Postgraduate Certificate
Packaging Structure

tech *technological university*

Postgraduate Certificate

Packaging Structure

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

Website: **www.techtitute.com/pk/design/postgraduate-certificate/packaging-structure**

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Introduction

As technological devices evolve, so must product packaging. Consumers want innovative experiences every day and the success of brands depends on it. Innovation, sustainability and profitability are the market premises of a future that is already here. Therefore, it is necessary to broaden the vision of packaging design, expand the known structures and employ new techniques such as the use of the metaverse in the case of luxury brands, encouraging new emotions and sensations that go beyond the use of the final product. It is, therefore, necessary for professionals to update their knowledge, and for this reason, this 100% online program has been created with the most innovative methodology based on Relearning.
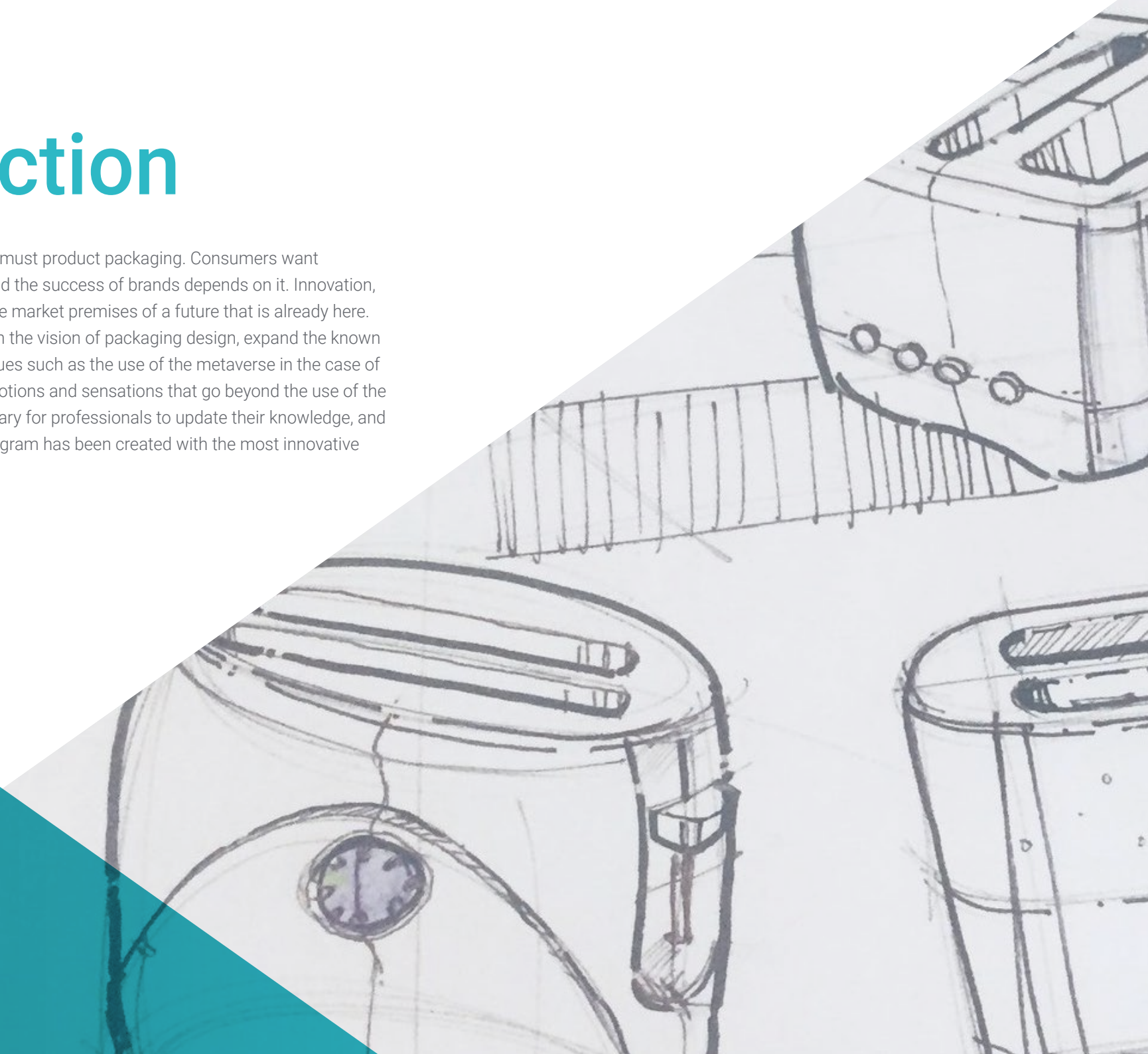
You will develop the creative skills to push the boundaries of what has been seen so far in packaging design"

