

# Professional Master's Degree Packaging Design





## Professional Master's Degree Packaging Design

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/design/professional-master-degree/master-packaging-design](http://www.techtitute.com/us/design/professional-master-degree/master-packaging-design)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Skills

---

*p. 14*

04

Course Management

---

*p. 20*

05

Structure and Content

---

*p. 26*

06

Methodology

---

*p. 36*

07

Certificate

---

*p. 44*

# 01

# Introduction

In such a competitive market, it is essential to differentiate yourself from the rest. Packaging is the design discipline that is in charge of presenting a product in the best possible conditions for its commercialization, transport, storage and use. And taking into account the first impression, as well as its functionality, is fundamental. That is why, through this program, all its fields of application will be developed so that the students have an integral vision, delving not only in its conceptualization and artistic design, but also in its storage and distribution in order to provide them with a superior strategic capacity when it comes to planning projects. A 100% online program, achievable in 12 months.



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*Develop an advanced mastery of structures, materials and Ecopackaging, as well as visual communication to adapt them to a market strategy in this 100% online program. Enroll now”*

The image of the products is really important in the market environment, the influence it generates in the quick distinction, the purchase decision, the safety and quality of the product. These are aspects to be treated with importance and care within the process and productive planning of the company.

The new Phygital reality also requires a more intense approach to Packaging Design that combines digital and virtual environments with Concept Stores and Retail, so vector illustration, the mastery of Big Data and the design of the end customer experience are also axes of this teaching.

The mastery of structures, materials and Ecopackaging, as well as visual communication to adapt them to a competitive market strategy based on analysis, together with the latest artistic techniques to promote creativity and its application, both to the premium and luxury sector and to the mass market, will provide students with the necessary skills for their incorporation into the multifaceted Packaging market in constant innovation and evolution.

This Professional Master's Degree, delves into the use of the most advanced tools and implementation of illustration techniques, understanding the fundamental concepts of Packaging design. It takes the concept of sustainability as the main axis in the design style and novel aspects such as artificial intelligence and digital innovation to improve the user experience.

A specialized syllabus, developed and rigorously selected by experts in visual arts, marketing and communication, based on an innovative teaching methodology 100% online that adapts to the personal circumstances of each student, since it allows you to choose the time and place to study. In this way, numerous multimedia teaching resources such as practical exercises, video techniques, interactive summaries or master classes are used to achieve the degree in 12 months.

This **Professional Master's Degree in Packaging Design** contains the most complete and up-to-date educational 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 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 master the principles of Packaging Design thanks to this Professional Master's Degree, which will give you access to numerous professional opportunities"*

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*After this program, you will be able to work in the consumer, luxury and gourmet markets, designing innovative and functional packaging solutions for their products”*

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 resolve the different professional practice situations that arise during the academic year. For this purpose, students will be assisted by an innovative interactive video system developed by renowned experts.

*Develop new creative concepts through innovative ideas and Adobe Illustrator tools in Product Packaging Design.*

*Enroll now and see your goal come true in 12 months in an agile, comfortable and efficient way. Thanks to the 100% online methodology based on Relearning.*



# 02 Objectives

The main objective of this program in Packaging Design 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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*You don't have to sacrifice any of your current activities in order to continue your professional development. This program offers you the quality and flexibility you're looking for"*



## General Objectives

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- ◆ Master the tools of packaging design and digital illustration through the use of Adobe Illustrator software
- ◆ 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





## 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 the 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 turning professionals into conscious designers

### Module 4. 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 5. 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 6. 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 7. Packaging and Design in Mass Consumption

- ◆ Generate transparency and efficiency in food packaging, determining factors in the correct development of 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 8. Marketing and Branding for Packaging

- ◆ Integrate the use of data into the creative strategy of packaging
- ◆ Master strategic and value communication for successful packaging design briefing
- ◆ Create value through the projection of a brand identity that can change over time from flexibility and versatility
- ◆ Add the user experience in the digital environment to traditional physical store packaging
- ◆ Assimilate the use of artificial intelligence to support, assess and analyze behavior for the development of critical thinking

### Module 9. 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 10. 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 Skills

With the Professional Master's Degree in Packaging Design, the professional will develop creative skills for effective expression in the Marketing environment, by bringing to life functional and unique ideas through the tools and techniques learned. You will be able to work in Packaging Design for the cosmetics and jewelry sector, as well as wine and gourmet products and the mass market, with integral development of the Packaging value chain and integration with the product to increase its value in the market.





