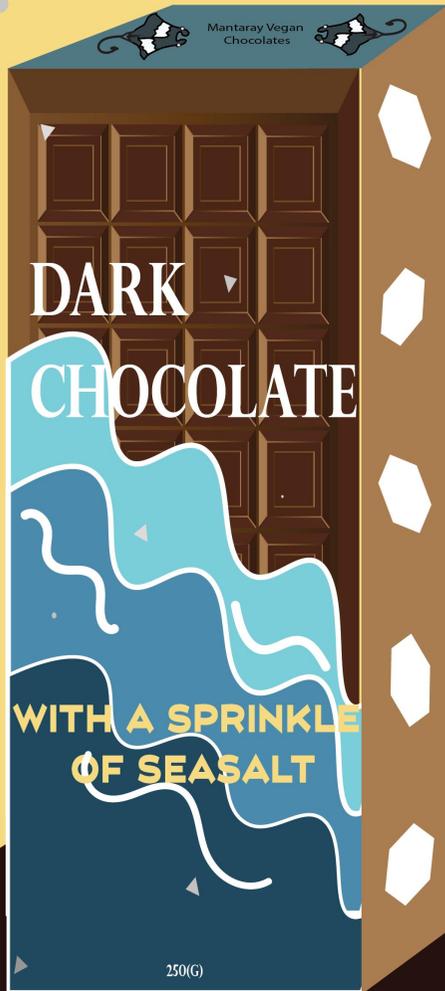


DEEP SEA DELIGHT



THIS DEEP SEA DELIGHT IS A STAND-ALONE CHOCOLATE BAR MADE BY MANTARAY CHOCOLATE CORPORATION. SIMILARLY TO OUR OTHER PRODUCTS, THIS IS A VEGAN-FRIENDLY DARK CHOCOLATE ENCRUSTED WITH SEA SALT TO MAKE YOU SWIM WITH JOY. HOWEVER, THIS PRODUCT WAS NOT ALWAYS INTENDED TO BE A CHOCOLATE BAR, THROUGH MULTIPLE CONCEPT DESIGNS INCLUDING A CHOCOLATE BOX AND A PROTEIN BAR. THE DESIGN ARTISTS WHO CREATED THIS PRODUCT AIMED TO CREATE A VEGAN CHOCOLATE PRODUCT THAT WOULD BRING IN VEGAN AND NON-VEGAN CUSTOMERS, BY CREATING SOMETHING THAT IS FAMILIAR TO CUSTOMERS BUT HAS AN INTERESTING TWIST. THIS CHOCOLATE BAR PRODUCT WAS INTENDED TO DRAW IN MULTIPLE DEMOGRAPHICS, SPECIFICALLY YOUNG ADULTS WHO ARE VEGAN AND NON-VEGAN. TO TIE IN WITH THE SPRINKLE OF SEA SALT ADDED TO THIS DARK CHOCOLATE PRODUCT, THE USE OF OCEAN WAVES AS A WRAPPER CIRCLING THE CHOCOLATE BAR WAS USED TO MAKE THE CHOCOLATE BAR STAND OUT AMONGST OTHER COMPETITORS. THE USE OF THE BEACH THEME IS ALSO USED TO TIE AND REINFORCE A POSITIVE IMAGE WITH THE CHOCOLATE BAR. TO APPEAL TO MORE CUSTOMERS THE SIZE OF THE CHOCOLATE BLOCKS WAS EMPHASISED IN THE DESIGN. SINCE THE BLOCKS IN THIS CHOCOLATE PRODUCT ARE LARGER THAN OTHER COMPETITORS, BY SHOWCASING THIS THE DESIGN GRAPHIC ARTISTS HOPED IT WOULD CONVINCED NEW CUSTOMERS TO PURCHASE THE CHOCOLATE PRODUCT. HOWEVER, THIS DESIGN ELEMENT WAS DIFFICULT TO SHOWCASE SINCE THE DESIGN ARTISTS WERE NOT ABLE TO RECEIVE ANY IMAGES OF THE ACTUAL CHOCOLATE PRODUCT. TO OVERCOME THIS ISSUE THE GRAPHIC DESIGNERS CREATED THE CHOCOLATE IMAGE BY CREATING EACH BLOCK INDIVIDUALLY AND THEN PUTTING THEM TOGETHER SO IT LOOKS REALISTIC AND DELICIOUS. BY USING MANY DIFFERENT FORMS OF INSPIRATION AND TRIAL AND ERROR, THIS CHOCOLATE BAR PACKAGE WAS SUCCESSFULLY CREATED AND WAS ABLE TO REACH THE GOALS MADE FOR THIS PRODUCT. HOWEVER, IF ONE THING WERE TO BE CHANGED THE HEIGHT OF THE CHOCOLATE BAR WOULD BE INCREASED AND THE WIDTH DECREASED, SO IT CAN FIT THE ALREADY CREATED CONCEPT THAT VEGAN CHOCOLATE BARS ARE DARK, DELICATE, AND DELICIOUS.

