



*Divine*TM

CHOCOLATE

THE DIVINE THEATER EDITION

PROCESS BOOK

Vivienne McCone



PROJECT OVERVIEW

Chocolate and sweet packaging has always been a treat. With the assignment to re-design and come up with an inventive solution for candy packaging. The Divine Chocolate company is not affiliated with this project. I wanted to design packaging that was not only nice to look at on the shelf, but that also had an element of interaction. Good packaging is like good art.

This is a student project and is not associated with the Divine Chocolate company.

DESIGN OVERVIEW

The Divine Theater special collection was created to celebrate the wonderful surprise the chocolate and theater can bring with a little imagination. Each of the three chocolate bars are specially designed and individually illustrated to reflect both the contents of the chocolate as well as the amount of cocoa in it, relative from white chocolate with strawberries, to super dark chocolate with raspberries.

I was inspired by the revival in folk-art in design and looked to traditional Dutch and Scandinavian illustration styles and design structures. This project originated with the Tragedy bar created back in Fall of 2019, so I went back, re-worked the illustration style and expanded the series from that point. The bars have a similar color family for the curtains to help set them apart on a shelf, but they also look like a line of different shows when they are put next to each other.



TARGET AUDIENCE

Gender: All

Race: All

Age: Children 5-12, Adults 25-35

Education: School age children

Enjoys: Smaller joys in life, has some knowledge of theater

Profession: Non-specific

The target audience is reflective of the two of the different markets that buy chocolate: children and people who love illustration and theater.

GOALS AND OBJECTIVES

- 1** To create packaging that tells a literal story through interactive engagement. Consumers will find that depending on the chocolate bar they purchase they will be treated to a crafted mini play illustration and dialogue.
- 2** Improve my illustrations skills by developing a multi-part series of designs that must look good and function on their own and as a set.
- 3** To make chocolate more fun than it already is by giving people a small piece of art to keep with them after they have consumed the product.

WORD LIST

**SWEET
DIVINE
DRAMATIC
ENGAGING
WORLDLY
JOY**

**FAIRYTALE
ENCHANTING
THEATER
SURPRISE
FOLK**

BRAND RESEARCH

1993

An Inspiring Start

In the early 1990s, structural changes in the cocoa market in Ghana prompted Nana Frimpong Abebrese to begin creating a farmer-owned company to help farmers sell their own cocoa. Nana was a visionary farmer representative and independent representative of COCOBOD (a Ghanaian government-controlled institution that fixes the buying price for cocoa in Ghana).

With the support of Twin Trading, a fairtrade company aiming to support cocoa farmers, Nana and a group of other farmers found ways to ensure the net gains of the company would belong to farmers, farmers could be paid in cash, and fair trade premiums could be invested in social programs.

2007

Divine Chocolate is Born

Day Chocolate changes its name to Divine Chocolate Ltd to more closely align the company with the flagship brand. The brand then undergoes a major redesign. Divine also gains a new partner, a developmental finance organization called Oikocredit.