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



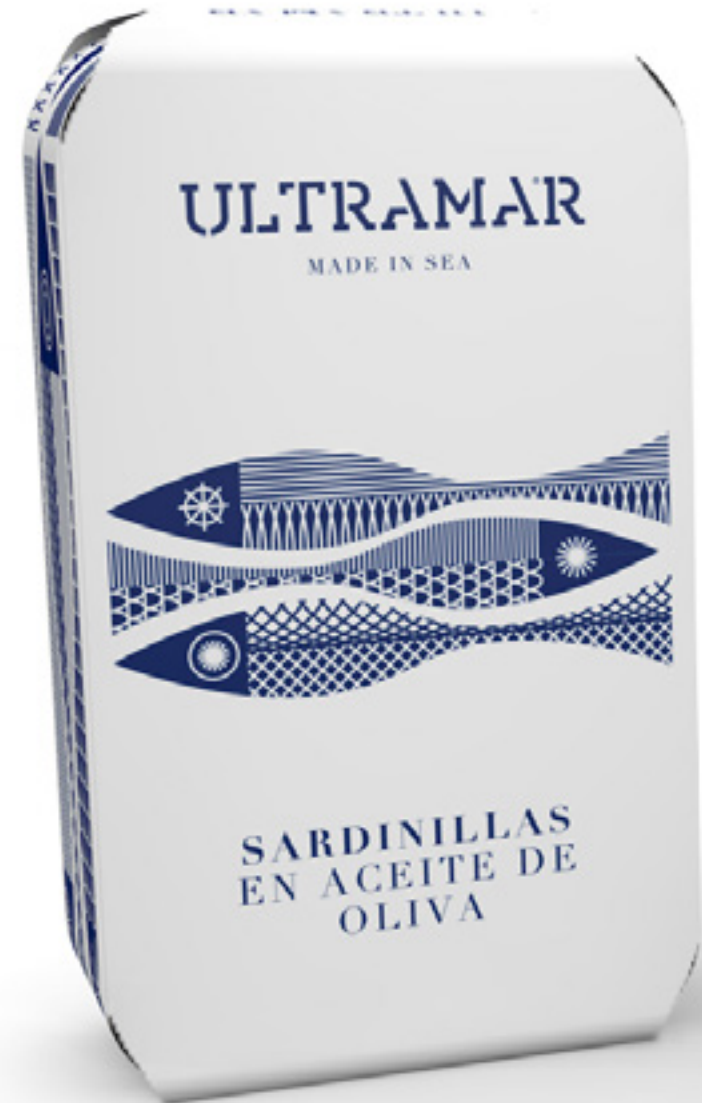
## General Skills

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- ◆ Develop verbal and visual communication through the mastery of briefing and trends in packaging design
- ◆ Increase creativity through the use of art direction and conceptual techniques applied to product packaging
- ◆ Analytical training through observation, integration and assessment of branding strategies generated in the packaging environment
- ◆ Acquire knowledge of the cosmetic and jewelry packaging market, as well as wine and gourmet and mass market products
- ◆ Develop illustration and computer-assisted design skills with Adobe Illustrator software
- ◆ Expand the integral knowledge of the packaging chain and integration with the product to increase its value in the market



*Upgrade your knowledge and enhance your skills in Packaging Design and offer ingenious solutions in your new projects"*







## Specific Skills

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- ◆ Express ideas in a creative and functional way using the Adobe Illustrator tool
- ◆ Develop creative concepts according to own criteria and adjusted to the needs of the product and market
- ◆ Possess advanced knowledge of design styles appropriate to each type of product in sectors such as gourmet, cosmetics, jewelry and consumer goods
- ◆ Develop sustainable and more environmentally responsible packaging design
- ◆ Transcend to the implementation of virtual reality as a new element for the achievement of novel concepts
- ◆ Master the design styles in each of the sectors to be applied: luxury, gourmet or consumer goods
- ◆ Develop in the field of product market research, for the use of data in design development
- ◆ Integrate new technologies to provide a better end-user experience through packaging
- ◆ Generate a correct operative performance as a designer in harmony with the environment

# 04

# Course Management

TECH has selected a high-level teaching team made up of avant-garde professionals with international experience, who provide the value and guarantee that this program requires for the specialization of successful designers in the world of Packaging.

