

Package Design Project Four

Shopability

Chocoholica is a boutique chocolatier located in the heart of downtown Oshkosh. They specialize in combining traditional European quality with a contemporary, energetic vibe. They're not afraid to make bold statements with their confections. Their unique flavor combinations appeal to a customer base that identifies with their unique approach. Each product is made on-site at *Chocoholica* from the finest, organic ingredients and to the same, exacting standards.

Christmas is the busiest time of the year for a chocolate shop and *Chocoholica* knows that this is the best time to introduce its new specialty chocolate bars. They will be introducing three new flavor combinations and need packaging for the bars and a seasonal gift bag.

Process

1. Package the bars

- Develop packaging for the bars that will distinguish the flavors but also create a strong representation of the *Chocoholica* brand. These bars will be launched in the *Chocoholica* boutique but will also be available through other retailers.
- Solutions should be executed in paperboard at a scale that is appropriate for a candy bar

2. Design a shopping bag for *Chocoholica*

- Chocoholica* believes that a unique, well-designed bag can serve to not only convey purchases home, it can also be reused in gift giving
- Consider how the shopping bag advertises the boutique
- A strong design will reflect on the overall retail experience

3. Research/Project Development

- Conduct a detailed retail and style audit. Create annotated boards for your workbooks. Look for unique chocolate in different retail environments, from department stores to chocolate boutiques. Consider the customer and imagine what the store's environment, employees, etc., may be like.
- Thumbnail sketches. Explore graphics and structure. What imagery, ideas do you associate with the subject? What sells? What graphics, color, typography best expresses your concept? Don't limit your research to previously created package design. Look elsewhere. Brainstorm. What inspires you?
- Choice/Refinement. Don't limit your exploration to graphics alone. Build and test out multiple structures that may effectively contain and market your products.
- Comprehensives. Complete digital comprehensives, experimenting and working towards finals. Perfect your final concept by proofing and building 3D models



Final Presentation

Use both comprehensives and critique as a basis to work up completed project.

-Final presentation will be of two important package categories:

Specialty Chocolate Package: Create a minimum of three distinct but related packages for chocolate. Dimensions of each reverse-tuck paperboard package must be identical.

Retail/Gift Bag: Construct a bag that is large enough to contain the three chocolate bars.

-Package forms may be modified with cutouts, tabs, etc. But do not alter the form beyond recognition

-“Card” Box and Bag templates can be found at templatemaker.nl (accessible through class homepage)

-Plan Ahead. **There will be no exceptions or extensions made for printing or access problems.**



Schedule

- Nov 8 Introduction of Project Four.
Homework: Research. 50 thumbnail sketches of packaging ideas.
Draw out panel maps
Create Style/Concept boards.
Build package models for sketching
- Nov 13 Discuss packaging construction strategies. Individual Critiques. Work Day.
Homework: Black and white package designs.
- Nov 15 **Due Today:** Black and white mock-ups of packages, and bag, for group critique. You must present two variations of each design.
- Nov 20 Work Day.
Homework: Color Package Comprehensives.
- Nov 22 Thanksgiving Break
- Nov 27 **Due Today:** Full-scale color comprehensive of packages, bag, for group critique. All elements must be completely assembled before the beginning of class.
- Nov 29 Work Day. Electronic Documentation Demonstration.
- Dec 4 Work Day.
Homework: Final package designs due.
- Dec 6 **Due Today:** Package Designs Due. Submit along with **all** work completed this semester. Workbooks for all projects must also be submitted. Be sure to include research notes, sources for paper and images. Electronic Documentation must also be submitted.
- Dec 14 Projects can be picked up in S216 at 3pm.

