

A (not so long) time ago, in a class room far, far away...

# EPISODE ME

PACKAGE DESIGN

PAYNE PRODUCTION PRESENTS EPISODE ME  
ASSIGNMENT CHOCOLATE BAR PACKAGING DESIGN COURSE ADVE 715 PROJECT 2  
STARRING MADDY PAYNE  
PROFESSOR GAURI MISRA-DESHPANDE

## AN OVERVIEW

FOR THIS ASSIGNMENT WE HAD TO CREATE A SERIES OF THREE CHOCOLATE BARS WE COULD BRING TO AN INTERVIEW AND LEAVE BEHIND. THE CHOCOLATE BARS HAD TO TELL THE POTENTIAL EMPLOYERS SOMETHING ABOUT YOU (BACKGROUND, INTERESTS, CULTURE, SKILLS, ETC.).

THE DESIGN MUST BE COHESIVE THROUGHOUT ALL THREE CHOCOLATE BARS, AND MUST BE PORTFOLIO-WORTHY WORK.

**PROJECT  
OUTLINE**

## TO BEGIN...

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TO START IDEATING FOR OUR SERIES OF CHOCOLATE BARS WE HAD TO COME UP WITH THREE MOOD BOARDS THAT REFLECTED WHO WE ARE. THE MOOD BOARDS COULD SHOWCASE OUR SKILLS, OUR BACKGROUND OR INTERESTS.

## MY THREE MOODS

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### 1. BOB ROSS

REPRESENTS MY LOVE FOR ART/ART DIRECTION  
SHOWS THAT EVERYONE CAN BE AN ARTIST IF THEY WANT TO BE &  
THE PACKAGING WOULD BE WHITE SO POTENTIAL EMPLOYERS COULD  
COLOR ON IT IF THEY WANTED TO.

### 2. STAR WARS

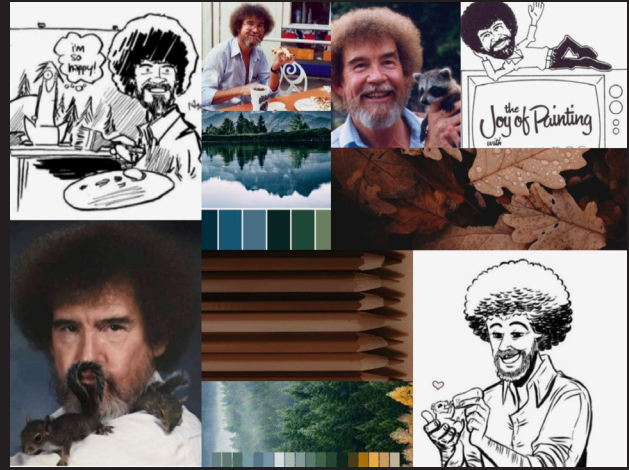
REPRESENTS MY HUGE LOVE OF STARS. NO MATTER WHERE I  
WAS, I GREW UP WATCHING STAR WARS. I LOVE THE UNIVERSE,  
THE CHARACTERS, THE CREATIVITY, AND I GAIN A LOT OF ARTISTIC  
INSPIRATION FROM THE ICONIC TRILOGY.

### 3. MY BACKGROUND

A REPRESENTATION OF THE THREE PLACES I LIVED WHILE GROWING  
UP - CHINA, ENGLAND, AND INDONESIA. EACH BAR WOULD REPRESENT  
ONE PLACE AND SHOW THE CULTURE/FOOD/FLAVORS/ARCHITECTURE  
I GREW UP WITH.

**MOOD  
BOARDS**

BOB ROSS



STAR WARS



MY BACKGROUND



**MOOD  
BOARDS**



## NEXT STEPS

AFTER GOING OVER THE THREE MOOD BOARDS IN CLASS, WE HAD TO COME UP WITH 100 PACKAGING DESIGNS FOR OUR CHOCOLATE BARS. AS I WAS SKETCHING, MY CHOCOLATE PACKAGING DESIGNS STRAYED A BIT FROM MY ORIGINAL THREE MOOD BOARDS.

