Advanced Master's Degree
Product Design, Packaging Expert

tech technological university

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Product Design, Packaging Expert

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/pk/design/advanced-master-degree/advanced-master-degree-product-design-packaging-expert**

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Introduction

The product market, in general, is becoming more and more competitive, so designing quality products that stand out from the rest has never been more important. In addition, the mastery of packaging as a marketing strategy takes special relevance, as it has become a highly demanded skill by thousands of companies seeking to make a productive leap with their products. For this reason, TECH has developed this program, aimed at professionals seeking specialization in this sector, through a qualification that provides them with all the theoretical and practical information required to become experts in Product and Packaging Design. It is a multidisciplinary and 100% online program with which you will be able to implement the most avant-garde techniques and strategies to your professional practice through a deep knowledge of the fundamentals of design and packaging.

TECH presents this intensive program as a unique opportunity to become an expert in Packaging and Product Design at your own pace, without schedules or stress"

Quality, appealing design that makes a difference in the market for products of any kind has never been more important. Nowadays, the supply of all kinds of products exceeds the demand, so companies must have a thorough and carefully studied creation and marketing strategy, which also includes creative and innovative actions. Investing in attractive packaging that reflects the brand's corporate image is one of the ways to do so, as well as to attract the public's attention.

For that reason, the demand for professionals specialized in this area of design is increasing, so TECH and its team of experts has decided to launch this Advanced Master's Degree in Product Design, Packaging Expert.

It is a comprehensive and exhaustive program that will provide graduates with the keys to master the latest techniques in the sector, focusing on improving their creative skills.

Additionally, you will have hundreds of hours of theoretical and practical training on the creation of quality packaging in line with the image of the entity to which it belongs. It also includes a part of the syllabus dedicated to eco-design and sustainable manufacturing processes, so that you can add to your professional profiles a distinctive mark that characterizes your commitment to the environment.

But if there is something that characterizes this qualification, it's versatility, as well as the facilities that will provide the specialist with the opportunity to study wherever they want and with a personalized schedule thanks to its convenient 100% online format. You will also have access to all the content from the beginning of the qualification, which includes, in addition to the best theoretical and practical content, hundreds of hours of additional material in different formats that you can use to contextualize your knowledge and deepen those sections that you consider most relevant for your professional development.

This **Advanced Master's Degree in Product Design, Packaging Expert** contains the most complete and up-to-date educational program on the market. Its most notable features are:

 ◆ Case studies presented by experts in Packaging and Design
 ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
 ◆ Practical exercises where self-assessment can be used to improve learning
 ◆ Special emphasis on innovative methodologies in product design and packaging
 ◆ 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

In this 100% online program you will find an innovative, creative, dynamic and attractive syllabus, according to the characteristics of current design"

" *Thanks to the thoroughness with which the syllabus has been designed, you will delve into the marketing of the company and organizations, so that you will get a broad and generalized idea of the current situation of the sector"*

You will be able to invest as many hours as you want to acquire in-depth knowledge of the fundamentals of design, creativity and marketing, so that you can increase your knowledge from the base.

Knowing current trends regarding the stages in the consumer's buying process, in detail, will give you a better idea to design based on their habits.

Its teaching staff includes professionals from the field of design, who contribute their work experience to this program, as well as recognized specialists from leading companies 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 an immersive training experience designed to train for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

02
Objectives

Given the current demand for product design professionals specialized specifically in creating packaging, TECH has developed this qualification with the objective of providing students with all the tools to allow them to update and expand their knowledge in an intensive way and based on the immediate current situation of the sector. In this way, you will be able to face the labor market and differentiate your practice from the rest through a novel, attractive, creative and quality professional practice.

"

If one of your objectives is to acquire in-depth knowledge of the methodology for the process of creating a brand, this program will give you the keys to define a customized strategy for each company based on its values"

General Objectives

- Understand the creative, analytical and study process for the realization of any work
- Acquire in-depth knowledge of market analysis techniques and apply them to communication and marketing processes in project development
- Understand the basic concepts that are part of the communication policy of an organization: Its identity, its culture, how it communicates, its image, its brand, its reputation and social responsibility
- Know the basics of design, as well as the references, styles and movements that have shaped it from its beginnings to the present day
- 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 of 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

Module 1. Fundamentals of Design

- Connect and correlate the different areas of design, fields of application and professional branches
- Know the processes of ideation, creativity and experimentation and know how to apply them to projects
- Integrate language and semantics in the ideation processes of a project, relating them to its objectives and use values

Module 2. Fundamentals of Creativity

- Know how to synthesize one's own interests, through observation and critical thinking, translating them into artistic creations
- Losing the fear of artistic blockage and using techniques to combat it
- Delve into oneself, in one's own emotional space and in what is around, in such a way that an analysis of these elements is carried out in order to use them in favor of one's own creativity

Module 3. Fundamentals of Marketing

- Understand the central role of communication in a historical time defined by the paradigms of the information and knowledge society
- Knowledge of communication processes in all their social manifestations (interpersonal, group and media)
- Analyze the different approaches and disciplinary and theoretical approaches to communication
- Develop an understanding of vocabulary adapted to the basic language of marketing and communication
- Knowledge of the characteristics of social media and their difference with mass media, as well as their implications and the changes they have generated in marketing and design management

Module 4. Corporate Image

- Understand which are the strategic areas that a graphic manager must manage in the communicative process of the graphic and visual identity of brands

Module 5. Design for Manufacturing

- Achieve a sufficient level of knowledge related to the specific objectives and techniques related to the production area
- Analyze production from a strategic perspective

