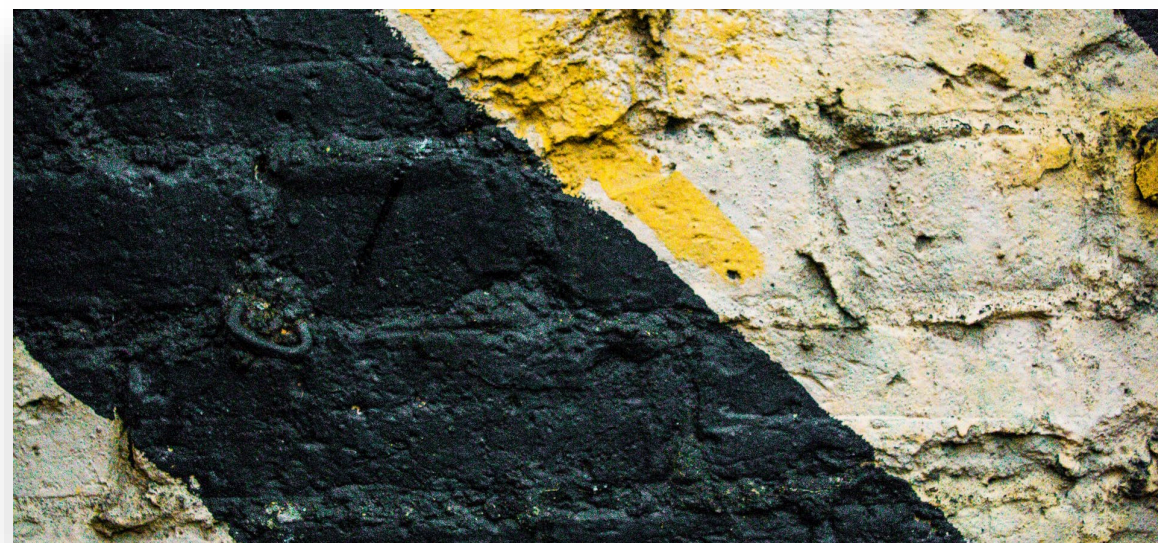


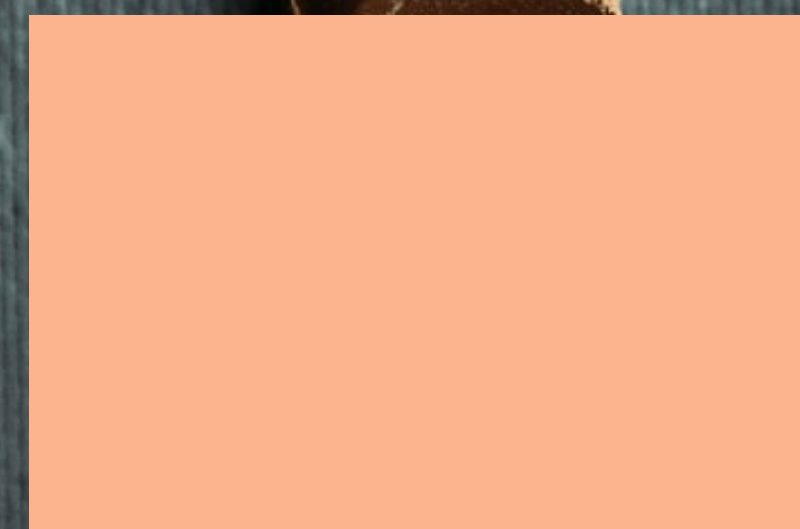
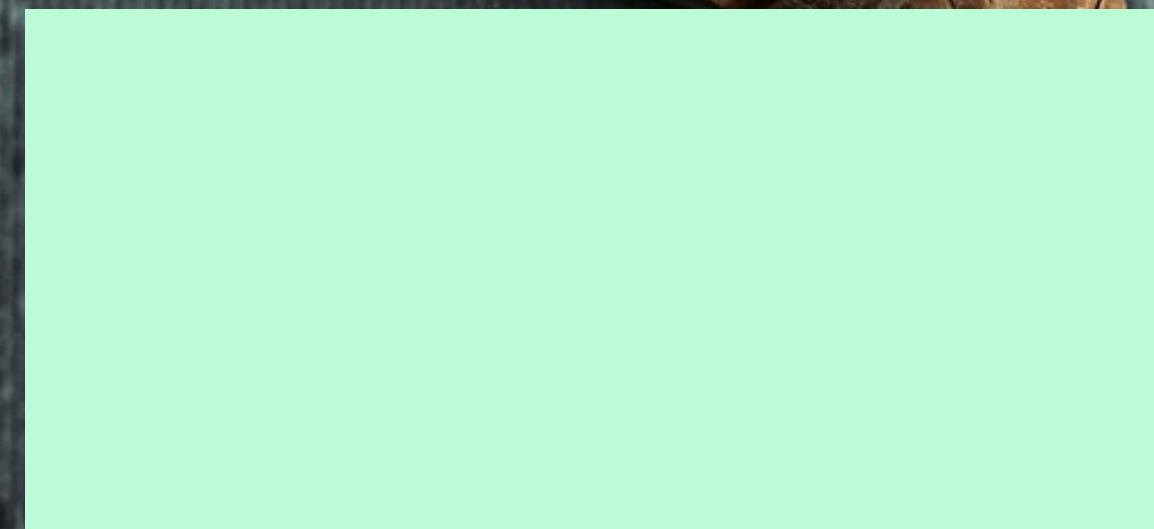
■ The Ask

Create a series of 3 chocolates to promote yourself. Including 6 colors and package with elements that keep the series consistent.



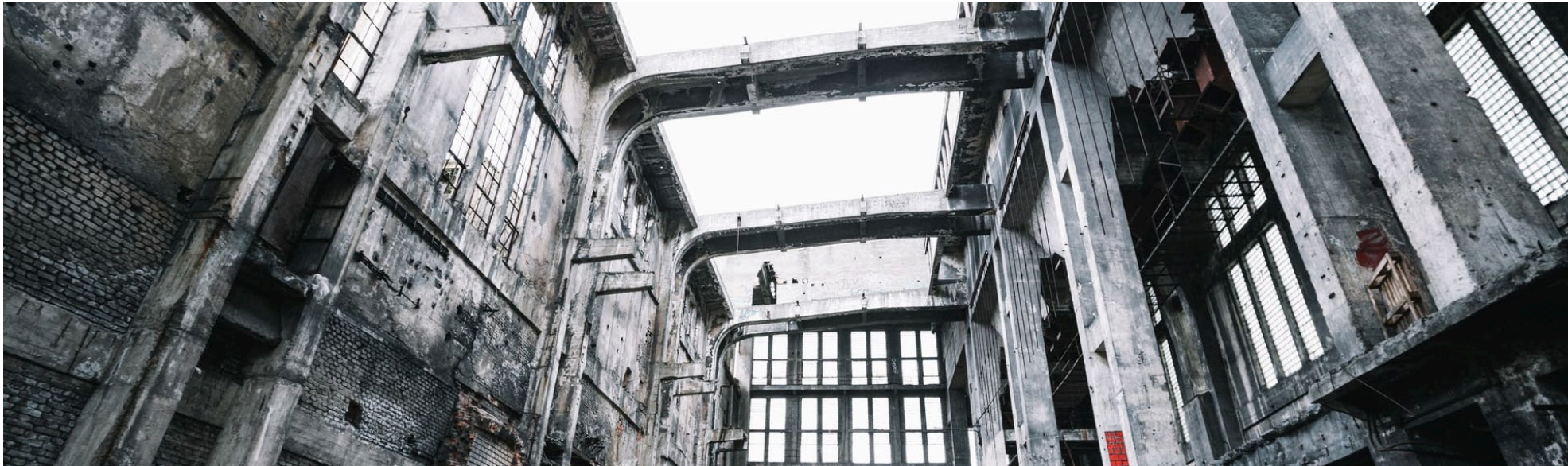
Our Challenge

The packages need to be **designed based on the template** provided and be a **conversation starter** for potential employer or client.



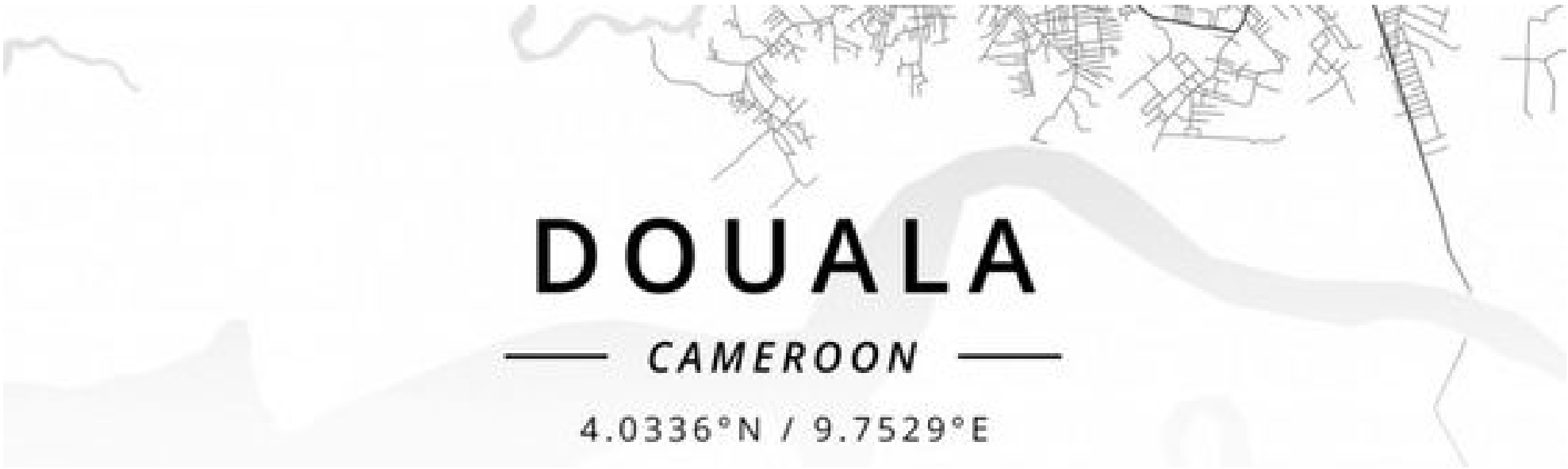
Personal Inventory

- Nail Art
- Industrial Structures and Materials
- Geographical Background
- Black Life
- Street Art
- Love for Education



African Heritage

Trans Atlantic Slave Trade
Cameroon
African American Art Studies
Cultural Influences

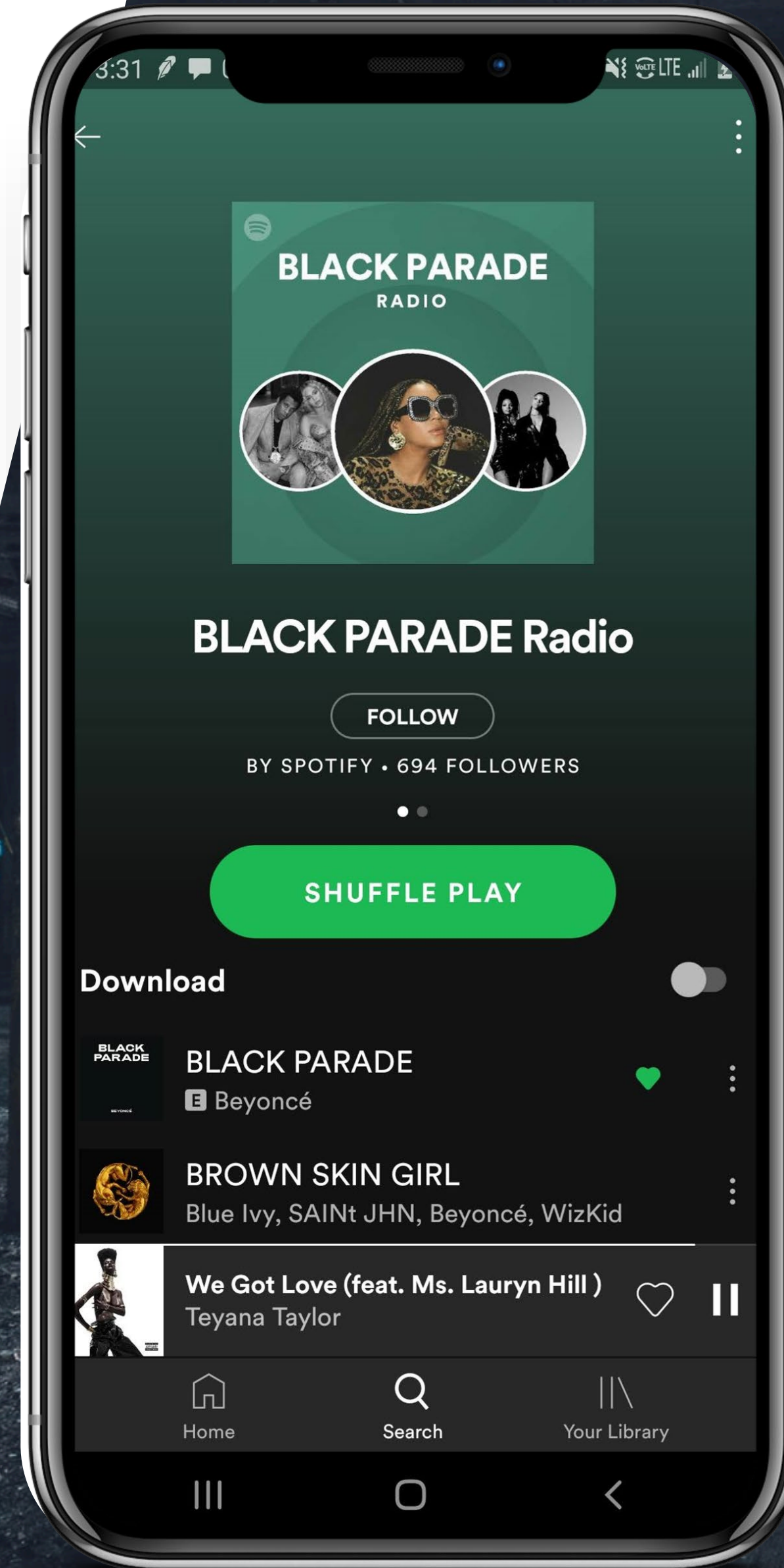


Musical Inspiration

Beyonce



Key Messages



01

URBAN JOURNEY

I want to grasp the courage to move away from your hometown to build something you never knew was possible.

