

# Internship Program

## Packaging Design



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Internship Program  
Packaging Design

# Index

01

Introduction

---

p. 4

02

Why Study an  
Internship Program?

---

p. 6

03

Objectives

---

p. 8

04

Educational Plan

---

p. 10

05

Where Can I Do the  
Internship Program?

---

p. 12

06

General Conditions

---

p. 14

07

Certificate

---

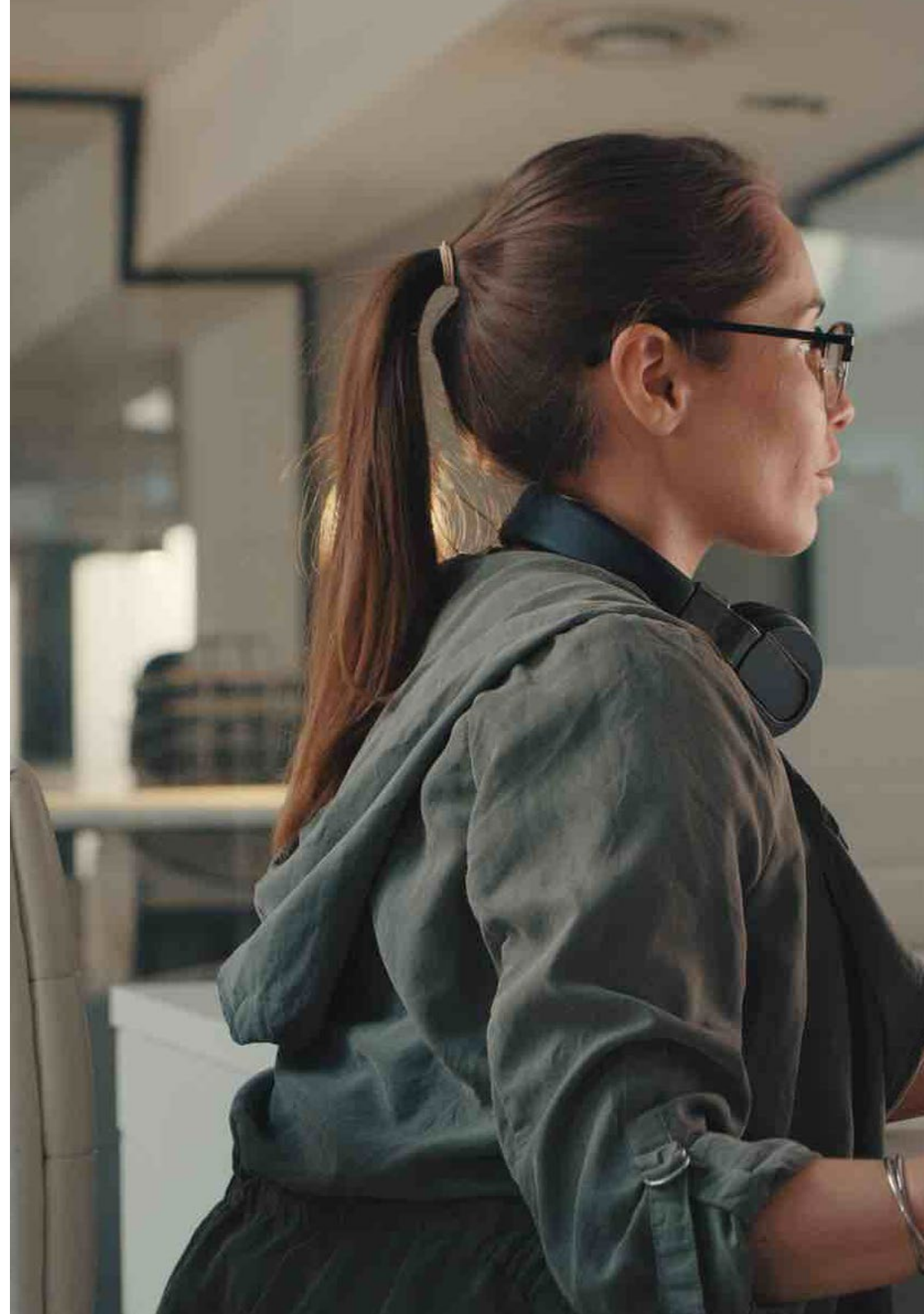
p. 16

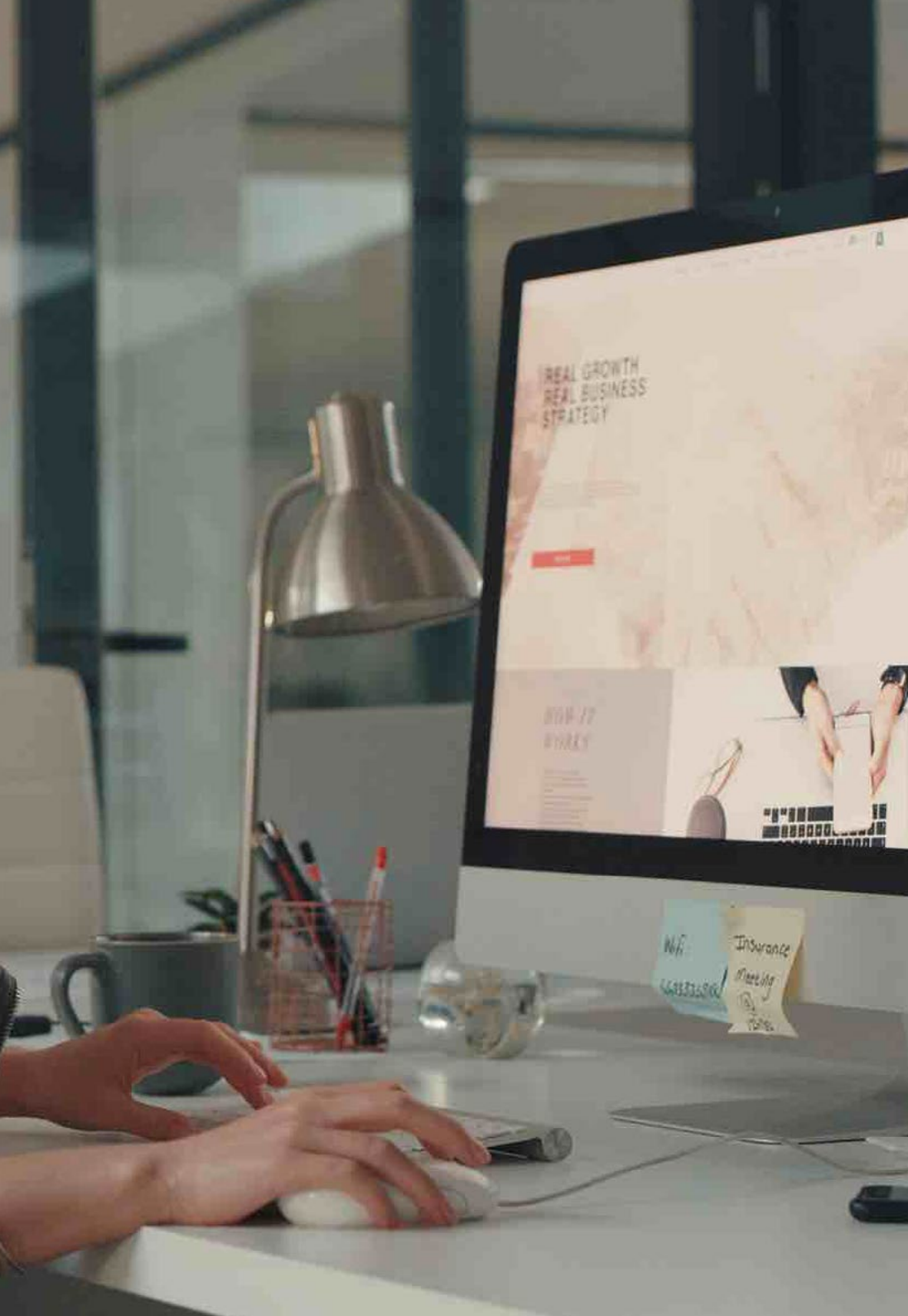
# 01 Introduction

Packaging has become, nowadays, a fundamental aspect when distributing a certain product. Creating attractive packaging in line with the brand's identity can make the difference between a successful production or a resounding failure. For this reason, the design professional must know in detail the market trends, as well as the most innovative and effective techniques and processes for the creative activity in order to guarantee the success of their campaigns or those of their company. The best way to acquire this knowledge is undoubtedly through practice, which is why TECH has decided to launch this program that allows its students access to a specialized center for 3 weeks.



*With this Internship Program, you will incorporate to your daily professional practice the use of the most up-to-date technologies for attractive and sustainable packaging design”*





In recent years, trends in Packaging Design have evolved considerably. One of the areas now being exploited in this field is the creation of increasingly customized products and packaging. Well-known brands such as Nutella or Coca-Cola have opted for the customization of their customers' names. Other strategies with a latent impact on the packaging industry are minimalism and the incorporation of intelligent technologies that alert the customer about the optimum storage temperature or if the contents have expired. In addition, eco-friendly, biodegradable and environmentally friendly packaging has become a priority for many creatives seeking greater sustainability for this sector. TECH, aware of this context, has devised a practical program that will give its students access for 3 weeks to the production routines of a reference company in this professional field.

This immersive internship will allow students to work side by side with experts with extensive experience in the field. In this way, they will improve their skills and acquire new skills that will be of great use to them to stand out in today's market. Throughout this period, they will be assisted by a designated tutor who will provide them with access to the most complex digital tools and techniques. It will also involve them in the realization of projects and they will learn how to generate a brand strategy and product narrative through packaging.

