

Package Design Project Four

Shopability

Chocololica 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 *Chocololica* from the finest, organic ingredients and to the same, exacting standards.

Christmas is the busiest time of the year for a chocolate shop and *Chocololica* 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 *Chocololica* brand. These bars will be launched in the *Chocololica* 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 *Chocololica*

- Chocololica* 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 and promotes the brand
- A strong design will reflect on the overall retail experience. Avoid holiday clichés—how does *Chocololica* interpret the holidays?

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