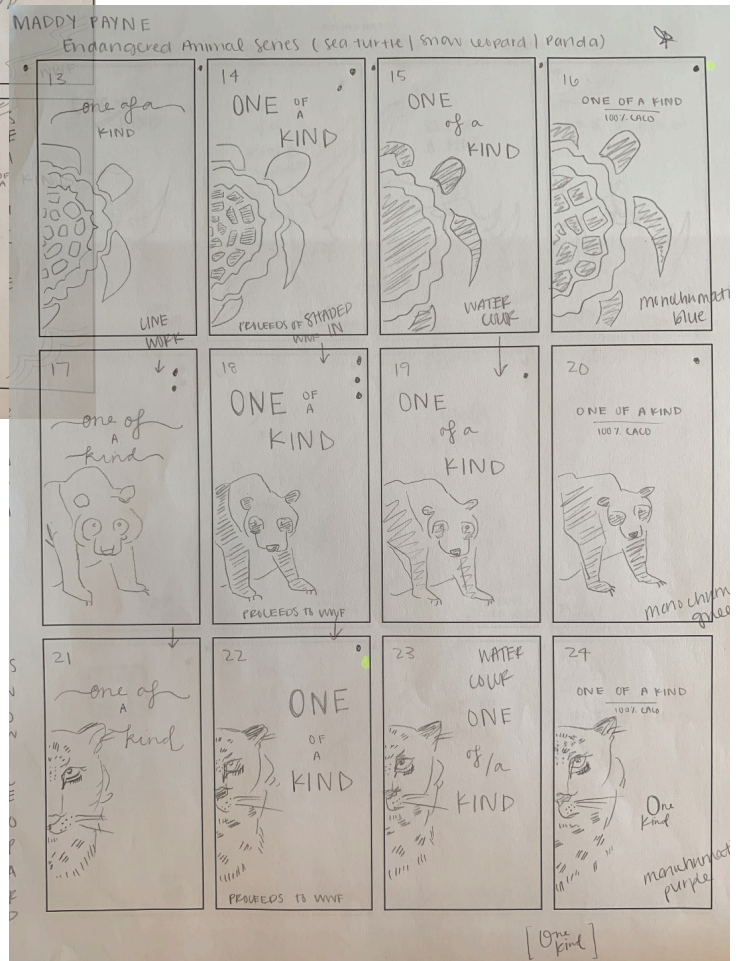
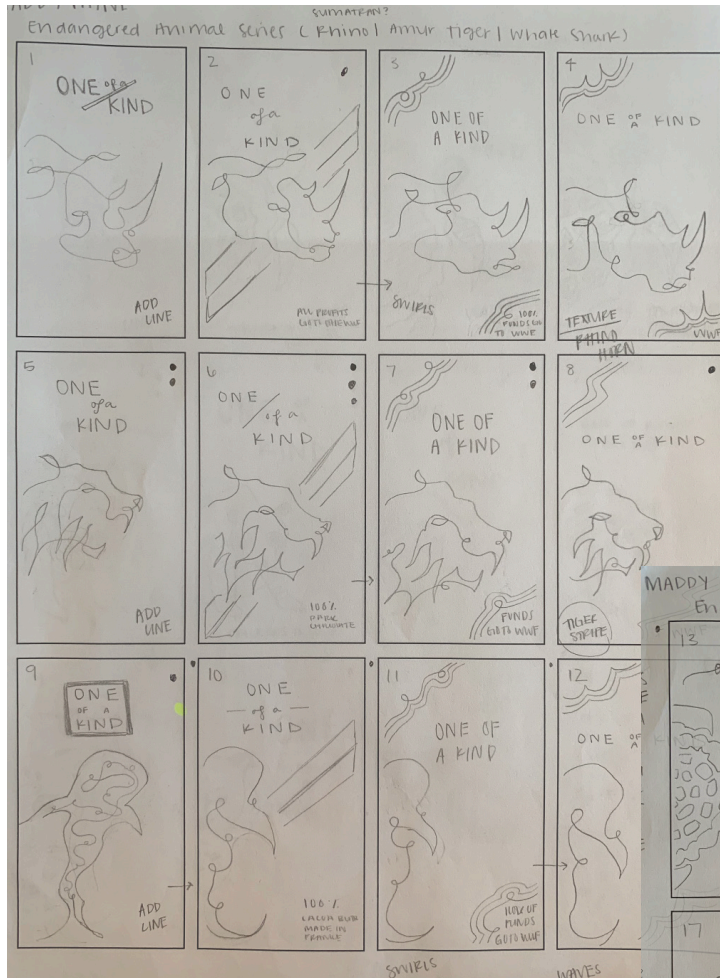
IN THE END I CAME UP WITH 8 DIFFERENT PACKAGING CONCEPTS FOR MY CHOCOLATE SERIES.

1. ONE OF A KIND (PERSONAL INTEREST : ENDANGERED SPECIES & PLAY-ON NAME TO HIGHLIGHT PERSONAL TRAIT)
2. THE GIVE BACK BAR (PERSONAL INTEREST : FOR AUSTRALIA'S WILDFIRES)
3. CULTIVATED TASTE (MY DIVERSE BACKGROUND)
4. HAPPY LITTLE CHOCOLATES (MY LOVE FOR ART/ART DIRECTION)
5. DR. SEUSS SERIES (PERSONAL TRAITS : POSITIVITY / UNIQUENESS)
6. BITTER SWEET (WEIRD CHOCOLATE COMBINATIONS : TO SHOW UNIQUENESS)
7. STAR WARS (PERSONAL INTEREST : REFLECTS CHILDHOOD & GOOD OPPORTUNITY TO SHOW ART SKILLS)
8. BLOOM : (PERSONAL INTEREST : PLANTS)

**100**  
**SKETCHES**

# ONE OF A KIND

ENDANGERED SPECIES SERIES | RHINO, LION, WHALE  
SHARK & TURTLE, PANDA & SNOW LEOPARD





# THE GIVE BACK BAR

RAISING FUNDS FOR AUSTRALIA'S WILDFIRE

SHOWS ONE OF MY PASSIONS & DESCRIPTOR WORDS ABOUT MYSELF





# CULTIVATED TASTE

CHOCOLATE REPRESENTATIONS OF WHERE I GREW UP

LONDON, BEIJING, JAKARTA (WITH INSPIRED INGREDIENTS + FLAVORS)