DIVE IN TO THE FLAVOURS

Nutrition Facts

12 servings per container
Serving size 1(45g)

Calories	150
Total fat 12g	
Saturated fat 2g	
Trans Fat 0mg	
Total carbohydrate 15g	
Dietary Fiber 6g	
Total Sugars 8g	
Protein: 3.0g	
Sodium 340mg	

Ingredients

COCOA LIQUOR
COCOA BUTTER, SUGAR,
SOY LECITHIN EMULSIFIER,
SALT, VANILLA POWDER



To find out more visit
our website at
www.mantachoc.com

Or scan the QR Code!

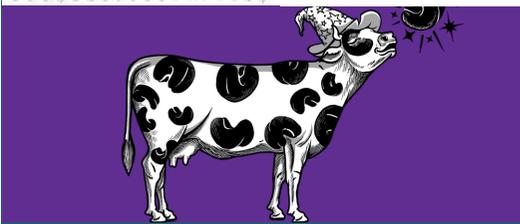
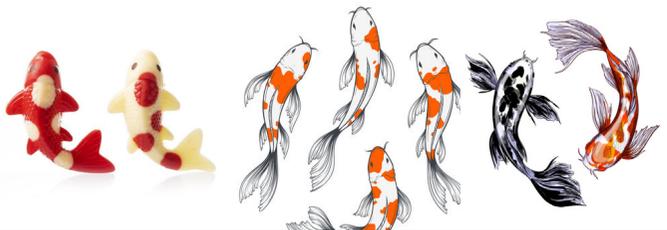
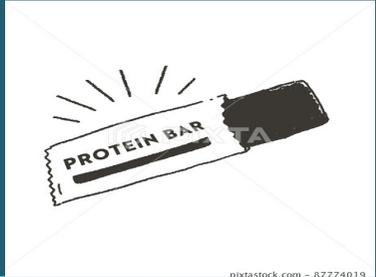


Mantaray Vegan
Chocolates

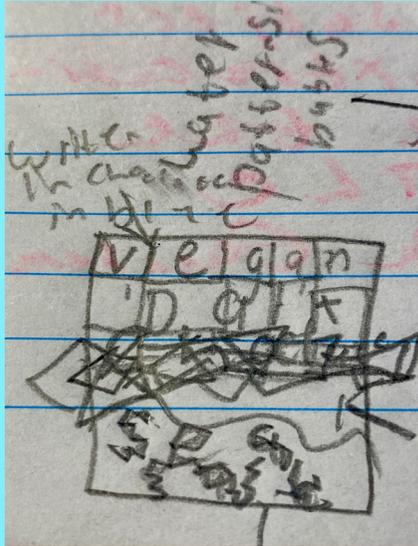
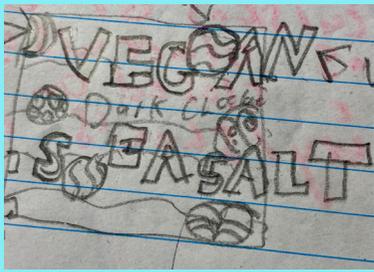