02

PERSONAL HERITAGE

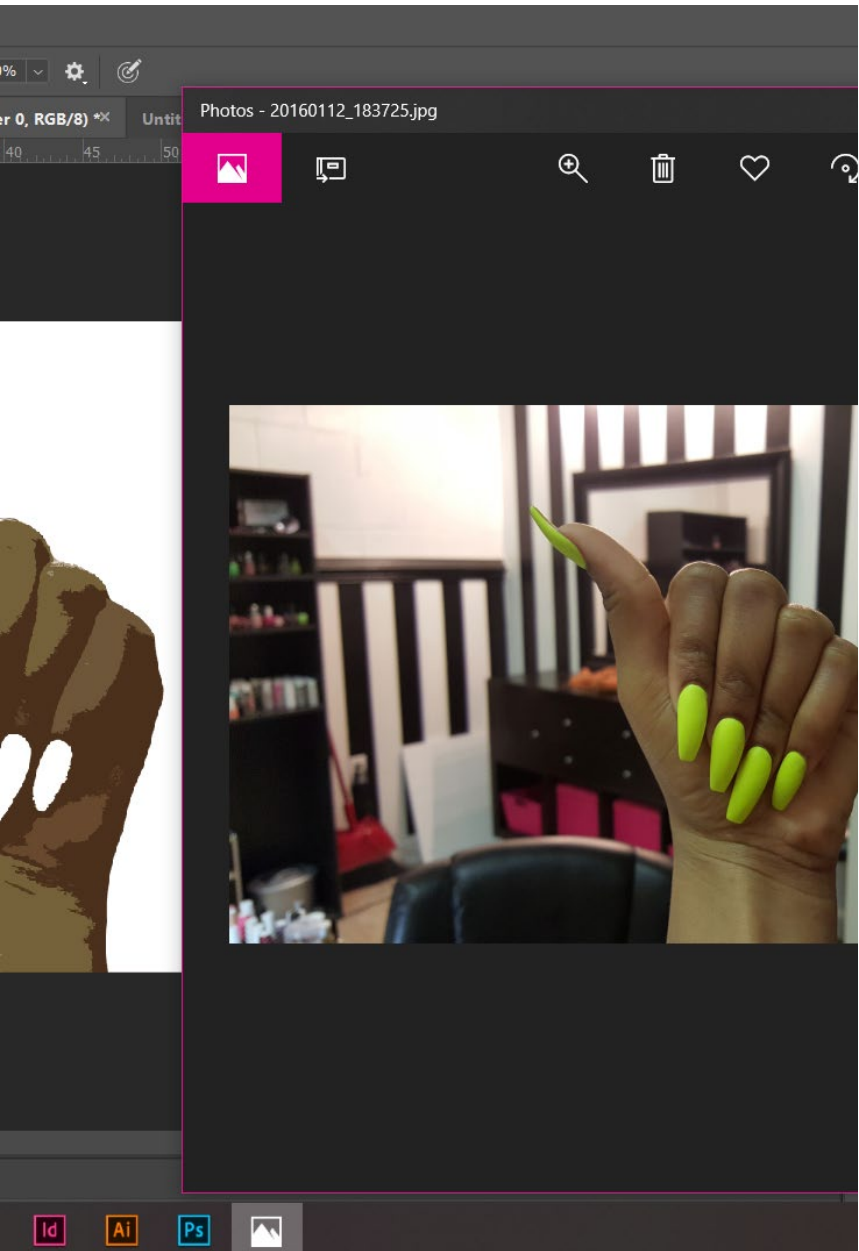
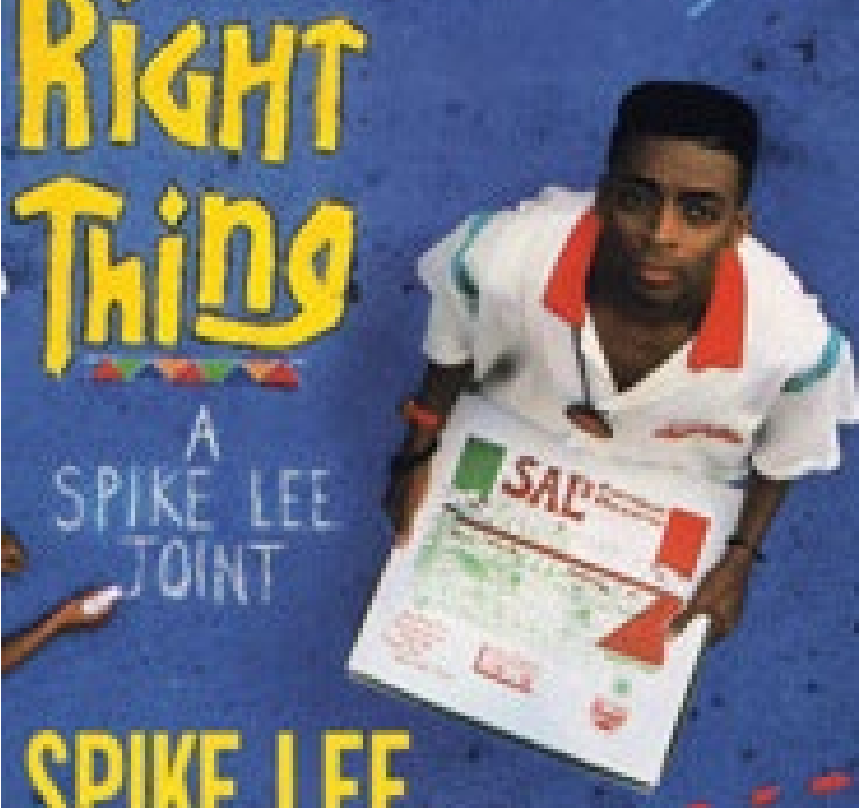
I would like to highlight cultural things I have learned about my ancestry.

PROCESS

Logo

Ok, so...