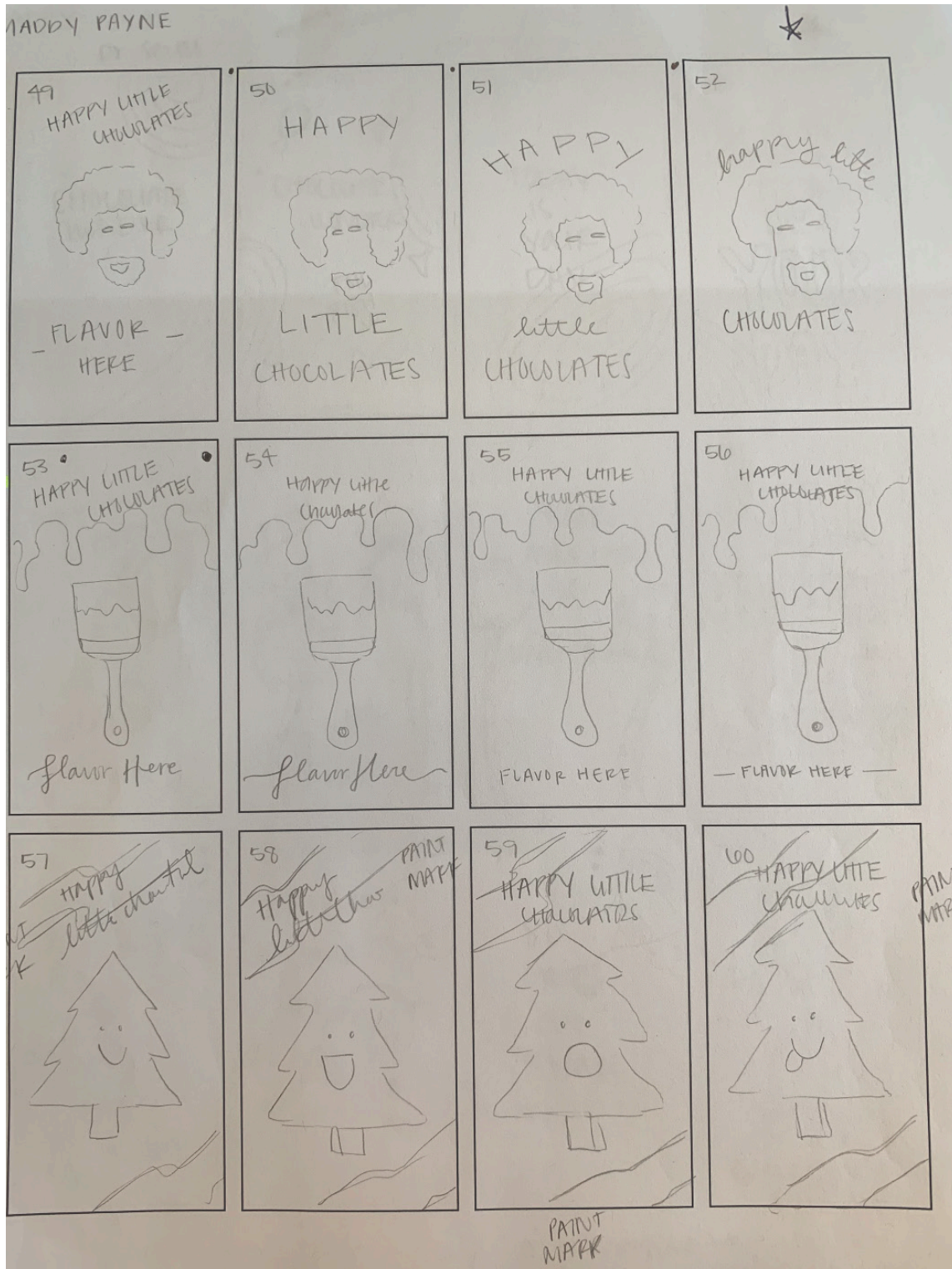




# HAPPY LITTLE CHOCOLATES

BOB ROSS CHOCOLATES

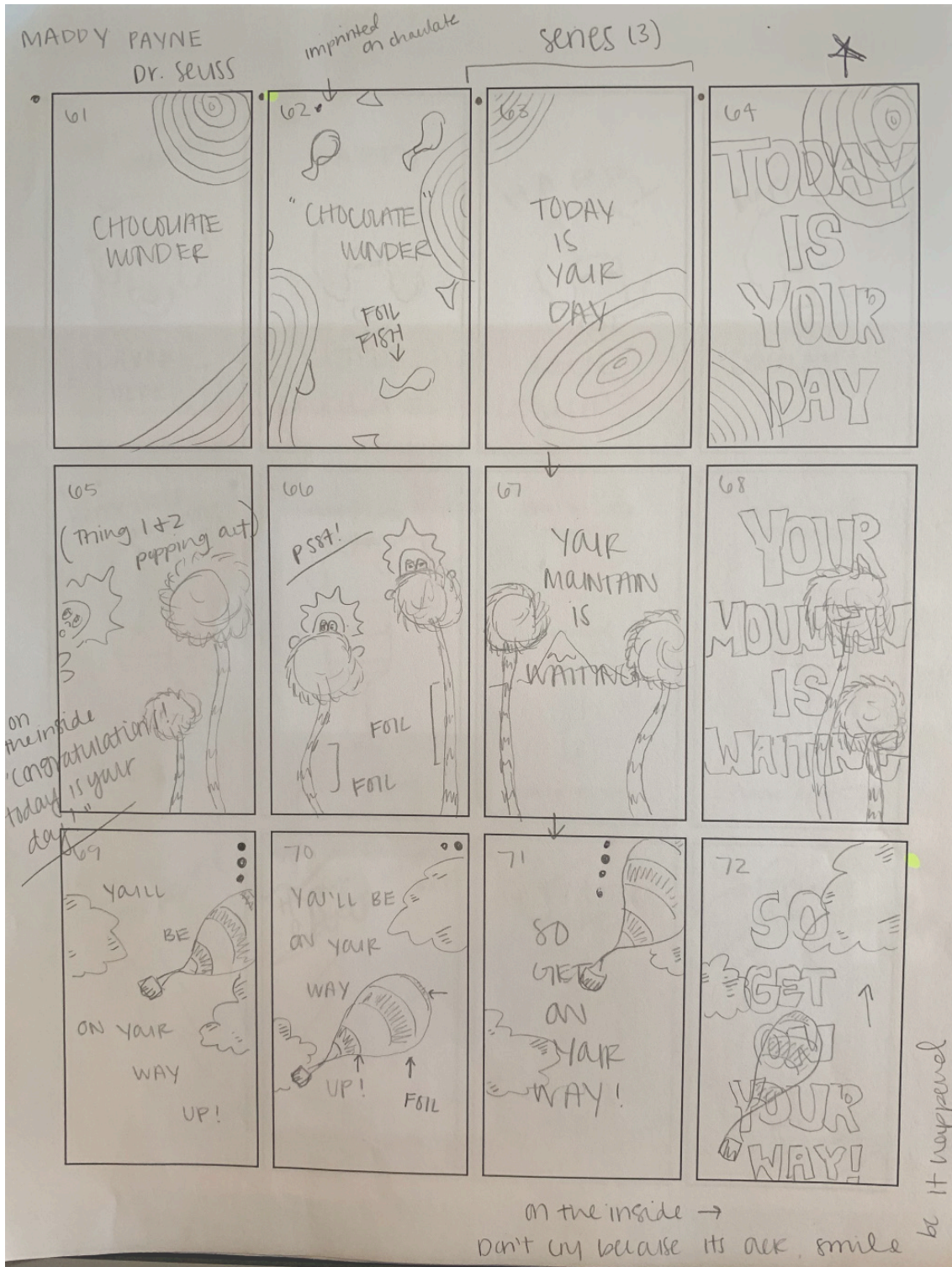
SELF - COLORING PACKAGING TO SHOW EVERYONE CAN BE AN ARTIST





# OH THE PLACES YOU'LL GO!

DR. SEUSS ENCOURAGEMENT CHOCOLATES  
EACH HAS A PART OF ONE OF MY FAVORITE QUOTES





