

# MASTER'S DEGREE IN PACKAGING DESIGN

COMMUNICATION

ELISAVA



# MASTER'S DEGREE IN PACKAGING DESIGN

**Start date: September and February**

**ECTS Credits: 60**

**Language: English**

**Qualification: Master's Degree in Packaging Design, degree awarded by Pompeu Fabra University (UPF) and ELISAVA School of Design and Engineering of Barcelona.**

**Schedule: Monday, Wednesday and Thursday, from 5 pm to 9.15 pm**

## COURSE LEADER

### EVA MINGUELLA

BA in Graphic Design from Llotja school, and Diploma in Business Studies from the University of Barcelona. She began her career in Tandem DDB, followed by the study of Salvatore Adduci, and later at Morillas & Associats. In 1997 she founded EVA estudi, where she continues to work on corporate identity and packaging. She actively takes part in events and conferences concerning the packaging sector. Since 1997, she has combined her professional work with teaching.

[www.evaminguella.com](http://www.evaminguella.com)

## AIMED AT

Preferably at graduated in graphic and/or industrial design, professionals or academic profiles with proven experience in the several fields of these studies.

## PRESENTATION

In a market that is in continuous growth, packaging needs professionals with skills to communicate, both formally and graphically, the attributes of a product. Nowadays, to design a package implies giving the market products that seduce for their communication language and are thought with social consciousness and environmental responsibility. This master offers the suitable tools to conceptualize and develop projects of comprehensive packaging projects, with the will to train designers specialized in this discipline.

The programme is focused on both graphic design and structural packaging design, not from a technical point of view, but from its shape and communication. It offers the unique opportunity to work by the side of the most renowned packaging designers of each field and to learn their working methodology to come with an optimal and professional result.

The final objective is to provide the participants necessary knowledge to create and develop a product from a strategy and branding point of view, to detect the needs of the client and to give a solution, design and execution of any packaging project, all of this with practical workshops and theoretical capsules.

Within the duration of the master, 10 practical cases of different nature and category are resolved: from gourmet packaging to widespread consumption, from re-design to the creation of new packages. Concepts like eco-design and innovation to create more efficient and sustainable packages

## COURSE AIMS

- To study in depth the discipline of packaging, its history and new trends, and to know how society and the consumer influence in the packaging solutions.
- To offer the necessary theoretical/practical tools to make and present a packaging project: naming creation, lettering and applied typography, art direction and presentation techniques.
- To know the lines that follow the strategists and designers to create a successful product, to acquire a solid theoretical basis of branding and to know how a product is created and developed from the marketing point of view.
- To put into practice the acquired knowledge through the analysis, plan, design and execution of packaging projects. To detect the needs of the client and to create packages that answer the demand of different sectors. To learn how to create more efficient and sustainable packages that encourage good design and the correct use of materials.
- To give the students the specific knowledge in materials that the packaging industry uses: package creation, pre-printing and printing, quality controls and to identify the different kind of packages that exist and their possibilities.
- To know the factor that condition the production and selection of a package to a specific product and the role that the selection of a specific type of package can have in a product.

## STRUCTURE

### Packaging projects

Practical workshops in which around 10 practical cases of different nature and category are resolved: from gourmet packaging to widespread consumption, from re-design to the creation of new packages, from eco-design to innovation. Some of these projects go deep in graphic design and art direction, others in structural packaging design. Each workshop is tutored by a different professional that is expert of the field, who proposes the student a resolution of the case according to their usual working method.

### Theoretical concepts and design tools

Theoretical-practical classes that complement each other with exercises to experiment and strengthen the taught contents.

- Introduction to packaging, history and present
- Creative writing: naming and storytelling.
- Introduction to concepts of: calligraphy, signs and typography.
- Micro-typography and sign workshop
- Typographic arrangement
- Presentation techniques in public
- Sketching, layout and modeling
- Project management and valuation

### Branding in the packaging environment

Theoretical classes that introduce concepts and contents that will be applied during the different design workshops

- Introduction to the planner and planning world
- Strategic process and brand identity creation
- Brand architecture: construction models of a brand
- Construction of the brands in depth and shape. Brand vision and mission
- Creation of the brand experience in 360°

### Marketing. Communication and advertising strategy

Theoretical classes that introduce concepts and contents that will be applied during the different design workshops

- Consumer, company and market. Marketing as a business philosophy
- Packaging as a business and communication strategy
- The package as a product/market need.
- Packaging exhibition and advertising in the selling point

### Eco-design of packages and packaging

Theoretical classes that introduce concepts and contents that will be applied during the different design workshops

- Eco-design of packages criteria
- Evaluation of the environmental impact of a package
- Analysis of the circle of life of a product
- Optimization of the resources in packaging design: weight and volume reduction, use of recycled material, packages reusing and recyclability

### Materials, packaging pre-printing and printing

Theoretical classes that introduce concepts and contents that will be applied during the different design workshops

- Materials for the packaging
- Manufacturing systems and package creation
- Pre-printing and printing systems
- Quality controls
- Labelling, marking and codification

## ADMISSION REQUIREMENTS

- University degree or university graduate degree in graphic design, product design or product engineering.
- Professional experience that can be accredited.
- In addition, in general, it will be required to:
  - Have a high level of Spanish, both of understanding, speaking and writing for the Spanish course.
  - Have a high level of English, both of understanding, speaking and writing for the English course.
  - The candidate must be an efficient and autonomous person in the use of graphic design software.

