

# Postgraduate Certificate

## Jewelry and Cosmetic Packaging





## Postgraduate Certificate Jewelry and Cosmetic Packaging

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/design/postgraduate-certificate/jewelry-cosmetic-packaging](http://www.techtitute.com/us/design/postgraduate-certificate/jewelry-cosmetic-packaging)

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# 01

# Introduction

There is no doubt that packaging has a significant impact on brand recognition, as well as on customers' first impression. Like any visual image, it must be carefully designed and adjusted to each consumer sector. In the case of jewelry and cosmetic products, encouraging care, sensations, emotions, pleasure and luxury in users starts with the packaging. And the fact is that 65% of consumers in this sector purchase the product because of its packaging or labeling. It is therefore necessary for the professional in charge of design to update their knowledge, and for this reason, this 100% online program has been created with the most innovative methodology based on Relearning.



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*Jewelry and Cosmetic Packaging has evolved, but remains faithful to cause sensations at first sight in your customer. Develop all your creativity and learn how to design like an expert for this sector"*

The vast majority of consumers in the cosmetic sectors are inclined to buy a product because of the packaging, the labeling and as a continuation of the beauty experience. For this sector, the packaging that combines science and art is strong, as well as the one that assists emerging audiences, such as male or non-gender, equally interested in the customization of beauty products.

For its part, it should be noted that the jewelry sector was a pioneer in unboxing, its boxes focused on showing the elegance and sophistication of the timeless luxury of leather, as well as velvet in intense colors, but traditional among which the logo of the brand is born, almost always in gold letters.

This is how this Postgraduate Certificate delves into the style of designs in cosmetics and jewelry, understanding the different reasons for the acquisition of a product, to broaden the criteria, change patterns, understand the importance of the safety factor, protection and conservation. Going beyond appearance to delve into Creative Experimental Packaging and Luxury Jewelry Packaging.

All this, in just 6 weeks, through an innovative methodology of study, totally online, based on Relearning, which allows the professional a continuous and efficient education through varied multimedia resources and diversity of specialized content available from the first day for review or download, from any device with an Internet connection. With the guidance of expert professionals, who will help you meet your professionalization objectives.

This **Postgraduate Certificate in Jewelry and Cosmetic Packaging** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ The development of practical cases presented by experts in Design, Marketing and Communication
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*Enhance your skills in the field of Packaging Design with this 100% online refresher program"*

“*Master Luxury Jewelry Packaging, thanks to the techniques shown in this program*”

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. This will be done with the help of an innovative system of interactive videos made by renowned experts.

*Learn the emerging trends implemented in Jewelry and Cosmetic Packaging.*

*TECH opens a window to the future with the most modern and up-to-date education.*



# 02 Objectives

The main objective of this Postgraduate Certificate in Jewelry and Cosmetic Packaging is to offer the professional the latest knowledge and techniques in this area, focused on managing creative experimental packaging techniques, increasing exclusivity through the value of the packaging, so that they can incorporate them into their work immediately. In this way, they will be able to experience rapid progress thanks to the large number of advanced solutions that they will offer to their clients or employers in the development of creative and functional ideas.





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*Do you want to specialize in Jewelry and Cosmetic Packaging Design? This Postgraduate Certificate is for you. Enroll and graduate in 6 weeks”*



## General Objectives

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- ◆ 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
- ◆ Management 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

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- ◆ 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

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*Apply new design trends for emerging audiences such as male or non-gender, interested in the customization of beauty products”*

03

# Course Management

In its premise of providing quality in each program offered, TECH has selected a high-level teaching staff composed of professional experts in communication, visual arts and marketing, who will transmit all their knowledge and experience through innovative methods so that students learn effectively the topics of study and manage to integrate them in parallel to their professional performance.