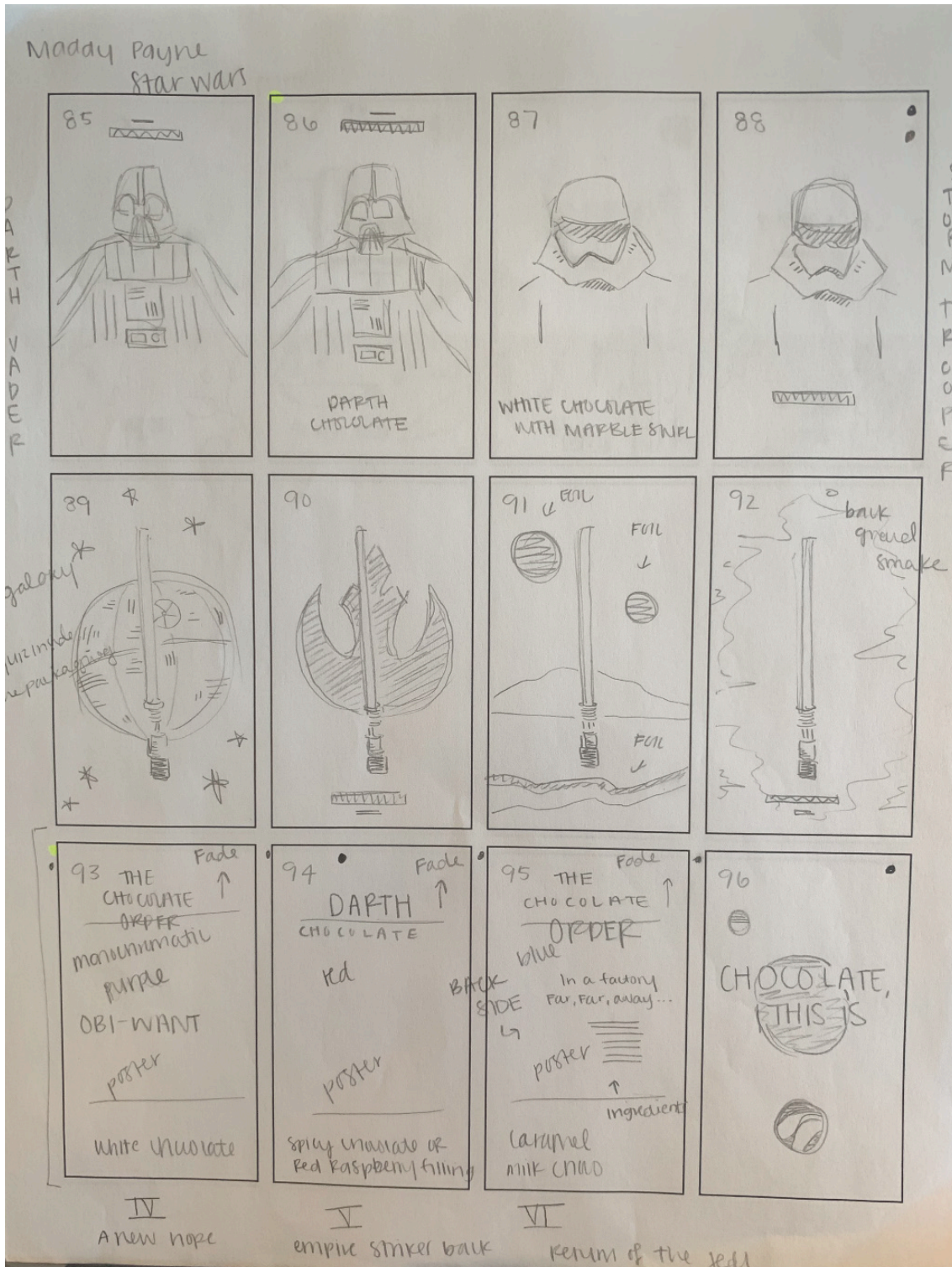
# BITTER SWEET

WEIRD BUT DELIGHTFUL CHOCOLATE COMBINATIONS THAT ARE SATISFYING, DARING, AND PUZZLING.



# EPISODE ME

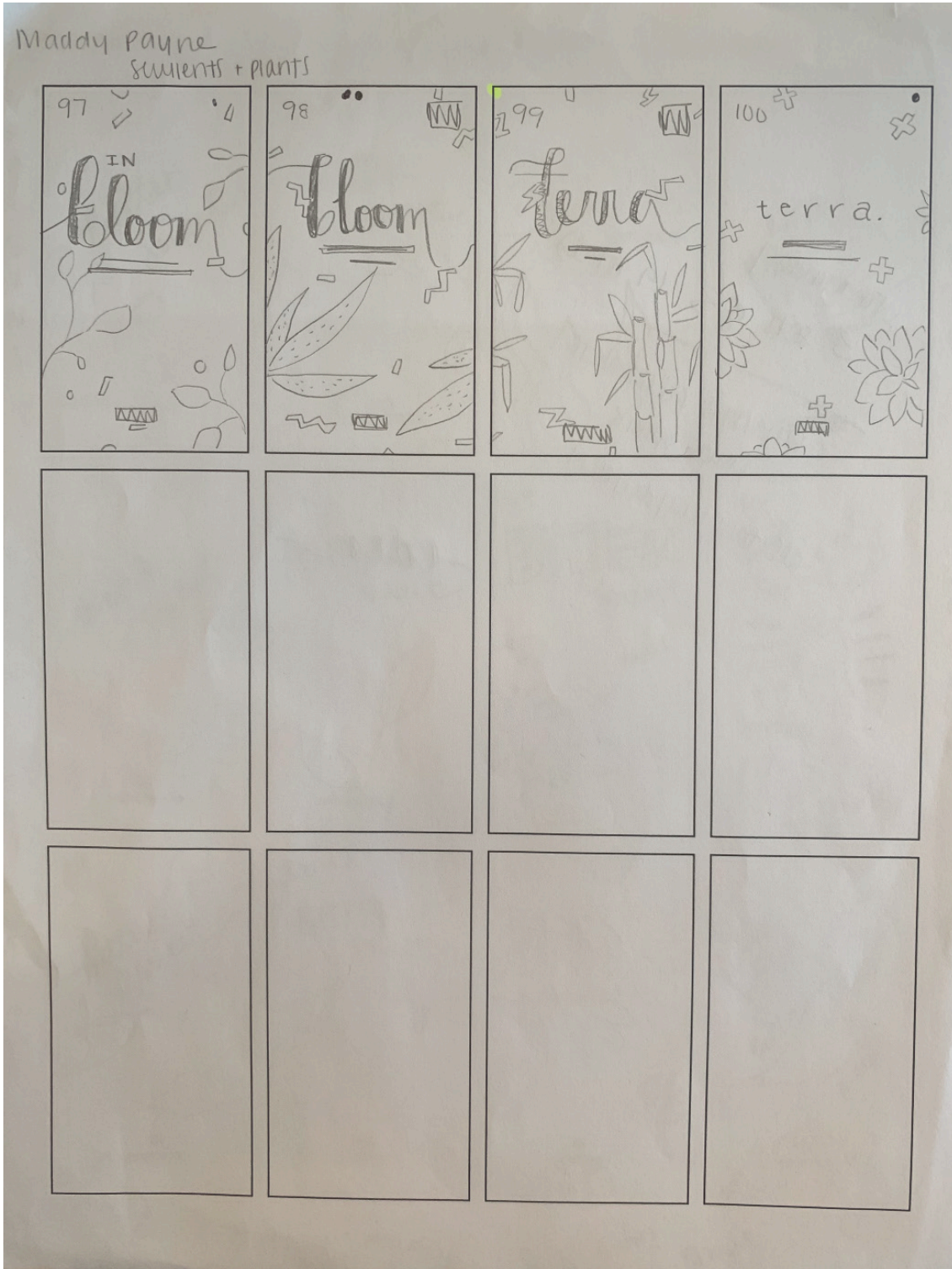
STAR WARS CHOCOLATES THAT SHOWCASE ARTISTIC CREATIVITY  
 DARTH CHOCOLATE, THE CHOCOLATE ORDER, OBI-WANT A PIECE





