



level seven
c h o c o l a t e s

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Pro 2: Food Package
GD427A - Package Design
Fall 2009 - Sordoni





research

December 3rd

12:30-1pm

In class did some research on the internet, about current POPs in stores

December 8th

5-6pm

I went to a bulk candy store in the mall looking for chocolate covered espresso beans, in white, milk, and dark flavors

6-7pm

I visited Borders and saw gormet candy boxes for research

December 11th

5-10pm

went to Michael's in Falls Church to purchase wooden sticks for pegs, brown paint, foam core, ribbon, little plastic bags to hold the candy, gold twist ties, wrapping paper

December 14th

8pm-2am

came to school to get everything printed and it was backed up til the morning then went to 3 Kinkos and still came home without prints

December 15th

6-10pm

finally recieved my prints, spray mounted and let dry for the night.

December 16th

1-4am

finished cutting out the box and constructing it





a box I took apart to see its construction





designers statement

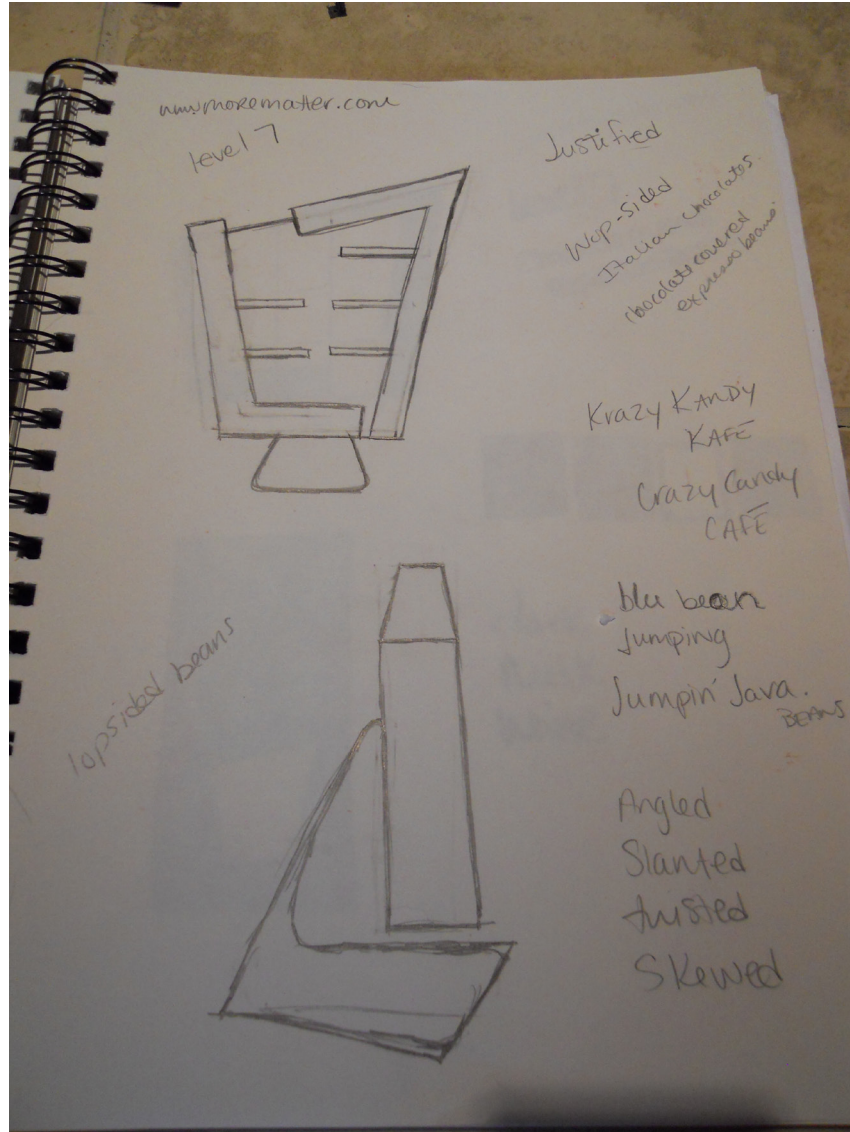
My concept behind this POP was to market chocolate covered espresso beans in a way that would catch your eye when you would be standing at a counter. Level Seven is to act as coffee strength levels, these beans are not only whole but covered in chocolate which gives the consumer and extra few levels of caffeine/sugar.