Module 6. Materials

- Analyze and evaluate materials used in engineering based on their properties
- Understand, analyze and evaluate the processes of corrosion and degradation of materials
- Evaluate and analyze the different techniques for non-destructive testing of materials

Module 7. Sustainable Design

- Recognize the sustainability setting and environmental context
- Know the main tools for environmental impact analysis
- Recognize the importance of sustainability in design
- Know the environmental regulations relevant to design
- Be able to develop a sustainable product design strategy

Module 8. Materials for design

- Work with the most suitable materials in each case, in the field of product design
- Explain and describe the main families of materials: their manufacture, typologies, properties, etc.
- Have the necessary criteria to be able to identify and select, according to a Briefing, the different ranges of materials

Module 9. 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 10. Vector Illustration of Packaging in Adobe Illustrator

- Incorporating 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 11. Ecodesign: Materials for Packaging Design

- Deepen in 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
- 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 to the new Virtual Reality of Packaging

Module 12. 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 to the new Virtual Reality of Packaging

Module 13. 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 14. 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 15. 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 16. 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 17. 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 our 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 18. 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

There is a specific module dedicated to materials and their properties, so that you can choose the ones for your products with the total guarantee that they will meet the physical specifications you are looking for"

Skills

This Advanced Master's Degree in Product Design, Expert in Packaging has been designed in such a way that the graduate will be able to develop and perfect the skills required by the design sector, becoming a highly qualified and differentiated professional in the labor market. You will find practical simulations and exercises that will motivate you to use your creative and productive skills, positively influencing the exponential improvement of your professional skills.

You will be able to perfectly handle design and vector illustration with Adobe Illustrator and learn the latest updates on the use of its tools in detail"

General Skills

- Plan, develop and conveniently present artistic productions, using effective elaboration strategies and with own creative contributions

- Master image retouching and manipulation software and develop the skills required for its use

- Knowledge of the theoretical and practical tools and strategies that facilitate the management of corporate and institutional communication in all types of organizations

- Know how to correctly select an information and communication organization method for the proper use of a brand

- Research and identify the most significant elements of the company-client, as well as their needs for the creation of communication strategies and messages. Identify the stages and production phases of a project

- Knowledge of the principles of nanomaterials

- Obtain knowledge and mastery of the techniques, forms, processes and trends in packaging and label design and their industrial applications

- Develop verbal and visual communication through the mastery of briefing and trends in packaging design

- Increased 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, gourmet and mass market products

- Learn illustration and computer-assisted design skills with Adobe Illustrator software

- Expand the integral knowledge of the packaging value chain and integration with the product to increase its value in the market

Specific Skills

- Manage vector drawing software and develop the skills required for its use
- Employ editorial design software and develop the skills to create final artwork of your own
- Master the coordination strategies between the aspects of product creation, production, marketing and communication functions
- Analyze and evaluate metallic materials, both ferrous and non-ferrous
- Analyze and evaluate polymeric, ceramic and composite materials
- Analyze and evaluate materials used in additive manufacturing
- Develop a regulated system of basic graphic standards based on visual identity/brand elements
- Choose wisely, from a wide spectrum, when developing a design proposal for mass production
- Decide on the most suitable materials for the realization of mock-ups or prototypes
- 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

The skills you will gain from this program's course will help you master strategic and value communication for successful packaging design briefing"

04
Course Management

In order to offer an elite education for all, TECH has chosen for the management and faculty of this Advanced Master's Degree a team of Design and Marketing professionals with extensive careers in their respective sectors. In addition, as they are working professionals, they will provide the syllabus with a realistic, current and critical vision of the profession, allowing the graduate to better contextualize the syllabus and to know in detail the latest developments in the profession.

Having a teaching team made up of design and marketing professionals is another of the tools TECH offers you so that you can obtain an even more realistic and practical vision of the syllabus"

Management

Ms. García Barriga, María

- Degree in Information Sciences from the UCM
- MBA from ISEM Fashion Business School, the School of Fashion Business of the University of Navarra
- Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies, UCM
- Doctoral candidate in fashion trend creation and author of the pattern of eternity: creating a spiral identity for fashion trend automation
- More than 15 years of experience in content generation of various kinds: logistics and distribution, fashion and literature or artistic heritage conservation

Professors

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

Ms. Sigüenza, Eva
- Communications and Public Relations Agency Consultant 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-commerceand Digital Marketing

Mr. Holgueras, Javier
- Operations Department Zalando
- Market Manager and Analyst Apple headquarters in Ireland
- Professor of the Mix Modelling Marketing System implemented at Kellogg's in Spain
- Degree in Economics and Master in Big Data and Business Analytics

Ms. Miñana Grau, Mari Carmen
- Digital Design Expert with Adobe Illustrator
- Designer for children's firms such as Petite Antoinette, Donzis Estudios or Summon
- Pattern maker at Valentín Herraiz
- Degree in Design Valencian School Barreira Art and Design
- Courses on Clothing and Fashion Styling Valencian School Barreira Art and Design

Dr. Gárgoles Saes, Paula
- PhD, journalist and researcher specialized in Fashion and Communication
- Research professor at the School of Communication and head of the Corporate Communication Academy at the Panamerican University, Mexico City
- Lecturer in recognized institutions of Higher Education in the Faculty of Communication
- Communications and Sustainability Consultant at Ethical Fashion Space, Mexico City
- Sustainability Consultant at COINTEGRA, Madrid
- Research stay at the Textile Technology Faculty-University of Zagreb
- Department of Communication at ISEM Fashion Business School, Madrid
- Fashion Journalist at Europa Press Agency and Asmoda Digital Magazine
- PhD in Applied Creativity Navarra University
- Doctorando (cum laude), ISEM Fashion Business School, Madrid
- Degree in Journalism Complutense University of Madrid
- Executive Fashion MBA at ISEM Fashion Business School
- Specialization in Fashion at the Fashion Institute of Technology in New York and at the Future Concept Lab in Milan