DESIGN GRAPHICS WORKBOOK
BY DANIEL NGANGA

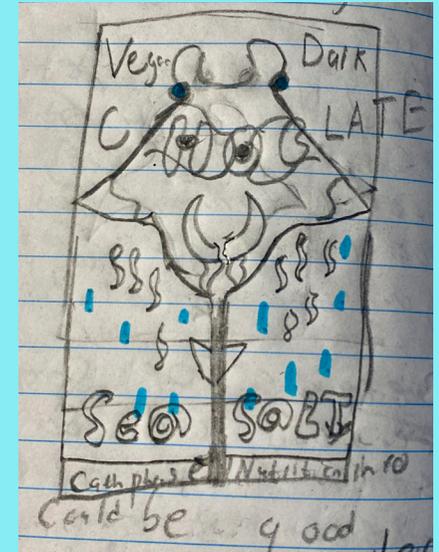
CHOCOLATE CONCEPTS INSPIRATION



CHOCOLATE CONCEPTS PLANNING

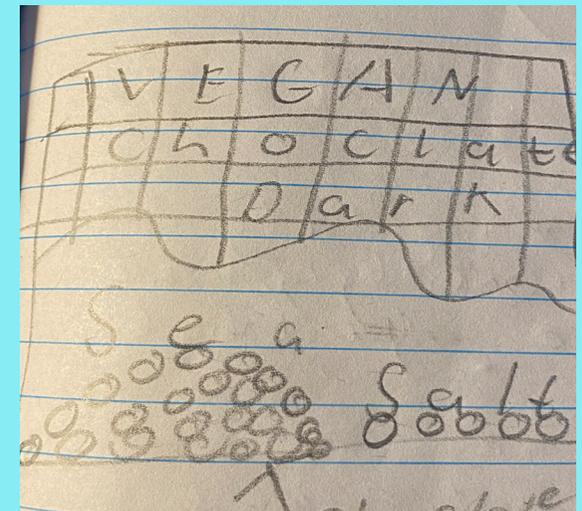
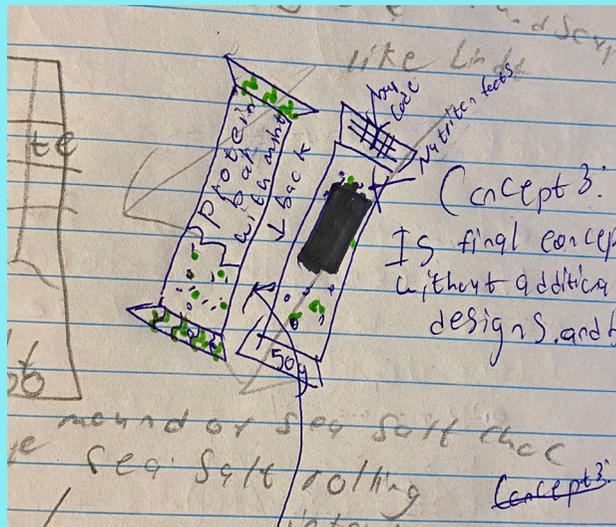


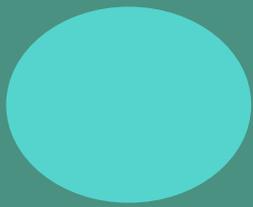
Before I started creating my Chocolate Concepts I first started planning by drawing out my ideas in my book using the inspiration board I had made to make my three concepts and my company logo design.



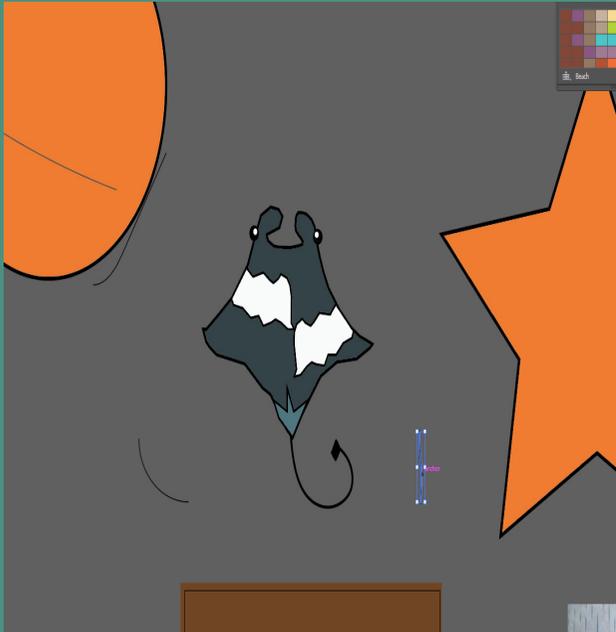
On the right you can see how my company logo was first going to be part of the chocolate bar. But because I thought having an animal, on a vegan product would not appeal to the demographic of my product. I changed this in my concepts and final design, making it a logo.