Experts in the fields of communication, marketing and visual arts, will be able to transmit to the student all the knowledge to develop efficiently, and that they can integrate them in their work practice. Following a teaching methodology 100% online and based on Relearning, which provides great advantages to the learning process.



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*Cutting-edge professionals with more than 15 years of experience will guide you on the road to success”*

## 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

- ◆ Art Director at the Arco International Art Fair
- ◆ Artistic direction in projects such as The Koppel Project Gallery and "Costa del Sol
- ◆ Degree in Fine Arts from the University of Chelsea College of Arts
- ◆ MA Sculpture from the Royal College of Arts in London

### Ms. Sigüenza, Eva

- ◆ Consultant in communication and public relations agencies in the lifestyle sector
- ◆ Public Relations Coordinator at Penaira
- ◆ Marketing and Public Relations Consultant at OmnicomPRGroup
- ◆ Account Director at TTPR Agency
- ◆ Account Executive at Ogilvy Public Relations Worldwide
- ◆ 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
- ◆ Master's Degree in Digital Marketing and E-Commerce by EAE Business School

### Mr. Holgueras, Javier

- ◆ Zalando Supply Chain Management Planner
- ◆ Business Analyst for Apple in its Irish headquarters
- ◆ Market Manager for Kellogg's
- ◆ Sales and development revenue planner for Mondelēz International
- ◆ Execution Manager for Colgate-Palmolive
- ◆ Master's Degree in Big Data and Business Analytics for School of Industrial Organization
- ◆ Master's Degree in Industrial Engineering from the University of Valladolid
- ◆ Degree in Economics from the National Distance Education University

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

**Ms. Macías, Lola**

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







### **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

# 05

# Structure and Content

In order for the professional to be able to develop with total flexibility in the learning process and respond positively to the corresponding evaluations, a syllabus has been designed that includes the mastery of techniques and tools, as well as the development of research skills with the implementation in different market sectors. Structured in 10 modules with exclusive content selected by experts, to be studied in 12 months. It is distributed in various audiovisual and written formats to give dynamism to the process, arranged through interesting multimedia resources.



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*The variety of formats in which the content is presented provides dynamism and agility to the study process. All of this is available through a 100% online methodology based on Relearning”*

## 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: Deline)

- 2.5. Sources
  - 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. Mockup
  - 2.10.1. Integration of a Mockup
  - 2.10.2. Free Mockup Websites
  - 2.10.3. Use of the Mockup
  - 2.10.4. Creating Your Own Mockup