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*The team of teachers of this program offers you with their wide experience an exclusive and up-to-date content on the latest market trends"*

## Management



### Ms. García Barriga, María

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



## Professors

### Ms. Sigüenza, Eva

- ◆ Consultant in communication and public relations agencies in the lifestyle sector
- ◆ Public Relations Coordinator at Penaira
- ◆ Marketing and Public Relations Consultant at OmnicomPRGroup
- ◆ Account Director at TTPR Agency
- ◆ Account Executive at Ogilvy Public Relations Worldwide
- ◆ Specialist in campaigns for the luxury and haute horlogerie sector, with clients such as Panerai
- ◆ Degree in Advertising and Public Relations from the European University of Madrid
- ◆ Master's Degree in Digital Marketing and E-Commerce by EAE Business School

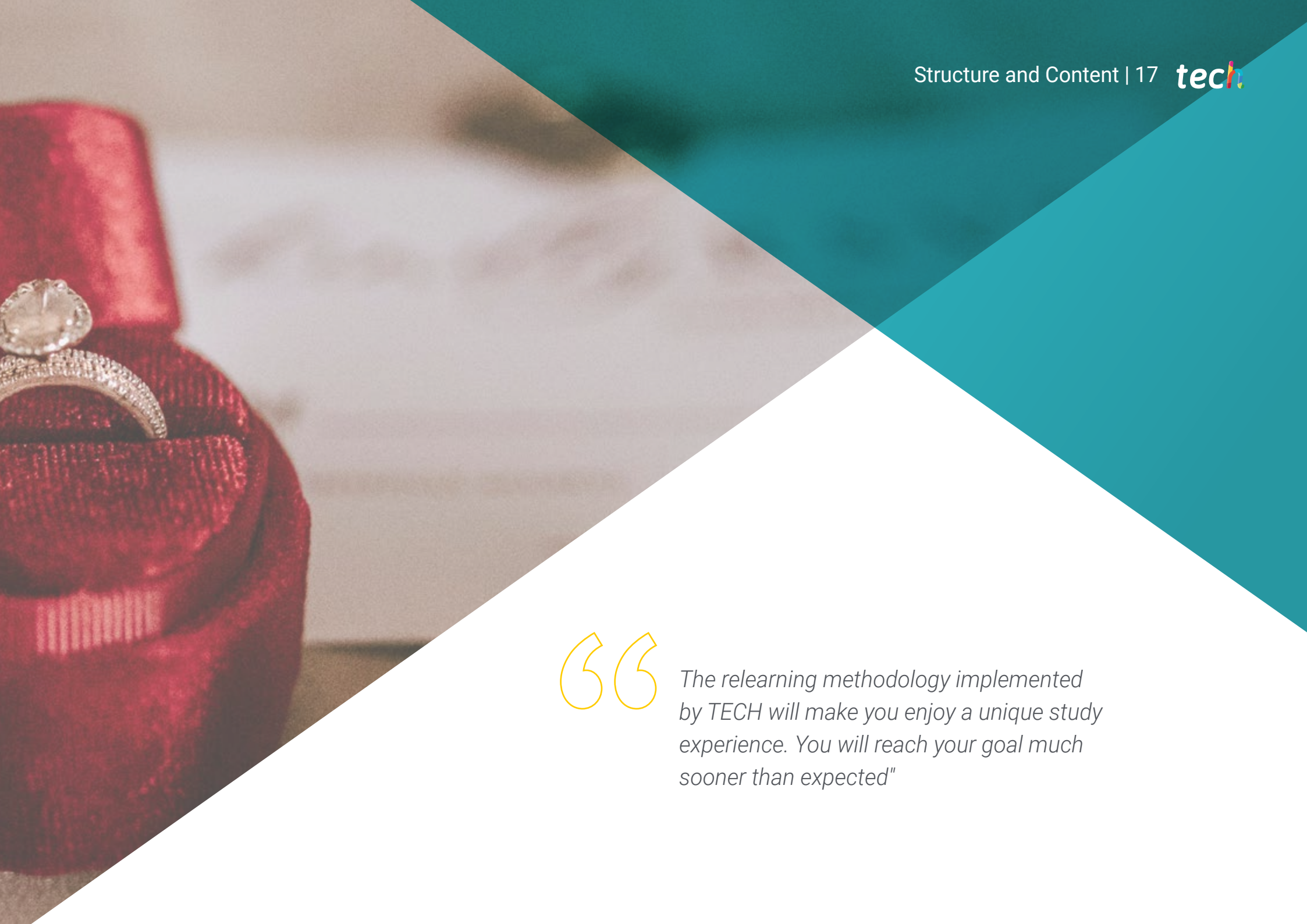
# 04

## Structure and Content

This Postgraduate Certificate has been designed for today's professional who works in the world of design and wants to focus on the Packaging sector, with a specialized curriculum in Jewelry and Cosmetic Packaging, for the mastery of techniques, tools, to the development of skills with the effective implementation. Thanks to the practical exercises and interactive content that make the user experience much more agile, available from day one for download or consultation from TECH's modern virtual campus.







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*The relearning methodology implemented by TECH will make you enjoy a unique study experience. You will reach your goal much sooner than expected”*

## Module 1. Jewelry and Cosmetic Packaging

- 1.1. The Competitiveness of the Cosmetic Sector
  - 1.1.1. Packaging Consumer Needs
  - 1.1.2. The Broad Spectrum of Cosmetic Brands
  - 1.1.3. Packaging Design as a Differential Value in the Cosmetics Sector