The experience of Packaging in the virtual environment and the use of the metaverse in luxury brands will give way to new customer experiences that require a design adapted to this new scenario, in which the imaginary crosses the border of the real.

Conceptual design is the axis on which the entire packaging strategy revolves, integrating an idea into a product, giving it a visual identity that generates added values such as recognition and identification, but which responds to techniques of creation, structuring, visual expression and graphic representation.

The designer must define this Packaging culture based on functions and objectives, which will give them a new perspective to organize the elements according to their hierarchy and align them with the imaginary of products and visual aspects of which the brand is composed.

In this Postgraduate Certificate the professional will master the techniques of creativity and structural composition, based on this new culture of Packaging, will generate a specific concept that responds to a universal identity based on consistency with the purpose of the brand, will apply research techniques in the physical and digital environment establishing design guidelines, will handle the Lettering and typography for the preparation of packaging labels and will deepen the sensory experience to transcend to the new virtual reality of Packaging.

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

This **Postgraduate Certificate in Packaging Structure** 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

Develop yourself professionally in the field of Packaging Design with this 100% online Postgraduate Certificate"

The experience of Packaging in the virtual environment and the use of the metaverse will give way to new experiences. Master the techniques with this program"

You will be able to study, learn or relearn without giving up your busy personal and professional life.

Learn all about the new Packaging culture.

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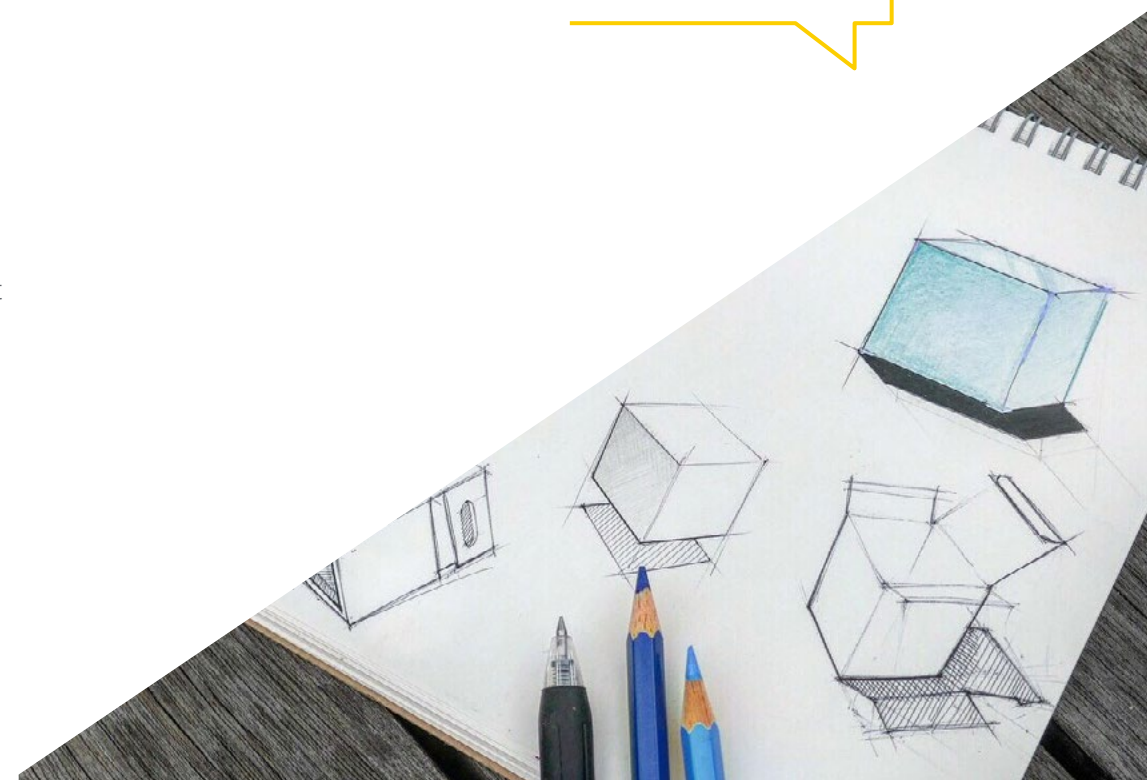
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Objectives