# IN BLOOM

CHOCOLATES WITH PLANT THEMES  
SHOWS A PERSONAL INTEREST/HOBBY



## TOP 3 LAYOUTS

AFTER CONCEPTING DIFFERENT IDEAS, WE WERE TASKED WITH CHOOSING THREE WE THOUGHT HAD THE MOST POTENTIAL AND CREATING LAYOUTS.

THE THREE I CHOSE:  
ONE OF A KIND, THE GIVE BACK BAR & STAR WARS

**TOP  
THREE**

# ONE OF A KIND

THE IDEA: THESE CHOCOLATE BARS, JUST LIKE ME AND MY SKILLS/ IDEAS ARE ONE OF A KIND. EACH BAR IS DECORATED WITH A THEME OF A PLACE I LIVED GROWING UP. EACH CHOCOLATE IS FLAVORED USING NATIONAL FRUITS/SPICES FROM THOSE SPECIFIC COUNTRIES.



## TYPE STUDY

*Sign Painter HouseScript*

ONE  
of a  
KIND

*Sign Painter HouseScript Semibold*

ONE  
of a  
KIND

P22 UNDERGROUND LIGHT PETITE CAPS

ONE  
KIND

*Sign Painter HouseScript*

ONE ONE  
OF A OF A  
KIND KIND

ONE  
of a  
KIND

# THE GIVE BACK BAR

WITH ALL THAT'S HAPPENED WITH AUSTRALIA'S WILDFIRES, I WANTED TO CREATE A CHOCOLATE BAR THAT WOULD GIVE BACK AND HELP. THUS, THE GIVE BACK BAR. EACH BAR REPRESENTS AUSTRALIA AND HELPS A SPECIFIC NATIVE SPECIES. EACH FLAVOR IS CHARACTERIZED BY A CHARACTERISTIC I BELIEVE I HOLD.

The  
**GIVE BACK**  
Bar



**THE DEFENDER**  
MOCHA  
70% ORGANIC DARK CHOCOLATE

The  
**GIVE BACK**  
Bar



**THE SUPPORTER**  
HONEY COMB  
30% ORGANIC DARK CHOCOLATE

The  
**GIVE BACK**  
Bar



**THE PRESERVER**  
RASPBERRY JAM  
50% ORGANIC DARK CHOCOLATE

## TYPE STUDY

Futura Medium  
The Give Back Bar

Futura Condensed Medium  
The Give Back Bar

**Futura Condensed Bold**  
The Give Back Bar

Gurmukhi MN Regular  
GIVE BACK

**Gurmukhi MN BOLD**  
GIVE BACK

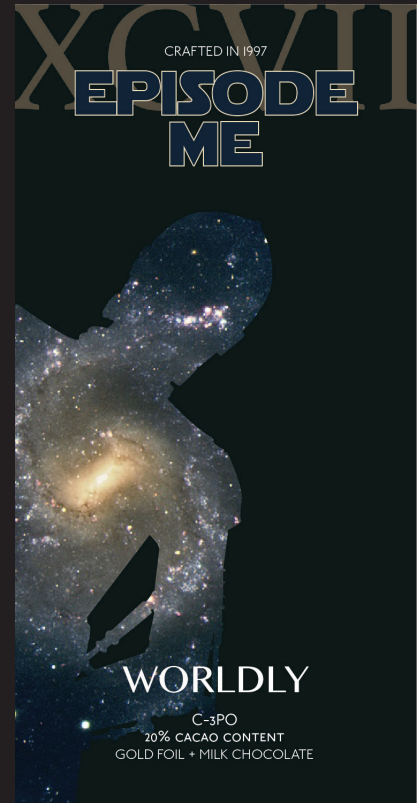
The  
**GIVE BACK**  
Bar

The  
**GIVE BACK**  
Bar

The  
*give back*  
Bar

# EPISODE ME

THESE BARS RELATE TO MY CHILDHOOD/INTERESTS AND SHOWCASE MY CREATIVITY SKILLS. I CHOSE SOME OF MY FAVORITE CHARACTERS TO EACH REPRESENT A DIFFERENT PART OF ME: FEARLESS, WORLDLY, AND FUN SIZED.