- 1.2. Styles in Cosmetic Design
  - 1.2.1. Feminine Design
  - 1.2.2. Masculine Design
  - 1.2.3. Non-Gender Design
- 1.3. The Design of Cream and Soap Packaging
  - 1.3.1. Definition of Lines: Round or Square?
  - 1.3.2. Customization of the Front
  - 1.3.3. Bold Patterns vs. Restrained Patterns
- 1.4. Cream Safety and Protection
  - 1.4.1. Preservation of Antioxidants
  - 1.4.2. The Risks of Poor Packaging
  - 1.4.3. Packaging Opacity?
- 1.5. Fragrances
  - 1.5.1. Natural Ingredients
  - 1.5.2. Perfume Packaging: Color or Glass
  - 1.5.3. The Structure of the Bottle
- 1.6. Packaging Design for Make-Up
  - 1.6.1. Illustrations on Shadow Boxes
  - 1.6.2. Special Editions
  - 1.6.3. Floral Style vs. Minimalist Style
- 1.7. Packaging Trends in the Entire Packaging Process
  - 1.7.1. Outer Packaging-Bag
  - 1.7.2. Inner Packaging-Box
  - 1.7.3. Product Packaging-Bottle



- 1.8. Creative Experimental Packaging
  - 1.8.1. Jewelry as a Unique Piece
  - 1.8.2. Sophistication and Elegance
  - 1.8.3. The Magical Box
- 1.9. Color Selection in Jewelry Packaging Design
  - 1.9.1. The Classic Palette
  - 1.9.2. The Color of Gold and its Symbolism
  - 1.9.3. Metal, a Cold and Colorless Material
- 1.10. Jewelry Box Designs
  - 1.10.1. Wood Cutting: Edges and Compartments
  - 1.10.2. Fabric or Velvet Lining
  - 1.10.3. Jewelry Presentation Design
- 1.11. Luxury Jewelry Packaging
  - 1.11.1. Leather Packaging
  - 1.11.2. The Use of Ribbons and Satin
  - 1.11.3. Space for the Logo

“*Enroll now and achieve your Jewelry and Cosmetic Packaging Design qualification. Stand out with new skills in your job or business”*



# 05 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.





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*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.

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*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.