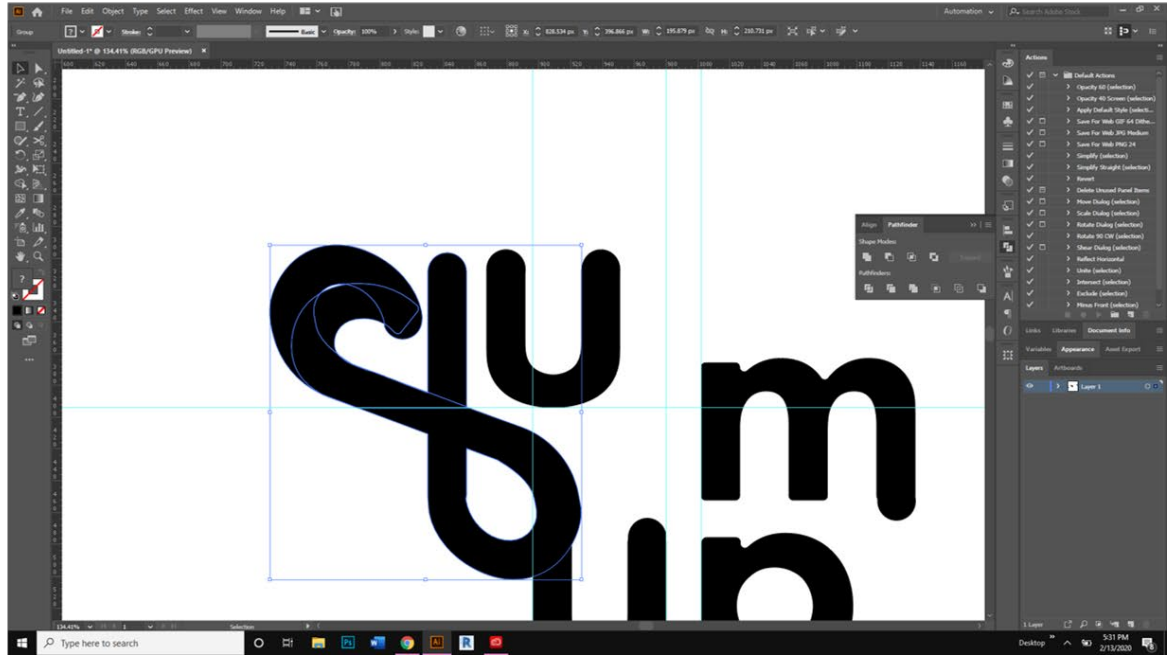
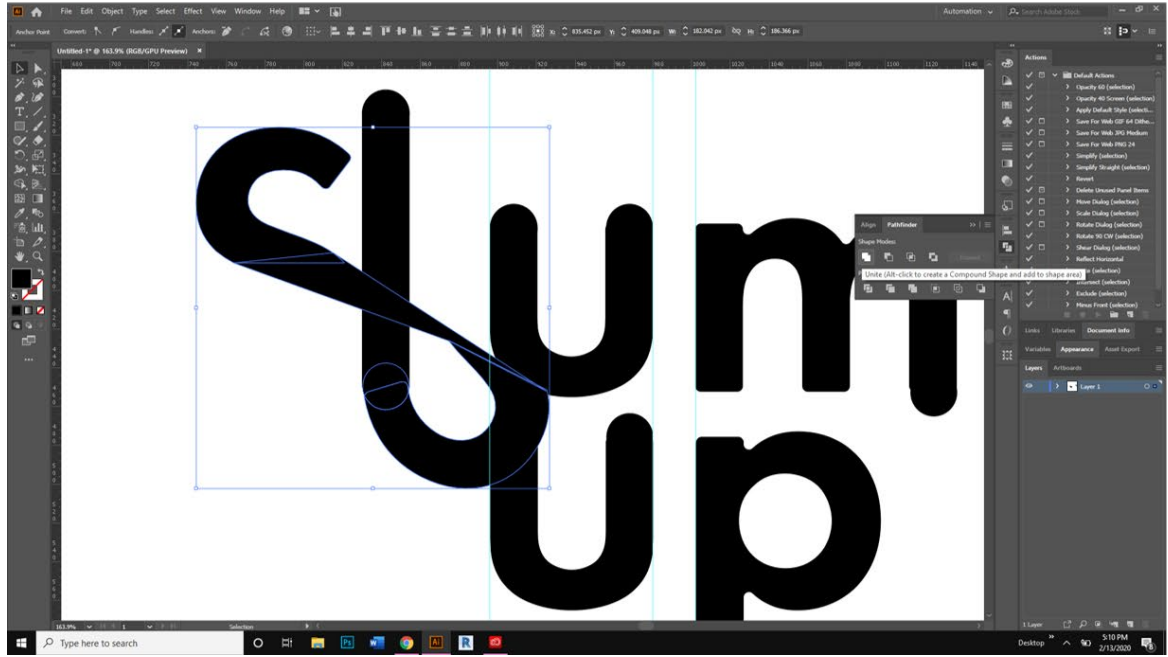
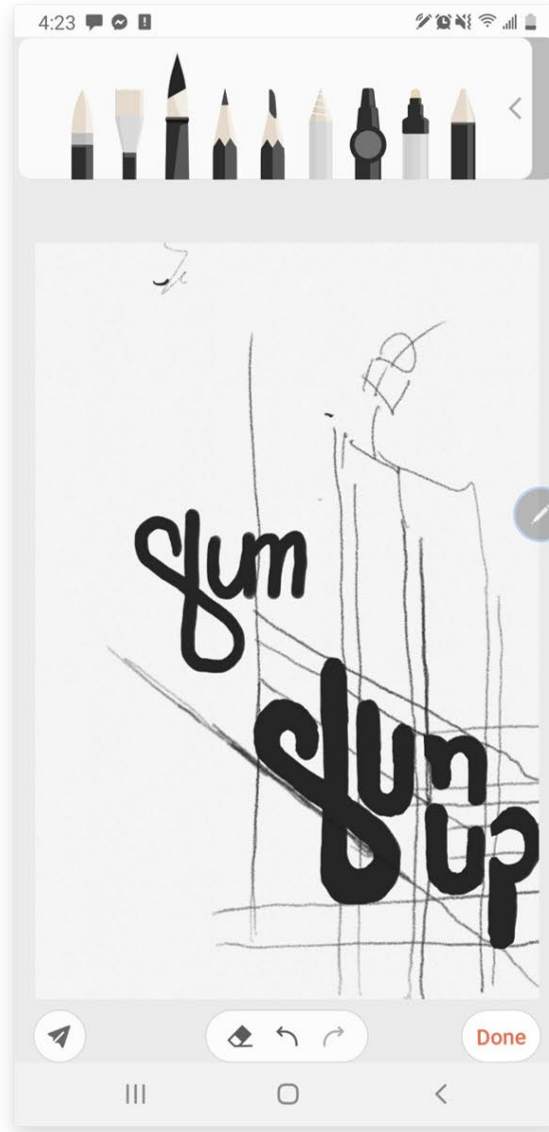
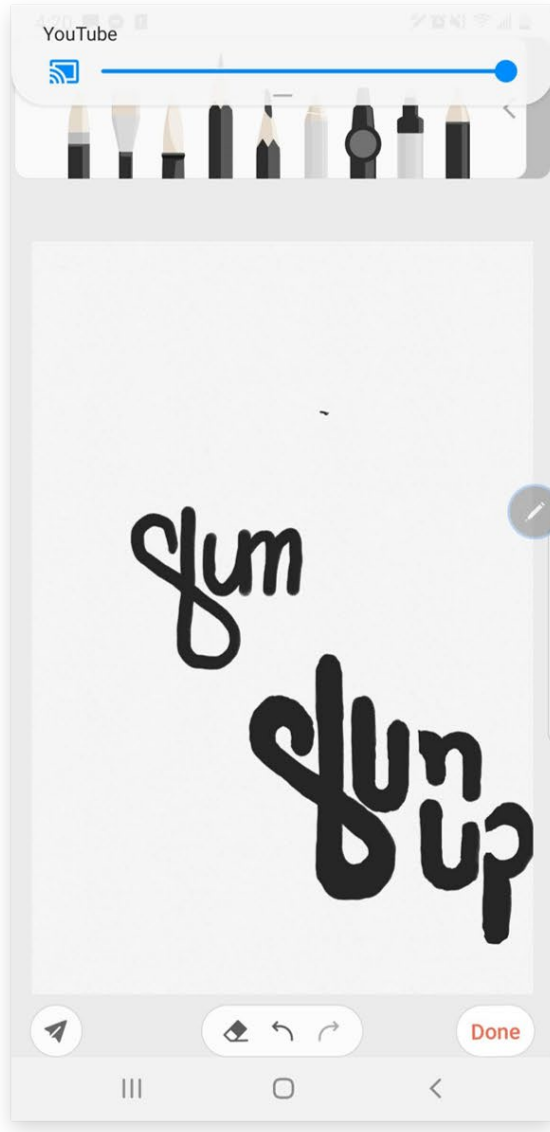
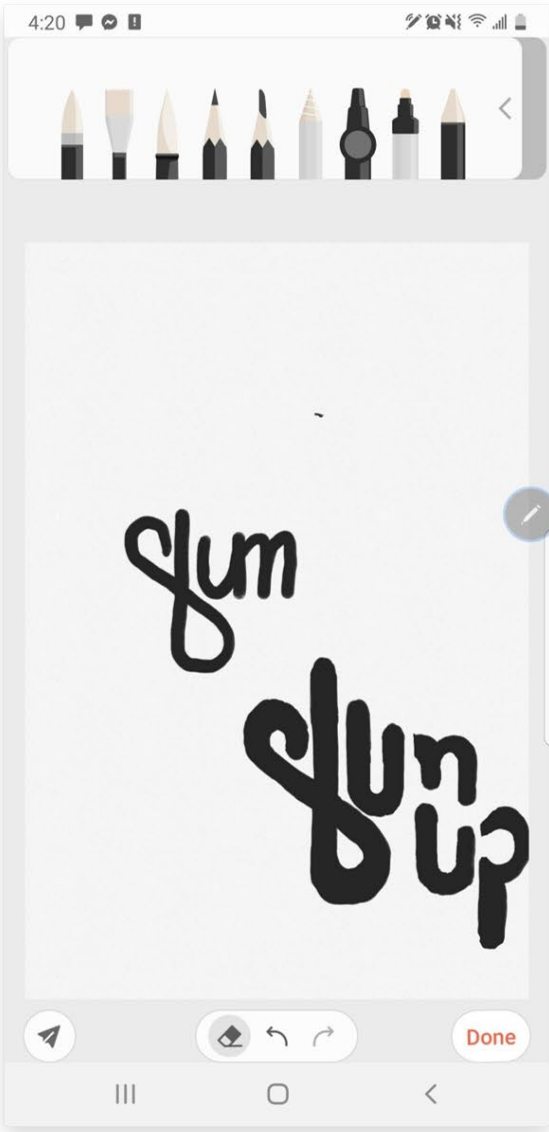
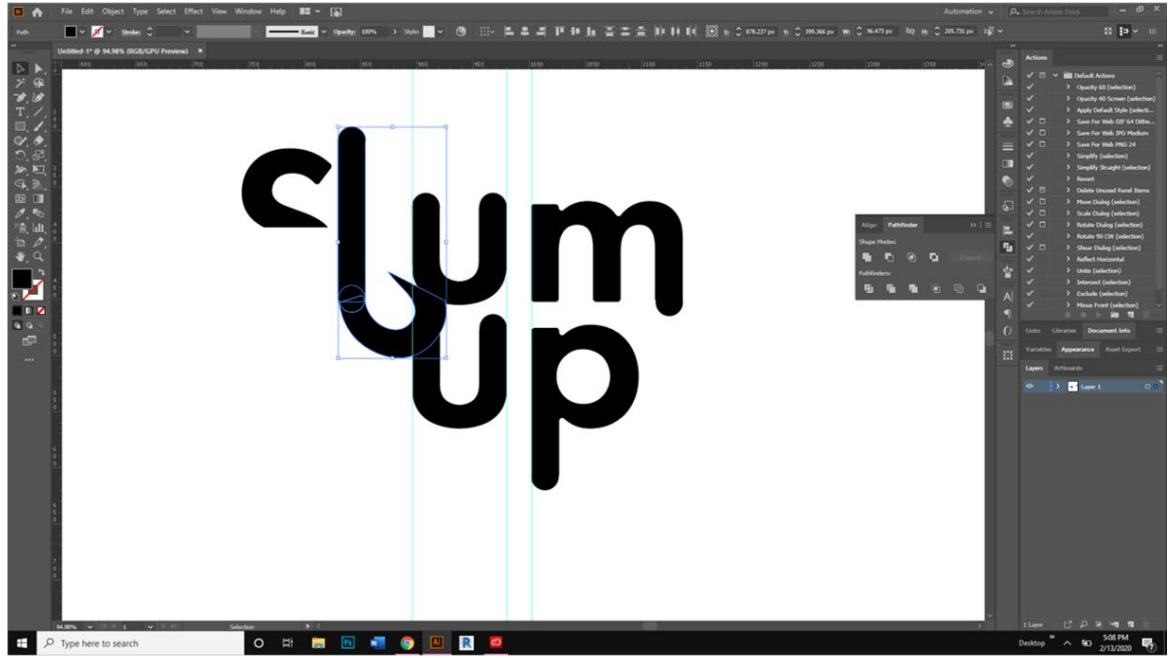