By drawing and writing all my ideas down. I was able to easily change potential designs I would add to my final product and see how they would look without creating full concepts in Adobe Illustrator. Because of this planning process, I believe I had a clearer idea of what I wanted to incorporate into my concepts and product.

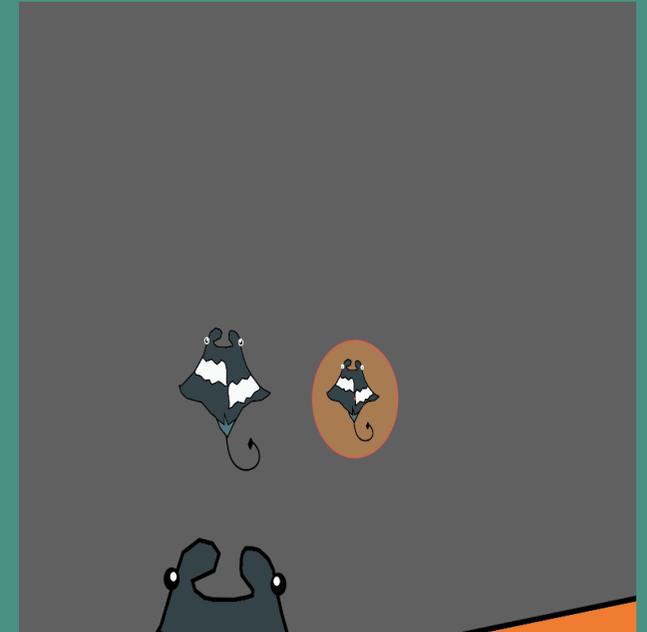




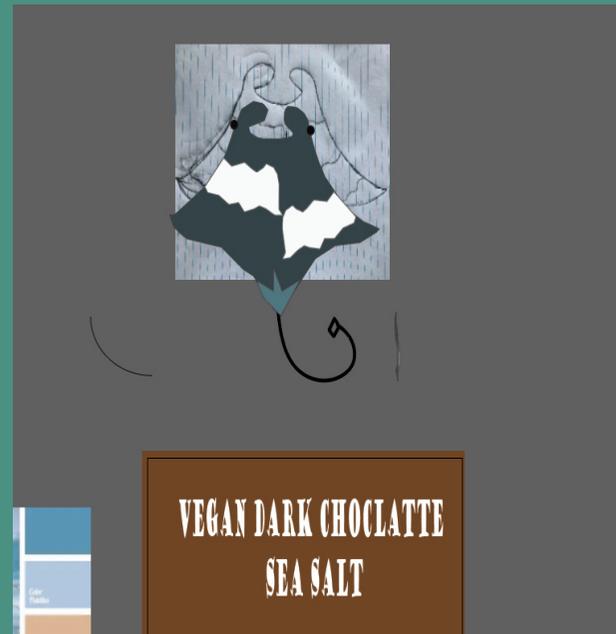
COMPANY LOGO DESIGN



For my company logo, I decided to choose a manta ray because my demographic was young adults who were vegan. And because they already really care for and want to protect animals, by using a manta ray I can appeal to this audience and highlight that our products are animal friendly and don't have animal products

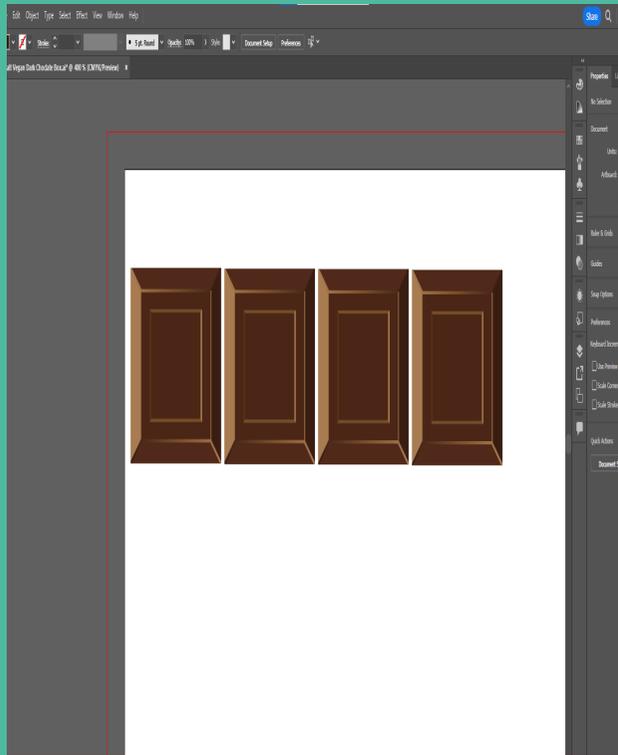


To create my company logo I first drew how I wanted it to look in my book then imported that image into Illustrator where I drew over it using the Pen tool and then added colour and outlined the manta ray so it is easier to see.



