

# Chocolate Wrapper Design Report

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## **Abstract**

Tilliams Chocolate was a project I worked on with a friend post-graduation. In the process of designing our wrappers we turned to Python for each image modification that could be used to inspire the final design.

## 1 Initial Idea

We began with a image idea that had been created for us based on our design request, Figure 1. To build upon this we wanted to make the wrapper more eye catching.

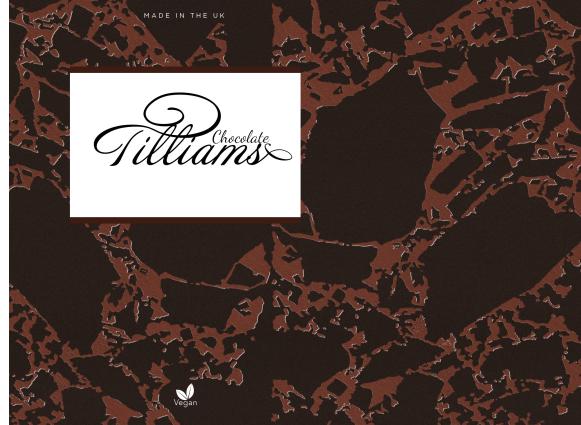


Figure 1: The base design with which we started with.

The first idea was to modify the image by reducing it to a two tone image by setting a darkness tolerance to experiment with the dynamic of the cracked texture. This used the function biTone and an example of the result can be seen in Figure 2.

Several bitonal images were experimented with at different tolerance levels. While creating a white chocolate, we contemplated a bitonal colour inversion, Figure 3. The premise was to use the dark cracks as a layer in an image editing software, like Gimp.

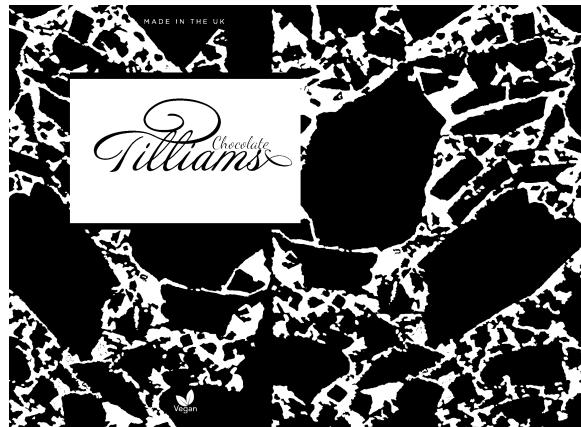


Figure 2: Modified image produced by the biTone function.



Figure 3: Bitonal colour inverted modification.

While not heavily used in the final design, the function multiTone was also created that allowed the user to input several tolerance points and colours to experiment with a multi-colour image.

## 2 Colour Testing

To improve upon the design, the function photoMerge was created which took two images and would pick the darker of the two pixels with which to create a new image. This allowed for quick testing of how two images might look together before designing on Gimp to avoid time spent on ideas that did not work.



Figure 4: Example of altering of logo to include chocolate background.

## 3 Final Design

The final design for the background made use of two biTonal images that were produced at different tolerances. This allowed for three colours in the final background, see Figure 5.

The final design resulted in a vast improvement over the original wrapper. Without the use of Python, the final background design would not have had the sleek three tone design that we used for the final product.

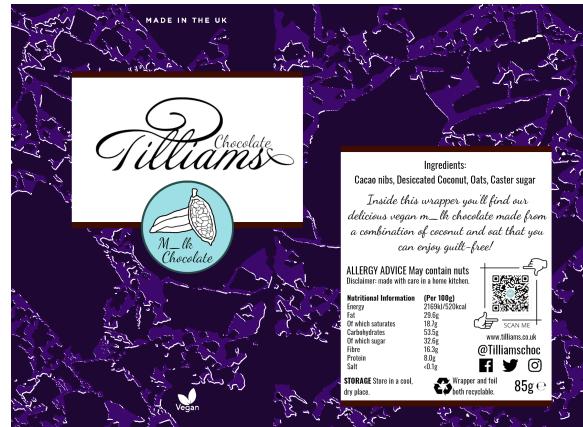


Figure 5: Final Wrapper Example.