The main objective of this Postgraduate Certificate in Packaging Structure is to offer the professional the latest knowledge and techniques in this area, focused on mastering the techniques of creativity and structural composition based on the culture of 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 be able to offer to their clients or employers in the development of creative and functional ideas.

Do you want to further your studies in Packaging Design? This Postgraduate Certificate is for you. Enroll and graduate in 6 weeks"

General Objectives

- Master the tools of packaging design and digital illustration through the use of Adobe Illustrator software

- Create a conceptual, experimental and/or commercial visual identity adapted to all kinds of products

- Manage 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
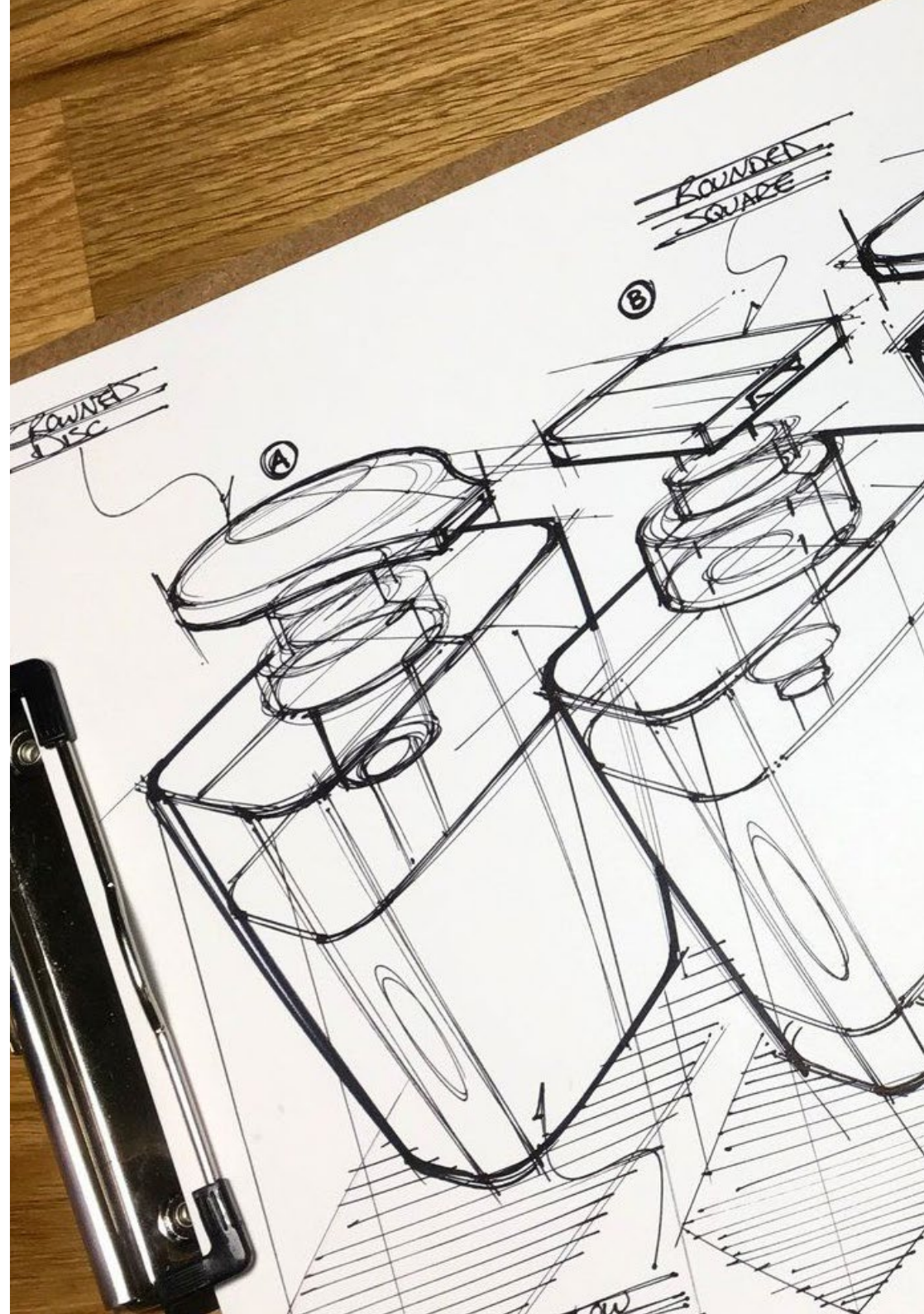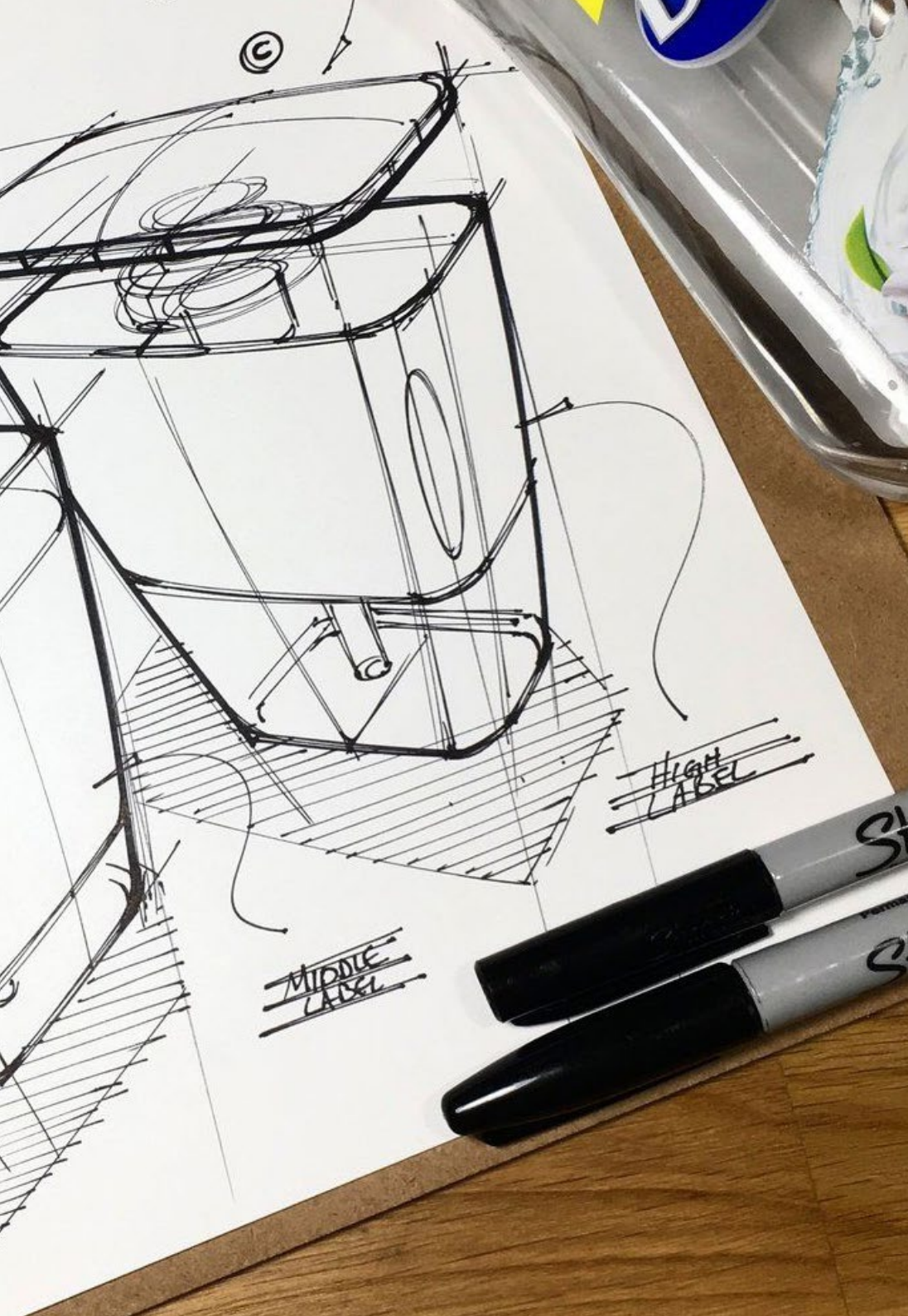
Specific Objectives

