

# Postgraduate Certificate Packaging Design





## Postgraduate Certificate Packaging Design

- » 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/packaging-design](http://www.techtitute.com/us/design/postgraduate-certificate/packaging-design)

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# 01 Introduction

Packaging is a fundamental element when marketing a product. This is why it is one of the most sought-after areas of design today, and companies in the industrial sector are looking for the best specialists to come up with new ideas to increase their sales. Thus, the professionals who wish to take advantage of this opportunity have before them a program that will transfer the latest developments in this area, delving into the analysis of the specific needs in terms of shape, color, smell, volume and textures and ergonomics of the packaging, among many other aspects of relevance. All of this is based on an online teaching methodology and the best multimedia didactic resources.





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*This program will allow you to learn about the main materials and production processes applied to Packaging Design, making you a highly sought-after professional by the best companies in the industrial sector”*

There is a maxim in Marketing that states that the package is the product. Its importance, therefore, is vital, since Packaging Design will not only determine how it is produced industrially, but also how it is marketed. Appearance is everything, so this is an area that requires the best professionals to help the company grow its sales.

This program has been created in response to this situation, and will provide the designer with the most advanced knowledge in this area. Thus, you will be able to delve into issues such as specific identification and coding regulations, sustainability applied to Packaging, or Marketing applied to this exciting discipline.

The program is developed through a 100% online teaching system that will adapt completely to the students circumstances, allowing them to study when, where and how they wish. And it will make available the best multimedia materials to ensure that learning is effective, ensuring that the designers can immediately apply everything they have learned in their work.

This **Postgraduate Certificate in Packaging Design** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- ◆ The development of case studies presented by experts in Packaging Design
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning.
- ◆ 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



*Specialize not only in Packaging Design but also in its commercialization with this Postgraduate Certificate, which has innovative and complete contents that will make you advance professionally"*

“

*This program is developed in a 100% online format and will be completely adapted to your personal and professional circumstances”*

*The best multimedia resources will be at your disposal: videos, activities, interactive summaries, case studies, etc”*

*Specialize and gain access to numerous career opportunities in the field of product design”*

The program's teaching staff includes professionals from the sector who contribute their work experience to this training 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 training programmed to train 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. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.



# 02 Objectives

The main goal of this Postgraduate Certificate in Packaging Design is to transfer to the professional the essential principles of creating attractive packaging, without forgetting issues such as its physical elaboration and its efficiency in an industrial chain. Thus, all the contents and methodology of this program are focused on achieving this objective, so that upon completion of the qualification the student will have obtained the necessary knowledge to become a great specialist in this field.







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*More and more companies are looking for designers with notions of packaging creation. Don't hesitate and enroll"*