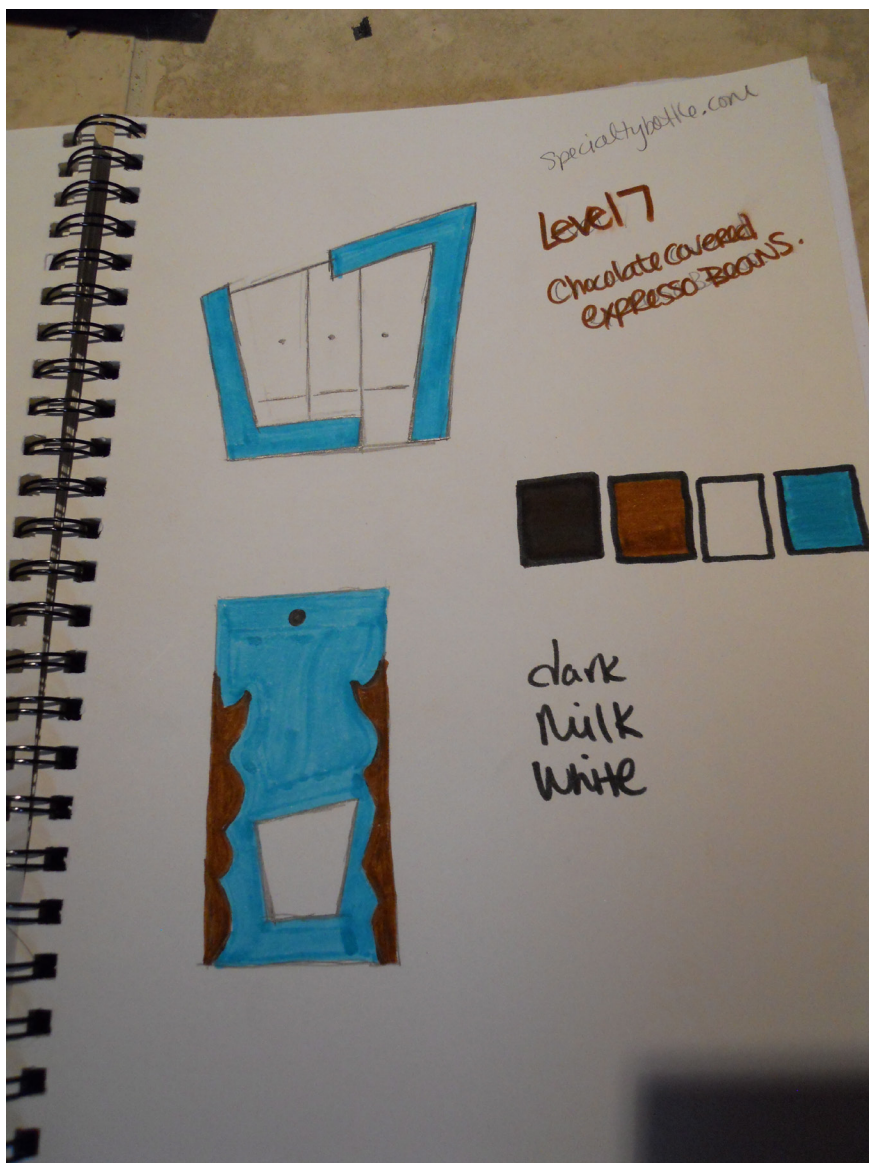
While researching I noticed that the majority of POPs regardless of the manufacturer, all had the same basic shape, rectangular and with a step. I wanted to create a box that was an odd shape, making it stand out on the shelf, compared to the others. Most of the POPs I saw were full color and kind of blended in with all the others, I want to use two colors to make a bold impact.