## COMPETENCES

- Ability to develop a comprehensive packaging project, both graphic and structural, in all its phases:
  - Initial phase: Basic notions about branding and strategy. Generation of the initial project approach briefing
  - Brand development phase: Naming generation and brand creation. Ability to structure a packaging architecture.
  - Packaging design phase: Command of the design projects formalisation, both graphically and structurally, applied to different sectors or needs:
    - FMCG packaging
    - Cosmetic packaging (healthcare)
    - Gourmet-food packaging
    - Redesign packaging
    - Wine packaging
    - Eco-packaging
    - Packaging to take-away
    - Luxury products packaging
    - E-commerce packaging
- Creations of mock-ups and final artworks phase: Basic concepts for the development of mock-ups in volume (foam) and cardboard. Basic notions to carry out the final artworks development for reproduction.
- Development of complementary tools to a packaging project. Strategic tools such as branding, marketing and neuromarketing; design tools, such as microtypography and typographic composition; or general tools such as aesthetics, packaging history...
- Development of technical knowledge regarding materials, printing systems and sustainability criteria.
- Command of the language needed to present a project and to communicate with the different agents involved in the process.

## LECTURERS

### XAVIER BAS

Creative Director of Xavier Bas Disseny. Studio specialized in the creation of brands and packaging design.

### BEATRIZ BARCO

Graduated in Biology and Master in Scientific Communication. She works as an editor and scriptwriter for TV since 2000, mainly in the TV programme 'Redes' by TVE and fiction teen and children TV series.

### NICO BRASSÓ

General Director at Laboratorio Genové, a pharmaceutical dermatological lab. He has worked at the Marketing Department at ACMarca as a Packaging Manager, and later at the Marketing Department of Ceys and as a International Marketing Director of Grupo AC Marca.

### ANA CASAS

Graduated in Law and Master in Industrial and Intellectual Property. She is in charge of the Management of Industrial Property Portfolios at Isern Patentes y Marcas.

### MARC CATALÀ

Graduated in Graphic Design. After a time working at Grafica [Madrid/Barcelona] and Pentagram [London], he founded Mucho together with Pablo Juncadella. [wearemucho.com](http://wearemucho.com)

### DAVID ESPLUGA

Creative Director of Espluga+Associats. He is a Graphic Designer and Industrial Psychologist and has won more than 60 national and international awards. In 2005 he was chosen as the 4th member of the alliance All Around Design. [www.espluga.net](http://www.espluga.net)

### STEFANIA FARINA

Graduated in Graphic Design and postgraduate in Exhibiting Projects Design. She works on different design areas and she teaches at the same time.

### ION ELOLA

Graduated in Graphic Advertising and during his career, he has developed advertising projects for Euskatel, Caja Galicia, Generalitat de Catalunya, Kinesia, Vitesse, Samsung, Intermón Oxfam, Nutella, etc.

### ENRIC JARDI

Graphic Designer. His professional work is focused on publishing design, art direction, typography, book covers, corporate identity and illustration. He is the author of several works about design and typography. He is a teacher in several universities and national and international schools. [www.enricjardi.com](http://www.enricjardi.com)

### ÀLEX JIMÉNEZ

Graduated in Design, Technical Engineer in Industrial Design and Master in Urban Design. He is a founder-partner of the product design studio Nutcreatives. [www.nutcreatives.com](http://www.nutcreatives.com)

### PAU LLAVADOR

Graduated in Sociology and Graphic Design. He has worked at several design studios like Estudio Mariscal and he is currently working for his own studio, Tema, awarded with the renowned Laus award.

### JON MARIN

Graduated in Biology and Master in Industrial Ecology. He is a founder-partner of the product design studio of Nutcreatives, with experience as an environmental consultant and in project management. He applies his knowledge about ecological systems to the design world. [resseny.blogspot.com.es](http://resseny.blogspot.com.es)  
[www.nutcreatives.com](http://www.nutcreatives.com)

### AURORA MICHAVILA

Graduated in Law and in Marketing. She is the Executive Director of Interbrand in Madrid [Grupo Omnicom], she works for clients like Almirall Prodesfarma, RENFE, Danone, Kellogg's, Epson, Boots Healthcare, Pepsico, Inditex, Kraft, etc.

