

# Hybrid Professional Master's Degree Packaging Design



## Hybrid Professional Master's Degree Packaging Design

- » Modality: Hybrid (Online + Clinical Internship)
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

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

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# 01

# Introduction

Commercial competition forces companies to make a difference in order to attract the customer's attention and to be, definitively, the chosen one at the time of purchase or contracting. One of the most successful techniques is the attractive design of packaging, which is why companies are increasingly demanding the presence of professionals who master it. Based on this, TECH has considered necessary the creation of this very complete program that combines, in a single program, the best and most modern theoretical content and a 3-week internship in a prestigious center in the area of design and Marketing. Undoubtedly, an opportunity that will allow the graduate to make a qualitative leap in their career in just 12 months.



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*Packaging has become a fundamental strategy to guarantee the success of any campaign. Specialize in this technique and succeed in the design sector"*

A good image has become, nowadays, a fundamental requirement to guarantee the success of any company. Currently, competition in the market is very high, which is why creative teams must work hard to create campaigns that stand out from the rest, that make them stand out. The fact is that attracting the customer's attention has become one of the main objectives of companies because, nowadays, functionality or quality are not enough if they do not have a different and distinguishable image.

For this reason, the importance that packaging has taken in recent years has been very great, as it allows to capture the identity of the company through colors and shapes in a diverse and broad way. With the aim that the design specialist can acquire a broad and specialized knowledge about this technique so demanded in the industry, TECH and its team has developed this very complete Hybrid Professional Master's Degree in Packaging Design.

It is a program that combines, in an intensive way, the best theoretical content, developed by the teaching team, experts in the area with a wide and extensive professional experience, the most varied and complete additional material and the possibility of a 3-week internship in a reference company in the sector.

During the 12 months of the program, the graduate will delve into the keys to the design, structuring and illustration of Packaging, through the use of the latest tools and software. In addition, you will also delve into the most successful Marketing and Branding strategies that are currently being used.

It is, therefore, a unique opportunity to pursue a program that will provide you with the necessary skills to become an outstanding design professional and with which you will be able to hone your creative skills in a highly empowering way.

This **Hybrid Professional Master's Degree in Packaging Design** contains the most complete and up-to-date program on the market. Its most notable features are:

- ♦ Development of more than 100 case studies presented by design professionals and university professors with extensive experience in the creative industry
- ♦ Its graphic, schematic and practical contents provide scientific and practical information on those disciplines that are essential for professional practice
- ♦ Management of the most sophisticated tools in the industry, with special emphasis on mastering the latest strategies and most successful techniques
- ♦ Marketing strategies, brand design and expressive narratives that give greater symbolic and commercial value to the product and its packaging
- ♦ Discussion of real, successful cases within the packaging industry, through which the student will be updated and will develop a complete market vision
- ♦ Integral plans for the incorporation of intelligent attachments to the product and its packaging that guarantee personalized information and use of these
- ♦ All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is available from any fixed or portable device with an Internet connection
- ♦ In addition, you will be able to do an internship in a reference company



*A program that will give your résumé a distinctive and professionalizing plus, an outstanding aspect in any personnel selection process"*

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*You will be provided with additional materials including detailed videos and Adobe Illustrator tutorials to make mastering vector design a simple and dynamic task for you"*

*You will have the best and most modern syllabus, which includes successful strategies to develop attractive packaging designs adapted to the current market demand.*

*You will be able to know in detail the materials recommended in eco-design and recycling processes, and thus define yourself as a designer committed to the environment through your work.*

In this proposal for a Hybrid Professional Master's Degree, of a professionalizing nature and blended learning modality, the program is aimed at updating design professionals who require a high level of qualification. The contents are based on the latest evidence of the sector, and oriented in an educational way to integrate the theoretical knowledge in the Creative practice, and the theoretical-practical elements will facilitate the updating of knowledge and will allow decision making in the management and direction of projects.