Not only did I want to make a unique shape, I also wanted to incorporate the "L" in level and the "7" in seven. Forcing these two characters together creates an angular shape.



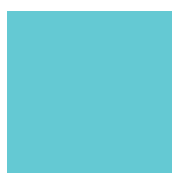
thumbnails





roughs

Color Palette



67C9D3



63411B

Typography

Futura Std - light

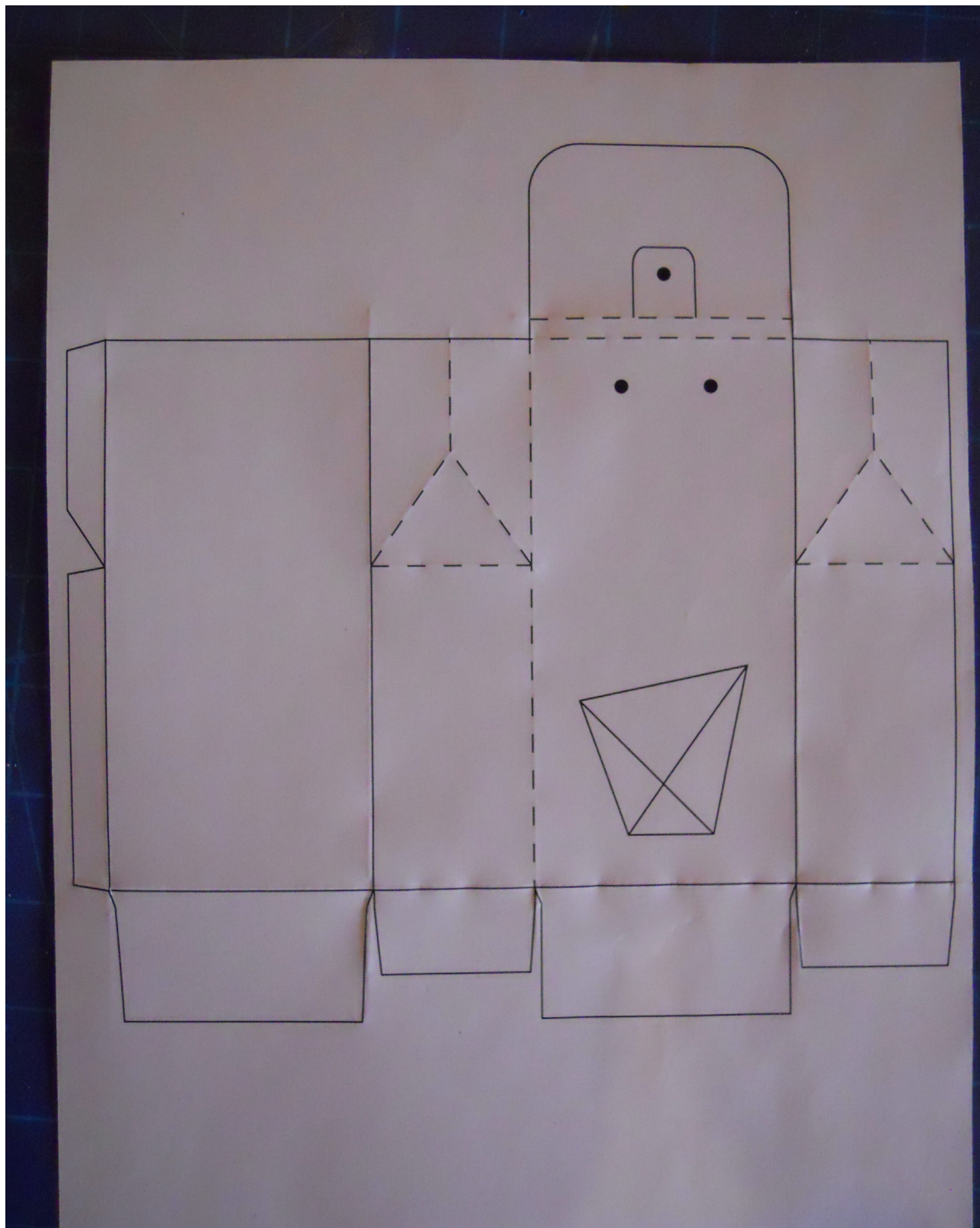
Futura Std - book

Futura Std - medium

Futura Std - heavy

Futura Std - bold

Futura Std - extra bold





mid-critique summary

Mr. Sordoni suggested that I refine my logo before beginning to construct the dountertop display.