## TYPE STUDY

**KRUNGHEP -  
FUN SIZE**

Arial Unicode MS -  
Fun Size

Khmer MN Regular  
Fun Size

DIN Alternate Bold  
FUN SIZE

**STAR JEDI REG.  
EPISODE ME**

STAR JEDI HOLLOW  
EPISODE ME

STAR JEDI OUTLINE  
EPISODE ME

## INITIAL FEEDBACK

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AFTER FEEDBACK FROM MY PROFESSOR, I DECIDED TO GO WITH EPISODE ME. I WAS MOST EXCITED ABOUT THIS IDEA, AND I WAS ABLE TO RELATE IT BACK TO ME THE MOST EFFECTIVELY OUT OF ALL THREE.

AFTER OUR FIRST DRAFTS WE WERE ASKED TO FUTHER EXPAND ON THE PACKAGING AND DECIDE HOW WE WERE GOING TO DESIGN THE BACK.

## DIELINE

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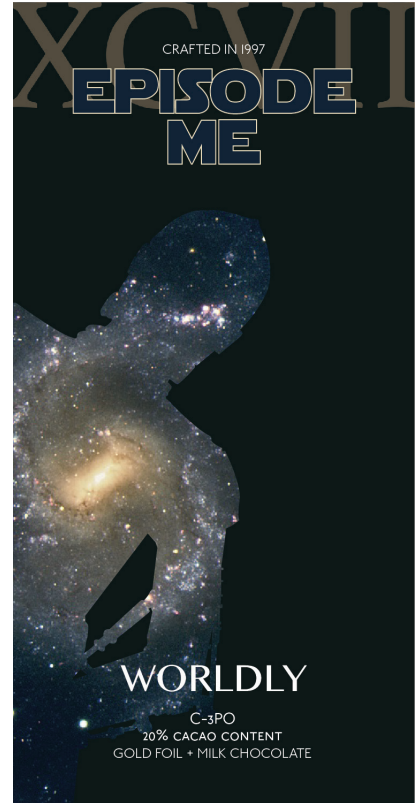
NEXT STEP WAS DECIDING ON PACKAGING DIMENSSIONS. I DECIDED TO GO WITH GHIRARDELLI CHOCOCLATE. I LIKE THE SIZE AND WEIGHT OF THE CHOCOLATE BAR. AFTER SCANNING THE PACKAGING IN THE PRODUCTION ROOM, I WAS ABLE TO USE THAT TO CREATE A DIELINE AND MY DESIGN ON TOP.

**FEEDBACK/  
DESIGN**



## FIRST DRAFTS

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## FIRST DRAFTS

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- TRY SWAPPING THE GALAXY TO THE BACKGROUND
- INCORPORATE MORE COLOR
- FURTHER PERSONALIZE BARS ON THE BACK
- BOLDER TYPEFACE ON THE FRONT
- MOVE THE ROMAN NUMERALS ON C-3PO TO THE SIDE

# PROFESSOR FEEDBACK

(OF THE THREE VARIATIONS THIS WAS THE FAVORITE)



C-EPO HOMELAND



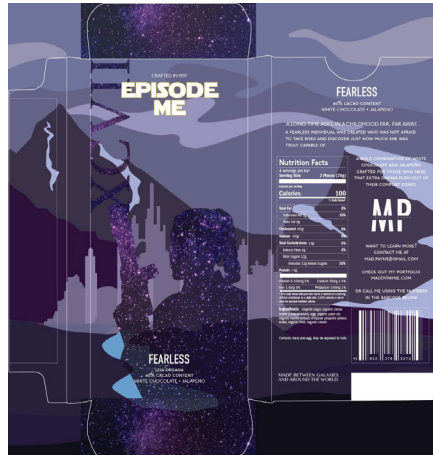
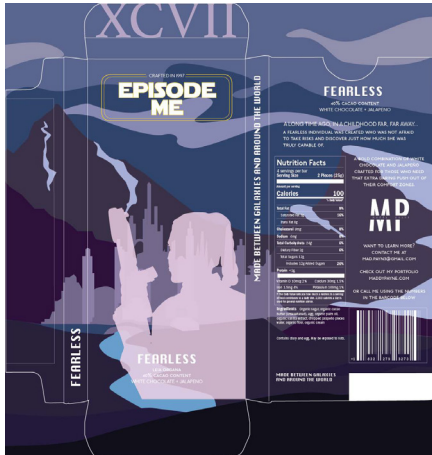
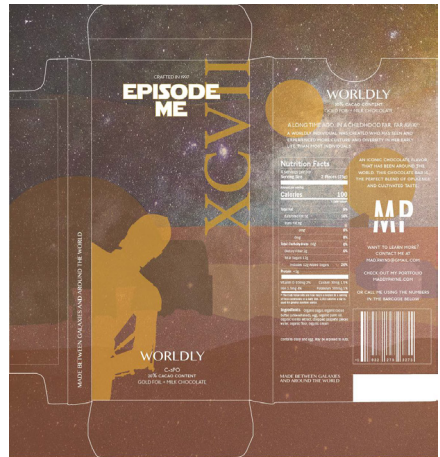
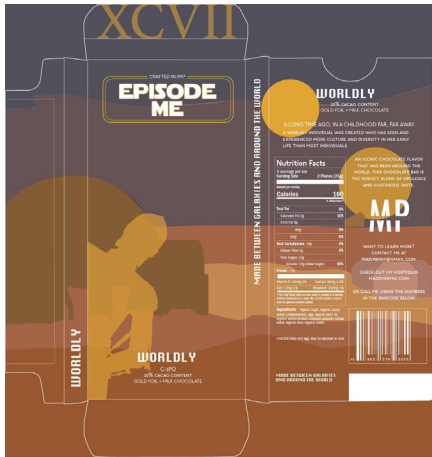
LEIA HOMELAND



YODA HOMELAND



# SECOND DRAFTS



# PROFESSOR FEEDBACK

(OF THE THREE VARIATIONS THIS WAS THE FAVORITE)



BRIGHTEN SATURATION ON PACKAGING  
MAKE THE WHITE TEXT EASIER TO READ  
SWAP C-3PO TO THE OTHER SIDE TO MATCH THE OTHERS



CLEAN UP THE BACK - MAKE IT LESS BUSY  
GET RID OF THE INGREDIENTS LIST



MOVE THE FLAVOR TO UNDERNEATH "EPISODE ME"  
ADD MORE STAR WARS THEMED COPY TO THE BACK  
LIGHTEN YODA'S OPACITY LEVELS



# EPISODE ME: WORLDLY



XCO

EPISODE  
ME  
WORLDLY

EPISODE ME WORLDLY

C-3PO  
20% CACAO CONTENT  
GOLD FOIL + MILK CHOCOLATE

MADE BETWEEN GALAXIES AND AROUND THE WORLD

WORLDLY  
CRAFTED IN 1997

AN ICONIC CHOCOLATE FLAVOR THAT HAS BEEN AROUND THE WORLD. THIS CHOCOLATE BAR IS THE PERFECT BLEND OF OPULENCE AND CULTIVATED TASTE.