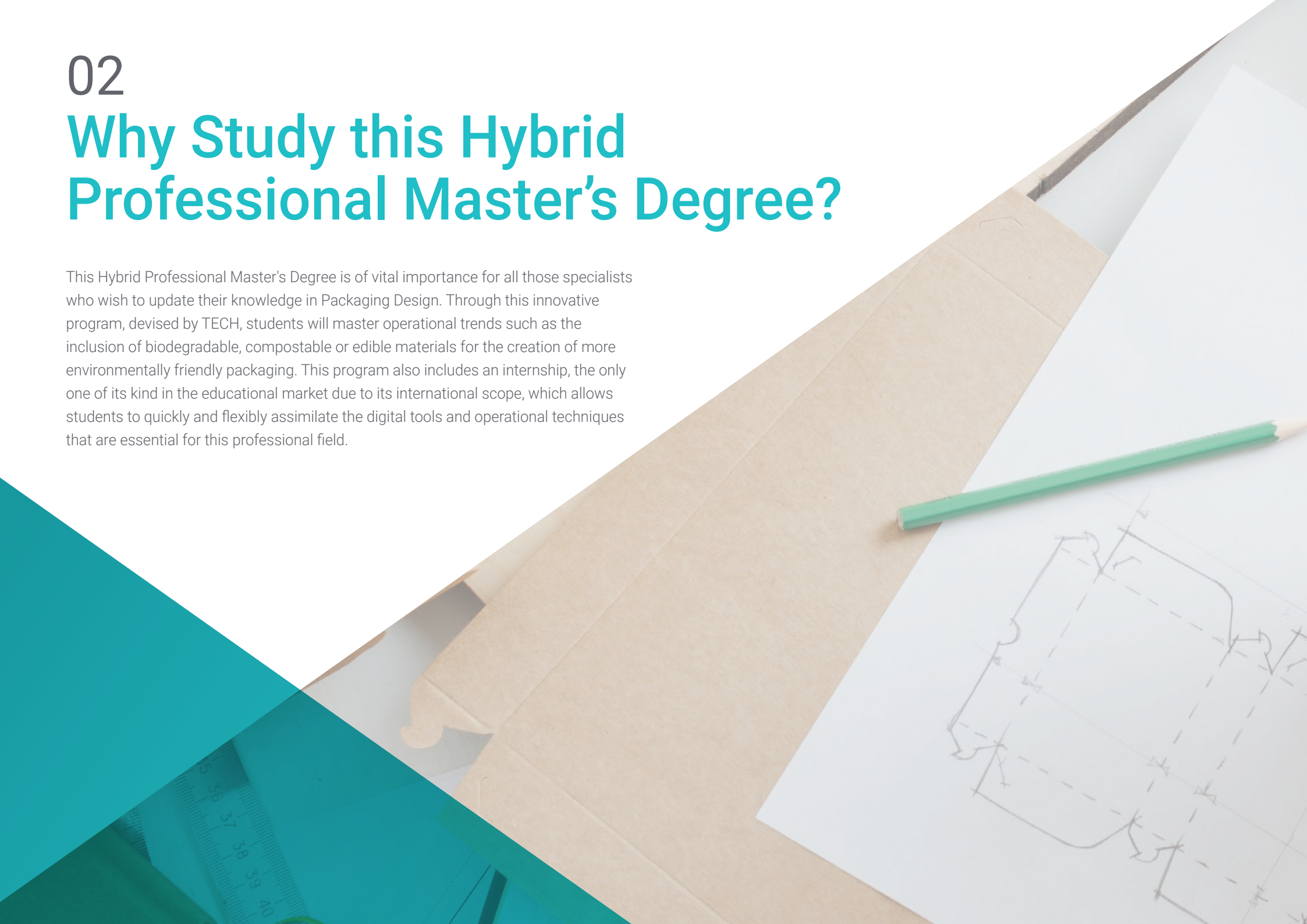
Thanks to its multimedia content developed with the latest educational technology, they will allow the design professional a situated and contextual learning, which means, a simulated environment that will provide an immersive learning programmed to learn in real situations. This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.



# 02

## Why Study this Hybrid Professional Master's Degree?

This Hybrid Professional Master's Degree is of vital importance for all those specialists who wish to update their knowledge in Packaging Design. Through this innovative program, devised by TECH, students will master operational trends such as the inclusion of biodegradable, compostable or edible materials for the creation of more environmentally friendly packaging. This program also includes an internship, the only one of its kind in the educational market due to its international scope, which allows students to quickly and flexibly assimilate the digital tools and operational techniques that are essential for this professional field.





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*Packaging Design has become a highly demanded specialty by companies looking to personalize their brands. This study program is ideal for you to master its international standards”*

### 1. Updating from the Latest Technology Available

New digital technologies have begun to play a significant role in the development of more sophisticated and personalized packaging. That is why, thanks to this program, TECH students will delve into the use of Artificial Intelligence, consumer data processing and other complex techniques for Packaging design. This theoretical and practical knowledge will provide them with competitive and demanding employment opportunities where they will stand out from other experts in the job market.