### 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

## Module 4. The Structure of Packaging

- 4.1. Packaging Illustration
  - 4.1.1. Packaging Culture (Resonance)
  - 4.1.2. Digital Packaging Functions
  - 4.1.3. Packaging Design Objectives
- 4.2. Structural Composition
  - 4.2.1. Shape Selection (Structure)
  - 4.2.2. Color Matching
  - 4.2.3. 2D Texture
- 4.3. Expressive Techniques
  - 4.3.1. Specific Illustrations
  - 4.3.2. Abstract Illustrations
  - 4.3.3. Humor in Packaged Products
- 4.4. Visual Representation Techniques
  - 4.4.1. Associations
  - 4.4.2. Symbolic Metaphors
  - 4.4.3. Visual Hyperboles, Exaggerations (In Focus: Visual Hierarchy)
- 4.5. Conceptual Design
  - 4.5.1. Demographic and Ethnographic Research
  - 4.5.2. Retail Research & Digital Research
  - 4.5.3. Brand Concept, Packaging Design (In Focus: Culture Map)
- 4.6. Elements of Packaging Design
  - 4.6.1. Display Panel
  - 4.6.2. The Brand's Imaginary
  - 4.6.3. Concept Board (In Focus: Product Name and Brand Name)
- 4.7. Lettering
  - 4.7.1. Typography
  - 4.7.2. Line Spacing
  - 4.7.3. Typographic Principles (In Focus: Typography and Technology)
- 4.8. Stages of Packaging Design
  - 4.8.1. Structure of the Project and Briefing
  - 4.8.2. Communicating the Strategy
  - 4.8.3. Design Refinement and Preproduction (In Focus: Who Are Luxury Packaging Products Designed For?)
- 4.9. The Sensory Experience
  - 4.9.1. How Does the Packaging Sound?
  - 4.9.2. Touch in 2D
  - 4.9.3. Sensory Assessment (In Focus: The Virtual Sensory Experience)
- 4.10. Virtual Packaging
  - 4.10.1. Packaging in the Metaverse
  - 4.10.2. Luxury Brands
  - 4.10.3. The Audiovisual Material Included in the Packaging (In Focus: Unboxing in the Metaverse)



## Module 5. Jewelry and Cosmetics Packaging

- 5.1. The Competitiveness of the Cosmetics Sector
  - 5.1.1. Packaging Consumer Needs
  - 5.1.2. The Broad Spectrum of Cosmetic Brands
  - 5.1.3. Packaging Design as a Differential Value in the Cosmetics Sector
- 5.2. Styles in Cosmetic Design
  - 5.2.1. Feminine Design
  - 5.2.2. Masculine Design
  - 5.2.3. Non-Gender Design
- 5.3. The Design of Cream and Soap Packaging
  - 5.3.1. Definition of Lines: Round or Square?
  - 5.3.2. Customization of the Front
  - 5.3.3. Bold Patterns vs. Restrained Patterns
- 5.4. Cream Safety and Protection
  - 5.4.1. Preservation of Antioxidants
  - 5.4.2. The Risks of Poor Packaging
  - 5.4.3. Packaging Opacity?
- 5.5. Fragrances
  - 5.5.1. Natural Ingredients
  - 5.5.2. Perfume Packaging: Color or Glass
  - 5.5.3. The Structure of the Bottle
- 5.6. Packaging Design for Make-Up
  - 5.6.1. Illustrations on Shadow Boxes
  - 5.6.2. Special Editions
  - 5.6.3. Floral Style vs. Minimalist Style
- 5.7. Packaging Trends in the Entire Packaging Process
  - 5.7.1. Outer Packaging-Bag
  - 5.7.2. Inner Packaging-Box
  - 5.7.3. Product Packaging-Bottle

- 5.8. Creative Experimental Packaging
  - 5.8.1. Jewelry as a Unique Piece
  - 5.8.2. Sophistication and Elegance
  - 5.8.3. The Magical Box
- 5.9. Color Selection in Jewelry Packaging Design
  - 5.9.1. The Classic Palette
  - 5.9.2. The Color of Gold and its Symbolism
  - 5.9.3. Metal, a Cold and Colorless Material
- 5.10. Jewelry Box Designs
  - 5.10.1. Wood Cutting: Edges and Compartments
  - 5.10.2. Fabric or Velvet Lining
  - 5.10.3. Jewelry Presentation Design
- 5.11. Luxury Jewelry Packaging
  - 5.11.1. Leather Packaging
  - 5.11.2. The Use of Ribbons and Satin
  - 5.11.3. Space for the Logo

## Module 6. Gourmet and Wine Packaging

- 6.1. Fundamentals of Gourmet Packaging
  - 6.1.1. Practical and Aesthetic Design
  - 6.1.2. Use of Glass and Cardboard
  - 6.1.3. The Ergonomics of the Packaging
- 6.2. Information Architecture
  - 6.2.1. Priority: Aesthetic or Functional
  - 6.2.2. Complementary Values
  - 6.2.3. The Message
- 6.3. Logo Design
  - 6.3.1. The Isotype
  - 6.3.2. The Isologotype
  - 6.3.3. The Label