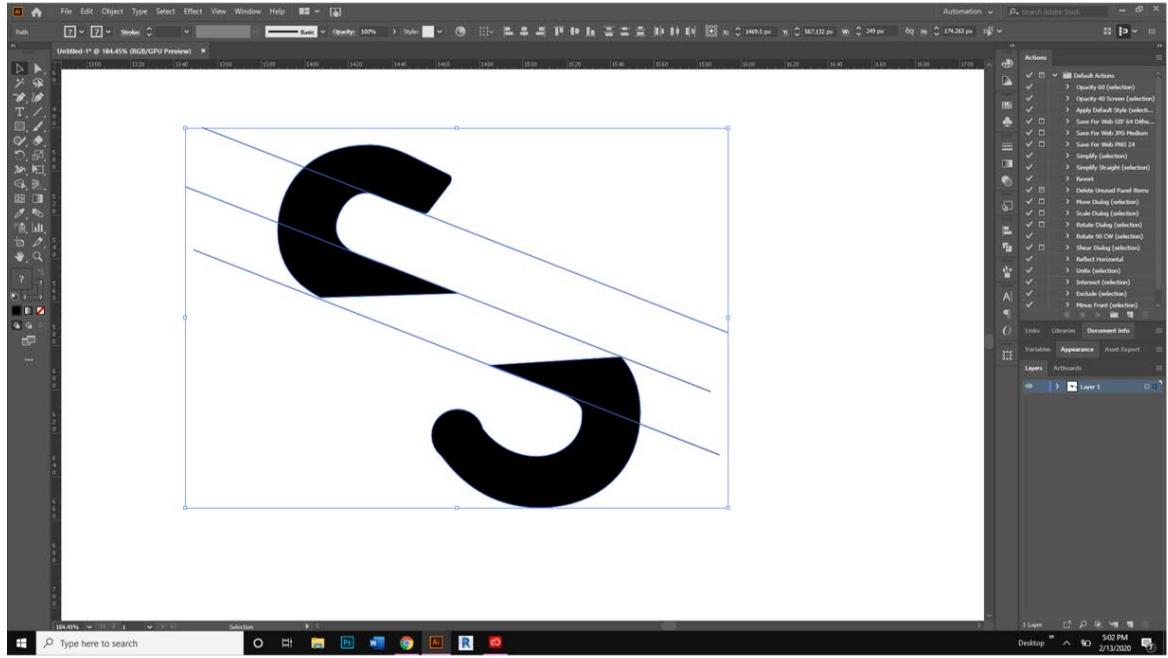
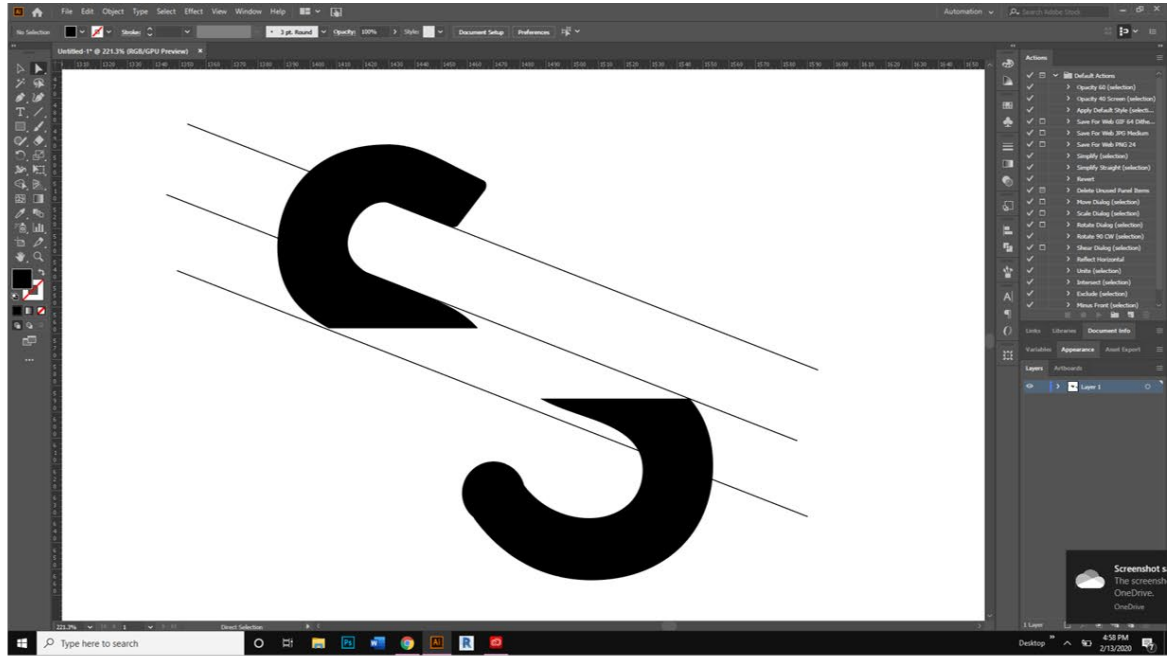
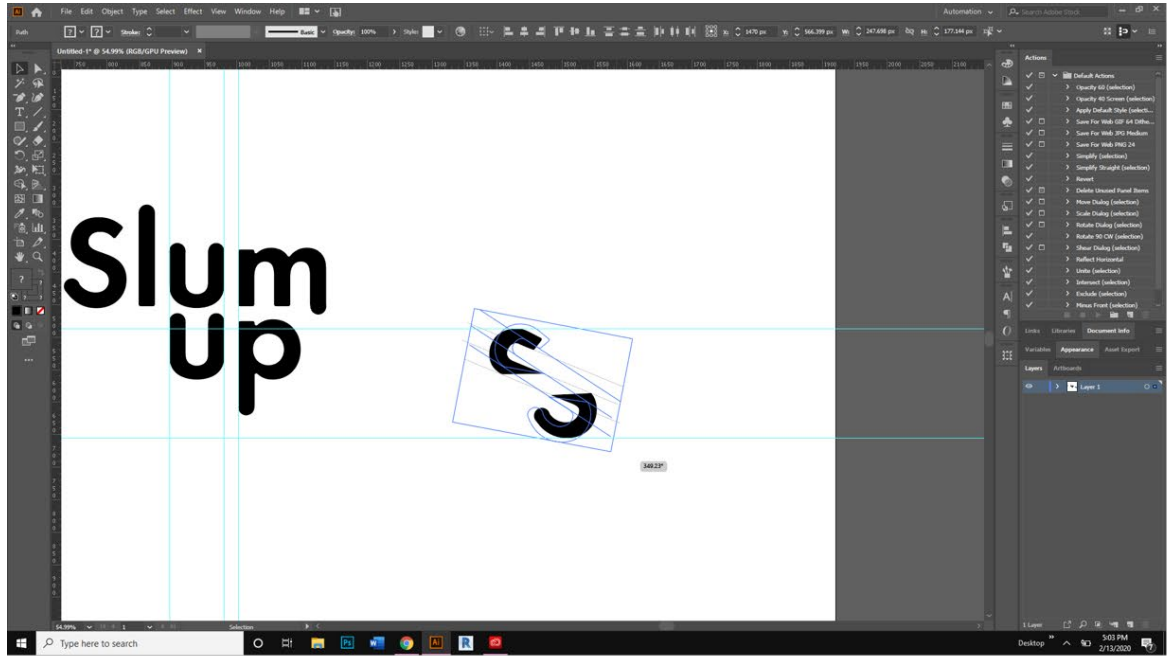
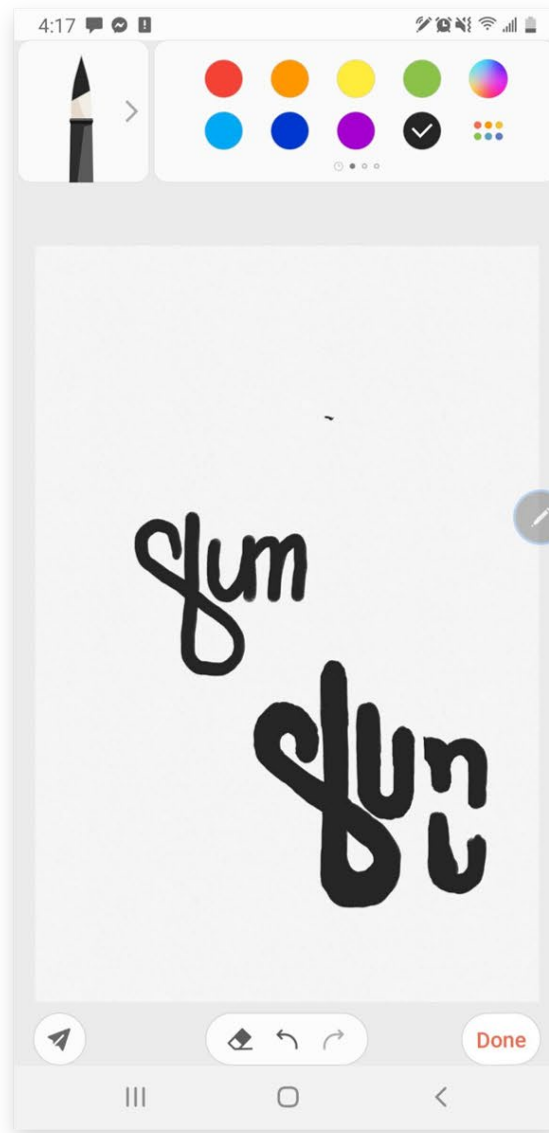
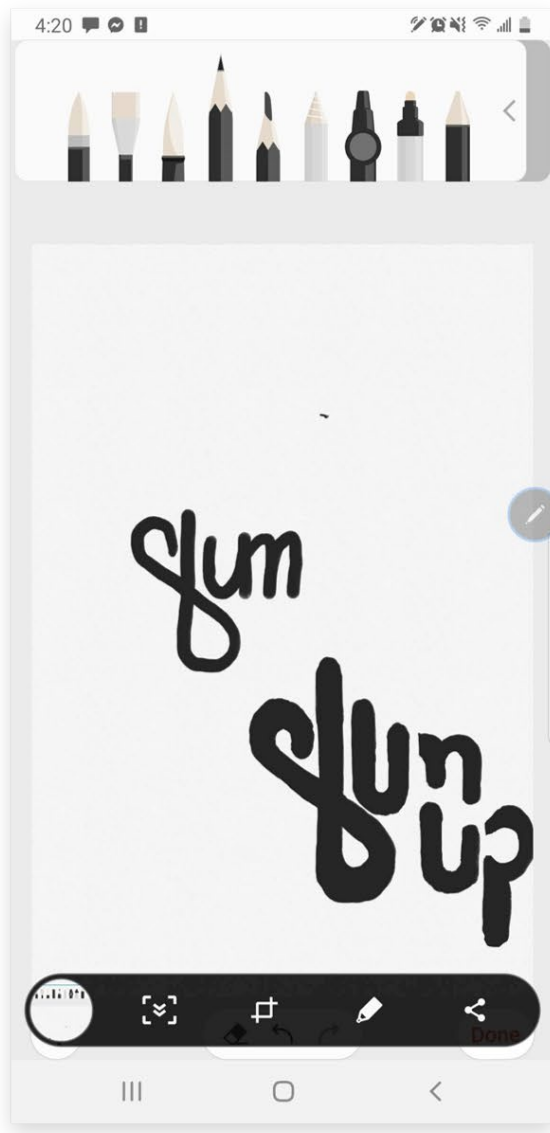
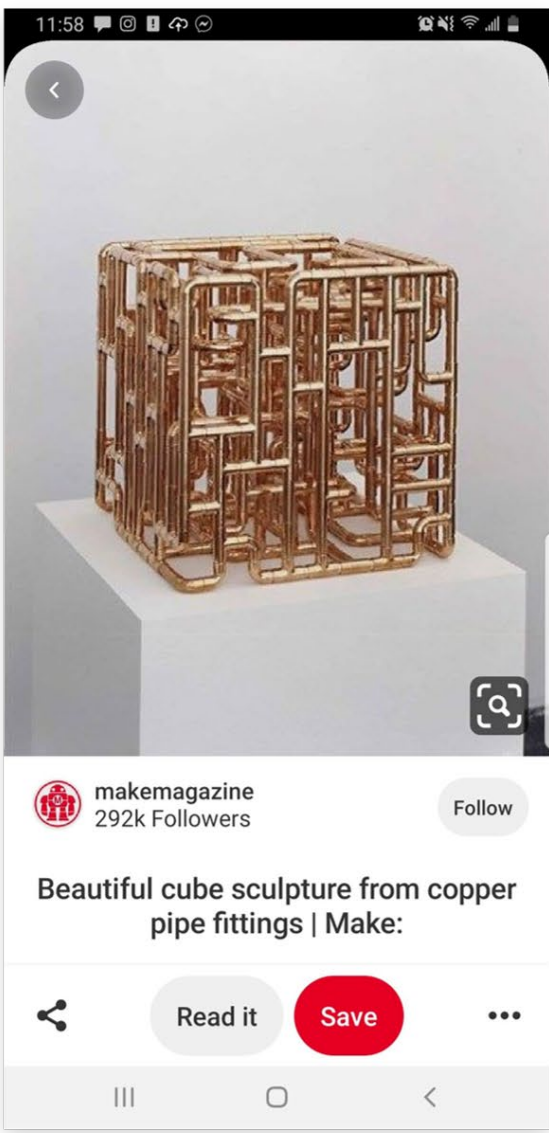
Original experience was a struggle.