### 2. Gaining In-depth Knowledge from the Experience of Top Specialists

Throughout this program, students will have a team of excellent teachers who will provide them with personalized guidance at all times. These professors have chosen the contents of the syllabus based on their daily practical experiences, therefore, the program has a deep analysis of the most common problems of the daily work practice.

### 3. Enter prestigious environments in the field of packaging design

In a second stage of this program, TECH has foreseen the needs of its students in terms of handling the most complex technological tools in the packaging design sector. For this reason, it has planned an internship where students will work, side by side, with leading experts in this professional field and in large international companies.





#### 4. Combining the Best Theory with State-of-the-Art Practice

At the academic level, few study programs manage to unify the theoretical field with practical activity with greater excellence than other TECH competitors. Through its Hybrid Professional Master's Degree model, students achieve a holistic mastery of the trends and techniques embodied in its educational content. They also have 3 weeks of intensive activity in a prestigious center to apply everything they have learned in the productive dynamics.

#### 5. Expanding the Boundaries of Knowledge

This training aims to enable all students to broaden their professional horizons from an international perspective. This is possible thanks to the wide range of contacts and collaborators available at TECH, the largest digital university in the world. In this way, students will have the opportunity to interact with experts from different latitudes and recognize with global standards of Packaging production.



*You will have full practical immersion  
at the center of your choice"*

# 03 Objectives

The current demand for design professionals who master the latest creative packaging strategies and techniques is what has motivated TECH and its team to design this comprehensive program. Therefore, the objective of the program is to provide graduates with the latest academic tools and the most complete syllabus that will allow them not only to know in detail the ins and outs of packaging design, but also to perfectly manage its tools. In this way, they will be able to create, participate and manage Marketing and Branding projects with total guarantee of success and based on the needs and demands of the current market.



A hand holding a pen is shown drawing architectural sketches on a piece of paper. The sketches consist of various geometric shapes, including rectangles and squares, some with internal lines and shading, suggesting a floor plan or a structural diagram. The background is a teal gradient with a white diagonal line.

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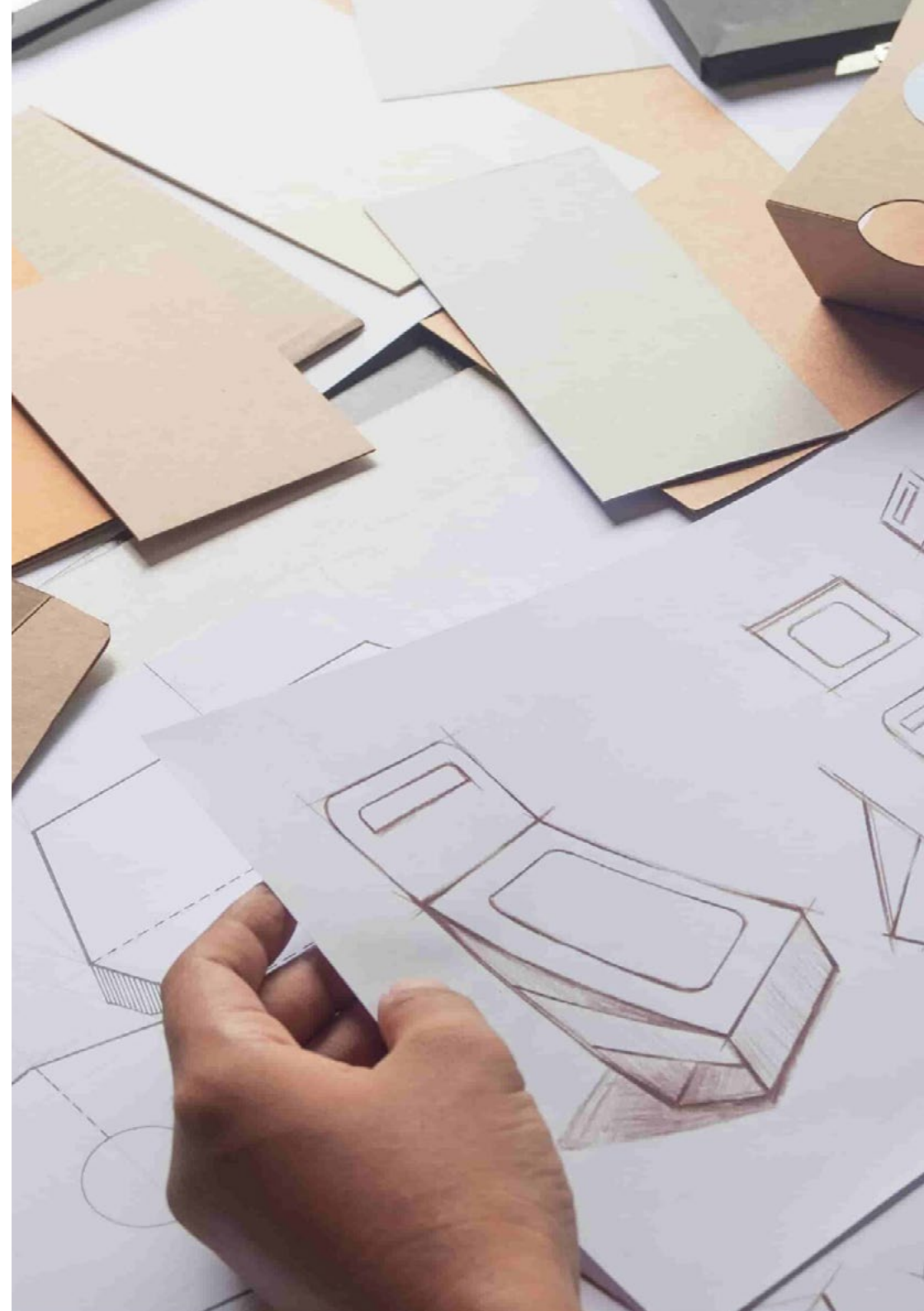
*TECH's goal with this program is for you to be able to achieve professional success in the design industry through the completion of the most comprehensive program in the academic marketplace"*