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
- Lecturer at the Autonomous University of Barcelona
- Lecturer in 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 at Valencia University 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
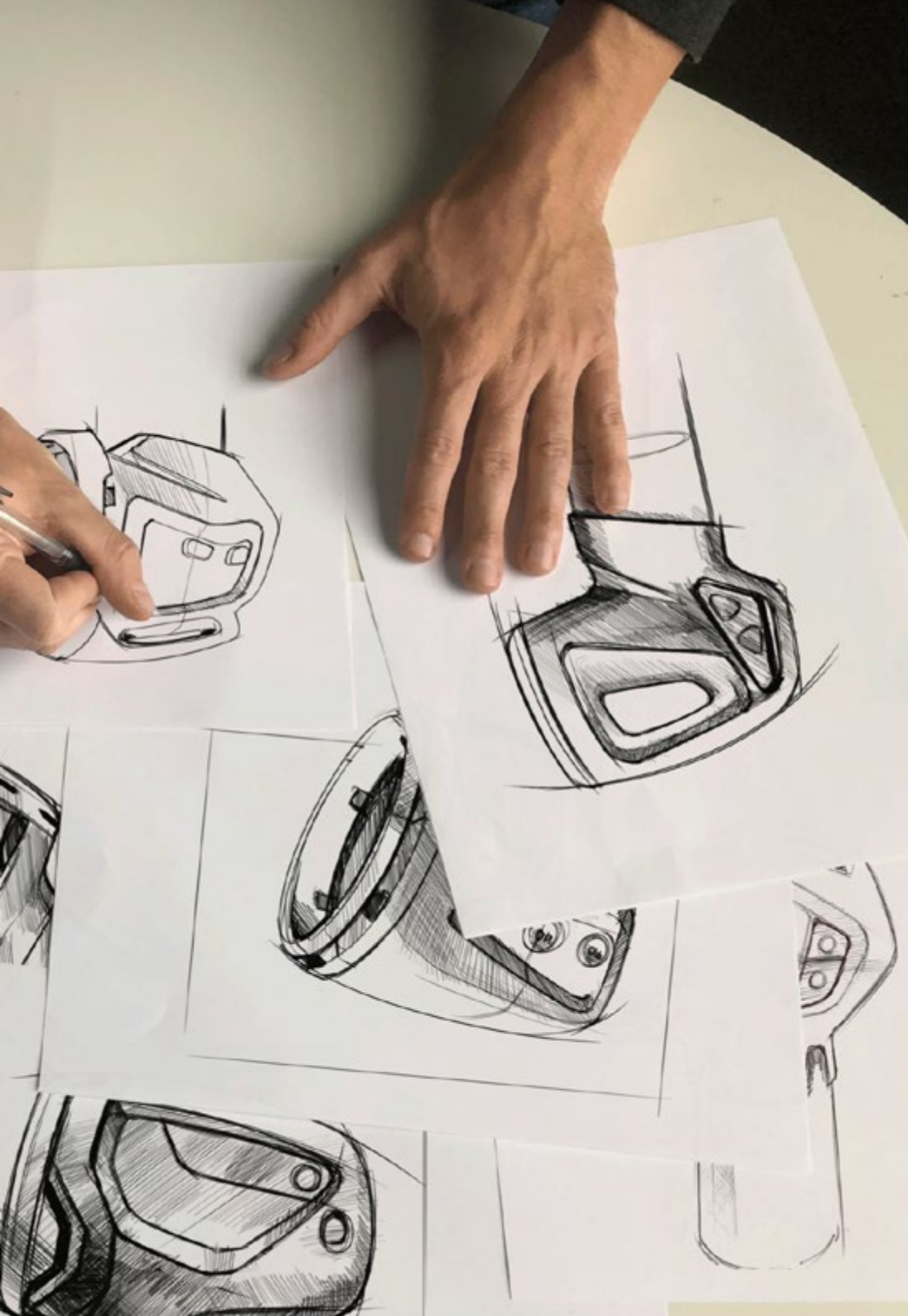
Ms. Romero Monente, Begoña

- Personal Mentor and Coach for Entrepreneurs
- Lecturer and teacher in various courses on Retail Management, Digital Marketing and People Management
- General Manager of the Young Promotion Agency, 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.
- Airport Promotion Agencies Association Coordinator
- Broadcaster, editor and communications manager in different on/off media
- Degree in Journalism from the University of Málaga
- Degree in Advertising and Public Relations at the Open University of Catalonia
- MBA at ISEM Fashion Business School at the University of Navarra
- Certified Coach at the European School of Coaching

05
Structure and Content

The syllabus of this Advanced Master's Degree has been designed exclusively for this qualification, combining in a single program the most complete and cutting-edge information on product design and packaging creation. For this, TECH has taken into account the criteria of the teaching team, who have been involved to create a dynamic and attractive content, but intensive and comprehensive, so that the graduate who accesses this qualification can enjoy a quality academic experience, but based on the most avant-garde and effective teaching methodology in the education sector.