◆ 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

> *Apply the new trends in conceptual design and get ready to stand out in your professional environment"*

Course Management

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 the student learns effectively the topics of study and manages to integrate them in parallel to their professional performance.

Teachers with more than 15 years of experience and recognized for always being at the forefront of the profession will guide you through this 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 - 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
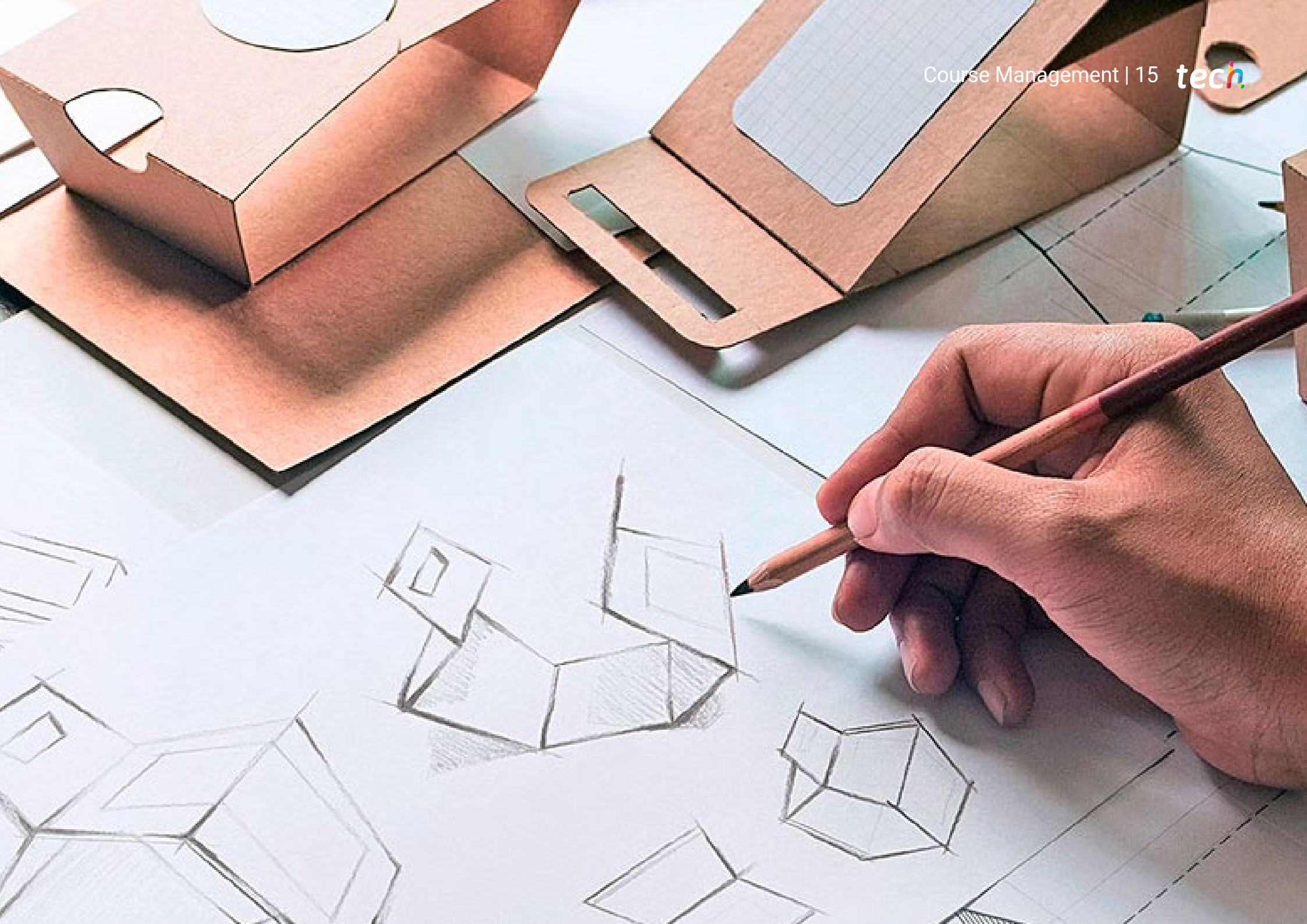
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Structure and Content