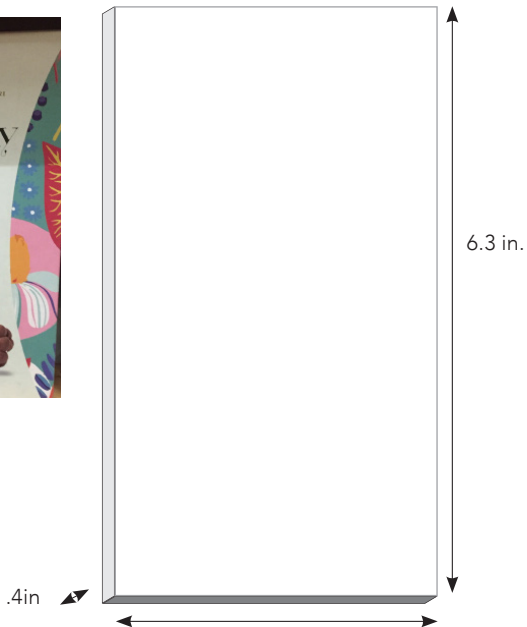
2019

Celebrating 20 Years

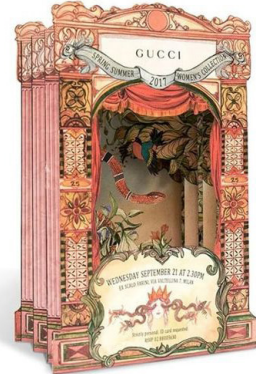
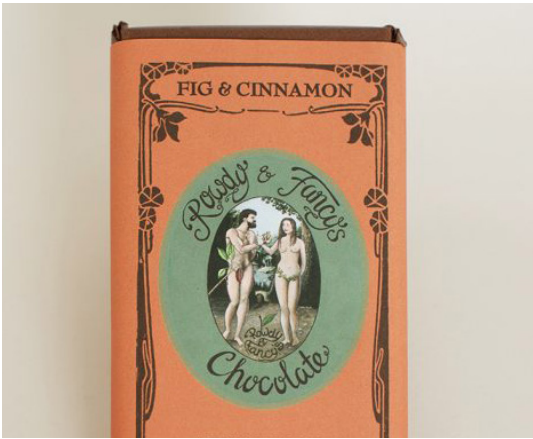
Divine Chocolate celebrates 20 years of giving cocoa farmers a voice in the global marketplace!



PACKAGING EXPLORATION



VISUAL RESEARCH



TYPE STUDY

Circe Regular:

Nost, officti isquiae nonet es re odicil erum asi nullam siti aci omnis aboremp orporpore nam unt int dist fugiam, nem rerio. Ita que molorro illuptum hil essunt es exerum fugiae optatum dolorem olorpor molum ate voluptatur? Nientia cus.

Circe Italics:

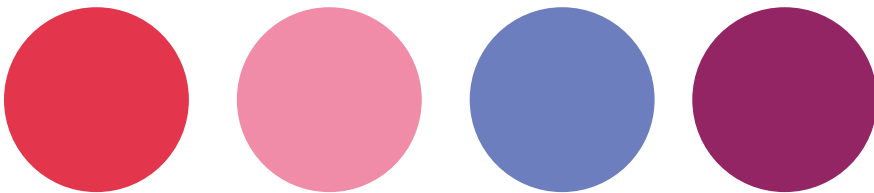
Nost, officti isquiae nonet es re odicil erum asi nullam siti aci omnis aboremp orporpore nam unt int dist fugiam, nem rerio. Ita que molorro illuptum hil essunt es exerum fugiae optatum dolorem olorpor molum ate voluptatur? Nientia cus.

Helvetica Neue Regular:

Nost, officti isquiae nonet es re odicil erum asi nullam siti aci omnis aboremp orporpore nam unt int dist fugiam, nem rerio. Ita que molorro illuptum hil essunt es exerum fugiae optatum dolorem olorpor molum ate voluptatur? Nientia cus.

COLOR PALETTE

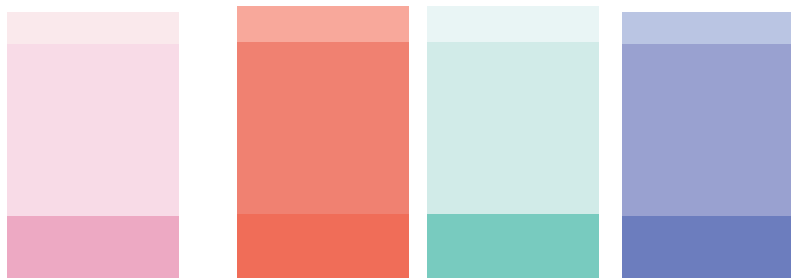
The use of color in this project is not generalized across all three, but each one has its own specific color palette that I related back to the theme and emotion of the show, and what those would be based on the kind of chocolate. Overall, the colors are saturated, vibrant, and bold when used in tandem with the selected curtain colors.