In the Virtual Classroom you will find dynamic summaries of each unit, so that you don't miss anything and can follow this academic experience in detail"

Module 1. Design Fundamentals

1.1.   History of Design
    1.1.1.   Industrial Revolution
    1.1.2.   The Stages of Design
    1.1.3.   Architecture
    1.1.4.   The Chicago School
1.2.   Styles and Movements of Design
    1.2.1.   Decorative Design
    1.2.2.   Modernist Movement
    1.2.3.   Art Deco
    1.2.4.   Industrial Design
    1.2.5.   Bauhaus
    1.2.6.   World War II
    1.2.7.   Transvanguardias
    1.2.8.   Contemporary Design
1.3.   Designers and Trends
    1.3.1.   Interior Designers
    1.3.2.   Graphic Designers
    1.3.3.   Industrial or Product Designers
    1.3.4.   Fashion Designers
1.4.   Project Design Methodology
    1.4.1.   Bruno Munari
    1.4.2.   Gui Bonsiepe
    1.4.3.   J. Christopher Jones
    1.4.4.   L. Bruce Archer
    1.4.5.   Guillermo González Ruiz
    1.4.6.   Jorge Frascara
    1.4.7.   Bernd Löbach
    1.4.8.   Joan Costa
    1.4.9.   Norberto Cháves

1.5.   The Language of Design
    1.5.1.   Objects and the Subject
    1.5.2.   Semiotics of Objects
    1.5.3.   The Object Layout and its Connotation
    1.5.4.   Globalization of the Signs
    1.5.5.   Proposal
1.6.   Design and its Aesthetic-Formal Dimension
    1.6.1.   Visual Elements
        1.6.1.1. Shape
        1.6.1.2. The Measure
        1.6.1.3. Color
        1.6.1.4. Texture
    1.6.2.   Relationship Elements
        1.6.2.1. Management
        1.6.2.2. Position
        1.6.2.3. Spatial
        1.6.2.4. Severity
    1.6.3.   Practical Elements
        1.6.3.1. Representation
        1.6.3.2. Meaning
        1.6.3.3. Function
    1.6.4.   Frame of Reference
1.7.   Analytical Methods of Design
    1.7.1.   Pragmatic Design
    1.7.2.   Analog Design
    1.7.3.   Iconic Design
    1.7.4.   Canonical Design
    1.7.5.   Main Authors and Their Methodology

Module 2. Fundamentals of Creativity

Module 4. Corporate Image

4.8.   Corporate Identity Manual
    4.8.1.   Construction Standards and Application of the Brand
    4.8.2.   Corporate Typography
    4.8.3.   Corporate Colors
    4.8.4.   Other Graphic Elements
    4.8.5.   Examples of Corporate Manuals

4.9.   Identity Redesign
    4.9.1.   Reasons to Choose an Identity Redesign
    4.9.2.   Managing a Change in Corporate Identity
    4.9.3.   Good Practice Visual References
    4.9.4.   Malpractice Visual References

4.10.   Brand Identity Project
    4.10.1.   Presentation and Explanation of the Project. Referrals
    4.10.2.   Brainstorming Market Analysis
    4.10.3.   Target Audience, Brand Value
    4.10.4.   First Ideas and Sketches. Creative Techniques
    4.10.5.   Establishment of the Project. Fonts and Colors
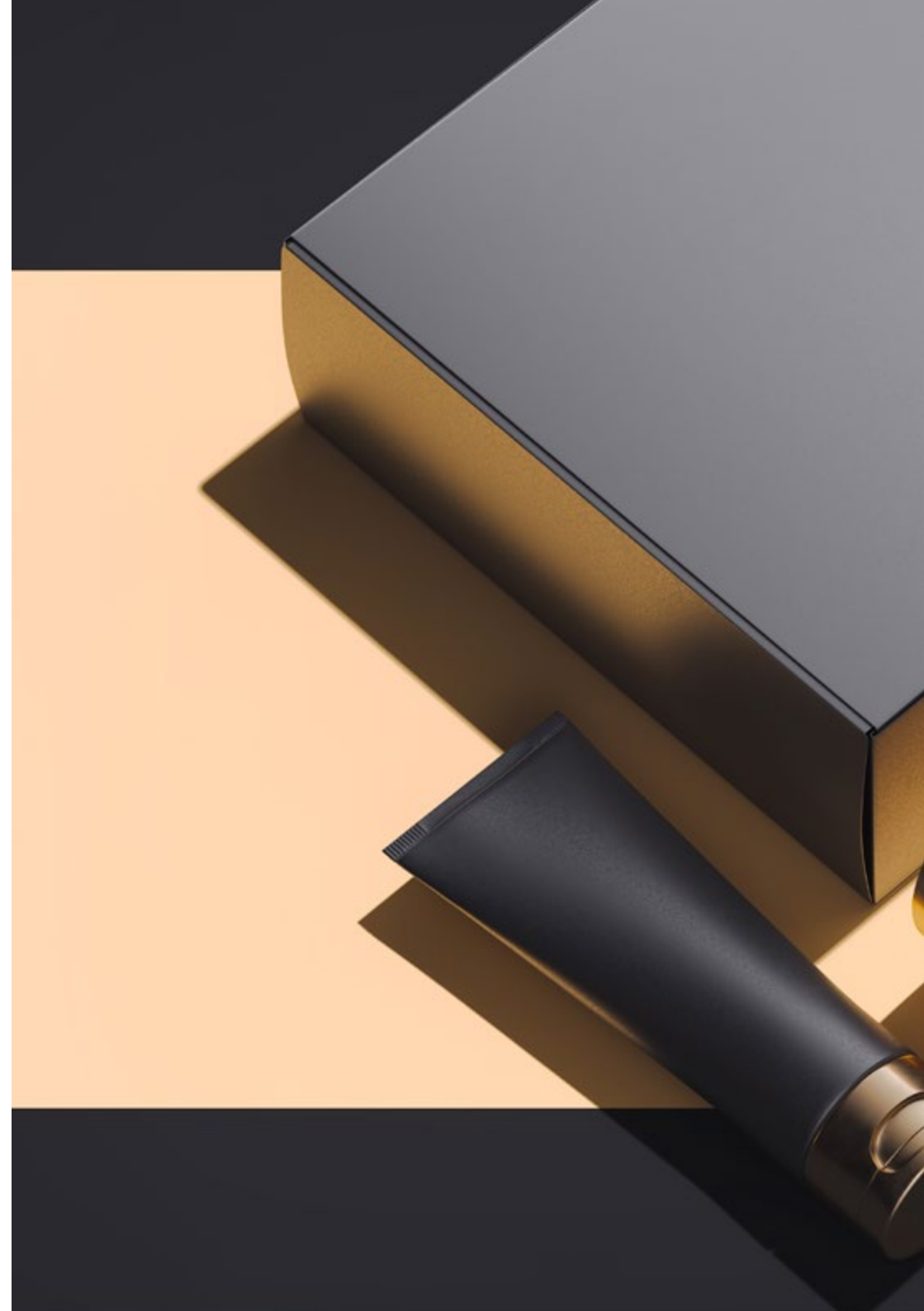   4.10.6.   Delivery and Correction of Projects