PROCESS

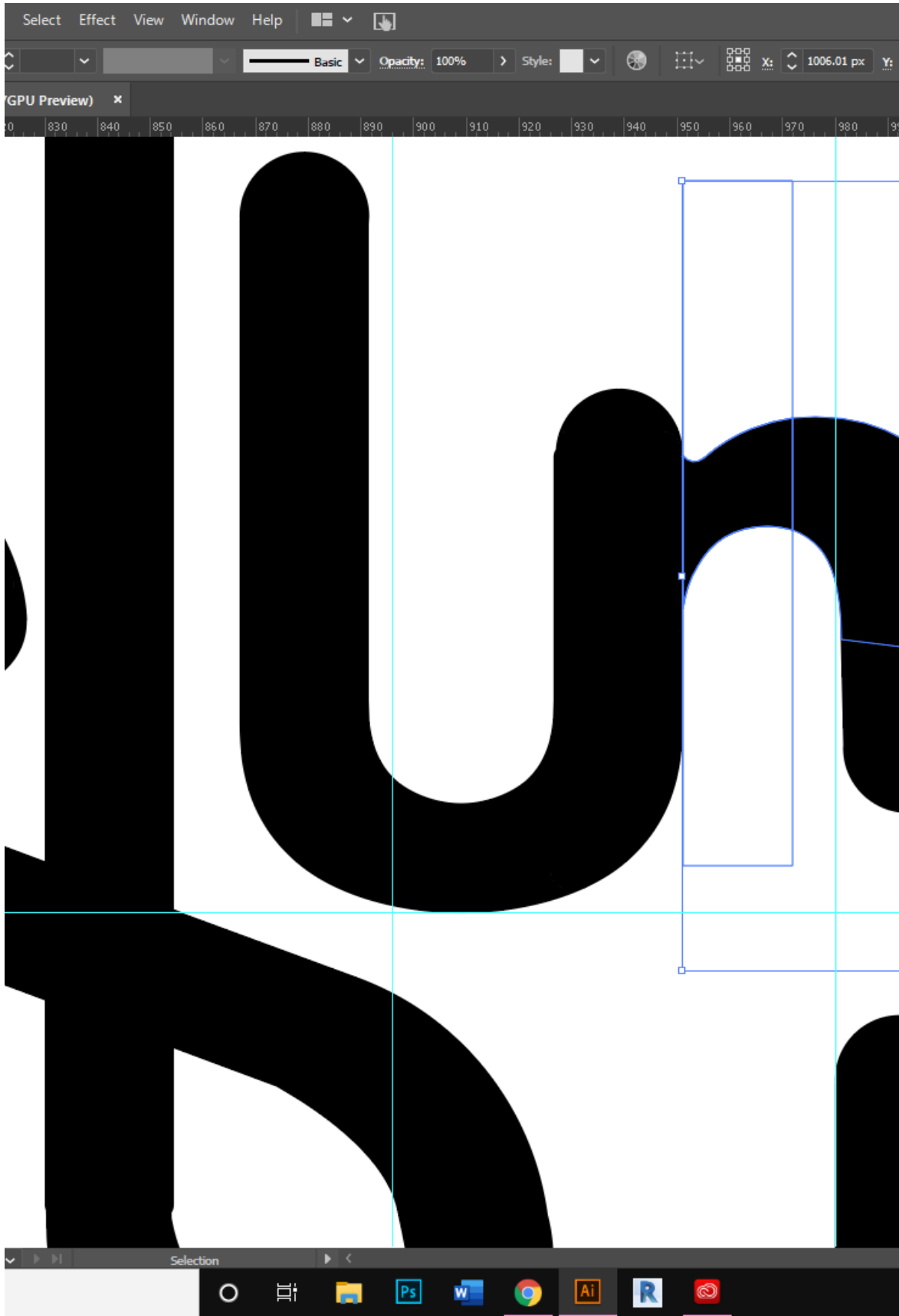


PROCESS



PROCESS

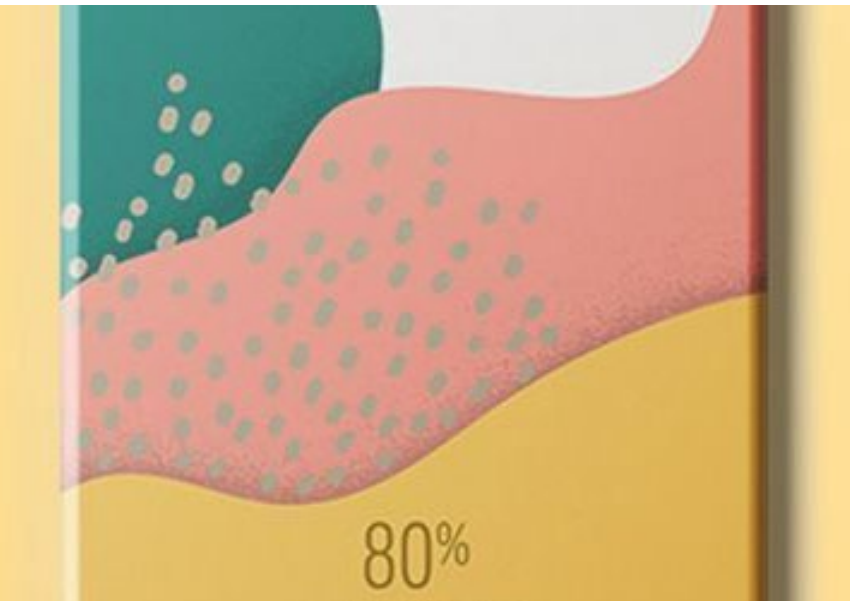
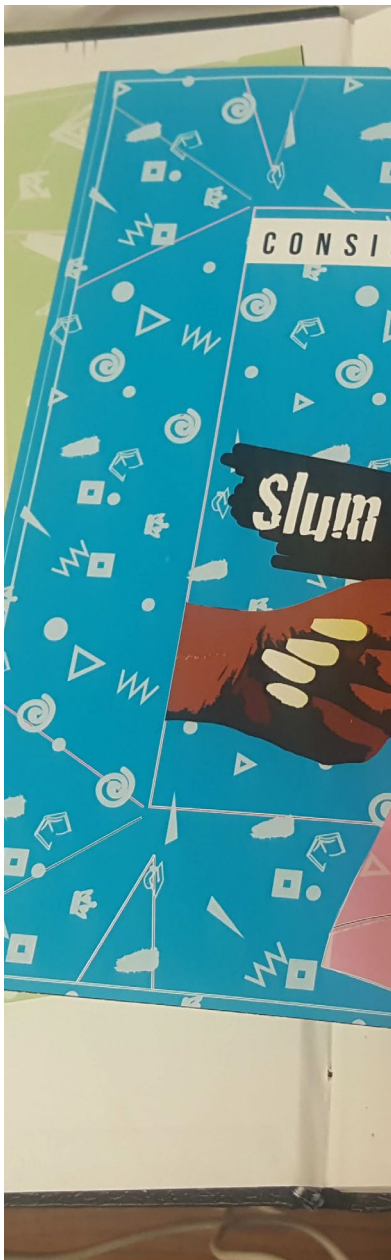
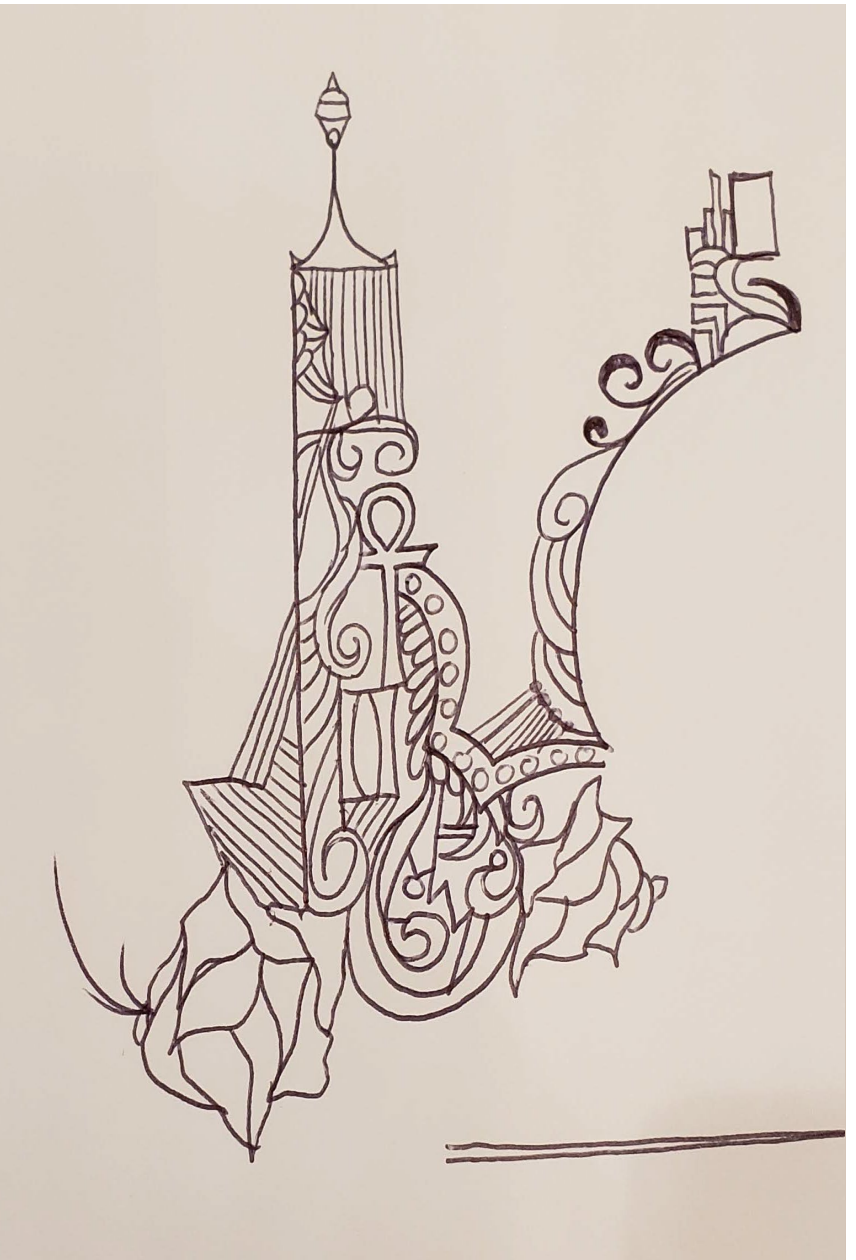
New
Final
Logo
Design



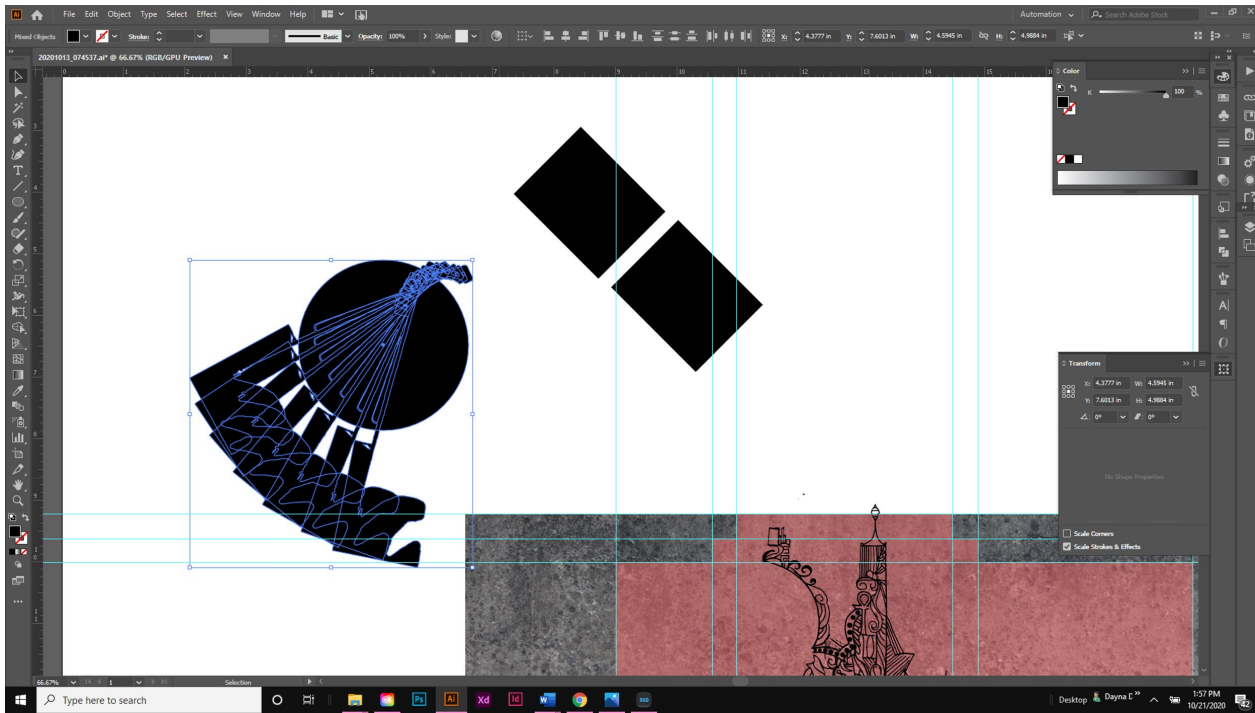
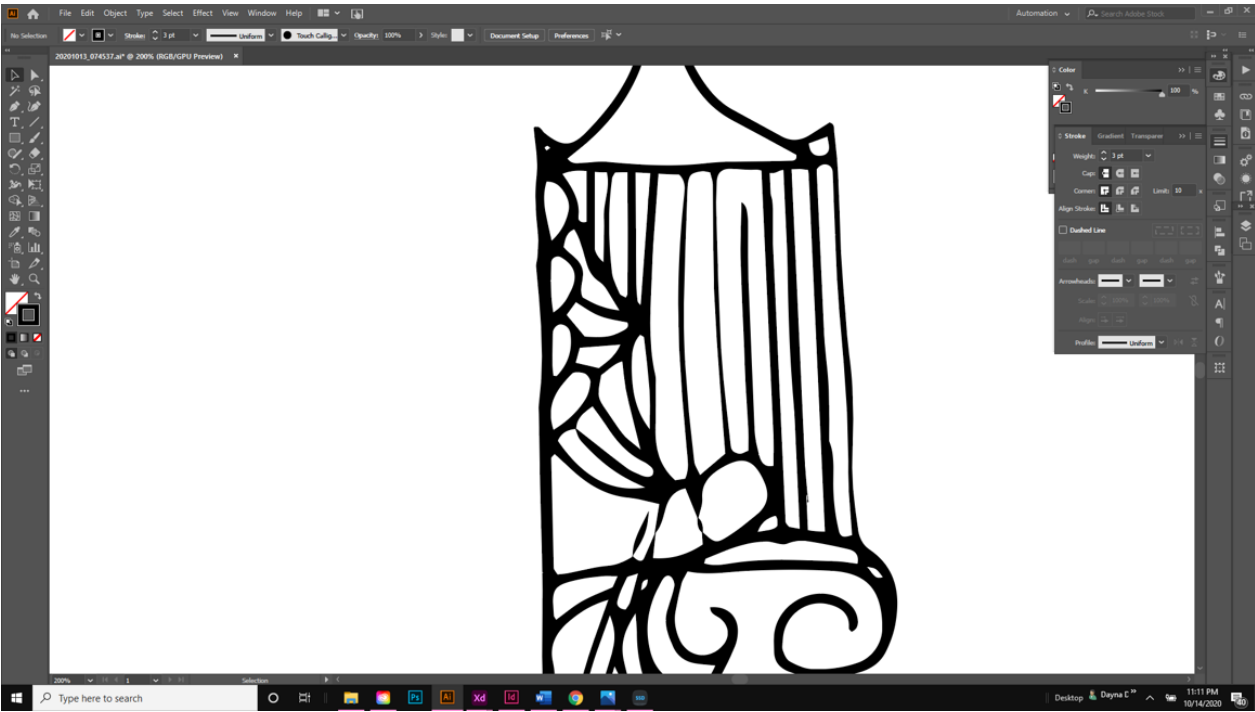
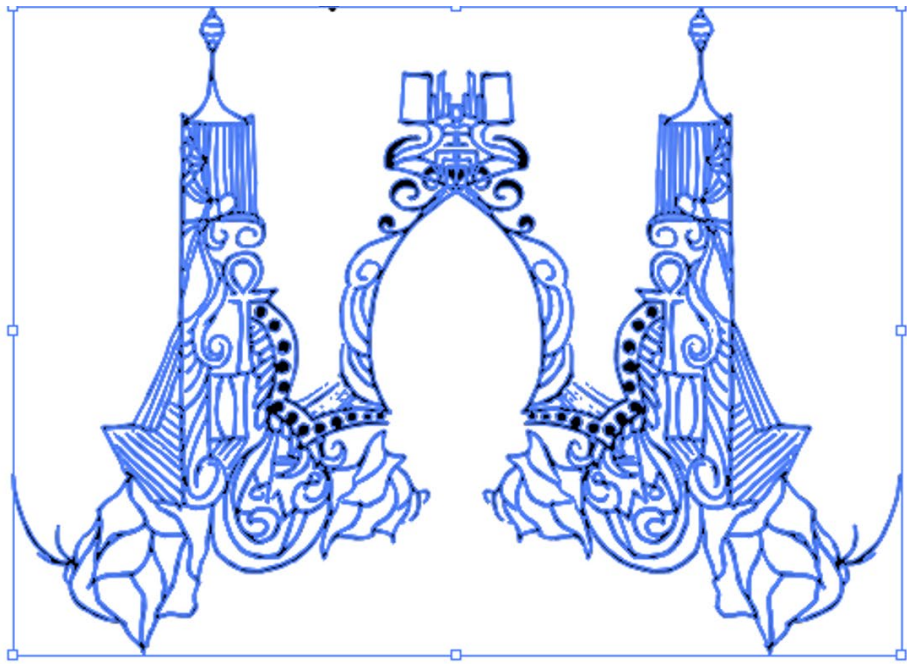
PROCESS