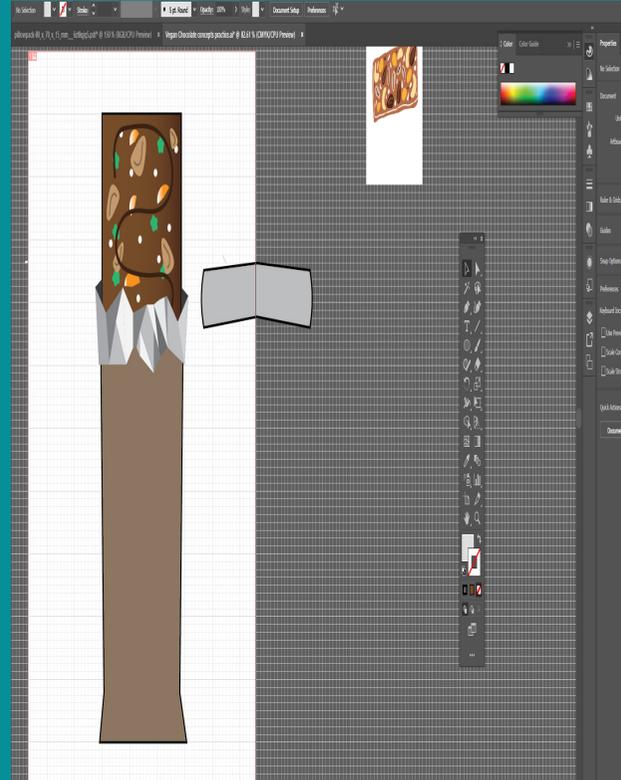
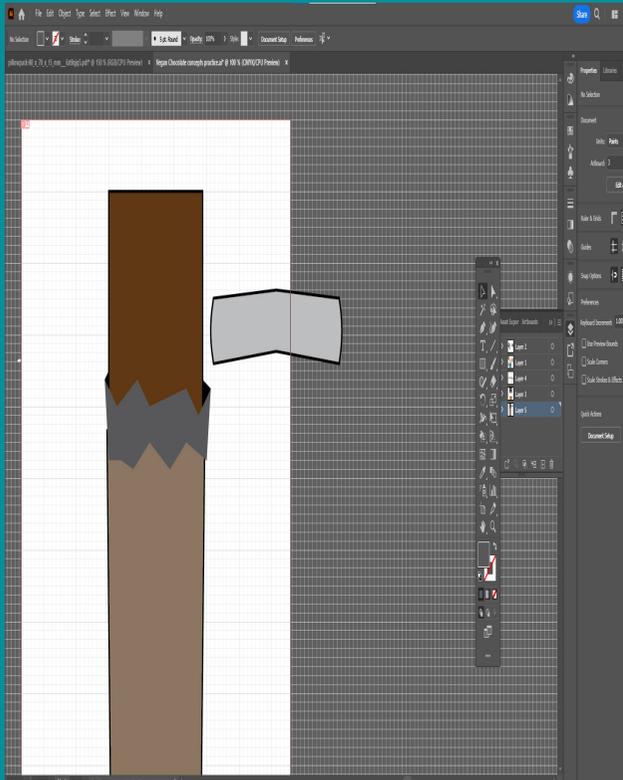
As you can see above, after creating my company logo design, I had to make it smaller so it fits my concepts. Then I added a circle around it so that the logo can stand out more against the background. However, in the final product, I changed my logo design again to fit my final product template.