Module 5. Design for Manufacturing

5.1.   Design for Manufacture and Assembly
5.2.   Forming by Molding
    5.2.1.   Foundry
    5.2.2.   Injection
5.3.   Forming by Deformation
    5.3.1.   Plastic Deformation
    5.3.2.   Printed
    5.3.3.   Forge
    5.3.4.   Extrusion

5.4.   Conformation due to Loss of Material
    5.4.1.   Abrasion
    5.4.2.   By Chip Removal
5.5.   Heat Treatment
    5.5.1.   Tempering
    5.5.2.   Annealing
    5.5.3.   Coating
    5.5.4.   Standardization
    5.5.5.   Thermochemical Treatments
5.6.   Application of Paints and Coatings
    5.6.1.   Electrochemical Treatments
    5.6.2.   Electrolytic Treatments
    5.6.3.   Paints, Lacquers and Varnishes
5.7.   Forming of Polymers and Ceramic Materials
5.8.   Manufacture of Composite Parts
5.9.   Additive Manufacturing
    5.9.1.   Powder Bed Fusion
    5.9.2.   Direct Energy Deposition
    5.9.3.   Binder Jetting
    5.9.4.   Bound Powder Extrusion
5.10.   Robust Engineering
    5.10.1.   Taguchi Method
    5.10.2.   Experiment Design
    5.10.3.   Statistical Process Control

