B1: Design packaging for a brand of chocolates named 'DARK'

Introduction:
Sunil is launching a new series of dark chocolates in the market. He plans to launch various flavours under the brand name DARK. Currently he has launched Dark with five flavours (suffix) with their respective taglines as mentioned below:

1. **DarkBIT** - Sweet Bitterness
2. **DarkORA** - Darkness of Orange
3. **DarkALM** - Roasted flavours
4. **DarkCSH** - Encash the cashews
5. **DarkF&N** - Fruity and nutty

Sunil had hired a designer to design the logo for the brand. The logos for each of these flavours are given below and the vector files for the same will be provided.

Task B1.1
Create an aesthetically pleasing package for the five flavours of the Brand, Dark. As a reference to design the packaging, the 'plaster of Paris' mock-up of the actual size of the chocolate will be provided to work with. Measure the dimensions of the chocolate from these pop mock-ups.
In this stage B1.1 the packaging will be designed for single chocolates only.

The written content on the single chocolate will be as follows:
- **Ingredients:** Cocoa Powder, Sugar
- **Net weight:** 25 gms
- **Allergen Information:** Contains soya derivative and may contain milk

Task B1.2
Focus on creating an interesting form with gifting as a purpose.
You can combine all the five flavours and derive the form. In this task the packaging has to be designed for all five flavours to be packed together.

Task B1.3
Focus on designing an experience that creates user involvement by interacting with the packaging. This will also be designed for the all the five flavours to be sold together, not as a single piece.

The written content on the group chocolates will be as follows:
- **Ingredients:** Cocoa Powder, Sugar, Hydrogenated Vegetable Oil, Cocoa solids, Emulsifiers (E322, E476 and Salt)
- **Net weight:** 150 gms
- **Allergen Information:** Contains soya derivative and may contain milk
- **Veg icon to indicate the type:** for vegetarians
- **FSSAI Lic No.** 112153330007689

Course Instructors:
Prof. Mandar Rane
Communication Design

Prof. Purba Joshi
Product Design
(on sabbatical, but will be a part of this course)

Pages in this document: 1

Refer dropbox for vector files
Dark Chocolate Logos for each flavour:

1