## General Objective

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- This Internship Program has been designed with the objective that the graduate will have the opportunity to take a program that will allow them to master the tools of Packaging Design and digital illustration through the most sophisticated and innovative programs in the sector. In addition, you will acquire the necessary skills for the creation of a successful conceptual visual identity adapted to all kinds of products, also focusing on the management of customized projects and portfolios. On the other hand, the purpose of internships is that they manage to assimilate the value chain of the object in an integral way, from its design to the opening of the package at home or the sale in the store.





## Specific Objectives

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

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

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

- ◆ 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 3. 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

#### **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 Fast-Moving Consumer Goods**

- ♦ 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 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



*You will have several modules specifically dedicated to Packaging Design of products such as jewelry, cosmetics, wine or gourmet food, so you will acquire a specialized knowledge of each of them"*

# 04 Skills

The approach of this Hybrid Professional Master's Degree in Packaging Design has been designed so that the graduate can improve their professional skills and competencies through the acquisition of a comprehensive, specialized and current knowledge about this sector of the design industry. In this way, they will be able to develop their skills and demonstrate their creative quality through the creation of attractive and distinguished projects based on the mastery of the area.



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*You will delve into consumer packaging, with special emphasis on interactive packaging and the product-customer relationship”*



## 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 value chain and integration with the product to increase its value in the market





## 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

05

# Course Management

Both for the direction and for the teaching of this Hybrid Professional Master's Degree, TECH has gathered a faculty versed in design and Marketing. It is a team of professionals with a wide and extensive work experience in the participation of creative projects at different levels. But if there is something that characterizes this team, it is undoubtedly their human quality, which will be reflected in the thoroughness with which the syllabus has been developed and in the critical and avant-garde character that they have brought to it.





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*You will have the possibility of requesting individualized tutoring with the teaching team to answer any questions that may arise during the course of the program"*

## 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 and Digital Marketing
- Editor in Chief of Chroma Press
- Marketing and Social Media Account Executive at Servicecom
- Web Content Editor at Premium Difusión, Diario Siglo XXI and Managers Magazine
- PhD, Design and Marketing Data, Universidad Politécnica de Madrid
- Bachelor's Degree in Information Sciences, Communications, Marketing and Advertising from the Complutense University of Madrid
- Postgraduate degree in Marketing and Communication in Fashion and Luxury Companies from the Complutense University of Madrid
- Certified in Data Analysis & Creativity with Python, China
- MBA Fashion Business in the Fashion Business School of the University of Navarra



## Professors

### 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 from the Complutense University of Madrid.
- ♦ Executive Fashion MBA at ISEM Fashion Business School