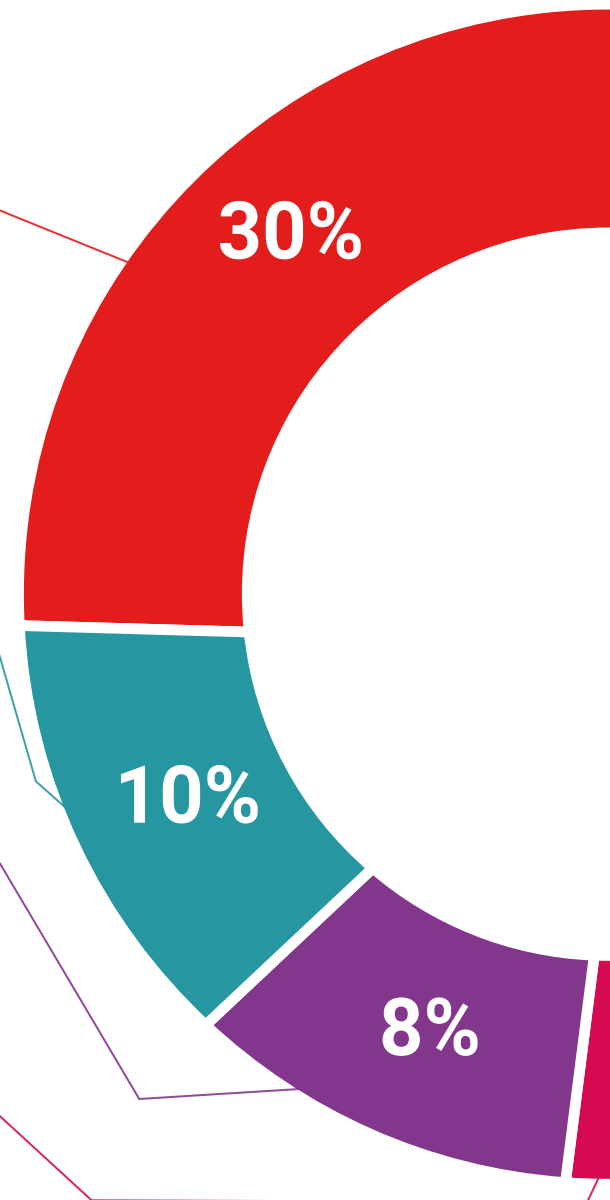
### Practising Skills and Abilities

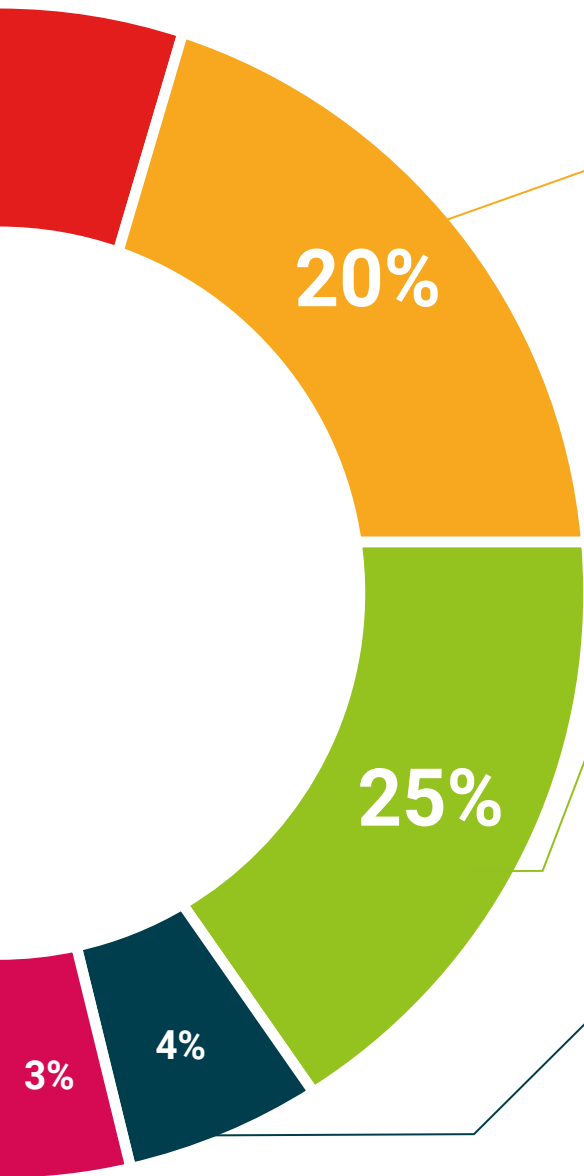
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.



# 06 Certificate

The Postgraduate Certificate in Jewelry and Cosmetic Packaging guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 **Postgraduate Certificate in Jewelry and Cosmetic Packaging** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Jewelry and Cosmetic Packaging**

Official N° of hours: **150 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.



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