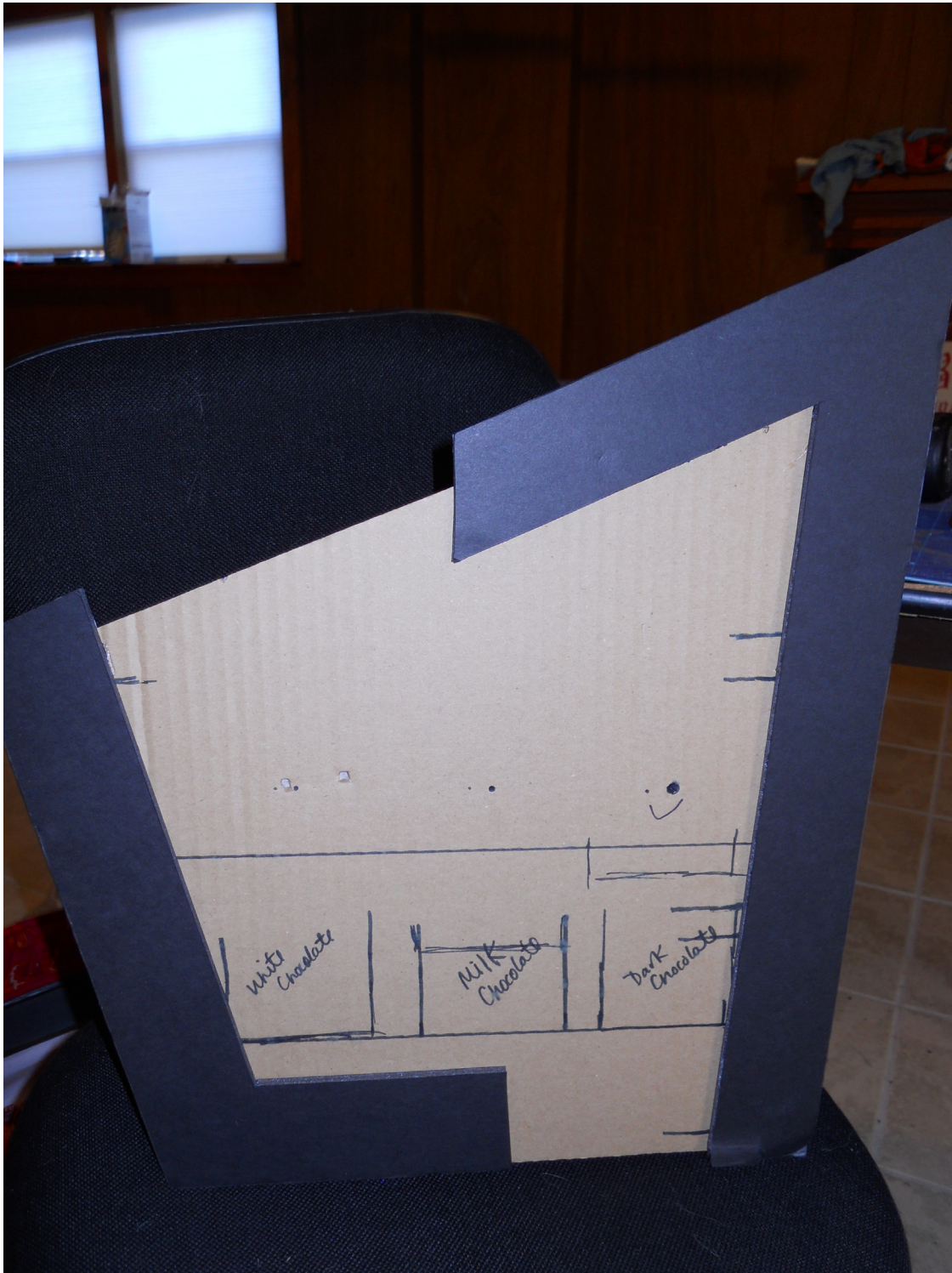
I was given some suggestions on a color palette and product.