Module 6. Materials

Module 7. Sustainable Design

7.7.   Improvement Ideas (Ecodesign Strategies)

    7.7.1.   Reduce Impact

    7.7.2.   Increase Functional Unit

    7.7.3.   Positive Impact

7.8.   Cradle to Cradle

    7.8.1.   Definition

    7.8.2.   Evolution

    7.8.3.   Success Stories

7.9.   Environmental Regulations

    7.9.1.   Why We Need Regulations?

    7.9.2.   Who Makes the Regulations?

    7.9.3.   Regulations in the Development Process

Module 8. Materials for design

8.1.   Material as Inspiration

    8.1.1.   Search for Materials

    8.1.2.   Classification

    8.1.3.   The Material and its Context

8.2.   Materials for design

    8.2.1.   Common Uses

    8.2.2.   Contraindications

    8.2.3.   Combination of Materials

8.3.   Art + Innovation

    8.3.1.   Materials in Art

    8.3.2.   New Materials

    8.3.3.   Composite Materials

8.4.   Physical

    8.4.1.   Basic Concepts

    8.4.2.   Composition of Materials

    8.4.3.   Mechanical Testing

8.5.   Technology

    8.5.1.   Intelligent Materials

    8.5.2.   Dynamic Materials

    8.5.3.   The Future in Materials

8.6.   Sustainability

    8.6.1.   Procurement

    8.6.2.   Use

    8.6.3.   Final Management

8.7.   Biomimicry

    8.7.1.   Reflection

    8.7.2.   Transparency

    8.7.3.   Other techniques

8.8.   Innovation

    8.8.1.   Success Stories

    8.8.2.   Materials Research

    8.8.3.   Sources of Research

8.9.   Risk Prevention

    8.9.1.   Safety Factor

    8.9.2.   Fire

    8.9.3.   Breakage

    8.9.4.   Other Risks

8.10.   Regulations

    8.10.1.   Regulations According to Application

    8.10.2.   Regulations by Sector

    8.10.3.   Regulations According to Location

Module 9. Design and Illustration with Adobe Illustrator

9.1.   Preparation of the Workspace

    9.1.1.   What Is a Vector Graphic?

    9.1.2.   New Document Workspace

    9.1.3.   Interface

9.2.   Workspace

    9.2.1.   Available Tools

    9.2.2.   Rules, Guidelines Grids

    9.2.3.   Worktables

9.3. Traces
    9.3.1. Geometric Figures
    9.3.2. Selection and Direct Selection
    9.3.3. Trace
9.4. Color
    9.4.1. Color and Dropper
    9.4.2. Pancil
    9.4.3. Brush
9.5. Shape Transformation
    9.5.1. Eraser, Scissors and Blade
    9.5.2. Warping, Scaling and Distortion
    9.5.3. Align and Group Layers
9.6. Color and Fill Attributes
    9.6.1. Pen
    9.6.2. Interactive Handles and Vertexes
    9.6.3. Color Library
9.7. Shapes
    9.7.1. Gradient and Transparency Fusion
    9.7.2. Tracehunter
    9.7.3. Interactive Tracing
9.8. Fonts
    9.8.1. Install the Font Manager and Fonts Character and Paragraph
    9.8.2. Text Tool
    9.8.3. Outline, Modify and Deform the Text Expand and Scroll
9.9. Chromatic Range
    9.9.1. Chromatic Range
    9.9.2. Typography and Hierarchies Imagotype
    9.9.3. Creation of a Pattern and Sample
9.10. Final Art
    9.10.1. Paper and Web Formats
    9.10.2. Export for Printing
    9.10.3. Export to Digital Media

Module 10. Vector Illustration of Packaging in Adobe Illustrator

10.1. The Vector Graphic
    10.1.1. New Document Workspace
    10.1.2. General Tools
    10.1.3. Color
10.2. Final Arts
    10.2.1. Paper and Web Formats
    10.2.2. Export for Printing
    10.2.3. Export to Digital Media
10.3. Ai Illustration Tools
    10.3.1. Combinations of Tools for Illustration in Ai
    10.3.2. Vectorial Compositions
    10.3.3. Typography
10.4. Digital Illustration
    10.4.1. Ai Illustration References
    10.4.2. Vector Tracing Technique and Its Derivatives
    10.4.3. Application of Illustration to Packaging (In Focus: Dieline)
10.5. Sources
    10.5.1. Time Optimization (Pages with free Ai Motifs)
    10.5.2. Versions and Modification (Vector Drawing)
    10.5.3. Advantages of Ai over Photoshop in Digital Illustration
10.6. Formats
    10.6.1. Design on a Predetermined Format
    10.6.2. Creation of the Format from Scratch
    10.6.3. New Formats and Applications
10.7. Materials
    10.7.1. Typical Materials and Their Applications
    10.7.2. Packaging as an Object of Desire
    10.7.3. New Materials

Module 11. Ecodesign: Materials for Packaging Design

Module 12. The Structure of Packaging

12.3.   Expressive Techniques
    12.3.1.   Specific Illustrations
    12.3.2.   Abstract Illustrations
    12.3.3.   Humor in Packaged Products

12.4.   Visual Representation Techniques
    12.4.1.   Associations
    12.4.2.   Symbolic Metaphors
    12.4.3.   Visual Hyperboles - Exaggerations (In Focus: Visual Hierarchy)

12.5.   Conceptual Design
    12.5.1.   Demographic and Ethnographic Research
    12.5.2.   Retail Research & Digital Research
    12.5.3.   Brand Concept, Packaging Design (In Focus: Culture Map)

12.6.   Elements of Packaging Design
    12.6.1.   Display Panel
    12.6.2.   The Brand's Imaginary
    12.6.3.   Concept Board (In Focus: Product Name and Brand Name)

12.7.   Lettering
    12.7.1.   Typography
    12.7.2.   Line Spacing
    12.7.3.   Typographic Principles (In Focus: Typography and Technology)

12.8.   Stages of Packaging Design
    12.8.1.   Structure of the Project and Briefing
    12.8.2.   Communicating the Strategy
    12.8.3.   Design Refinement and Preproduction (In Focus: Who Are Luxury Packaging Products Designed For?

12.9.   The Sensory Experience
    12.9.1.   How Does the Packaging Sound?
    12.9.2.   Touch in 2D
    12.9.3.   Sensory Assessment (In Focus:The Virtual Sensory Experience)

12.10. Virtual Packaging
    12.10.1. Packaging in the Metaverse
    12.10.2. Luxury Brands
    12.10.3. The Audiovisual Material Included in the Packaging (In Focus: Unboxing in the Metaverse)

Module 13. The Structure of Packaging

13.1.   The Competitiveness of the Cosmetics Sector
    13.1.1.   Packaging Consumer Needs
    13.1.2.   The Broad Spectrum of Cosmetic Brands
    13.1.3.   Packaging Design as a Differential Value in the Cosmetics Sector

13.2.   Styles in Cosmetic Design
    13.2.1.   Feminine Design
    13.2.2.   Masculine Design
    13.2.3.   Non-Gender Design

13.3.   The Design of Cream and Soap Packaging
    13.3.1.   Definition of Lines: Round or Square?
    13.3.2.   Customization of the Front
    13.3.3.   Bold Patterns vs. Elegant Patterns

13.4.   Cream Safety and Protection
    13.4.1.   Preservation of Antioxidants
    13.4.2.   The Risks of Poor Packaging
    13.4.3.   Packaging Opacity?