- 6.4. Essential Content for Gourmet and Wine Packaging
  - 6.4.1. Denomination of Origin
  - 6.4.2. Description of the Product
  - 6.4.3. Specific Quality Seals
- 6.5. The Properties of Wine and Gourmet Products
  - 6.5.1. Quality Preservation
  - 6.5.2. Flavor Preservation
  - 6.5.3. The Presentation
- 6.6. The Personality of Gourmet and Wine Brands
  - 6.6.1. Family Inheritance
  - 6.6.2. Inspiring Good Times
  - 6.6.3. The Sense of Taste Enters through the Eyes
- 6.7. The Label
  - 6.7.1. Types of Paper
  - 6.7.2. Properties of Paper
  - 6.7.3. Additional Information (In Focus: The Use of Recycled Paper in Labels)
- 6.8. The Cork
  - 6.8.1. Quality of the Cork
  - 6.8.2. Natural Cork, Twin-Top, Agglomerated and Colmated
  - 6.8.3. Printing on the Stopper (Procork, T-Cork, Cava or Multipiece)
- 6.9. Glass
  - 6.9.1. Models and Shapes of the Glass
  - 6.9.2. Bottle Height and Color
  - 6.9.3. The Design of the Protective Sealing Capsules
- 6.10. Gourmet Packaging
  - 6.10.1. The Product at a Glance
  - 6.10.2. Clear, Legible and Neat Labeling
  - 6.10.3. Designing Freshness



**Module 7. Packaging and Design in Mass Consumption**

- 7.1. Transparency in Food Packaging
  - 7.1.1. Packaging Health
  - 7.1.2. Plastic for Food Wrapping and Biodegradable Materials
  - 7.1.3. Polymers
- 7.2. New Food Packaging
  - 7.2.1. Biopolymers
  - 7.2.2. Organic Acids
  - 7.2.3. Gas and Temperature Indicators
- 7.3. Nano Packaging
  - 7.3.1. Nanoparticles
  - 7.3.2. Nanomaterials
  - 7.3.3. Nanoemulsions
- 7.4. The Present of Mass Consumption Packaging
  - 7.4.1. Active Packaging
  - 7.4.2. Intelligent Packaging
  - 7.4.3. Smart Packaging
- 7.5. Mass Production
  - 7.5.1. Packaging and Distribution
  - 7.5.2. Primary Packaging
  - 7.5.3. Secondary Packaging (Case: Kellogg's Boxes)
- 7.6. The Appearance of Mass Consumption
  - 7.6.1. Food Photography
  - 7.6.2. Instructive Illustrations
  - 7.6.3. Efficient Design
- 7.7. Interactive Packaging
  - 7.7.1. The Functionality of Interactive Packaging
  - 7.7.2. Types of Interactive Packaging
  - 7.7.3. Interactive Relationships

- 7.8. Food Packaging Design
  - 7.8.1. Shape and Size
  - 7.8.2. Fresh or Processed Foods
  - 7.8.3. Design in Product Labeling
- 7.9. Commercial Packaging
  - 7.9.1. From Common to Premium
  - 7.9.2. Functional Design with a Twist
  - 7.9.3. Mass Customization
- 7.10. Assessment of the Packaging Design
  - 7.10.1. Is It Clear What Your Product Is?
  - 7.10.2. Is It an Honest Representation of the Product?
  - 7.10.3. How Will the Product Look in the Store or in 3D?
  - 7.10.4. Versatility

**Module 8. Marketing and Branding for Packaging**

- 8.1. Artificial Intelligence in Packaging Design
  - 8.1.1. The Activation of Creativity through Data
  - 8.1.2. Differentiation Techniques
  - 8.1.3. Redesign and Assessment
- 8.2. Branding for "Wrappers"
  - 8.2.1. Brand Identity
  - 8.2.2. Design Based on Branding
  - 8.2.3. The Economic Impacts of Branding on Packaging
- 8.3. Digital Strategy
  - 8.3.1. Business Strategies Linked to Identity
  - 8.3.2. Advertising
  - 8.3.3. Positioning Assessment
- 8.4. Data Orientation Process
  - 8.4.1. Managing Visual Communication through Data
  - 8.4.2. Data Collection and Selection
  - 8.4.3. Data Analysis

- 8.5. Premium Environment Consumption Habits
  - 8.5.1. Key Marketing Metrics
  - 8.5.2. Key Packaging Metrics
  - 8.5.3. The Creation of Sequential Patterns
- 8.6. Innovation in the Packaging Environment
  - 8.6.1. Creativity Management
  - 8.6.2. Predictive Techniques
  - 8.6.3. Simulating Innovation Scenarios
- 8.7. The Use of Big Data for the Creation of the Icon
  - 8.7.1. The Packaging Market
  - 8.7.2. The Packaging Consumer
  - 8.7.3. Segmentation and Value
- 8.8. Value Creation over Time
  - 8.8.1. Loyalty Strategies
  - 8.8.2. The Generation of Ambassadors
  - 8.8.3. Efficient Management of Communications
- 8.9. User Experience
  - 8.9.1. Digital Environment
  - 8.9.2. Generating Engagement
  - 8.9.3. The Messages
- 8.10. Project Management
  - 8.10.1. Preparing the Briefing
  - 8.10.2. Strategic Communication
  - 8.10.3. Value Communication

## Module 9. Creative Management

- 9.1. Packaging Evolution
  - 9.1.1. Visual Communication
  - 9.1.2. Speculative History of Packaging
  - 9.1.3. Aesthetic Fundamentals
- 9.2. Product Narrative
  - 9.2.1. Identify Its History What's the Message?
  - 9.2.2. Identify Your Target Audience
  - 9.2.3. Conversation between Brand and Consumer
- 9.3. Brand Strategy
  - 9.3.1. Briefings
  - 9.3.2. Own Mechanisms and Languages
  - 9.3.3. Research Material. Trends
- 9.4. Speculation Workshop
  - 9.4.1. Art and Space Volumes
  - 9.4.2. Physical Space I. Game, Time and Chance
  - 9.4.3. Digital Space I. Virtual Making
- 9.5. Product Environment
  - 9.5.1. Premises and Their Position
  - 9.5.2. Physical Space II
  - 9.5.3. Digital Space II
- 9.6. Technical Creativity
  - 9.6.1. Composition
  - 9.6.2. Exquisite Corpse The Multiplicity of Images
  - 9.6.3. Hypergraphics Graphics Applied to Space
- 9.7. Production and Development of Packaging
  - 9.7.1. Materials as a Message
  - 9.7.2. Traditional Techniques and Contemporary Techniques
  - 9.7.3. Why Do We Bet on an Image?

- 9.8. Art Direction
  - 9.8.1. Apply the Narrative to the Product
  - 9.8.2. Chromatic Range and Its Meaning
  - 9.8.3. Identify the Advertising Approach
- 9.9. Post-Production
  - 9.9.1. Photography
  - 9.9.2. Lighting
  - 9.9.3. Effects
- 9.10. Entrepreneurship Project
  - 9.10.1. Portfolio
  - 9.10.2. Instagram
  - 9.10.3. Reflection Workshop

## Module 10. Operational Development of Packaging

- 10.1. The Packaging Value Chain
  - 10.1.1. Wrapper Life Cycle
  - 10.1.2. Functionality
  - 10.1.3. The Role of Design in the Supply Chain
- 10.2. Stock Packaging
  - 10.2.1. Storage
  - 10.2.2. Distribution: Tracking and Tracing
  - 10.2.3. The Integration of Operability into the Design
- 10.3. Retail and E-Commerce
  - 10.3.1. The New Reality of Packaging in Physical Stores
  - 10.3.2. Concept Stores
  - 10.3.3. In-Home Package Design (In Focus: Standardization vs. Personalization)
- 10.4. Industrial Packaging
  - 10.4.1. Cost Analysis
  - 10.4.2. Limits in Packaging Design
  - 10.4.3. Packaging Process Assessment
- 10.5. Innovation in Packaging Design
  - 10.5.1. Evolution of the Concept of Packaging
  - 10.5.2. Quality of the Packaging
  - 10.5.3. Shipment Management for Online Channels
- 10.6. Packaging Strategy
  - 10.6.1. Primary, Secondary and Tertiary Packaging in the Packaging System
  - 10.6.2. Product Manufacturer and Packaging Designer
  - 10.6.3. Decision-Making
- 10.7. Concept Development
  - 10.7.1. OKR Technique (Objectives and Key Results)
  - 10.7.2. Framing Techniques
  - 10.7.3. Canvas Technique
- 10.8. The Design Product
  - 10.8.1. Prototyping (Story Map + Live Data)
  - 10.8.2. Testing (Concierge Test + Usability/Reliability/Behavioral)
  - 10.8.3. Evaluation
- 10.9. Legal and Regulatory Aspects
  - 10.9.1. Intellectual Property
  - 10.9.2. Forgery
  - 10.9.3. Confidentiality
- 10.10. The Packaging Designer's Profession
  - 10.10.1. Stakeholders
  - 10.10.2. Workplace Environment
  - 10.10.3. Work Relationships with Customers

06

# 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 has been the most widely used learning system among the world's leading business schools for as long as they have existed. 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 that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your 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.

This methodology has 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, and financial markets and 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.



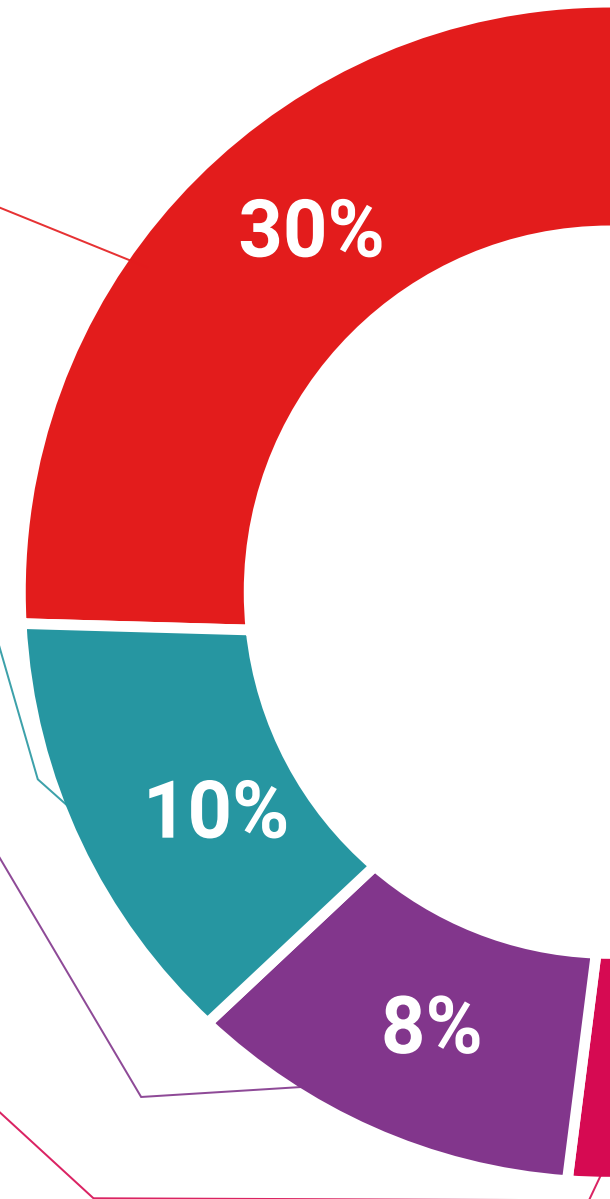
### Practising Skills and Abilities

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 we live in.



### 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.



# 07 Certificate

The Professional Master's Degree in Packaging Design guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree 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 **Professional Master's Degree diploma in Packaging Design** 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: **Professional Master's Degree in Packaging Design**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**



\*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.



## Professional Master's Degree Packaging Design

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

# Professional Master's Degree Packaging Design