Peopledidn't give too much sugesstions, they seemed t like the concept and needed more to see.





mid-critique pics

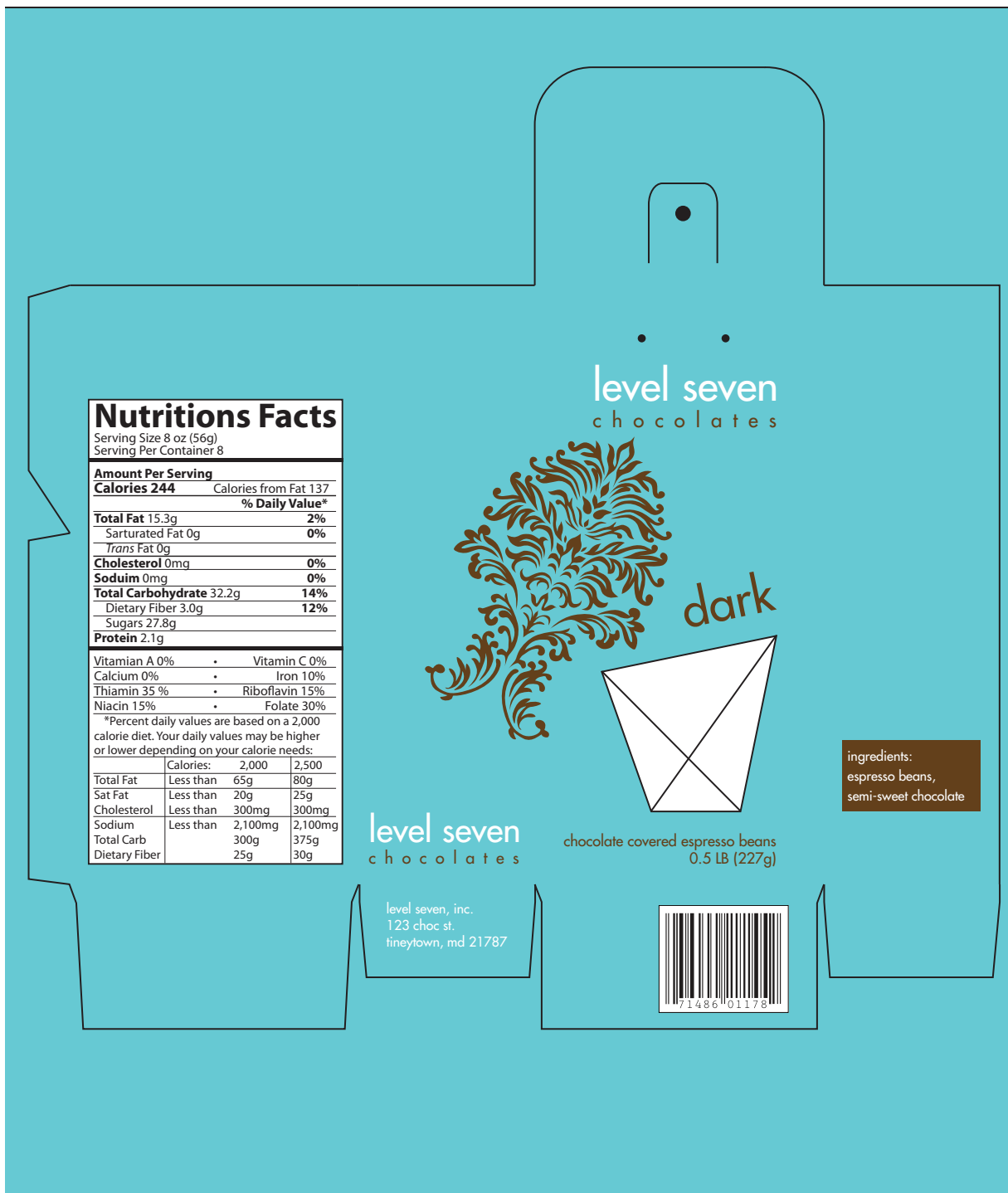


front



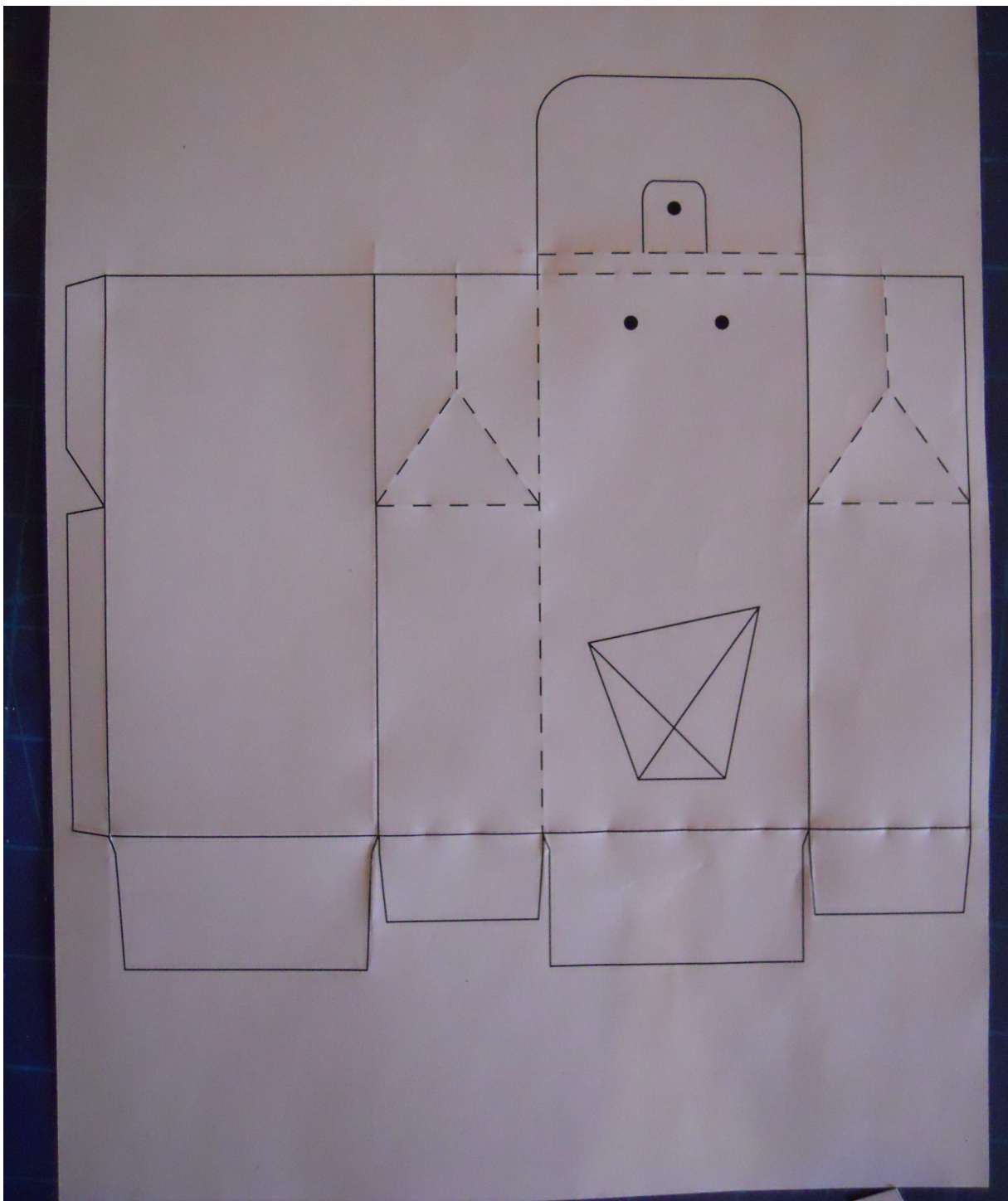
comps

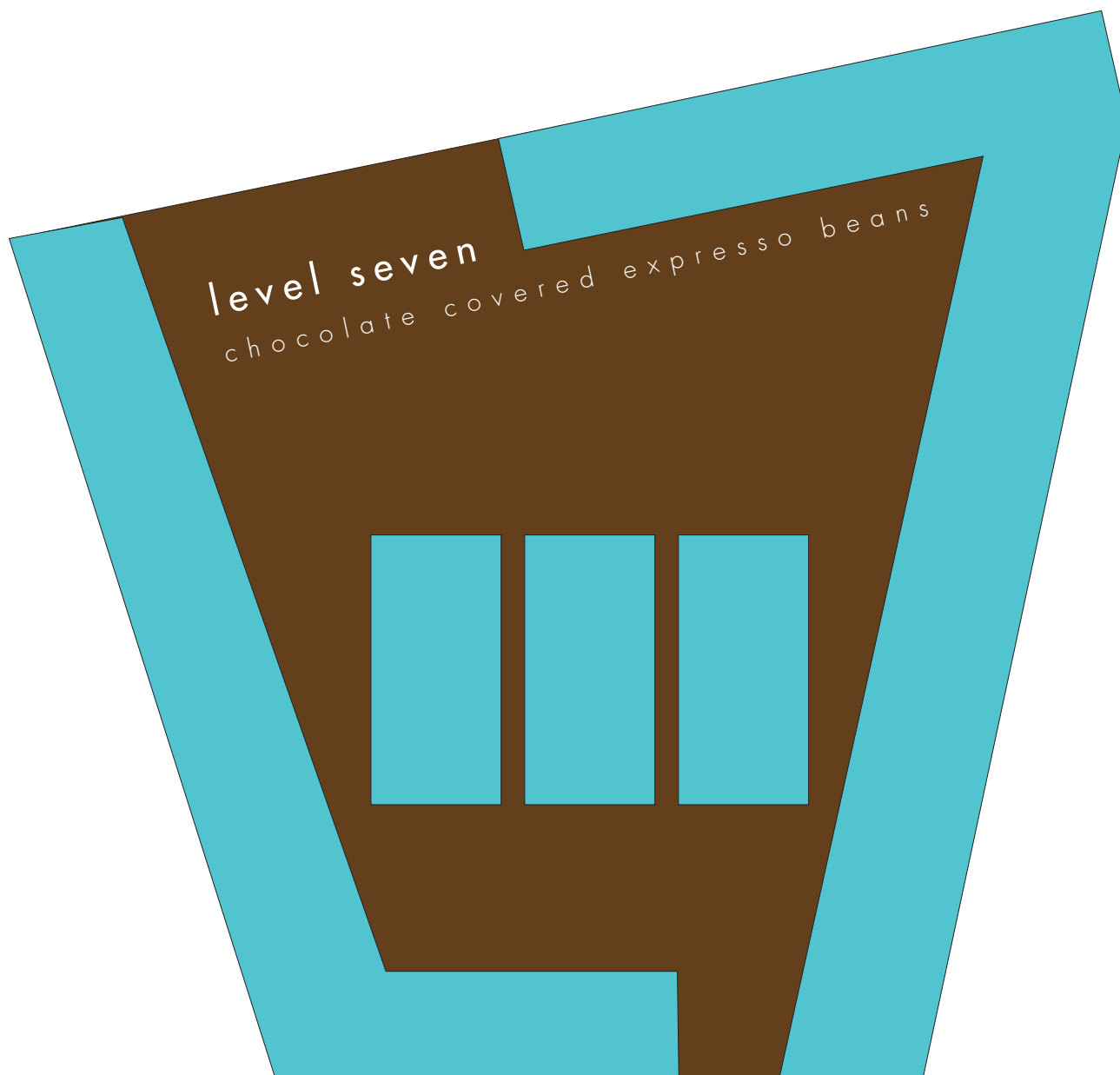
outside





template







constructed front





constructed right panel





constructed left panel





constructed back panel