**Nutrition Facts**

4 servings per bar  
Serving Size 2 Pieces (25g)  
Amount per serving  
**Calories 100** % Daily Value\*

Total Fat	8%
Saturated Fat 3g	16%
Trans Fat 0g	
0mg	0%
0mg	0%
Total Carbohydrate 16g	6%
Dietary Fiber 2g	6%
Total Sugars 12g	
Includes 12g Added Sugars	26%
Protein <1g	
Vitamin D 10mcg 2%	Calcium 30mg 1.5%
Iron 1.5mg 4%	Potassium 100mg 1%

A LONG TIME AGO, IN A CHILDHOOD FAR, FAR AWAY...

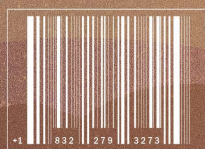
A WORLDLY INDIVIDUAL WAS CREATED WHO HAS SEEN AND EXPERIENCED MORE CULTURE AND DIVERSITY IN HER EARLY LIFE THAN MOST INDIVIDUALS.

THE FORCE IS STRONG WITH THIS ONE.

MAD  
MAD  
MAD  
MAD

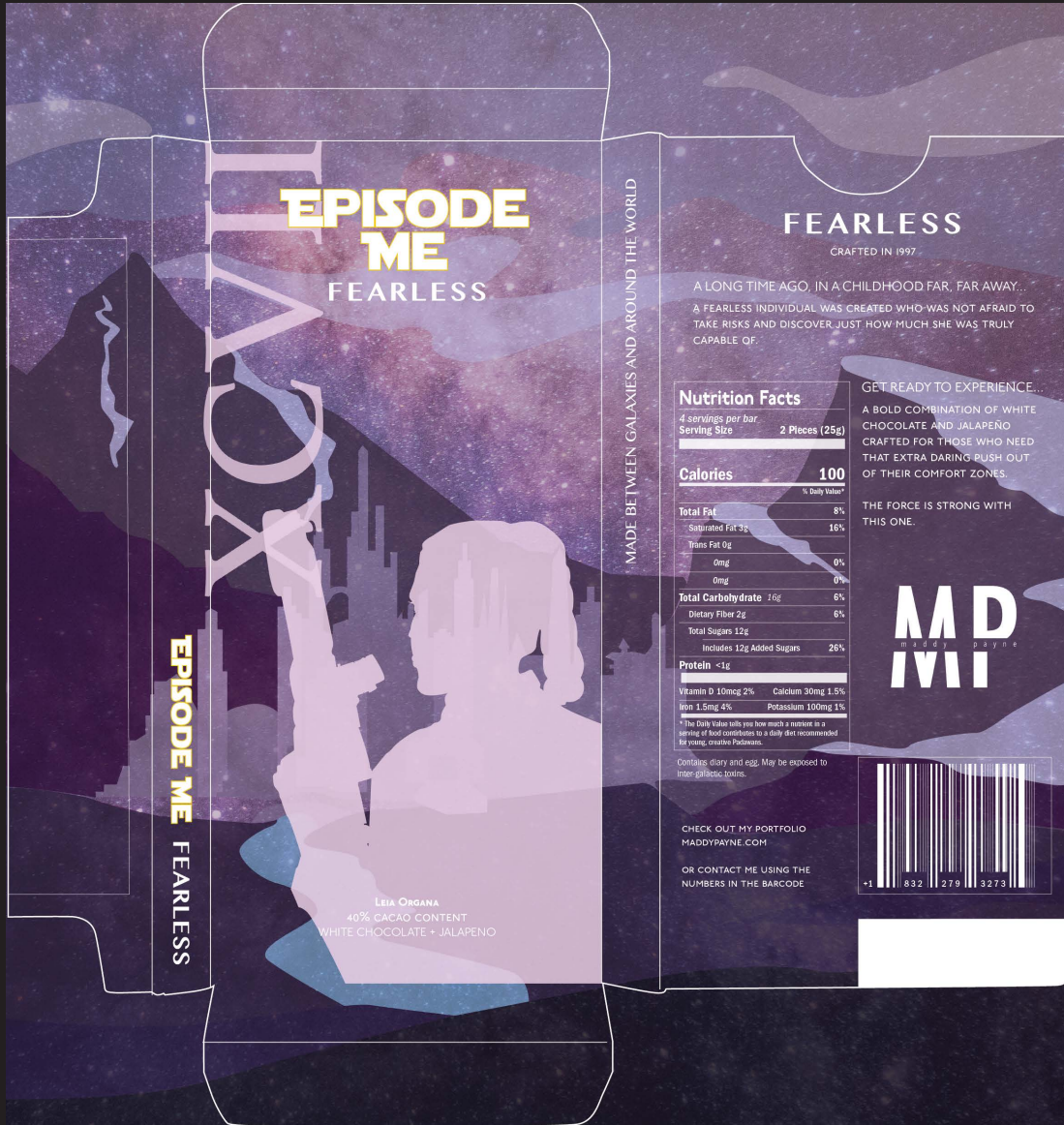
CHECK OUT MY PORTFOLIO  
MADDYPAYNE.COM

OR CONTACT ME USING THE  
NUMBERS IN THE BARCODE



FINAL  
DESIGN

# EPISODE ME: FEARLESS



**FINAL  
DESIGN**



# EPISODE ME: FUN-SIZE



EPISODE ME FUN-SIZE

EPISODE  
ME  
FUN-SIZE

Yoda  
60% CACAO CONTENT  
MATCHA

MADE BETWEEN GALAXIES AND AROUND THE WORLD

FUN-SIZE

CRAFTED IN 1997

A SMALL BUT MIGHTY CHOCOLATE BAR THAT PROVIDES CREATIVE INSPIRATION, QUIRKY IDEAS, AND LOTS OF ENERGY TO ANYONE WHO ENCOUNTERS IT.

