



**Ghirardelli Design Brief. Write directly on these pages to receive credit. DO NOT RE-TYPE!**

This project proposal gives your client your intentions in a step-by-step outline. Write answers to all questions in Adobe Acrobat, in the spaces provided. Be clear, thorough and specific!

1. **Research.** Familiarize yourself with the product (cocoa powder). Review Ghirardelli and competitor products and strategies. Write your observations. You must **use MLA format** to receive credit.

- Ghirardelli history and philosophy:

- Things that make Ghirardelli powdered cocoa products unique from competitors' products:

- **three** websites (Ghirardelli site and two others):

- 1.
- 2.
- 3.

- **two** stores where this product is sold: store name, exact location, date of visit, and what you observed on shelf displays...

1. name \_\_\_\_\_ location \_\_\_\_\_ date \_\_\_\_\_

shelf display \_\_\_\_\_

1. name \_\_\_\_\_ location \_\_\_\_\_ date \_\_\_\_\_

shelf display \_\_\_\_\_

- **Two** Ghirardelli users/users of competitors' cocoa powder: people YOU interview. Write their names and what they say:

1.

2.

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**PART A:**

1. SPECIFIC typeface(s), designer of each typeface, reference book and page number:

- Illustration:
- Photography:

2. The subject for my project (product and specific flavour) is:

3. The audience is:

Age range:

Income:

Education:

4. To develop visual hierarchy and to establish a dominant visual element or theme, I determined **the most important information** I want the audience to know is:

5. **The intended outcome** of this label redesign is to (check one)...

- introduce this project to a new audience  
 introduce a new look to an existing product  
 other: \_\_\_\_\_

*This is my specific explanation of my intended outcome...*

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6. **My Design Solution, how I convey my intended outcome.** This is how my package redesign is unique and appropriate:

- for the subject (cocoa powder):
  
  
  
- for the audience/market/consumer:

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**PART B:**

1. **SPECIFIC** typeface(s), designer of each typeface, reference book and page number:

- Illustration:
- Photography:

2. **The subject for my project (product and specific flavour)** is:

3. **The audience** is:

Age range:  
Income:  
Education:

4. To develop visual hierarchy and to establish a dominant visual element or theme, I determined **the most important information** I want the audience to know is:

5. **The intended outcome** of this label redesign is to (check one)...

- introduce this project to a new audience  
 introduce a new look to an existing product  
 other: \_\_\_\_\_

*This is my specific explanation of my intended outcome...*

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6. **My Design Solution, how I convey my intended outcome.** This is how my package redesign is unique and appropriate, while keeping with the Ghirardelli Art Guide:

- for the subject (cocoa powder):
  
  
  
- for the audience/market/consumer: