativity with Python in China
- MBA Fashion Business School, the Fashion Business School of the University of Navarra

Professors

Ms. Sigüenza, Eva

- Consultant in communication and public relations agencies in the lifestyle sector
- Advisor to companies in the fashion, jewelry and cosmetics sector
- She has developed communication strategies for leading brands such as Levi's, Bershka, Venca, Eastpak, Wrangler, Camper, Victoria or Multiópticas, among others
- Specialist in campaigns for the luxury and haute horlogerie sector, with clients such as Panerai
- Degree in Advertising and Public Relations. European University of Madrid
- Studies in e-commerce and Digital Marketing

Mr. Holgueras, Javier

- Zalando Supply Chain Management Planner
- Commercial Analyst for Apple at its headquarters in Ireland
- Market Manager for Kellogg's
- Sales and Development Revenue Planner at Mondelēz International
- Execution Administrator for Colgate-Palmolive
- Master's Degree in Big Data and Business Analytics at the School of Industrial Organization
- Master's Degree in Industrial Engineering at the University of Valladolid
- Degree in Economics at the National Distance Education University

Ms. Macías, Lola

- Sector Marketing Consultant and Researcher
- External Consultant approved by IVACE since 2014 Institute for Foreign Promotion of the Valencian Community, in the Internationalization Advisory Programs for Exporting Companies
- Coordinator of the Textile Market Observatory Aitex
- More than 20 years of experience in the area of internationalization, occupying the position of export manager in companies of different sectors
- Teacher at the European University of Valencia

- Teacher at the Autonomous University of Barcelona
- Teacher on the Master's Degree in Fashion, Design Management and Operations at CEU-Cardenal University
- PhD Student in Marketing. University of Valencia
- Degree in Business Administration and Management from the University of Valencia. Completed final year at Nottingham University Business School, UK
- Master's Degree in Management and Administration of Commercial Companies Institute of Business Administration, University of Paris I. Pantheon - Sorbonne
- Master in Fashion, Design Management and Operations Aitex, Association for Textile Industry Research
- Master's Degree in Teacher Training for Secondary, Baccalaureate and Vocational Training from the Catholic University of Valencia

Ms. Romero Monente, Begoña

- Personal Mentor and Coach for entrepreneurs
- Lecturer and teacher in various retail management, digital marketing and people management courses
- General Manager of the agency Young Promotion, where she created the personal shopper service in Spanish airports and specialized in the execution of advertising campaigns in duty free stores, with accounts such as AENA, Dufry, L'Oréal, Diageo, Philip Morris, Montblanc, etc.
- Coordinator at the Airport Promotion Agencies Association
- Broadcaster, copywriter and communications manager for various on/off media
- Degree in Journalism, University of Malaga
- Degree in Advertising and Public Relations, Universitat Oberta de Catalunya
- MBA, ISEM Fashion Business School, University of Navarra
- Certified Coach, European School of Coaching

04
Structure and Content

This Postgraduate Diploma in Packaging Logistics consists of 4 modules, with exclusive content selected by renowned teachers, which has been distributed in a variety of written and audiovisual formats, so that the professional acquires in a dynamic and comfortable way the tools and specialized knowledge about the new trends in product packaging models for specific market sectors. Taught in a methodology based on Relearning and 100% online that will allow the professional to advance in their specialization at their own pace.

" *You will have a personalized educational itinerary guided by experts"*

Module 1. Jewelry and Cosmetics Packaging

1.1. The Competitiveness of the Cosmetics Sector
  1.1.1. Packaging Consumer Needs
  1.1.2. The Broad Spectrum of Cosmetic Brands
  1.1.3. Packaging Design as a Differential Value in the Cosmetics Sector
1.2. Styles in Cosmetic Design
  1.2.1. Feminine Design
  1.2.2. Masculine Design
  1.2.3. Non-Gender Design
1.3. The Design of Cream and Soap Packaging
  1.3.1. Definition of Lines: Round or Square?
  1.3.2. Customization of the Front
  1.3.3. Bold Patterns vs. Restrained Patterns
1.4. Cream Safety and Protection
  1.4.1. Preservation of Antioxidants
  1.4.2. The Risks of Poor Packaging
  1.4.3. Packaging Opacity?
1.5. Fragrances
  1.5.1. Natural Ingredients
  1.5.2. Perfume Packaging: Color or Glass
  1.5.3. The Structure of the Bottle
1.6. Packaging Design for Make-Up
  1.6.1. Illustrations on Shadow Boxes
  1.6.2. Special Editions
  1.6.3. Floral Style vs. Minimalist Style
1.7. Packaging Trends in the Entire Packaging Process
  1.7.1. Outer Packaging-Bag
  1.7.2. Inner Packaging-Box
  1.7.3. Product Packaging-Bottle
1.8. Creative Experimental Packaging
  1.8.1. Jewelry as a Unique Piece
  1.8.2. Sophistication and Elegance
  1.8.3. The Magical Box
1.9. Color Selection in Jewelry Packaging Design
  1.9.1. The Classic Palette
  1.9.2. The Color of Gold and its Symbolism
  1.9.3. Metal, a Cold and Colorless Material
1.10. Jewelry Box Designs
  1.10.1. Wood Cutting: Edges and Compartments
  1.10.2. Fabric or Velvet Lining
  1.10.3. Jewelry Presentation Design
1.11. Luxury Jewelry Packaging
  1.11.1. Leather Packaging
  1.11.2. The Use of Ribbons and Satin
  1.11.3. Space for the Logo

Module 2. Gourmet and Wine Packaging

2.1. Fundamentals of Gourmet Packaging
  2.1.1. Practical and Aesthetic Design
  2.1.2. Use of Glass and Cardboard
  2.1.3. The Ergonomics of the Packaging
2.2. Information Architecture
  2.2.1. Priority: Aesthetic or Functional
  2.2.2. Complementary Values
  2.2.3. The Message
2.3. Logo Design
  2.3.1. The Isotype
  2.3.2. The Isologotype
  2.3.3. The Label

Module 3. Packaging and Design in Mass Consumption

Module 4. Operational Development of Packaging

Enrol now and share knowledge with other professionals and experts in the field, providing you with an enriching experience. The future is today"

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.

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.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

20%

25%

4%

3%
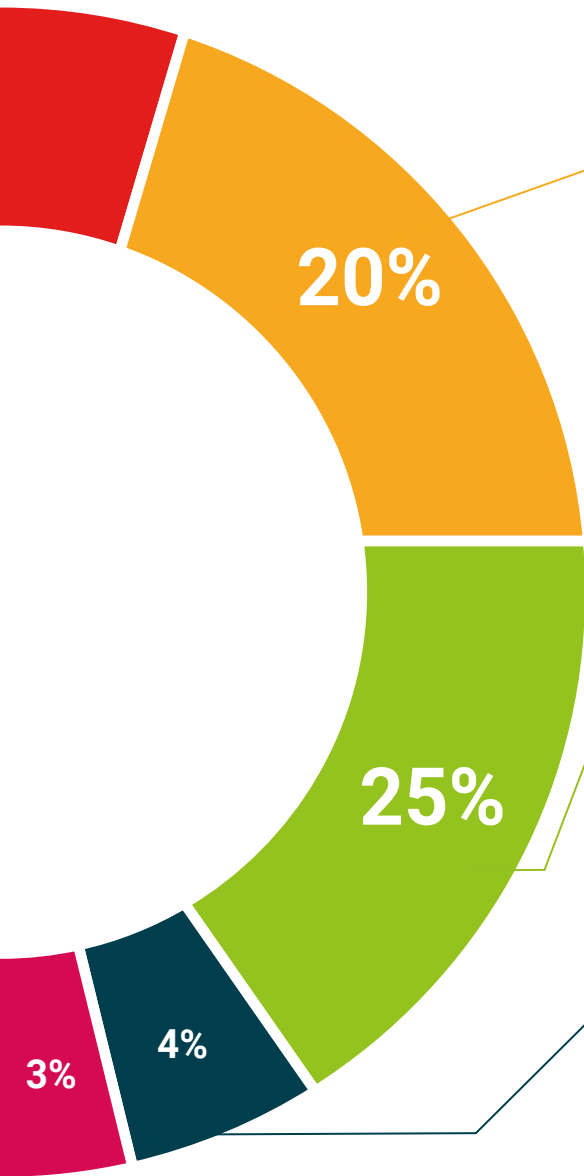
Case Studies

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 Packaging Logistics guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.

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

This program will allow you to obtain your **Postgraduate Diploma in Packaging Logistics** 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 Packaging Logistics**

Modality: **online**

Duration: **6 months**

Accreditation: **24 ECTS**

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Mr./Ms. _____ with identification document _____ has successfully passed and obtained the title of:

Postgraduate Diploma in Packaging Logistics

This is a program of 600 hours of duration equivalent to 24 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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