

Stephanie Jordan
ART 451 // Fair Trade Packaging
Nicholls State University

Project Statement

Chuo Chocolatier is a company whose goal is to spread joy through their chocolate. They pride themselves on creating recipes in a kitchen, not “formulas in a lab.” This is evident when reading the ingredients on the products.

This project is a redesign of Chuo’s products using cohesion to create a unified system. While the majority of their original packaging followed a system, the gift box stood out and looked like a Christmas gift box. Their packaging also didn’t represent their trademark saying: “Crafted with joy.” To solve this problem in the repackaging, a similar design was used for each product. Colors were chosen based on the flavors/ingredients of the product. Inspiration was taken from Chuo’s original design. Illustration-type of a design instead of photography, look at their original, were used to express a more joyful look and feel. Behance also was helpful when looking at how other designers design chocolate bar labels.

The target audience consists of Chuo’s current customers, potential customers, and supporters of fair-trade companies. The chocolate tastes amazing and brings joy to those who eat them, so customers want the packaging to do the same. Customers will want to take pictures of the products and share on their social media, and other potential customers will see it.

This project was created in several programs. Blender was used to make the 3D objects. Dimension was used to apply materials, labels, and lighting onto each product. Photoshop was used to do some minor touch-ups to the mock-ups. Illustrator was used

to layout the mock-ups. None of the products were actually made, but they could be made.