### RUBEN MIRAMONTES

Brand Strategy Planner in Vinizius/Young & Rubicam, Barcelona. He is specialist in FMCG in the food sector and consumption strategies. He is part of innovation cells of three big international corporations and makes branding tools for global brands.

### PATI NÚÑEZ

She studies Graphic Design at Eina. After collaborating with different design and advertising companies, she opened her own company in 1985, which specialized in corporate identity and packaging. She has been awarded with 11 Design Laus, National Award of Culture of Generalitat de Catalunya 2006 and Design National Award 2007. [www.patinunez.com](http://www.patinunez.com)

### EMILI PADRÓS

Graduated and Master in Industrial Design. His work is characterized by the ability to offer a renewed approach in every project and focuses on the experimentation with materials, objects and spaces, without forgetting functional, technical and productive aspects. [www.emilianadesign.com](http://www.emilianadesign.com)

### DR. JAVIER PEÑA

General and Scientific Director of ELISAVA.

**ALEXANDRE PIRARD**

Industrial Designer and Master in Transportation Design. He is a founder-partner of D-TANK, an industrial, product and transport design studio. [www.alexpirard.com](http://www.alexpirard.com)

**RAFAEL POZO**

Director of the graphic industry Ediciones CPG and of the publishing company EdCPG. He is an Expert Technician of AENOR Asociación Española de Normalización, AEN/CTN 54 committee Graphic Industries. He is the Research Director of TGRAF International Center of Research Studies in Graphic Technology and Scientific Communication of the ISEC Lisbon.

**JORDI QUERA**

Specialist in packaging, he is a Country Manager of ESKO Iberia. He is member of the organizing committee of the International Trade Show Graphispag and the Hispack, International Packaging Exhibition. He has been part of the jury of several competitions of the sector.

**FRANCESC RIBOT**

Creative Director at Menaje Design. He combines his professional activity with teaching in several schools and universities. His work has been awarded with the Laus, BestPack and AIGA awards. [www.menagedesign.com](http://www.menagedesign.com)

**MERCÈ RIERA**

Graduated in Advertising and Public Relations and Master in Business Administration. She has more than 15 years of experience as a marketing, communication and business development professional in international companies of the luxury and great consumption sector like L'Oréal, Puig and Frit Ravich.

**JOAN RIERADEVALL**

Professor of the Chemical Engineering Department, researcher of the Sostenipra group of the Institute of Environmental Science and Technology (ICTA) of the UAB and coordinator of the Red Catalana de Análisis del Ciclo de vida. He develops projects of environmental improvement of urban systems, eco-neighbourhoods, eco-design of buildings and urban elements, renewable energies. [www.sostenipra.cat](http://www.sostenipra.cat)

**ISAAC SALOM**

Industrial Designer and founder of SalomStudio\*. He works on communication design and product design for several companies like Font Vella, Roca, Callaway or Alstom. He combines his profession with the teaching in several centers. [www.salomstudio.com](http://www.salomstudio.com)

**PETRA SCHIECK**

Graduated in Communication, Marketing and Advertising Design. She works on different design areas and at the same time taught at Escuela Municipal de Arte in Terrassa.

**PERE SERRAT**

Manager in Gamavetro, seller of special glass packages and agent of the Italian manufacturer Vetreria Etrusca. She has more than 15 years of experience in the glass world: wine, oil, canned food and liquor.

**GUILLEM VIRGILI**

Industrial Designer and founder of the Estudi Virgili, a company dedicated to the corporate image and packaging. He is a professor at ELISAVA and President of ELISAVA Alumni. [www.virgili.com](http://www.virgili.com)

# COMMUNICATION

## MASTER'S DEGREE

Interdisciplinary Studies in Design and Communication

Photography and Design

Packaging Design

Advertising Design and Communication

Design and Art Direction

Branding

Design and Audiovisual Creativity

## POSTGRADUATE DIPLOMA

Design and Communication Strategies

Advertising Design and Creativity

Art Directions

Brands, Core of Communications

Innovating through Brands

## MORE INFORMATION

[www.elisava.net/en/studies/master-packaging-design](http://www.elisava.net/en/studies/master-packaging-design)

<http://packaging.elisava.net>

[www.behance.net/elisavapack](http://www.behance.net/elisavapack)

Bold category members of Elisava Alumni Association enjoy a 15% reduction.

The teaching staff is likely to change according to reasons beyond the course programme. ELISAVA reserves the right to make changes in programming as well as the right to suspend the course two weeks before it starts if not reached the minimum number of participants, without further obligation of the amounts paid by each participant.

Master's and Postgraduate Degree programmes schedules can be expanded according to the selected course activities (weekends included).

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