**Nutrition Facts**

4 servings per bar  
Serving Size 2 Pieces (25g)

**Calories 100**  
% Daily Value\*

**Total Fat** 8%  
Saturated Fat 3g 16%  
Trans Fat 0g -  
0mg 0%  
0mg 0%  
**Total Carbohydrate** 16g 6%  
Dietary Fiber 2g 6%  
Total Sugars 12g  
Includes 12g Added Sugars 25%  
**Protein** <1g

Vitamin D 10mcg 2% Calcium 30mg 1.5%  
Iron 1.5mg 4% Potassium 100mg 1%

\*The Daily Values tells you how much a nutrient in a serving of food contributes to a daily diet recommended for young, creative Padawans.

Contains dairy and egg. May be exposed to inter-galactic toxins.

A LONG TIME AGO, IN A CHILDHOOD FAR, FAR AWAY...

A FUN-SIZED INDIVIDUAL WAS CREATED WHOSE IDEAS AND CREATIVITY HAD LONG OUTGROWN THE ACTUAL SIZE OF THE HER STATURE.

THE FORCE IS STRONG WITH THIS ONE.

MAD  
PAYNE

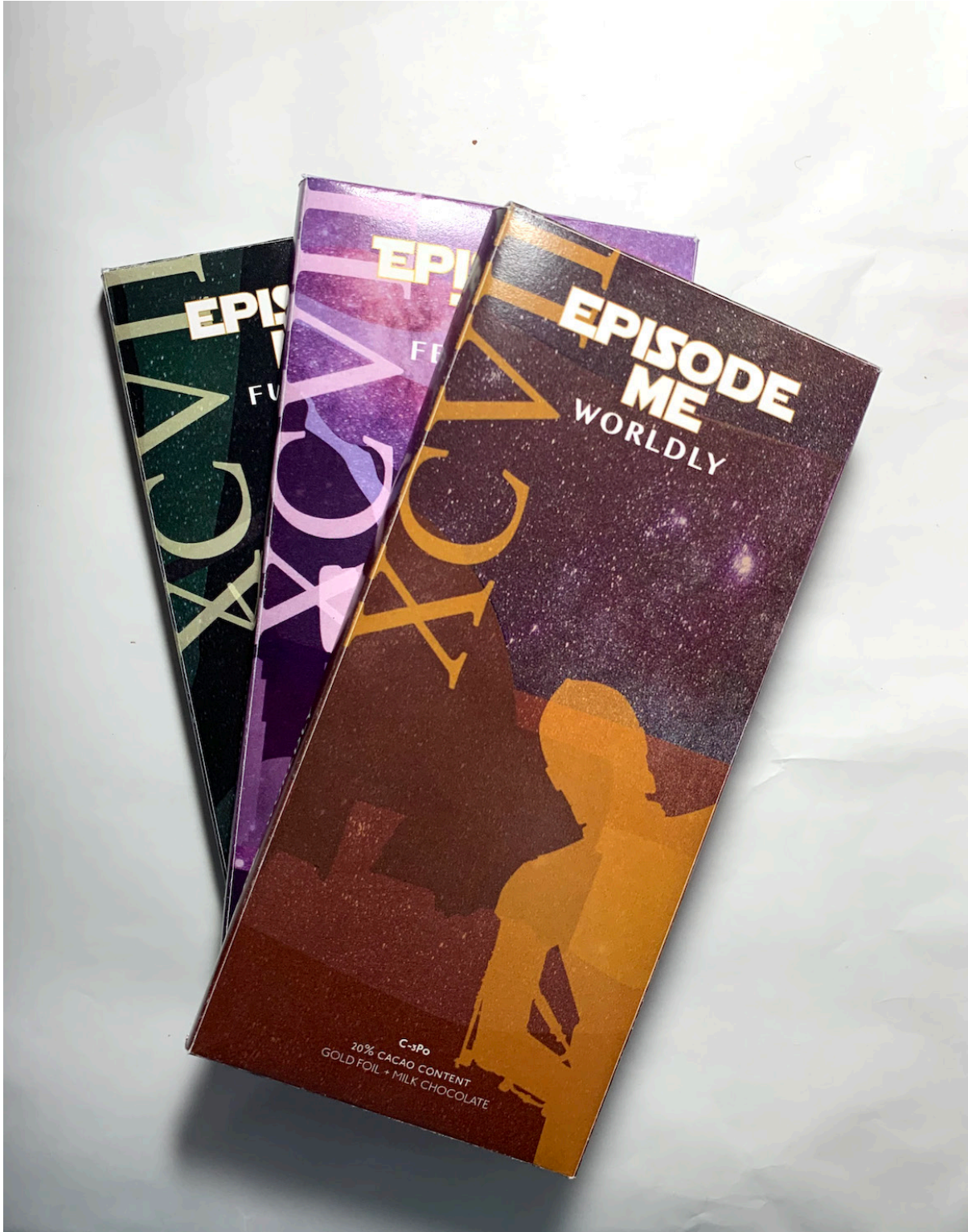
CHECK OUT MY PORTFOLIO  
MADDYPAYNE.COM

OR CONTACT ME USING THE  
NUMBERS IN THE BARCODE



**FINAL  
DESIGN**

FINAL VERSIONS



In conclusion...

**THANK  
YOU**

WHAT I LEARNED FROM THIS PROJECT

PACKAGING IS A VERY PRECISE PROCESS. IT TAKES A LOT OF TIME AND PATIENCE.

PLAN AHEAD AND ALWAYS MAKE TIME TO TEST-PRINT YOUR PRODUCT.

AND FINALLY, HAVE FUN WITH IT & BE AS CREATIVE AS YOU CAN BE.