Wrapper

New Art Direction



PROCESS



Resembling Designs from
Cameroon Fabrics and
my nail art style

I drew the graphic to
resemble architecture of
a building as well as of a
crown or thrown

this is my interpretation
of a broke butterfly wing
to represent the idea that
there is beauty in your
struggle

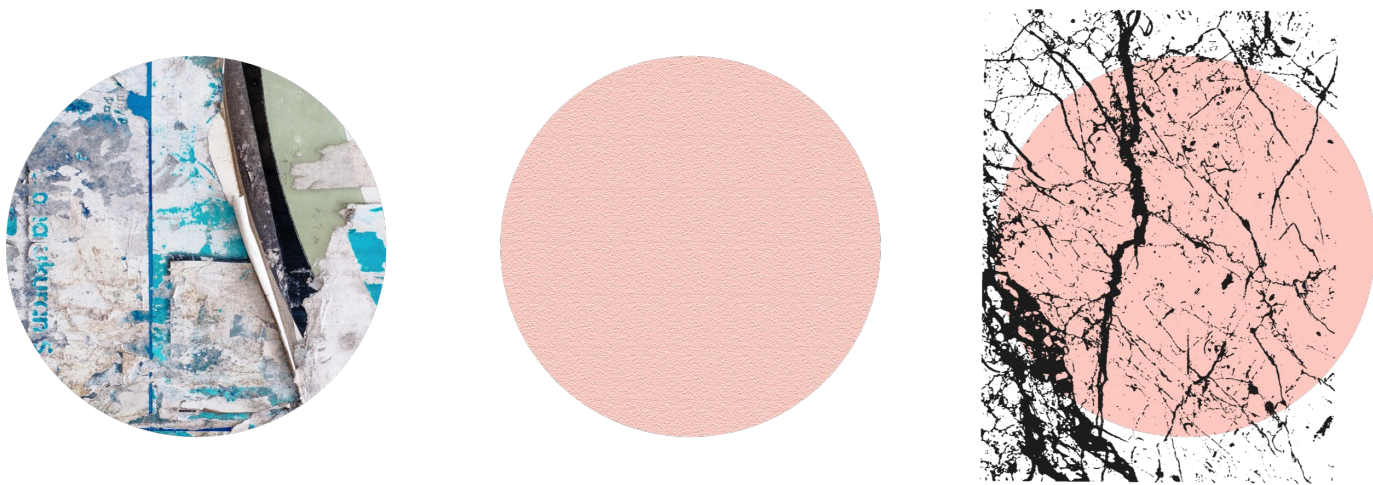


This is a vector of a set of
nails but I rotated it to
show upward trajectory.
representing positivity

spray paint drips were
added for the street art
aesthetic and
representing my
upbringing

my view from the top
(in side of a plane).
when you take off the
world gets smaller
and becomes a grid

PROCESS

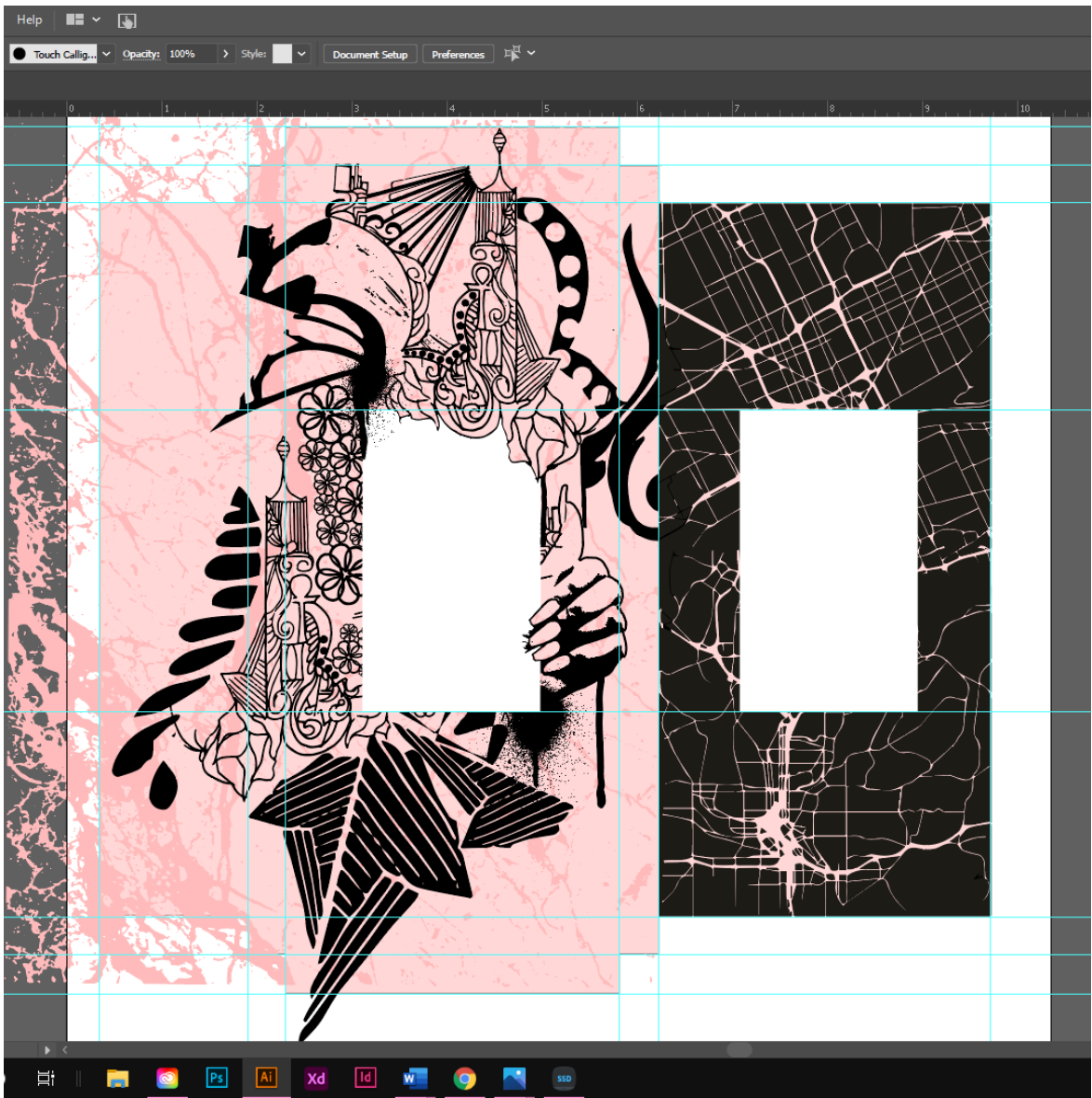
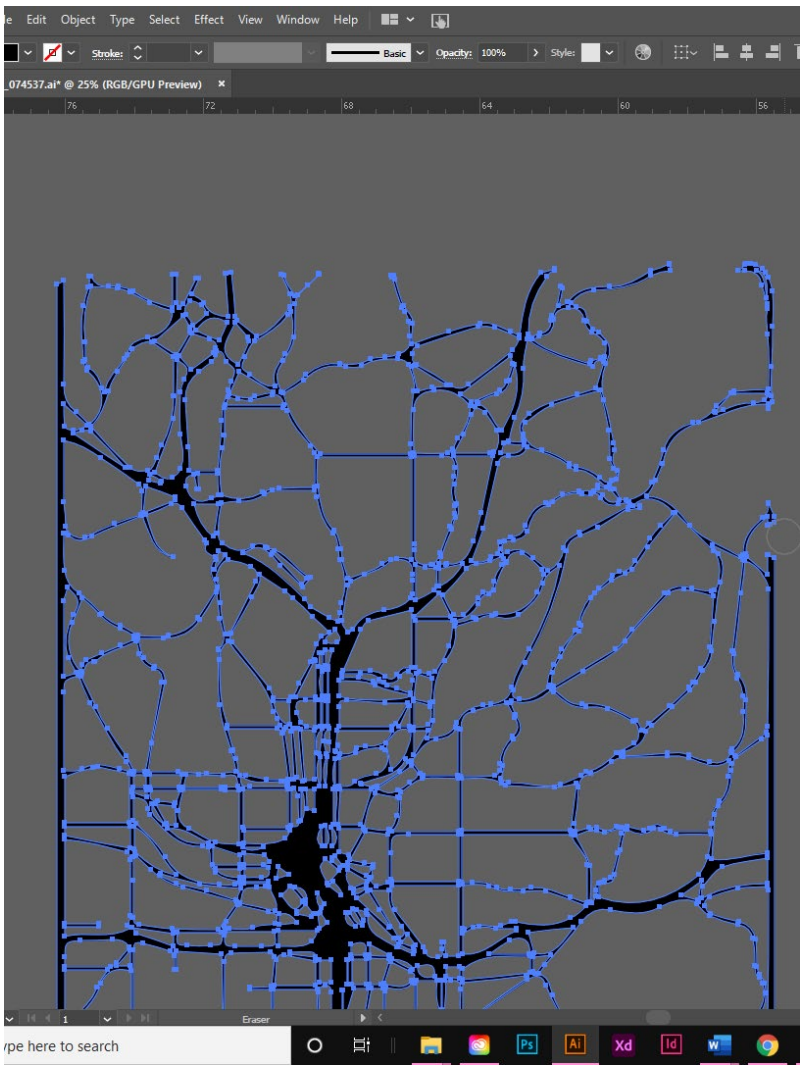
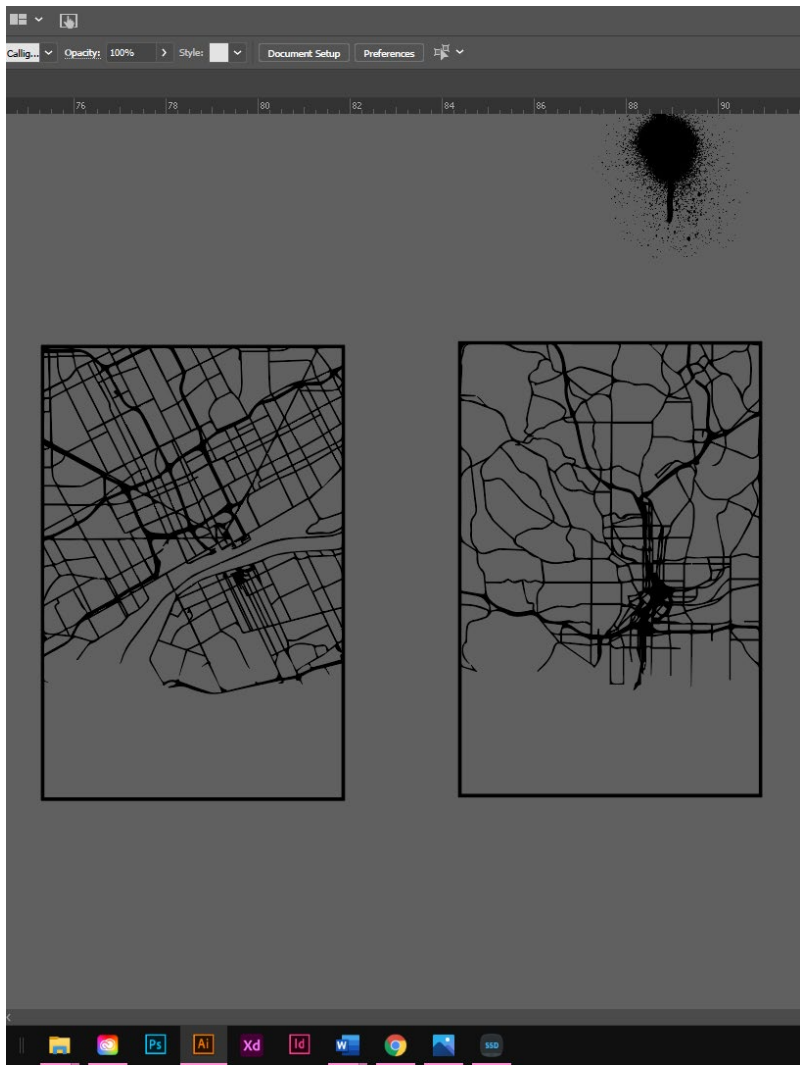


GRUNGE WALL

Downloaded images of graffiti and used them as textures for the design

GRAIN + MARBLE

Design was originally too flat. The texture added depth.



MAPS AS TEXTURE

Used the city road maps to add texture as well as represent my geographical journey from Detroit to Atlanta.

PROCESS

Color Palette

I allowed pastel colors to represent the fun and feminine. Also gave them themes to go the chosen African proverb and symbol.