This 100% hands-on educational experience will make it easier for TECH students to incorporate consumer needs into packaging, taking into account audience data analysis. They will also master the most up-to-date tools for aligning outer, inner and product packaging throughout the entire turnover. This knowledge will enable any graduate of this program to have immediate access to demanding and competitive jobs where they will stand out for their ability to provide innovative solutions and solve problems of various kinds.

# 02

## Why Study an Internship Program?

The current evolution of technologies and working techniques for packaging design cannot be mastered exclusively through its theoretical aspects. In contrast, this branch of knowledge demands a wide range of practical skills. For this reason, TECH offers a practical program of excellence, including an intensive internship in a prestigious creative facility and extensive results in the packaging sector of products to be marketed. This program also includes the creation of packaging with biodegradable materials in highly specialized professional environments.



*With the help of this Internship Program, you will be able to access leading companies in the field of design and expand your career opportunities thanks to professional experiences that will be reflected in your skills and resume”*

### 1. Updating from the Latest Technology Available

The packaging design sector is increasingly betting on the use of ecological, biodegradable and even edible materials. Intelligent devices have also been incorporated to verify the quality of the product or its shelf life. The use of these technological resources depends on the most up-to-date knowledge and, as a graduate of this internship, you will be able to master their implementation in any professional context.

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

Through this program, TECH students will acquire practical skills alongside leading experts in the field of packaging. These specialists will share their creative experiences and will update them on the use of aesthetic trends such as minimalism, product customization and the search for flexible packaging. In addition, the mentoring of this 3-week internship will enhance the inclusion of students in projects and work dynamics of the company in question.

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

The centers chosen for this Internship Program have a high recognition in the field of packaging design. TECH has selected them for their multiple results and reputation in the industry. From them, the student will be able to check the competitiveness and completeness of these work environments in just 3 weeks.



#### 4. Putting the acquired knowledge into daily practice from the very first moment

This program has been designed, first and foremost, so that students do not have to worry about assimilating large amounts of theoretical content. Instead, its mission is that each graduate can access a 100% practical learning model, compatible with the development of their interests and needs to update their knowledge of the most complex tools in the design sector.

#### 5. Expanding the Boundaries of Knowledge

TECH has a wide portfolio of agreements and collaborators. Through them, it will provide its students with access to centers of international relevance. In this way, each student will have the opportunity to expand their professional frontiers and rub shoulders with experts who have undertaken successful Packaging Design projects in the most diverse latitudes.



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

# 03 Objectives

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. All this, with the assistance of a designated tutor who will involve them in the development of projects in specialized centers in this area of human knowledge.



## General Objectives

- Acquire the necessary skills for the creation of a successful conceptual visual identity adapted to all kinds of products
- 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
- Manage the techniques and technologies necessary for the development of packaging, in particular those that enhance the design and development of environmentally friendly and biodegradable packaging







## Specific Objectives

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- ♦ 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
- ♦ 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
- ♦ Delve into the functioning of the circular economy in relation to packaging design
- ♦ Master biodegradable materials and the recycling process
- ♦ Manage design decisions with a focus on the second life of the package
- ♦ Raise awareness of the use of plastic and the need to reduce our carbon footprint in order to preserve the environment
- ♦ 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
- ♦ 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
- ♦ 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
- ♦ Generate transparency and efficiency in food packaging, determining factors in the correct development of our physical health
- ♦ Integrate the use of data into the creative strategy of packaging

# 04

## Educational Plan

This Internship 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 working in a leading and modern company, characterized by its professional quality and by the guarantee of success of its projects, in addition to the fact that it will become a fundamental experience that will help the graduate to perfect their professional skills and to 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).



*Receive specialized education in an institution that can offer you all these possibilities, with an innovative academic program and a human team that will help you develop your full potential"*



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 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

# 05 Where Can I Do the Internship Program?

In order to offer a highly beneficial training for the professional development of the specialist, TECH has selected for this program a leading company in the design sector, with a wide and extensive experience in working with packaging. Through this internship, graduates will be able to work side by side with experts in this sector, learn the most innovative strategies in the market and implement the most successful creative techniques and skills in their practice.



*A unique opportunity to include in your professional resume a 3-week internship in a leading company in the design sector”*





The student will be able to do this program 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”*

# 06

## General Conditions

### 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 Internship Program, 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 Internship Program, 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. CERTIFICATION:** Professionals who pass the Internship Program will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** The Internship Program shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Internship Program. 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 Internship Program 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.

# 07 Certificate

This **Internship Program in Packaging Design** contains the most complete and up-to-date program on the professional and academic scene.

After the student has passed the evaluations, they will receive their corresponding TECH Internship Program issued by TECH Technological University via tracked delivery.

The diploma issued by TECH will reflect the grade obtained in the test.

Title: **Internship Program in Packaging Design**

Duration: **3 weeks**

Course Modality: **Monday to Friday, 8-hour consecutive shifts**

Total Hours: **120 h. of professional practice**





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