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 syllabus in Packaging Structure, for the mastery of techniques, tools, to the development of skills with the implementation in different market sectors effectively. 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.
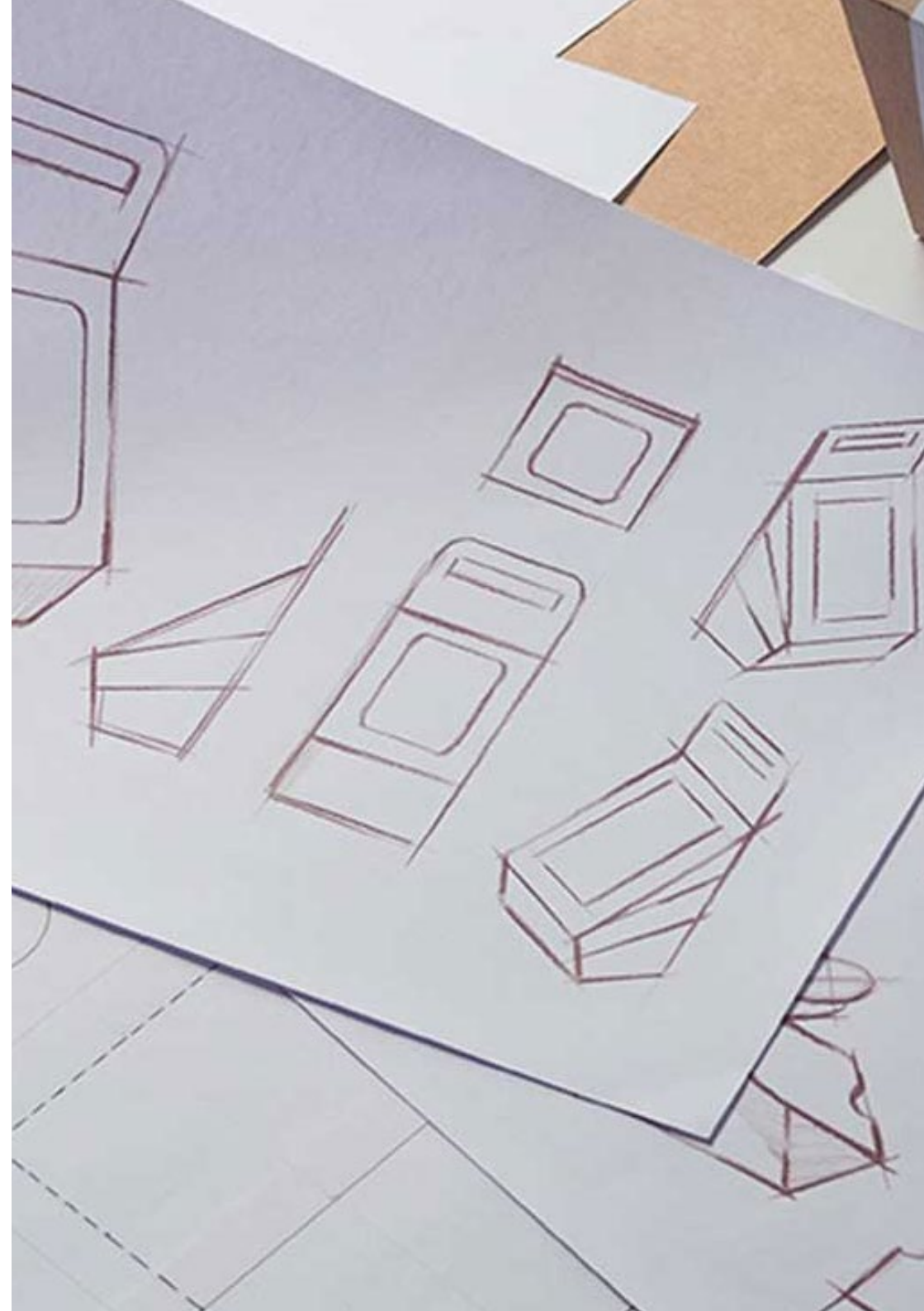
Connect from any device through the internet and navigate on the most secure and high-quality platform in today's online university environment"

Module 1. The Structure of Packaging

Enroll now and achieve your qualification in such a specific area of Packaging design and stand out with new skills in your job or business"

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 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.

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

Relearning Methodology

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

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

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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