Wisdom

#FEC8C0

Creativity

#FEB48C

Diligence

#FEE098

#BBFFD6

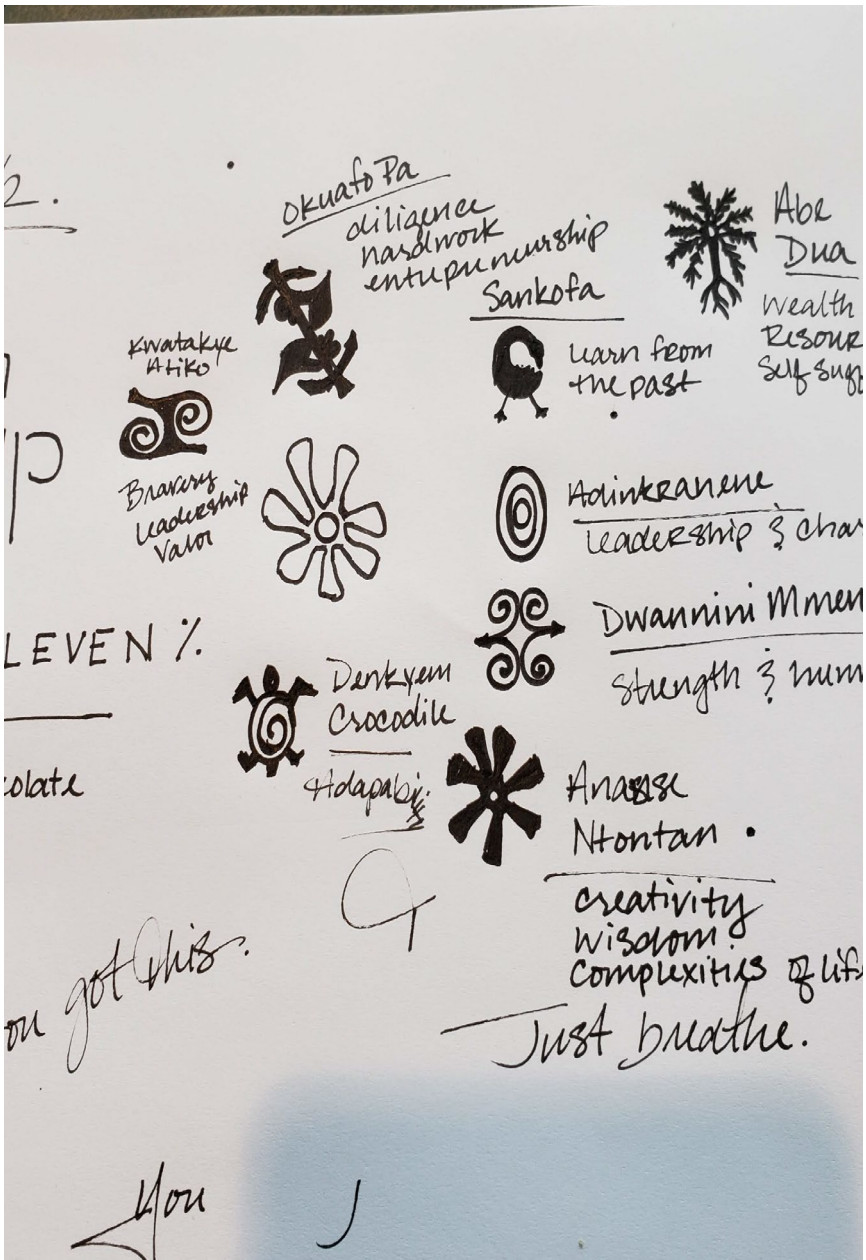
#AEE5DD

#FDF4EE

Labels

Cultural Influences

Beyonce Lyrics
African Culture



Process



Black Parade

I'm goin' back to the South (Atlanta, slavery)
I'm goin' back, back, back, back (History)
Where my roots ain't watered down
Growin', growin' like a Baobab tree (tree of life)
Of life on fertile ground, ancestors put me on game
Ankh (key of life is an ancient Egyptian hieroglyphic symbol) harm on gold chains, with my Oshun energy, oh
Drip all on me, woo, Ankara Dashiki print
Hol' up, don't I smell like satya, Nag Champa incense?
Yeah, pure ice (ice), ice (ice), buss down
Uh, flooded (flooded), flooded (flooded), on my wrist, ow
Ooh, goin' up, goin' up, motherland, motherland drip on me
Ooh, melanin, melanin, my drip is skin deep, like
Ooh, motherland, motherland, motherland, motherland drip on me
Eeya, I can't forget my history is her story, yeah
Being black, maybe that's the reason why they always mad
Yeah, they always mad, yeah
Been passed 'em, I know that's the reason why they all big mad
And they always have been

Honey, come around my way, around my hive
Whenever momma say so, momma say
Here I come on my throne, sittin' high
Follow my parade, oh, my parade
Talkin' slick to my folk (my folk), nip that lip like lipo (lipo)
You hear them swarmin', right? Bees is known to bite
Now here we come on our thrones, sittin' high
Follow my parade, oh, my parade

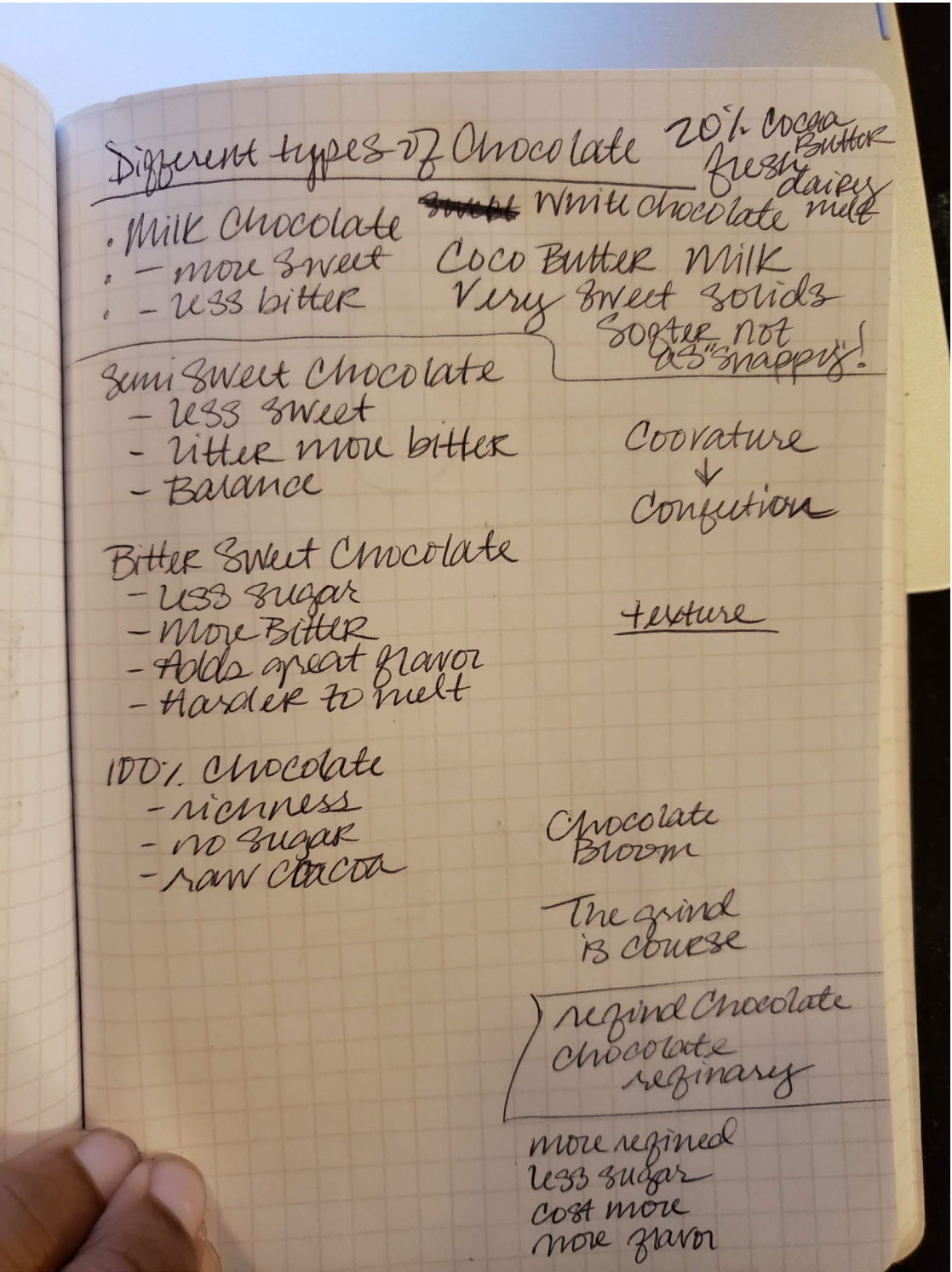
On fours, all black
All chrome, blackowned
Black tints, matte black
Walked by, my window down, let 'em see who in it
Crack a big smile (ding)
Go figure, me and Jigga, fifty 'leven children
They like, "Chick, how?"
I charge my crystals in a full moon
You could send them missiles, I'ma send my goons
Baby sister reppin' Yemaya (Yemaya)
Trust me, they gon' need an army
Rubber bullets bouncin' off me
Made a picket sign off your picket fence
Take it as a warning
Waist beads from Yoruba (woo)
Four hunnid billi', Mansa Musa (woo)
Stroll line to the barbeque
Put us any damn where, we gon' make it look cute

BEYONCE: THE GIFT

Artistic depiction dedicated to The Lion King and its parallels to black life in America.

CHOCOLATE STUDY

Research the different types of chocolate and related them to the storytelling.



ANDINKRA SYMBOLS

symbols represent popular proverbs, historical events, express attitudes and behaviors



ANANSE NTONTAN




SANKOFA



OKUAFO PA

PROCESS




	<i>just breathe.</i>
Ingredience: The darkness of night cannot stop the light of morning	
Nutrition Facts: You have everthing you need to succed. You are enough. Just have a chocolate!	<div>Since 1991</div>
www.daynadenise.com/slumup	



	<i>chill out.</i>
Ingredience: Water always finds a way out	
Nutrition Facts: You have everthing you need to succed. You are enough. Just have a chocolate!	<div>Since 1991</div>
www.daynadenise.com/slumup	



	<i>you got this.</i>
Ingredience: She is like a road, pretty but crooked	
Nutrition Facts: You have everthing you need to succed. You are enough. Just have a chocolate!	<div>Since 1991</div>
www.daynadenise.com/slumup	