### Ms. Sigüenza, Eva

- ♦ Consultant in Lifestyle Communication and Public Relations Agencies
- ♦ Public Relations Coordinator at Panerai
- ♦ 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 from the European University of Madrid
- ♦ Master's Degree in Digital Marketing and E-Commerce by EAE Business School

### Dr. Macías, Lola

- ♦ Internationalization Consultant at Thinking Out
- ♦ Internationalization Consultant certified by the Valencian Institute of Business Competitiveness
- ♦ Coordinator of the Textile Market Observatory at 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. 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
- ♦ Speciality in pattern making, cutting and sewing of Valencian clothing by Aitex Paterna

**Ms. Romero Monente, Begoña**

- ♦ Managing Director of the Young Promotion agency
- ♦ Personal Mentor and Coach for Entrepreneurs
- ♦ Lecturer and teacher in various retail management, digital marketing and people management courses
- ♦ 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
- ♦ Master's Degree in Marketing from the Universitat Oberta de Catalunya (Open University of Catalonia)
- ♦ MBA, ISEM Fashion Business School, University of Navarra
- ♦ Certified Coach at the European School of Coaching

**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





**Ms. Merinero Gómez, Esther**

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

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*TECH's leading teachers will provide personalized guidance to help you master the most complex skills in packaging design"*

# 06

## Educational Plan

For the development of the syllabus of this Hybrid Professional Master's Degree, TECH has taken into account the criteria of the teaching team, which has been responsible for selecting the information that has subsequently been included in the syllabus. All the content has been adapted to the prestigious and effective Relearning pedagogical methodology, so that the graduate can enjoy a dynamic academic experience without having to invest hours in memorizing. Finally, a variety of additional material has also been included, so that you can contextualize each section and delve into the concepts that interest you most.





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*You will have access to the Virtual Classroom 24 hours a day and from any device with internet connection, so you can connect whenever you want and from anywhere”*

## Module 1. Design and Illustration with Adobe Illustrator

- 1.1. Preparation of the Work Space
  - 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. Work Tables
- 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 Dropper
  - 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. Fonts
  - 1.8.1. Install 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
- 2.4.2 digital illustration
  - 2.4.1. Ai Illustration References
  - 2.4.2. Vector Tracing Technique and Its Derivatives
  - 2.4.3. Application of Illustration to Packaging (In Focus: Dieline)
- 2.5. 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. News Letters
  - 2.9.2. Banners and Web
  - 2.9.3. The Instagram Format
- 2.10. Moke-Up
  - 2.10.1. Integration of a Moke-Up
  - 2.10.2. Free Moke-Up Portals
  - 2.10.3. Using a Moke-Up
  - 2.10.4. Creating Your Own Moke-Up
- 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 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

## Module 4. The Structure of Packaging

- 4.1. Packaging Illustration
  - 4.1.2. Packaging Culture (Resonance)
  - 4.1.3. Digital Packaging Functions
  - 4.1.4. 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 the 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 Packaging Development

- 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. Assessment
- 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



*A program with which you will acquire specialized knowledge about artificial intelligence in packaging design and other future trends"*

# 07

## Internship

After passing the theoretical period, the graduate will have the opportunity to carry out an internship in a prestigious company in the design and digital marketing sector. In this way, they will be able to develop their skills based on everything they have learned throughout the syllabus, working side by side with professionals in the sector with years of experience in the creation of successful projects. In addition, you will be able not only to learn first-hand the current techniques and strategies, but also to include in your resume 3 weeks of experience in a prestigious center.



“

*You will have the opportunity to apply for a 3-week internship in a digital marketing and design company to work side by side with industry professionals"*

This program in Packaging Design has been proposed by TECH so that the graduate can have a 3-week internship in a prestigious center of the product design and marketing sector. It will take place from Monday to Friday with 8-hour consecutive days, working side by side with adjunct specialists who will accompany you at all times and guide you to get the most out of this experience. This internship will allow you to actively participate in the design projects that are being developed at that moment in the company, applying the most current strategies and techniques and handling the most sophisticated tools and hardware in the sector.

In this internship proposal, completely practical in nature, the activities are aimed at developing and perfecting the skills necessary for the provision of design, planning and creation of packaging, and are oriented to specific training for the exercise of the activity with a high professional performance.