COMEDY DEVELOPMENT



COLOR PALETTE



white chocolate
and strawberries
energetic and quirky

COMEDY FINALS



ACT I, SCENE 7

FAIRY

Stop! Thief! You can't get away! I shall curse you!

THIEF

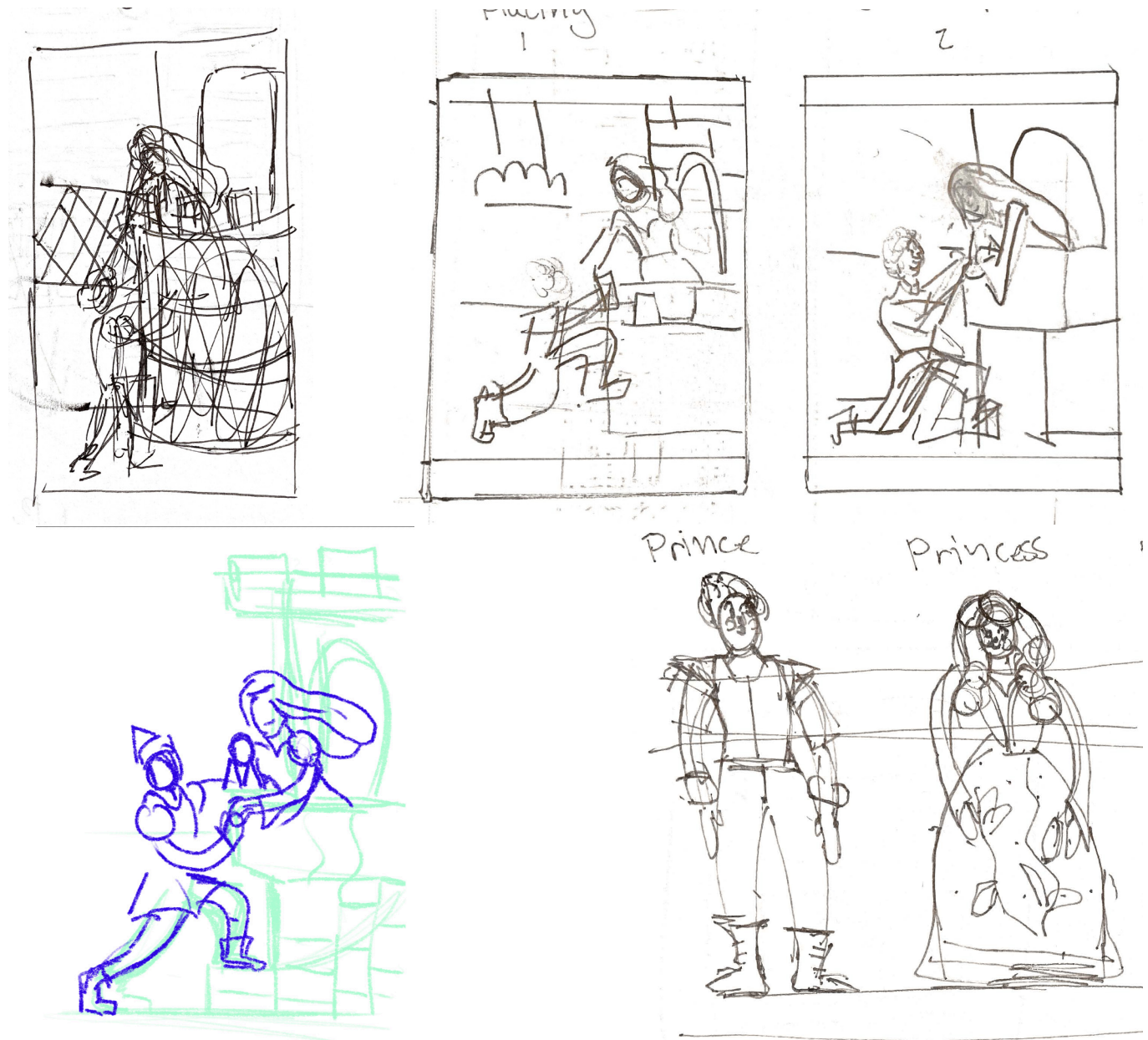
ACK! I've been turned into a mule!