13.5.   Fragrances
    13.5.1.   Natural Ingredients
    13.5.2.   Perfume Packaging: Color or Glass
    13.5.3.   The Structure of the Bottle

13.6.   Packaging Design for Make-Up
    13.6.1.   Illustrations on Shadow Boxes
    13.6.2.   Special Editions
    13.6.3.   Floral vs. Minimal Style

14.10. Gourmet Packaging

    14.10.1. The Product at a Glance

    14.10.2. Clear, Legible and Neat Labeling

    14.10.3. Designing Freshness

Module 15. Packaging and Design in Mass Consumption

15.1. Transparency in Food Packaging

    15.1.1. Packaging Health

    15.1.2. Plastic for Food Wrapping and Biodegradable Materials

    15.1.3. Polymers

15.2. New Food Packaging

    15.2.1. Biopolymers

    15.2.2. Organic Acids

    15.2.3. Gas and Temperature Indicators

15.3. Nano Packaging

    15.3.1. Nanoparticles

    15.3.2. Nanomaterials

    15.3.3. Nanoemulsions

15.4. The Present of Mass Consumption Packaging

    15.4.1. Active Packaging

    15.4.2. Intelligent Packaging

    15.4.3. Smart Packaging

15.5. Mass Production

    15.5.1. Packaging and Distribution

    15.5.2. Primary Packaging

    15.5.3. Secondary Packaging (Case: Kellogg's Boxes)

15.6. The Appearance of Mass Consumption

    15.6.1. Food Photography

    15.6.2. Instructive Illustrations

    15.6.3. Efficient Design

15.7. Interactive Packaging

    15.7.1. The Functionality of Interactive Packaging

    15.7.2. Types of Interactive Packaging

    15.7.3. Interactive Relationships

15.8. Food Packaging Design

    15.8.1. Shape and Size

    15.8.2. Fresh or Processed Foods

    15.8.3. Design in Product Labeling

15.9. Commercial Packaging

    15.9.1. From Common to Premium

    15.9.2. Functional Design with a Twist

    15.9.3. Mass Customization

15.10. Assessment of the Packaging Design

    15.10.1. Is It Clear What Your Product Is?

    15.10.2. Is It an Honest Representation of the Product?

    15.10.3. How Will the Product Look in the Store or in 3D?

    15.10.4. Versatility

Module 16. Marketing and Branding for Packaging

16.1. Artificial Intelligence in Packaging Design

    16.1.1. The Activation of Creativity through Data

    16.1.2. Differentiation Techniques

    16.1.3. Redesign and Assessment

16.2. Branding for "Wrappers"

    16.2.1. Brand Identity

    16.2.2. Design Based on Branding

    16.2.3. The Economic Impacts of Branding on Packaging

16.3. Digital Strategy

    16.3.1. Business Strategies Linked to Identity

    16.3.2. Advertising

    16.3.3. Positioning Assessment

16.4. The Data Orientation Process
    16.4.1. Managing Visual Communication through Data
    16.4.2. Data Collection and Selection
    16.4.3. Data Analysis

16.5. Premium Environment Consumption Habits
    16.5.1. Key Marketing Metrics
    16.5.2. Key Packaging Metrics
    16.5.3. The Creation of Sequential Patterns

16.6. Innovation in the Packaging Environment
    16.6.1. Creativity Management
    16.6.2. Predictive Techniques
    16.6.3. Simulation of Innovation Scenarios

16.7. The Use of Big Data for the Creation of the Icon
    16.7.1. The Packaging Market
    16.7.2. The Packaging Consumer
    16.7.3. Segmentation and Value

16.8. Value Creation over Time
    16.8.1. Loyalty Strategies
    16.8.2. The Generation of Ambassadors
    16.8.3. Efficient Management of Communications

16.9. User Experience
    16.9.1. Digital Environment
    16.9.2. Generating Engagement
    16.9.3. The Messages

16.10. Project Management
    16.10.1. Preparing the Briefing
    16.10.2. Strategic Communication
    16.10.3. Value Communication

Module 17. Creative Management

17.1. Packaging Evolution
    17.1.1. Visual Communication
    17.1.2. Speculative History of Packaging
    17.1.3. Aesthetic Fundamentals

17.2. Product Narrative
    17.2.1. Identify Its History What's the Message?
    17.2.2. Identify Your Target Audience
    17.2.3. Conversation between Brand and Consumer

17.3. Brand Stretegy
    17.3.1. Briefings
    17.3.2. Own Mechanisms and Languages
    17.3.3. Research Material Tendencies

17.4. Speculation Workshop
    17.4.1. Art and Space Volumes
    17.4.2. Physical Space I. Game, Time and Chance
    17.4.3. Digital Space I. Virtual Making

17.5. Product Environment
    17.5.1. Premises and Their Position
    17.5.2. Physical Space II
    17.5.3. Digital Space II

17.6. Technical Creativity
    17.6.1. Composition
    17.6.2. Exquisite Corpse The Multiplicity of Images
    17.6.3. Hypergraphics Graphics Applied to Space

17.7. Production and Development of Packaging
    17.7.1. Materials as a Message
    17.7.2. Traditional Techniques and Contemporary Techniques
    17.7.3. Why Do We Bet on an Image?

Module 18. Operational Development of Packaging

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.

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 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.