## General Objectives

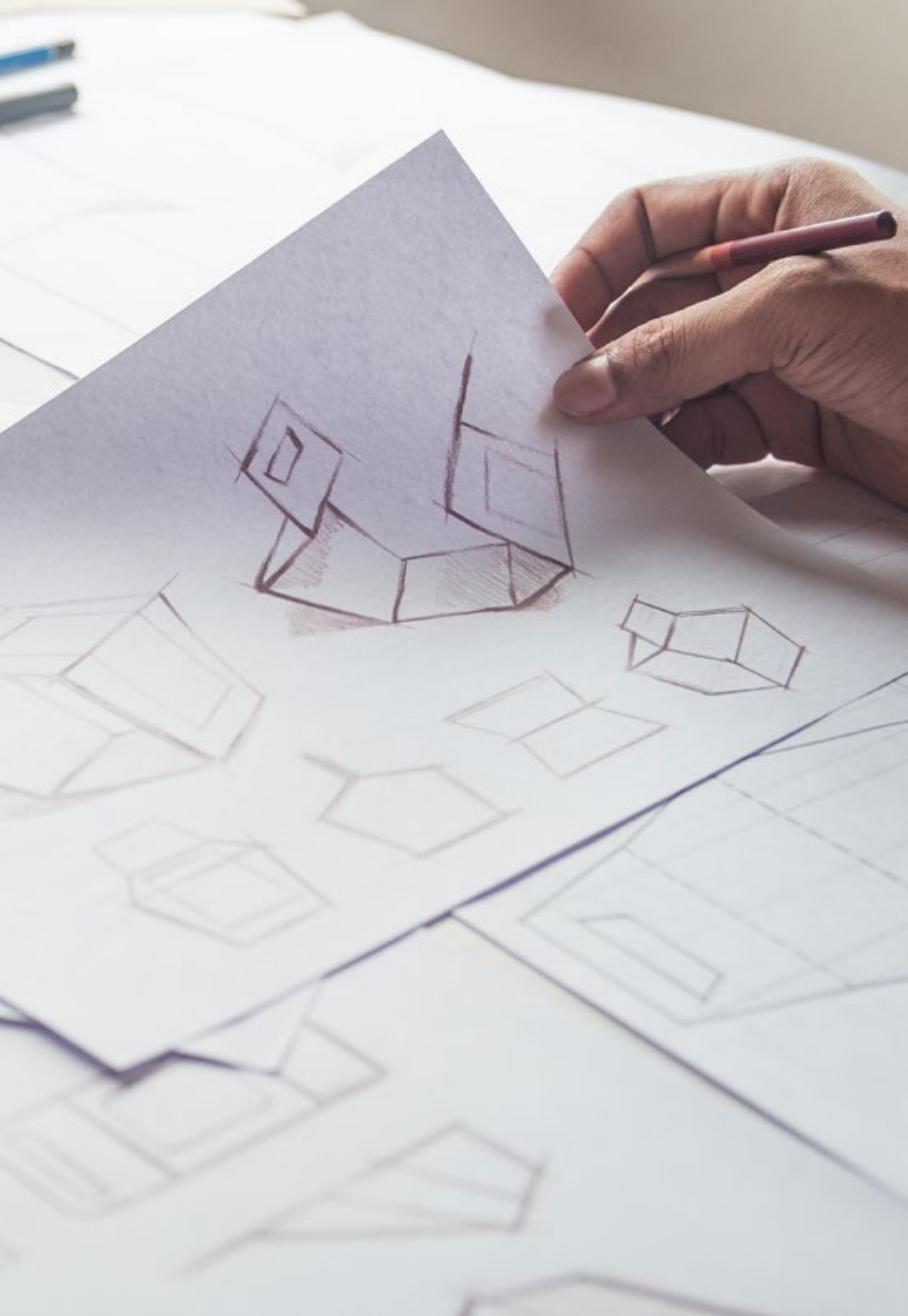
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- ◆ Recognize the sustainability environment and the environmental context
- ◆ Be able to develop a sustainable product design strategy.
- ◆ Master the fundamental principles of Packaging Design
- ◆ Apply the most appropriate design procedures for each case

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*All your professional goals are now within your reach. Make the most of the opportunity that TECH offers you and focus your career on Packaging Design"*