CONCEPT 1 DESIGN



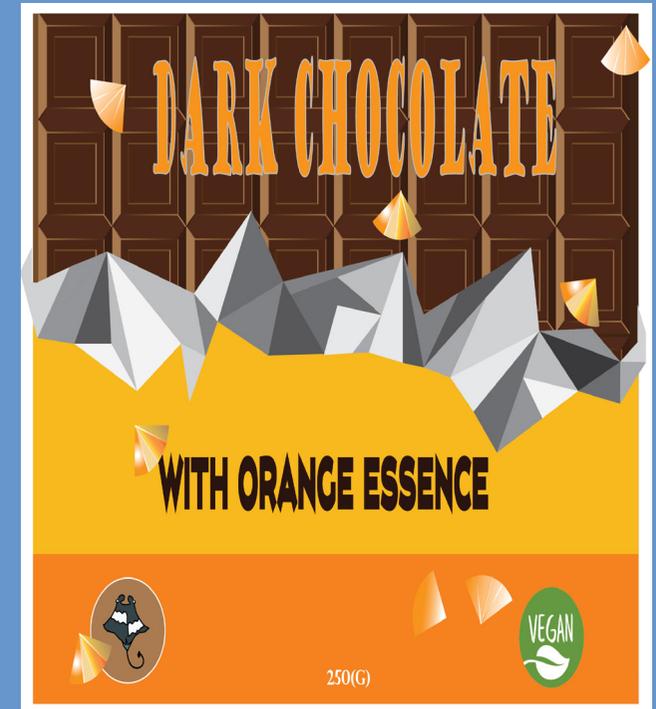
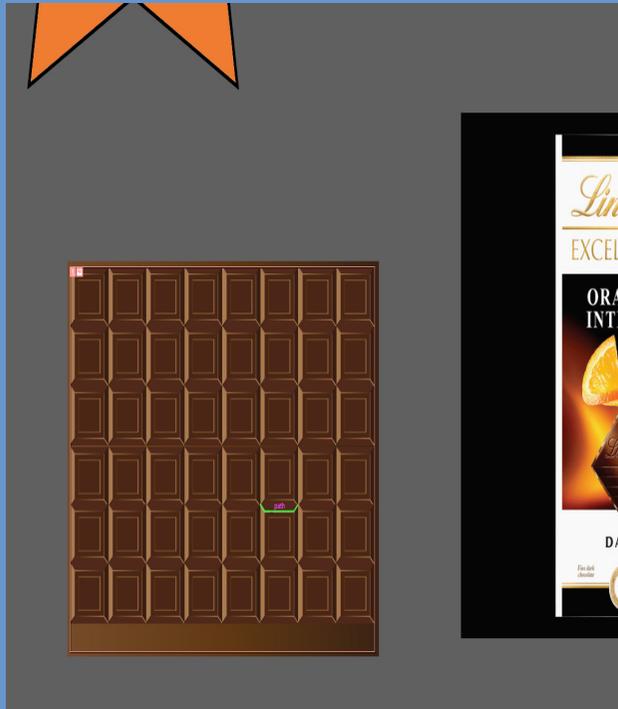
For my first concept, I decided to create a SeaSalt Vegan Chocolate Bar. This design was difficult to create because I had to create the first 4 chocolate blocks, each individually changing the width and colour of certain parts so it could look more realistic. After I had put all the blocks together I created my SeaSalt design idea with the waves being the wrapper of the chocolate bar. This would not only tie in with the sea salt theme but I hoped it would look more appealing to customers because of the bright colours used and the ocean/wave theme. However, if I were to recreate this concept again I would make the chocolate bar border smaller so it looks less bulky and heavy. This was chosen as my final product because of its interesting theme and wrapper design element.