FAIRY

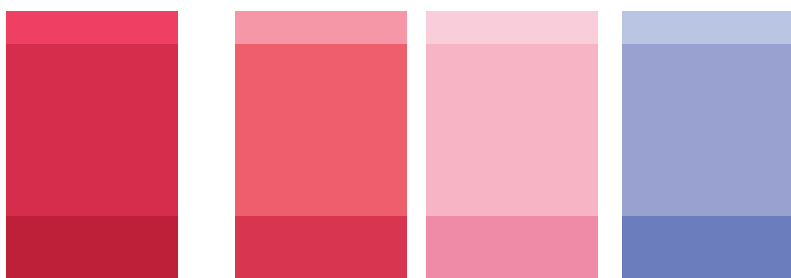
That's what you get for trying to steal my favorite chocolate! It's made with strawberries!



ROMANCE DEVELOPMENT



COLOR PALETTE



milk chocolate
sweet and romantic

ROMANCE FINALS



At Divine, the cocoa farmers who grow the finest quality cocoa for the chocolate also own 46% of the company and share in the profits.

Divine[™]
CHOCOLATE

PRESENTS
THE GRAND GESTURE

ACT I, SCENE 3

PRINCESS
Oh, my dear, noble love. What hast thou brought me?

PRINCE
The finest chocolate in the land!

PRINCESS
My goodness! It truly is divine! It even has toffee and sea salt!

NUTRITION FACTS: Serving Size: 12 blocks,
Servings per bar: 2, Calories 260, Fat Cal. 190,
Total Fat 22g, Sodium 0mg, Sugars 6g, Protein 4g
*percent daily values (DV) are based on a 2,000 calorie diet.

Product of Germany & distributed
by Divine Chocolate Inc.
425 8th St SE, Suite 200,
Washington, DC 20003, USA.

Discover more at: divinechocolate.com
#TasteDivine

Store in a cool, dry place.

BEST BEFORE END:
MAR. 2021
L19124 a



**MILK CHOCOLATE WITH
TOFFEE & SEA SALT**

NET WT. 3.5oz (100g)



ACT I, SCENE 3

PRINCESS
Oh, my dear, noble love. What hast thou brought me?

PRINCE
The finest chocolate in the land!

PRINCESS
My goodness! It truly is divine! It even has toffee and sea salt!



