



# McIntosh Designs with Class

## Student

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Like Forrest Gump, JCCC student Carnise “Sha.Doe” McIntosh, 24, Overland Park, discovered “Life is like a box of chocolates ... You never know what you’re gonna get.”

McIntosh has turned a *Drawing and Media Methods III* class assignment into a real potential product – an upscale package for Christopher Elbow’s Artisanal Chocolates, Kansas City, Mo.

The class assignment was to design or redesign a retail bag for a retail store. The retail bag was supposed to be fictitious but, depending on production costs, McIntosh’s project may become a reality.

McIntosh went to Artisanal Chocolate and explained her assignment to Elbow and his staff.

“I could tell he was a bit skeptical of my work in the beginning since I was just a student,” McIntosh said.

Instead of one bag, McIntosh designed three prototypes using Elbow’s hand-painted chocolates as inspiration for the bag’s color palette and texture.

“Chris’ chocolates are the most beautiful chocolate I’ve ever seen,” she said.

“Chris and his staff were all surprised by the design of the bags,” McIntosh said. “Keeping Chris and his staff involved throughout the developing process was key in making sure that

the bag represented and complemented their product.”

“We love the design and will show it to some of our box manufacturing companies to get costs. Cost will be the determining factor,” Elbow said.

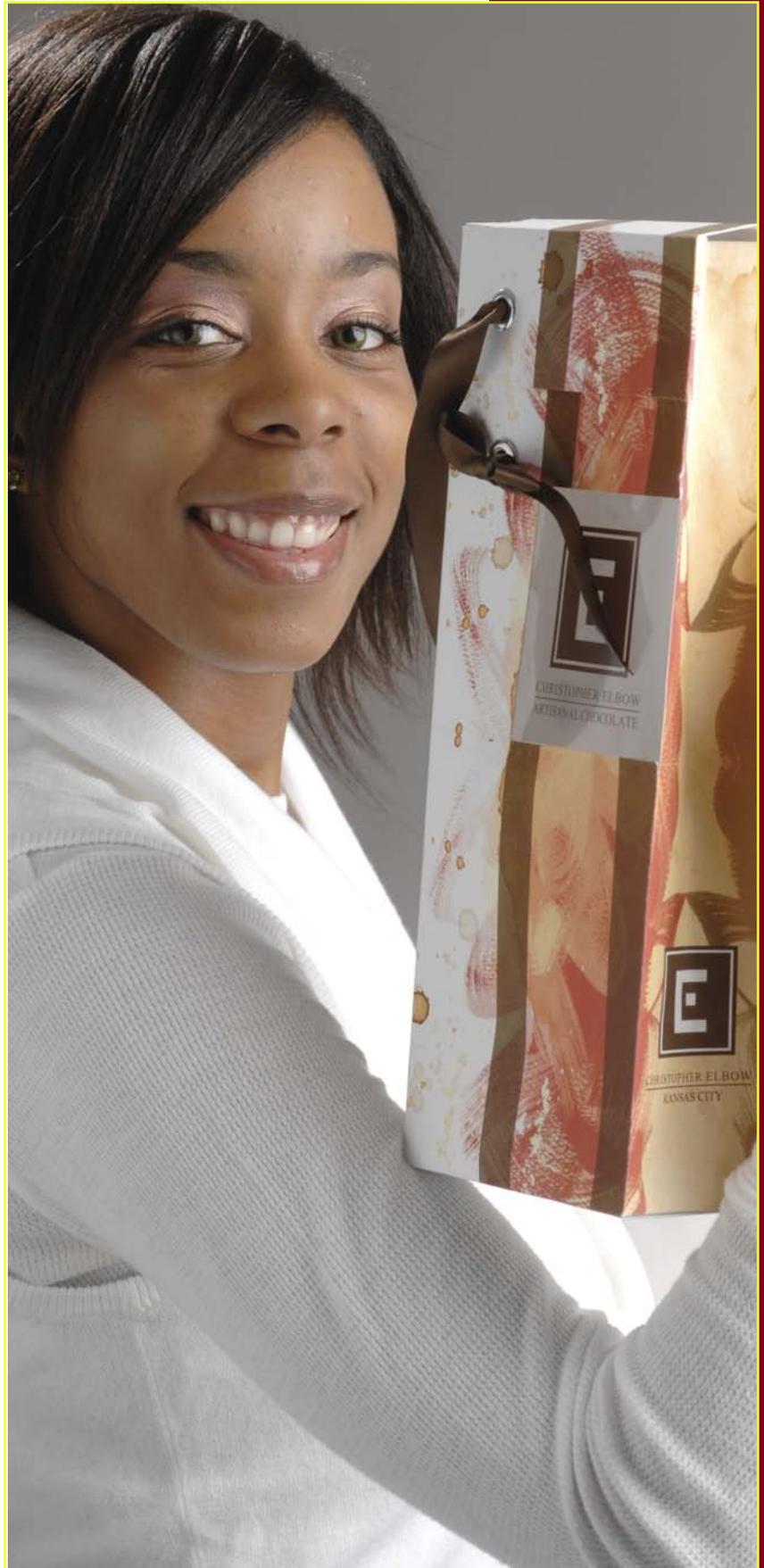
The bag Elbow is considering for production is coined “Tall Elbow,” designed to hold Elbow’s popular 21-piece chocolate set. On the outside, McIntosh created a watercolor wash to represent the artistic identity associated with Elbow’s chocolates. The bags are geared for high-end retail venues like Halls Crown Center.

“We love the design,” Elbow said. “We are currently in production on a new shop at 1819 McGee, and it would go perfectly with the design for our new boutique.”

McIntosh’s designs have met with other successes – two of her designs, Tall Elbow and a magazine spread on Richard Avedon, were award winners in the American Institute of Graphic Arts Kansas City Chapter A3 competition. Fashion design has always been McIntosh’s first passion, but after starting the graphic design program in fall 2005, graphic design has consumed her life.

After May graduation, McIntosh is moving to New York City to continue her graphic design career. She credits JCCC’s graphic design program for being a career-based program – one that has prepared her for immediate employment with full knowledge of research, design and production.

“This program is no joke. It’s demanding,” McIntosh said. “It is definitely a force to be reckoned with. The professors here are professionals, who know what it takes to succeed in the graphic design industry and any industry related to it. It’s impressive to learn from people who are still passionate about what they do.”



Carnise McIntosh shows off the bag she designed for Christopher Elbow, Artisanal Chocolate.