



## PRINT & PACKAGING

Packaging is a global industry with annual growth rates surpassing the average global GNP. Printing is vital to all packaging as the printed material on a package provides consumers with information, convenience and functionality.

This course will provide an overview of different **printing and packaging methods**. You will learn how these processes impact sustainability, cost and quality.

You will learn about the entire workflow, including color management strategies, artwork creation, pre-media and pre-press workflows, plate and cylinder making, packaging and decor printing, print finishing, technical specifications, schedules, packaging logistics, packaging technologies, packaging and printing materials, budgets and tips & tricks.

The course includes **many subjects involving practical work**, such as Campaign Management, Traineeship in Printing and Advanced Labs. There is a wide list of courses available in this program and students are able to choose amongst them freely.

You will participate in **lectures and projects** taught as part of our international Print Media Technologies and our Packaging Technology degree programs. Students from all over the world take part in these sessions. Like its industry, Print & Packaging is a truly international study programme.

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## **COURSES IN THIS PROGRAM**

We offer a wide range of interesting topics to our exchange students. The course options include for example modules like Post-Press Technologies and Product Design, 3D-Printing/Additive Manufacturing, Sustainable Packaging, Campaign Management, and Practical Training in Pre-Press, Press, and Post-Press. For a full list of available courses please visit our webpage:

[https://www.hdm-stuttgart.de/en/prospective\\_students/academic\\_programs/exchange\\_programs/minors\\_courses/print\\_media\\_technologies](https://www.hdm-stuttgart.de/en/prospective_students/academic_programs/exchange_programs/minors_courses/print_media_technologies)

1 ECTS credit normally equals approximately 30 hours of work. This will consist of a mixture of lectures, seminars, project work and independent study.

## **IMPORTANT INFORMATION REGARDING COURSE SELECTION**

Exchange students can choose freely from the list of courses listed on the website. The total amount of ECTS taken should be 30. Please note that there may be timetable clashes between different courses. Students are asked to prepare a study plan with some back-up module options, as the schedule will be finalized on arrival when timetables have been set. Exchange students should discuss the final list of classes with the HdM Faculty Coordinator after acceptance and consult with the Faculty Coordinator at HdM prior to arrival if the learning agreement/study plan of the home university has strict regulations/limitations.

## **FOR QUESTIONS CONCERNING THIS PROGRAM PLEASE CONTACT**

### **Prof. Dr. Dipl.-Ing. Volker Jansen (academic questions)**

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