It is, without a doubt, a unique opportunity to acquire a broad and specialized knowledge by working in a leading and modern company, characterized by its professional quality and the guaranteed success of its projects. In addition, it will become a fundamental experience that will help the graduate to perfect their professional skills and complete their résumé with a distinctive feature that will make them stand out in any personnel selection process.

Your internship will allow you to complete a minimum number of internship activities in the design and creation services, as well as in relation to other areas of the center: Marketing, branding, creative direction, operational development or eco-design, which will give you the option to implement the most innovative creative procedures in a comprehensive manner.

The practical education will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies Design praxis (learning to be and learning to relate).



*A unique opportunity to get a close look at active, intelligent or smart Packaging and integrate them into your future design processes."*





The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:

Module	Practical Activity
<b>Creative direction of packaging and marketing strategies</b>	Establishing a brand plan and product narrative through packaging
	Design branding, digital strategy and implement artificial intelligence elements in the packaging creation process.
	Apply the latest strategies in packaging oriented to the user's experience with the product.
<b>Packaging Design Techniques</b>	Create labels, boxes and wrapping for physical packaging
	Design web banners, newsletters and Instagram-formatted creatives for digital media.
	Apply shapes, lettering and chromatic range of specific packaging
	Correct the lines and colors of certain geometric figures.
	Export the work done taking into account the format for paper, print and digital media.
<b>Packaging design for luxury goods and gourmet products and gourmet products</b>	Design a specific packaging for a jewelry or luxury product.
	Design logos and specific packaging for the gourmet sector.
	Create labels with specific typology and information for the gastronomic sector.
<b>FMCG Packaging Design and Operational Development</b>	Packaging and creating packaging for digital environments with specific formats and materials
	Use active packaging, intelligent packaging or smart packaging in the design of a product.
	Design of packages to be sent directly to the customer's address
	Prototyping, testing and evaluation of a final packaging design
<b>Ecodesign and new packaging materials</b>	Using eco-friendly, biodegradable and edible materials as part of sustainable packaging design strategies
	Optimizing product packaging under recycling and reuse precepts

## Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



## General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

**1. TUTOR:** During the Hybrid Professional Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

**2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

**3. ABSENCE:** If the students does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

**4. QUALIFICATION:** Professionals who completes the Hybrid Professional Master's Degree will receive a certificate accrediting their attendance at the center.

**5. EMPLOYMENT RELATIONSHIP:** the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

**7. DOES NOT INCLUDE:** The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

# 08

## Where Can I Do the Internship?

TECH, in its commitment to the professional growth and development of graduates, only selects for internships the best centers in the area in which the program is developed. In this case, the designer will have access to 120 hours of internship in a leading company in the digital marketing and design sector, a company with a great team that will ensure their active participation in the projects that are being developed at the time of starting.



“

*You will have a tutor who will guide you through your internship, so that you can get the most out of the 120 hours that the practical phase lasts”*



The student will be able to complete the practical part of this Hybrid Professional Master's Degree at the following centers:



### Piensamarketing

Country	City
Argentina	Río Negro

Address: Campichuelo 580 (8400),  
Ciudad de Bariloche, Río Negro

Social and digital marketing and communication  
agency

**Related internship programs:**

- Creation and Entrepreneurship in Digital Business
- MBA in Digital Marketing





“

*Make the most of this opportunity to surround yourself with expert professionals and learn from their work methodology”*

09

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



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

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

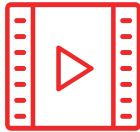
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



