

Final Assignment Design Unit

Objective: For your final graphic design assignment you will be creating your own brand of chocolate. You will have to choose a city/demographic you will be marketing and selling your chocolate to (it can be your home country).

You will be working in teams.

Tasks: THE WHAT, THE WHO, and THE WHY

- Coming up with a unique concept/branding strategy
 - What kind of Chocolate?
- Communicating and figuring out the name of your chocolate brand
 - Who will be eating the chocolate?
- Delivering concept to core audience
 - Why should we buy this chocolate?

What is due:

- You will have to design the packaging label (I am open to other ideas in terms of shape and size of package or box)
- You will have to create a compelling advertisement to market your chocolate
- You will have to create a business card and logo
- A pitch of your chocolate company (the best design will receive a prize)
- If you want to go beyond these things (create an app logo or a website)

In the end you and your partner will have to “pitch” your chocolate company to the rest of the class. I will give you a guideline for the presentation but the format will be open. You must convince me that your chocolate company is the one that I want to invest in. Consider this CHOCOLATIER SHARK TANK!

This is to teach you how to create a full consistent design in a hands on realistic way. Plus we get to eat chocolate in class.