## Specific Objectives

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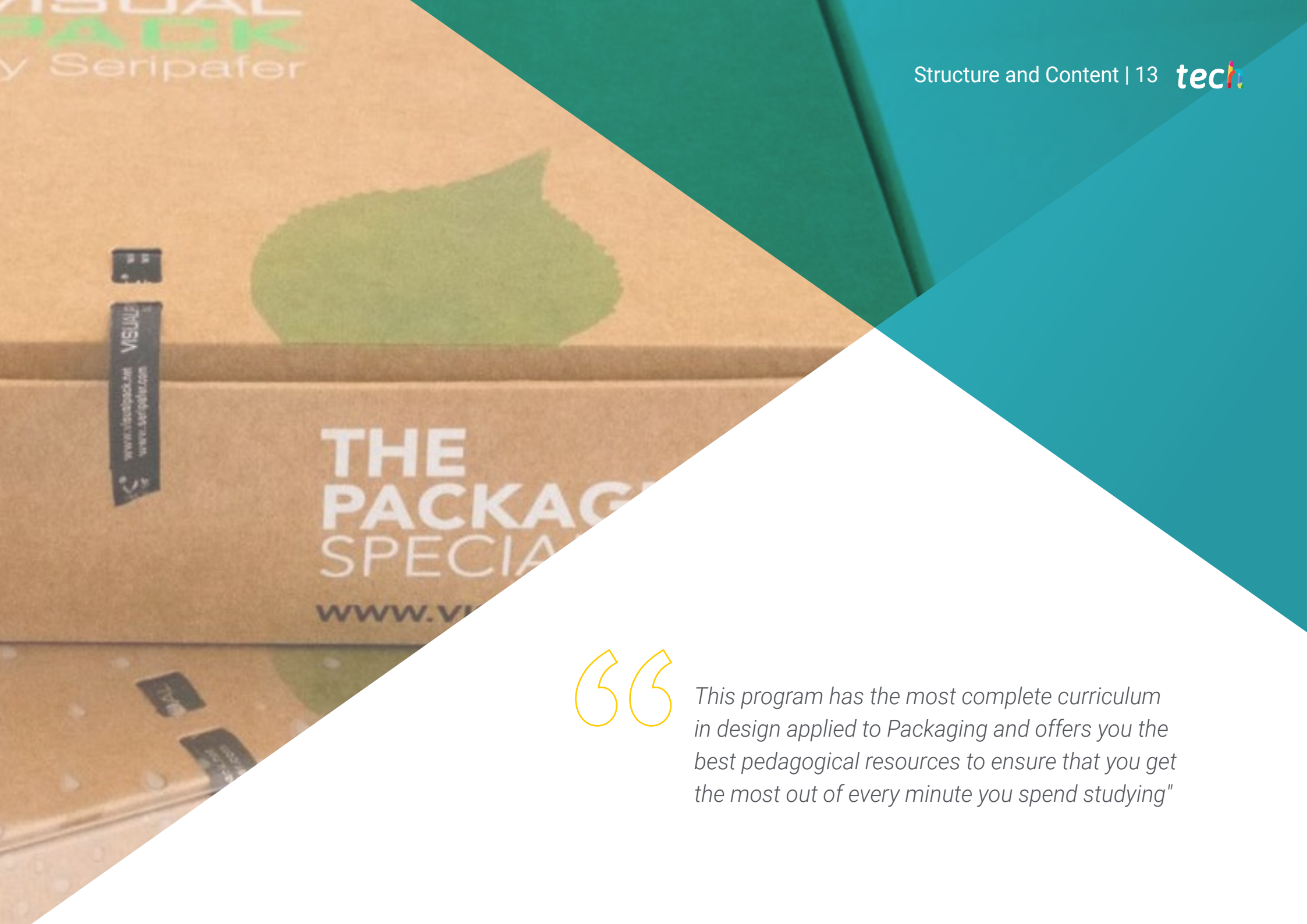
- ◆ Promote in students the global vision of packaging and label design.
- ◆ Understand design as an activity in which many factors must be taken into account, from the product it accompanies to its physical and socioeconomic context.
- ◆ Train students, through practice, in the competence for the professional development of packaging and label design projects.

03

# Structure and Content

This Postgraduate Certificate in Packaging Design has been structured in a single specialized module that will provide the professional with all the keys and the latest advances in this important creative area. Thus, throughout the itinerary prepared in this program, the designer will delve into concepts such as the life cycle of a product, communication and marketing oriented towards packaging or sustainability as a fundamental element for the development of products.





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*This program has the most complete curriculum in design applied to Packaging and offers you the best pedagogical resources to ensure that you get the most out of every minute you spend studying"*





- 1.7. Sustainability Applied to Packaging
  - 1.7.1. Eco-Design Strategies
  - 1.7.2. Life Cycle Analysis
  - 1.7.3. The Pack as Waste
- 1.8. Legislation
  - 1.8.1. Specific Regulations: Identification and Coding
  - 1.8.2. Plastics Regulations
  - 1.8.3. Regulatory Trends
- 1.9. Packaging Innovation
  - 1.9.1. Differentiation with Packaging
  - 1.9.2. Latest Trends
  - 1.9.3. *Design for All*
- 1.10. Packaging Projects
  - 1.10.1. Study Cases
  - 1.10.2. Packaging Strategy
  - 1.10.3. Practical Exercise

“

*There is no program more complete and up to date than this one to learn the main techniques of Packaging Design. Enroll and discover it"*

# 04

# 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”*



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

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.

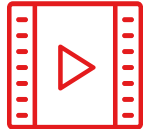
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success”*

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.