Divine[™]
CHOCOLATE

PRESENTS
THE GRAND GESTURE

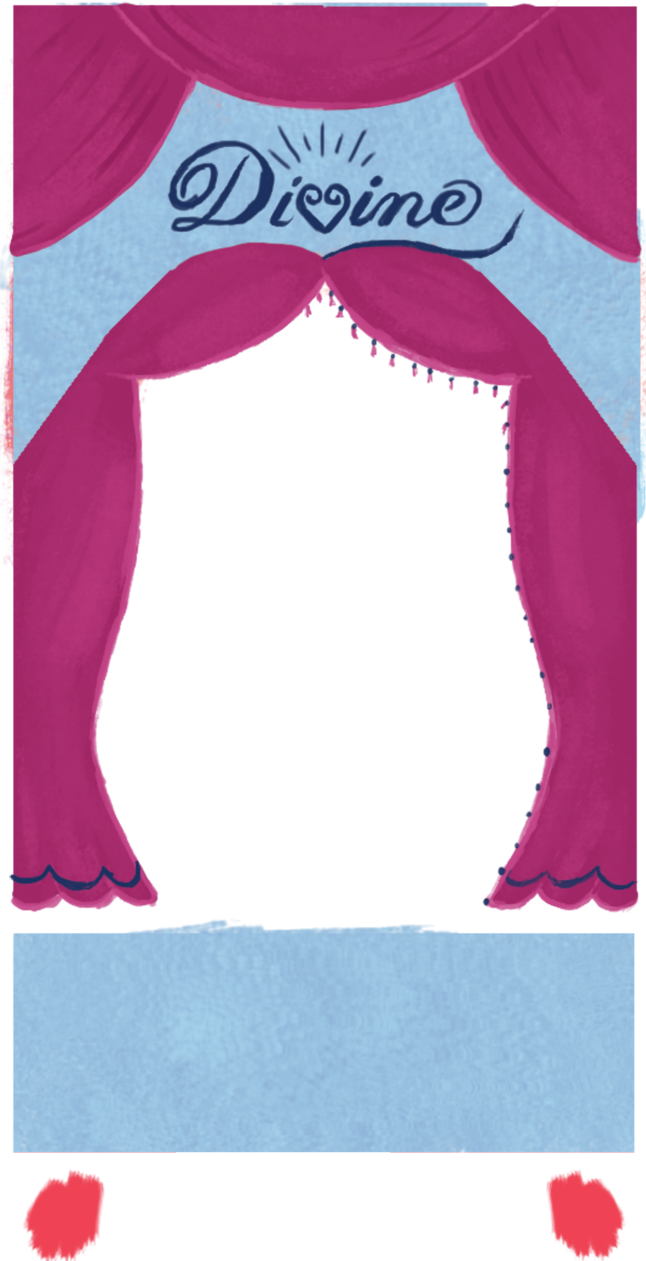
**MILK CHOCOLATE WITH
TOFFEE & SEA SALT**



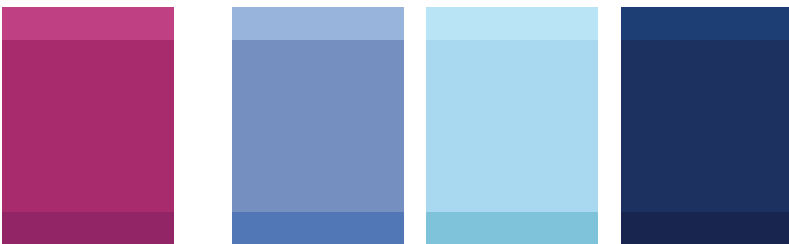
NET WT. 3.5oz (100g)



TRAGEDY DEVELOPMENT



COLOR PALETTE



dark chocolate
Darker and dramatic

TRAGEDY FINALS



ACT I, SCENE 7

GHOST

Alas, my murderer has stolen that which I love most in the world

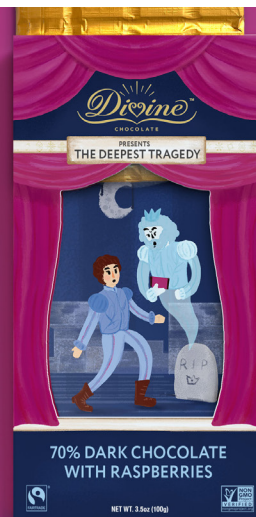
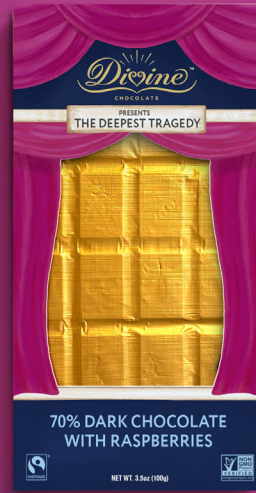
PRINCE

And what is that, Father?

GHOST

I was slain for my stash of the finest chocolate a man could ever hope to find!

SERIES IN ACTION





THANK YOU