CONCEPT 2 DESIGN



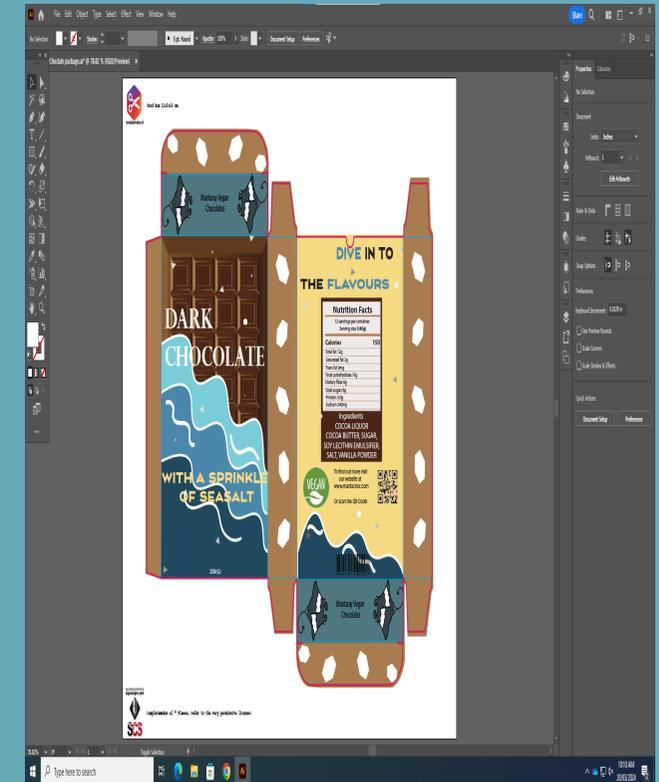
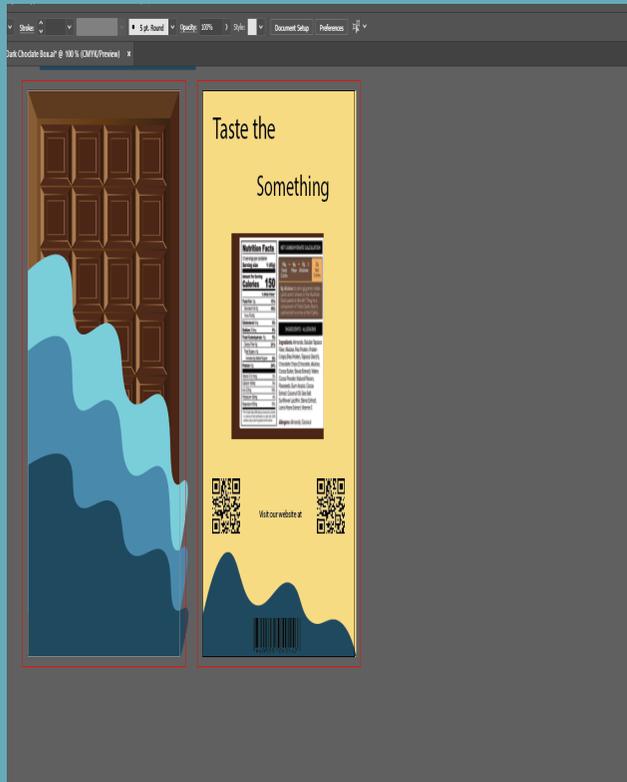
My Second Concept is a Choc Mint Protein Bar with nuts, chocolate, mints and fruit. This chocolate product's demographic was children and teenagers because it has many bright fruits and sweets and is simple and inexpensive. To create this product I created a rectangle with the shape tool and distorted it so it looked more like a protein bar wrapper. I designed the protein bar by using the curvature pen tool to create a protein bar shape. For this product, I tried to make it simpler so that the product could be enticing than the design, so I could appeal to a younger demographic. However, this was not the concept I chose as my final product because I thought it was very simplistic and the folded piece of wrapper/foil I created did not fit well with the rest of the design which was unlike the other concepts I created.