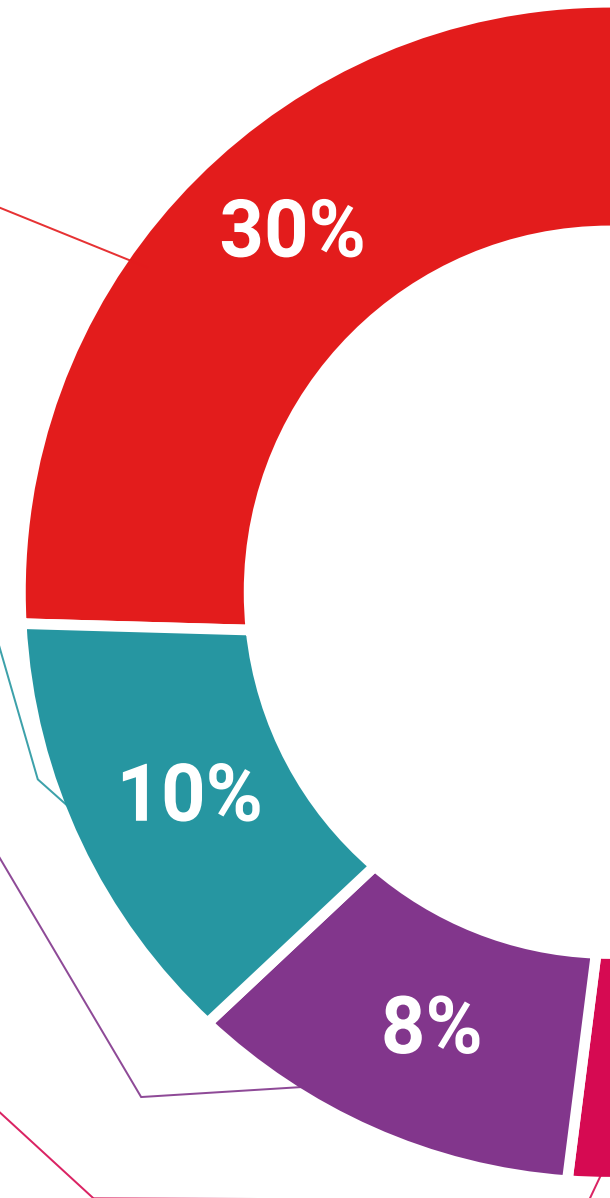
### Practising Skills and Abilities

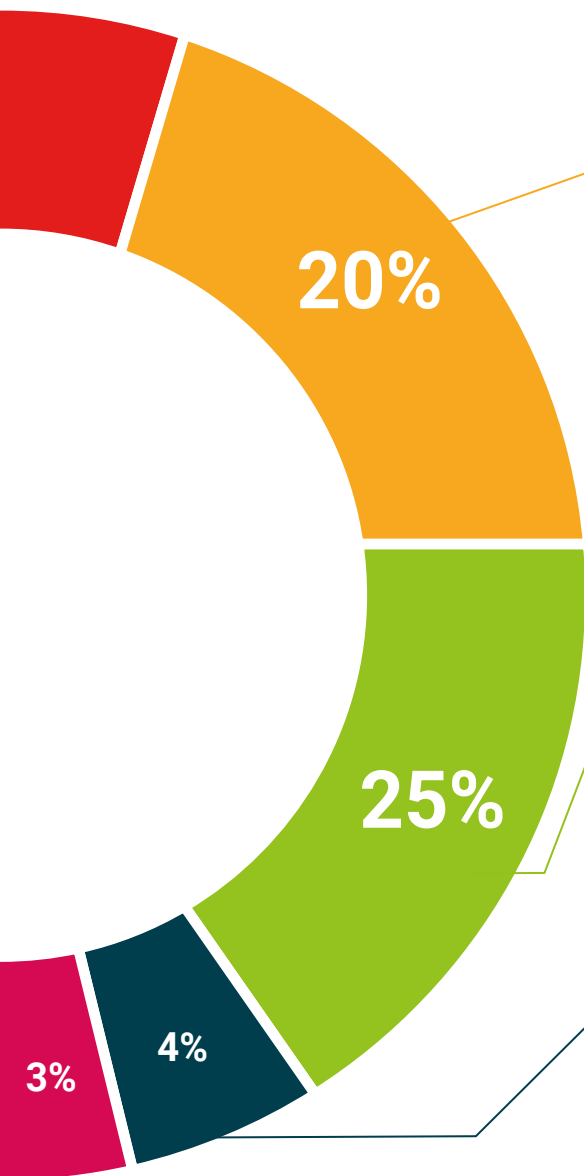
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.



# 05 Certificate

The Postgraduate Certificate in *Packaging Design* 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 Packaging Design** 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 certificate 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 Packaging Design**

Official N° of Hours: **150 h.**



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

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development language  
classroom



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