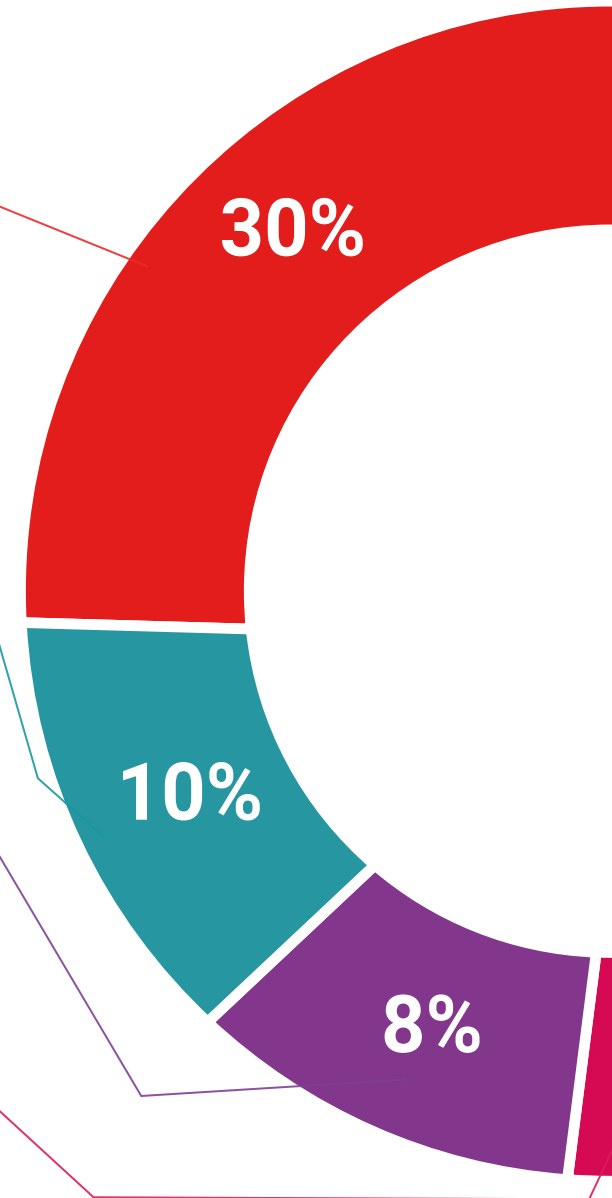
### Practising Skills and Abilities

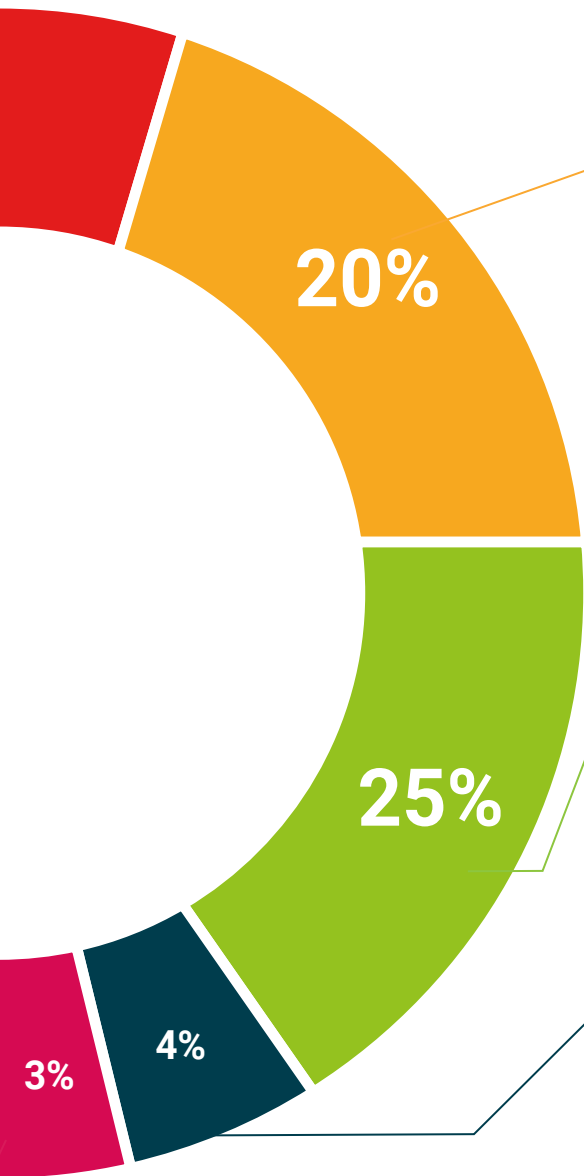
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



# 10 Certificate

The Hybrid Professional Master's Degree in Packaging Design guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Professional Master's Degree diploma issued by TECH Technological University.





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

This **Hybrid Professional Master's Degree in Packaging Design** contains the most complete and up-to-date program on the professional and academic field.

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

In addition to the diploma, students will be able to obtain an academic transcript, as well as a certificate outlining the contents of the program. In order to do so, students should contact their academic advisor, who will provide them with all the necessary information.

Title: **Hybrid Professional Master's Degree in Packaging Design**

Modality: **Hybrid (Online + Internship)**

Duration: **12 months.**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 h.**



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



## Hybrid Professional Master's Degree Packaging Design

- » Modality: Hybrid (Online + Clinical Internship)
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Hybrid Professional Master's Degree Packaging Design