CONCEPT 3 DESIGN



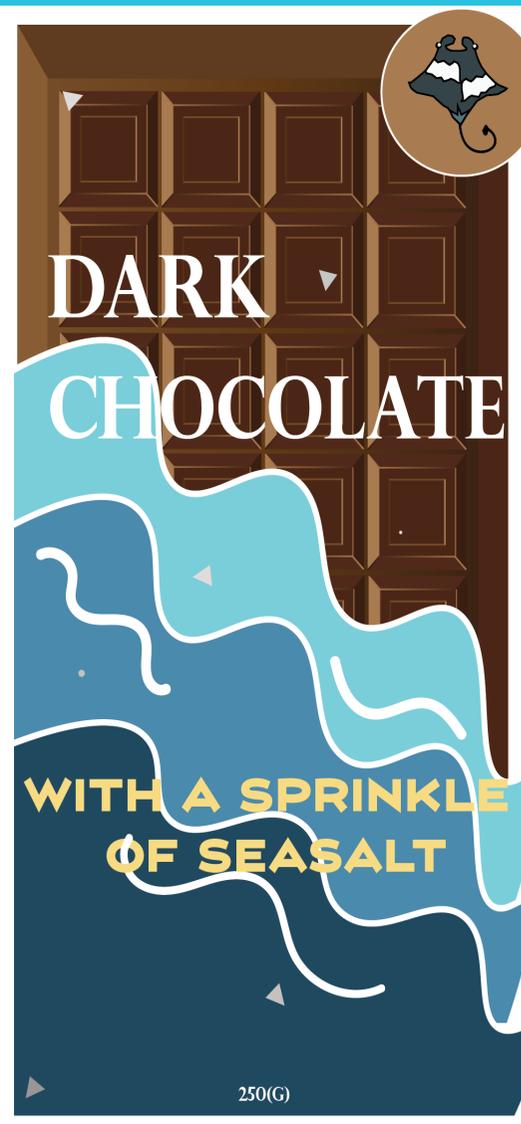
My third concept was a Dark Chocolate Box with Orange Essence/ orange pieces in the chocolate, to create this I used the chocolate blocks from my first concept and changed them so they were landscape. I then added a foil wrapper design to make it look like the chocolate was sticking out of the wrapper. I did this by using the pen tool to create triangular shapes across the middle of my chocolate box design. Then made each triangular shape a different colour grey so it looks like light is hitting it at different angles. I then created orange slices. I did this by using the shape tool to create a circle and cut it in quarters adding different gradients and colours to it. As can be seen in the image on the right I created three different types of orange slices so that they can be visually interesting and appeal to more customers. However, I did not make this concept my final product because it would not achieve my goal of being an easily accessible chocolate product that will appeal to young adults who will get it as a snack. But the chocolate box shape would make it less appealing because it would look more like a gift than a delicious and inexpensive snack.

FINAL PRODUCT DESIGN



After I had decided that my final product was going to be the SeaSalt Dark Chocolate Bar. I started perfecting certain design elements for the chocolate bar. By creating the other concepts I had also improved my skills in Adobe Illustrator which helped me create the final design for this product. For example I changed the wrapper part of the chocolate bar so it can look more like a wave by using the curvature tool which I learnt about by creating my protein bar concept. I then created a back of my product which also tied into the beach theme of my chocolate product. One challenge I faced was that I had to create my own nutrition and ingredients table since the one I had found online was low quality. I also had to change the logo in my final design because the circular logo did not fit the template which I had to fit my design into. However, this design was the most likely to achieve the goal I had set which was to appeal to young adults who were vegan and not vegan as a delicious, bright and enticing snack.

DESIGN RATIONALE AND REFLECTION



This Deep Sea Delight is a stand-alone chocolate bar made by Mantaray Chocolate Corporation. Similarly to our other products, this is a vegan-friendly dark chocolate encrusted with sea salt to make you swim with Joy. However, this product was not always intended to be a chocolate bar, through multiple concept designs including a chocolate box and a protein bar. The design artists who created this product aimed to create a vegan chocolate product that would bring in vegan and non-vegan customers. By creating an inexpensive snack that has elements that would be familiar to customers but has an interesting twist. This chocolate bar product was intended to draw in multiple demographics, specifically young adults who are vegan and non-vegan. To tie in with the sprinkle of sea salt added to this dark chocolate product. The use of ocean waves as a wrapper circling the chocolate bar was used to make the chocolate bar stand out amongst other competitors. The use of the beach theme is also used to tie and reinforce a positive image with the chocolate bar.



DESIGN RATIONALE AND REFLECTION

To further emphasise this beach theme the poster that presented the chocolate product had a beach, waves and sea salt particles to tie in with the flavours of the chocolate and make the chocolate box stand out/look more 3D. To appeal to more customers the size of the chocolate blocks was emphasised in the design. Since the blocks in this chocolate product are larger than other competitors, by showcasing this the design graphic artists hoped it would convince new customers to purchase the chocolate product. However, this design element was difficult to showcase since the design artists were not able to receive any images of the actual chocolate product.



To overcome this issue the graphic designers created the chocolate image by creating each block individually and then putting them together so it looks realistic and delicious. Another weakness of this product was the typography used on the poster for the design rationale which was hard to read and see. Nevertheless, by using many different forms of inspiration and trial and error, this chocolate bar package was successfully created and was able to reach the goals made for this product. However, if one thing were to be changed the height of the chocolate bar would be increased and the width decreased, so it can fit the already created concept that vegan chocolate bars are thin, delicate and delicious