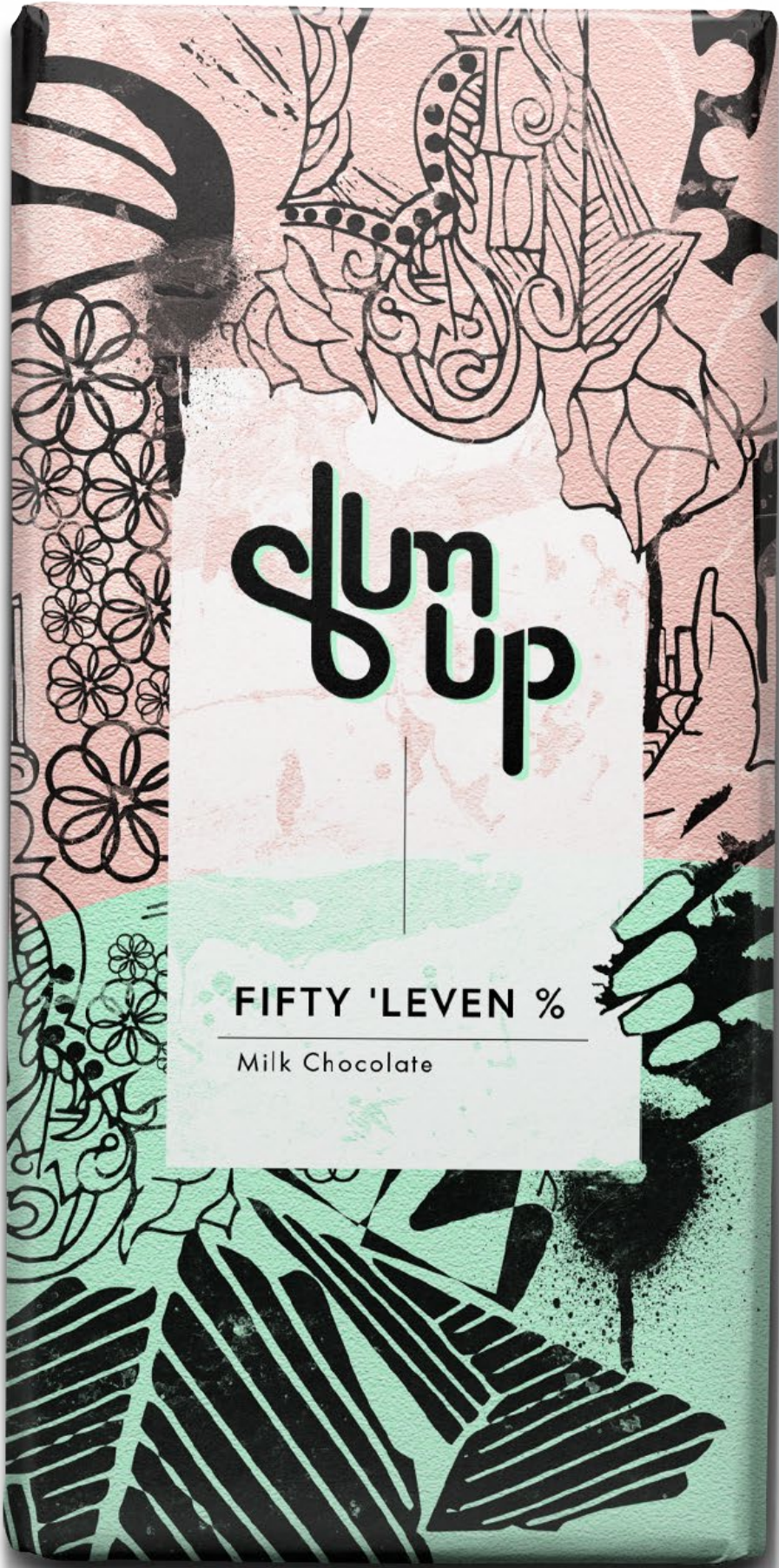


Narrative

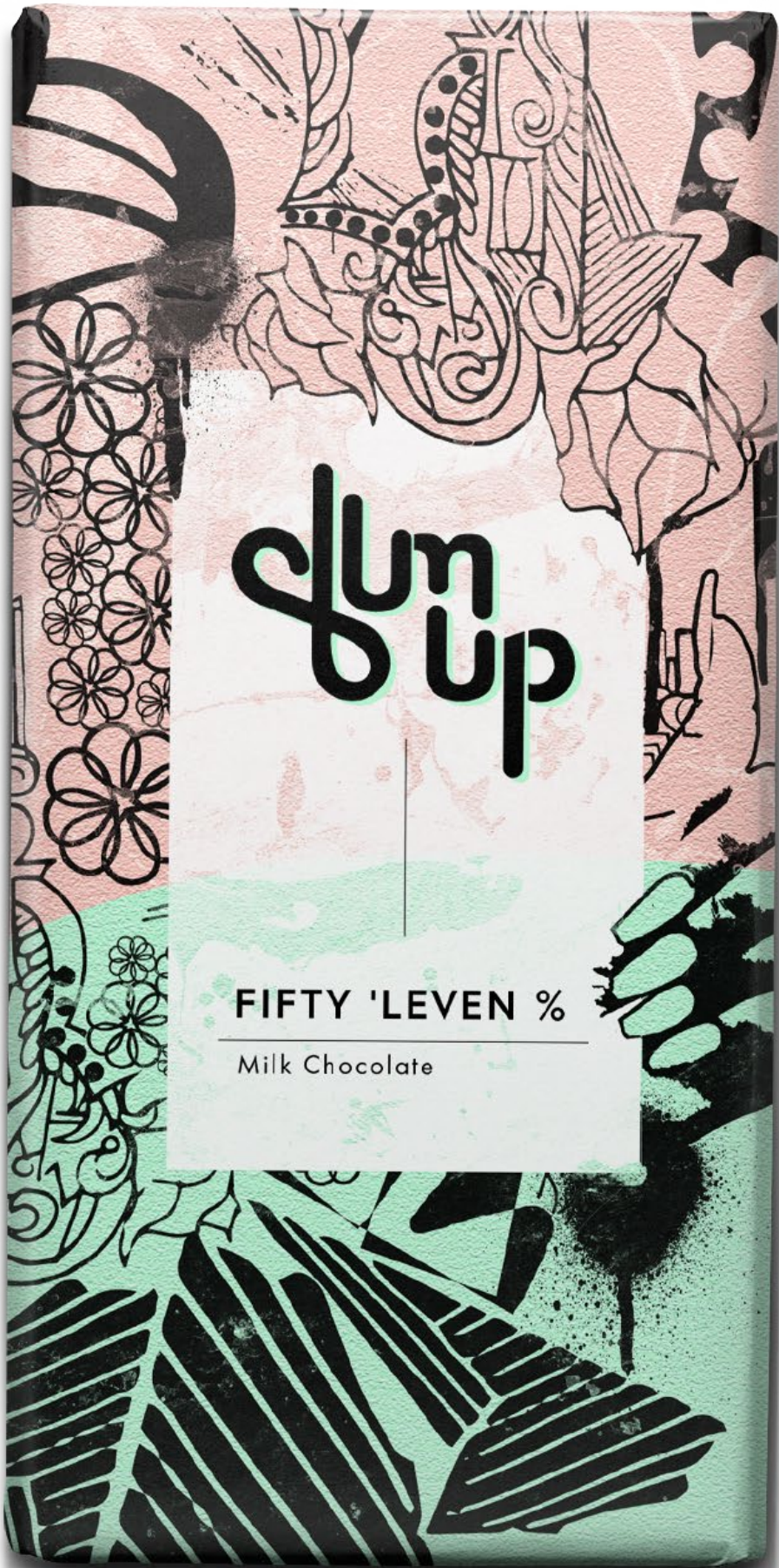
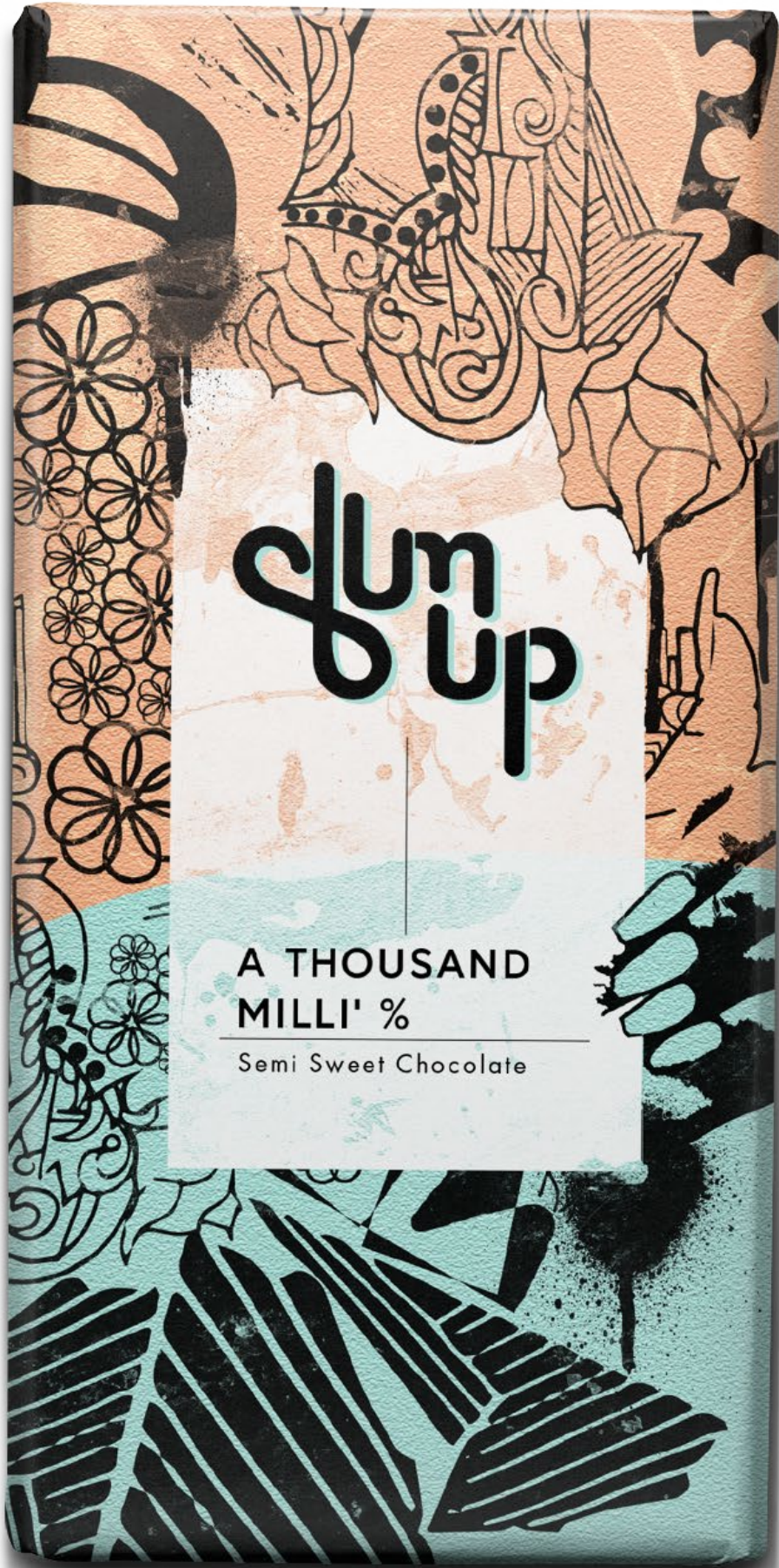
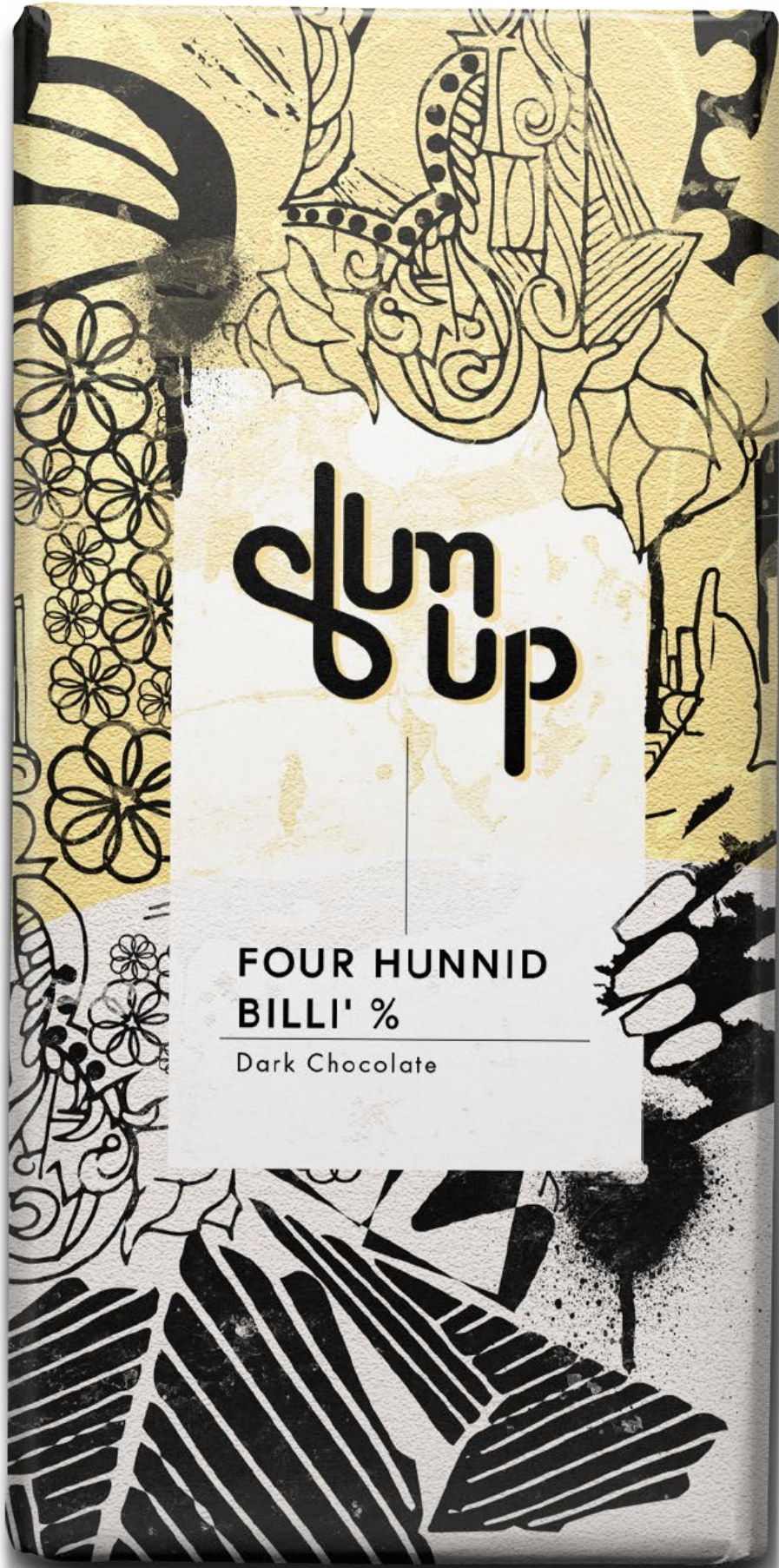
Slum up

A reminder that you have **already won**. Take a moment to **relax and treat yourself** to a chocolate and reflect. **Look how far you’ve come. You have everything you need to succeed**. Just remember you were built for this. Stop overthinking and feeling overwhelmed. **Slum Up! The ultimate mood enhancer!**

BY: DAYNA DENSIE



FINAL DESIGN



FINAL DESIGN