30%

10%

8%

20%

25%

4%

3%
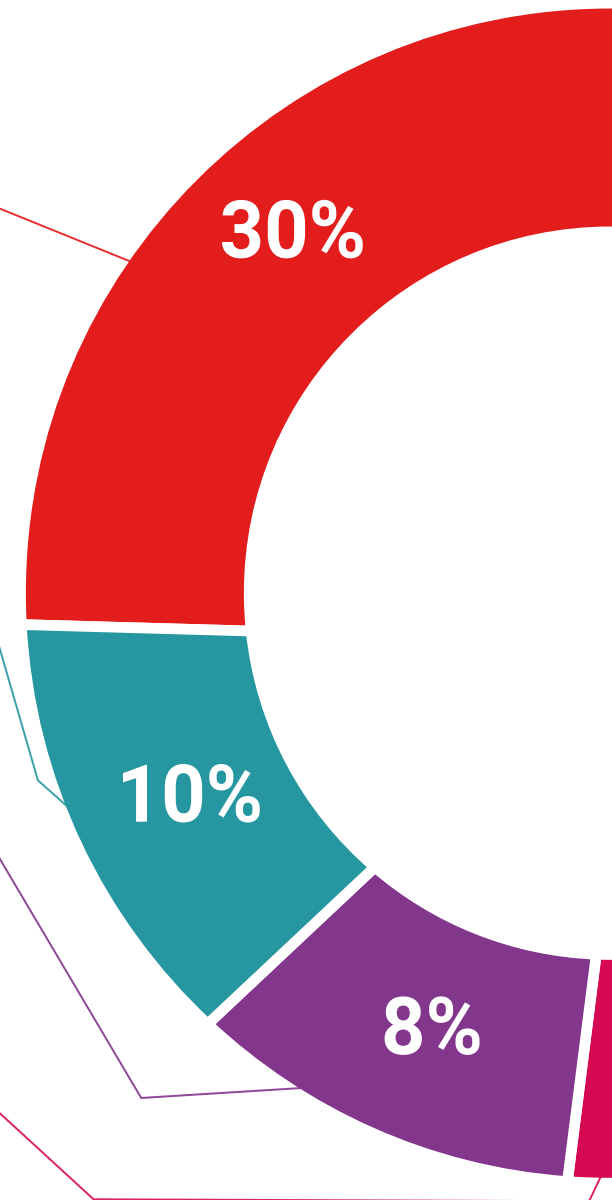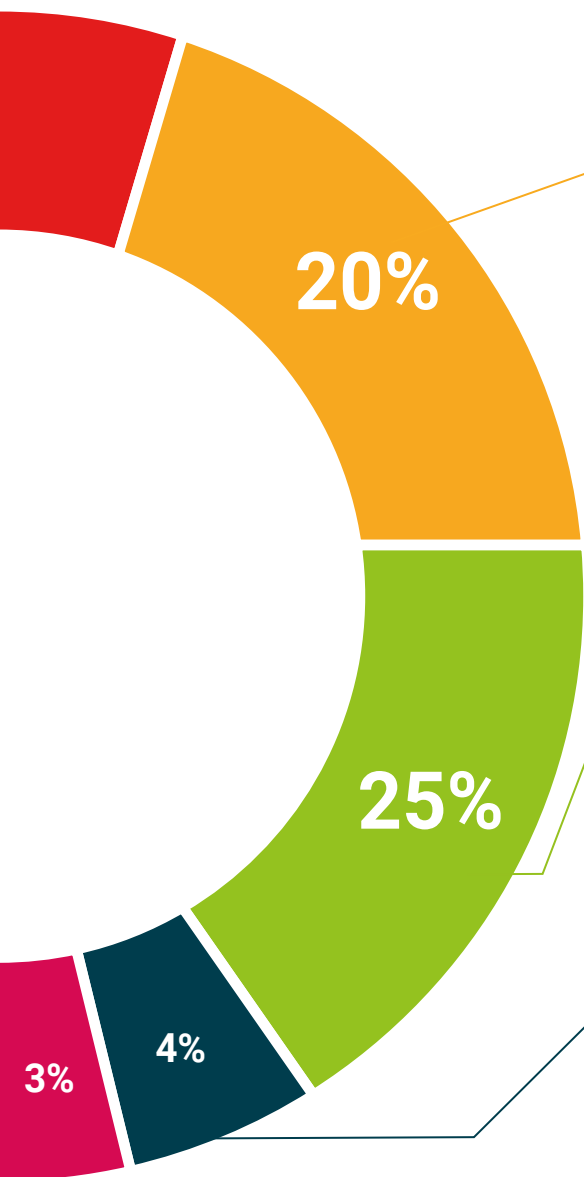
Case Studies

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.

07

Certificate

This Advanced Master's Degree in Product Design, Packaging Expert guarantees students, in addition to the most rigorous and up-to-date education, access to an Advanced Master's Degree issued by TECH Technological University.

Successfully complete this program and receive your university degree without travel or laborious paperwork"

This **Advanced Master's Degree in Product Design, Packaging Expert** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Advanced Master's Degree in Product Design, Packaging Expert**

Official Nº of hours: **3,000 h.**

tech technological university

Awards the following
CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having successfully passed and accredited the following program

ADVANCED MASTER'S DEGREE
in

Product Design, Packaging Expert

This is a qualification awarded by this University, equivalent to 3,000 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Advanced Master's Degree in Product Design, Packaging Expert

General Structure of the Syllabus

Year	Subject	Hours	Type	Year	Subject	Hours	Type
1º	Design Fundamentals	167	CO	2º	Vector Illustration of Packaging in Adobe Illustrator	167	CO
1º	Fundamentals of Creativity	167	CO	2º	Ecodesign: Materials for Packaging Design	167	CO
1º	Fundamentals of Marketing	167	CO	2º	The Structure of Packaging	167	CO
1º	Corporate Image	167	CO	2º	The Structure of Packaging	167	CO
1º	Design for Manufacturing	167	CO	2º	Gourmet and Wine Packaging	167	CO
1º	Materials	167	CO	2º	Packaging and Design in Mass Consumption	167	CO
1º	Sustainable Design	167	CO	2º	Marketing and Branding for Packaging	165	CO
1º	Materials for design	167	CO	2º	Creative Management	165	CO
2º	Design and Illustration with Adobe Illustrator	167	CO	2º	Operational Development of Packaging	165	CO

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Dean

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*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.

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Advanced Master's Degree
Product Design, Packaging Expert

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Advanced Master's Degree
Product Design, Packaging Expert

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