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

Study Material

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

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

Classes

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

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

Practising Skills and Abilities

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

Additional Reading

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

30%

10%

8%

20%

25%

4%

3%
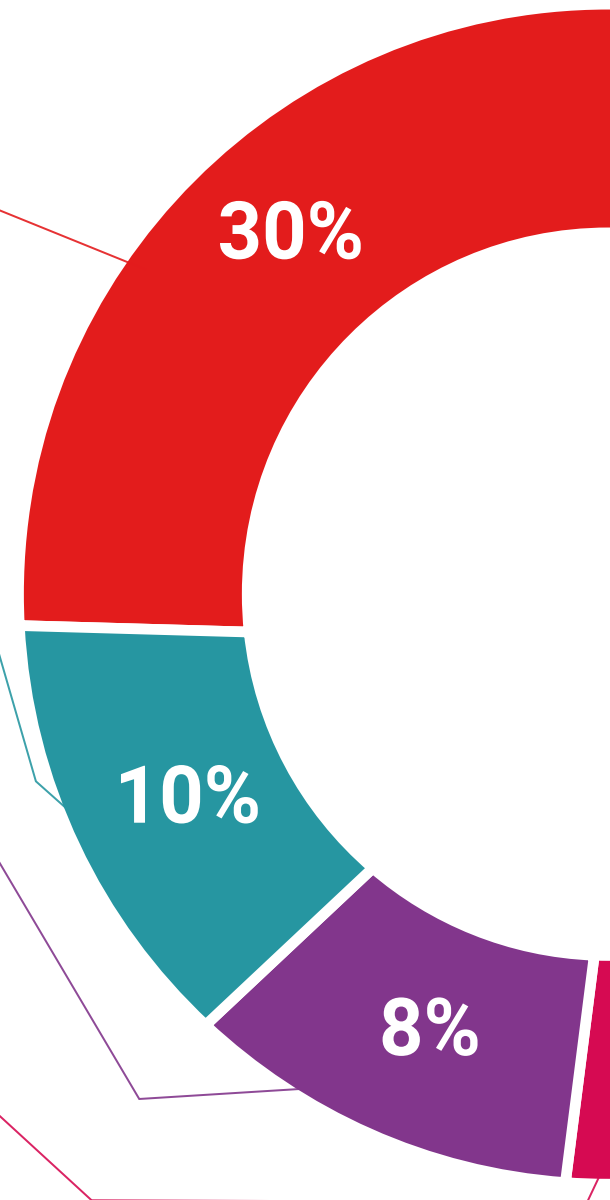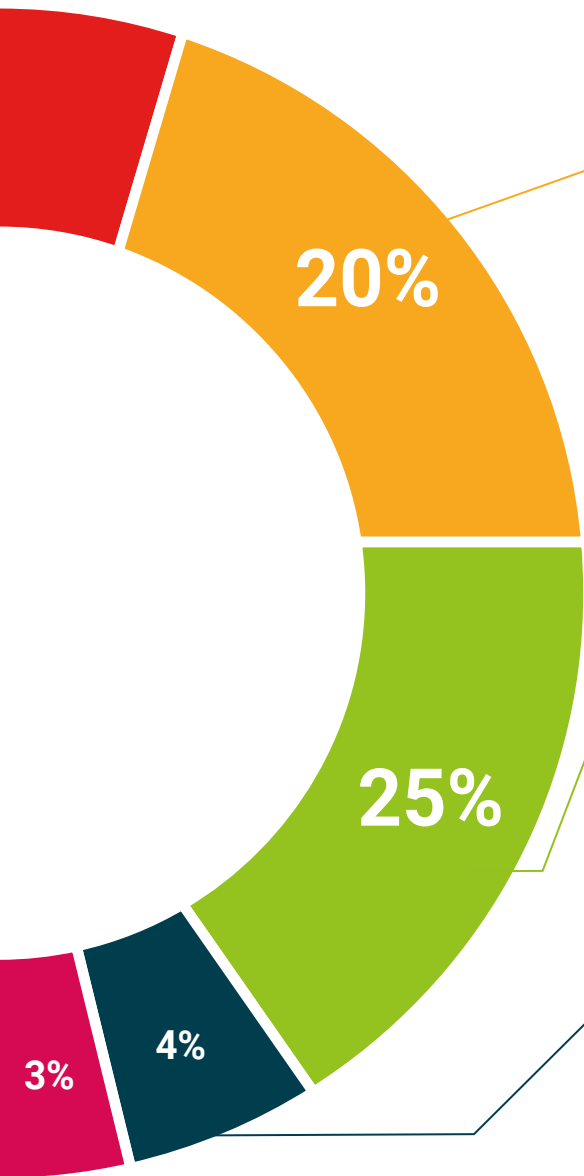
Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

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

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Certificate

The Postgraduate Certificate in Packaging Structure guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Packaging Structure** 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 Structure**

Nº. Official of hours: **150 h.**

tech technological university

Awards the following

CERTIFICATE

to

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

POSTGRADUATE CERTIFICATE

in

Packaging Structure

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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