



Portfolio

Theme Inspiration

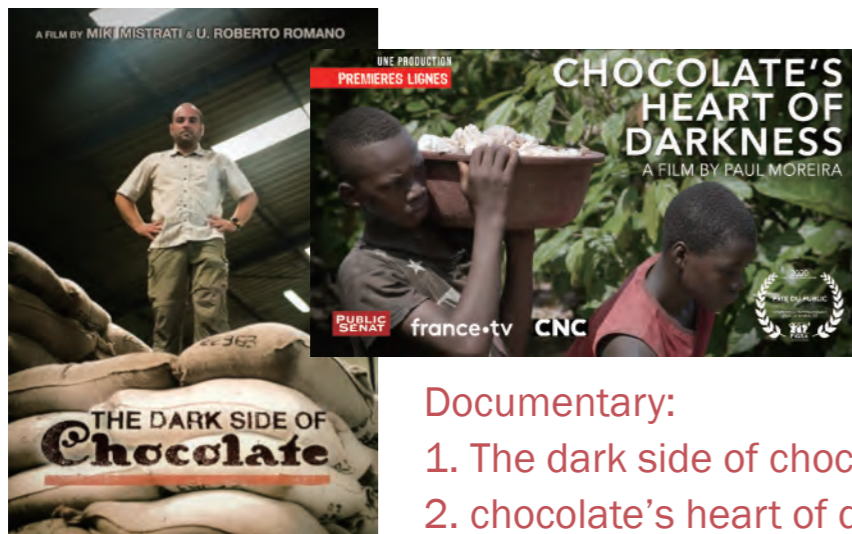


Research

Analysis of cocoa supply chain



But when I saw...



- Documentary:
1. The dark side of chocolate
 2. chocolate's heart of darknees

Unequal economic distribution

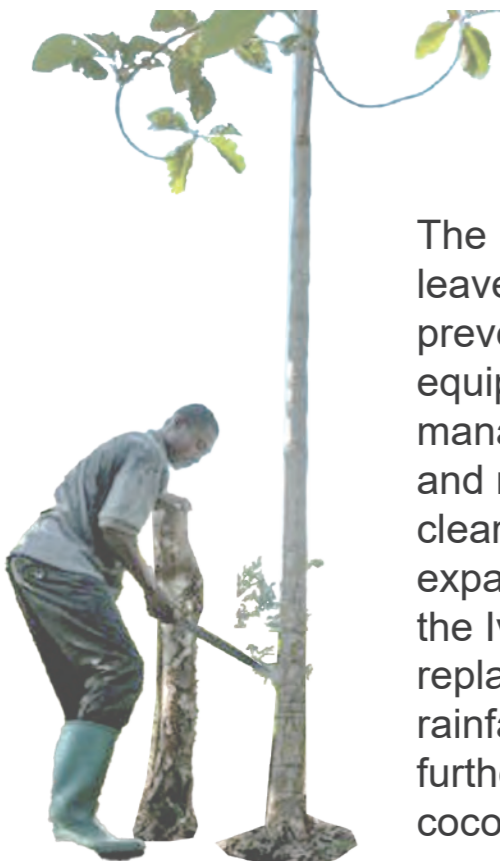
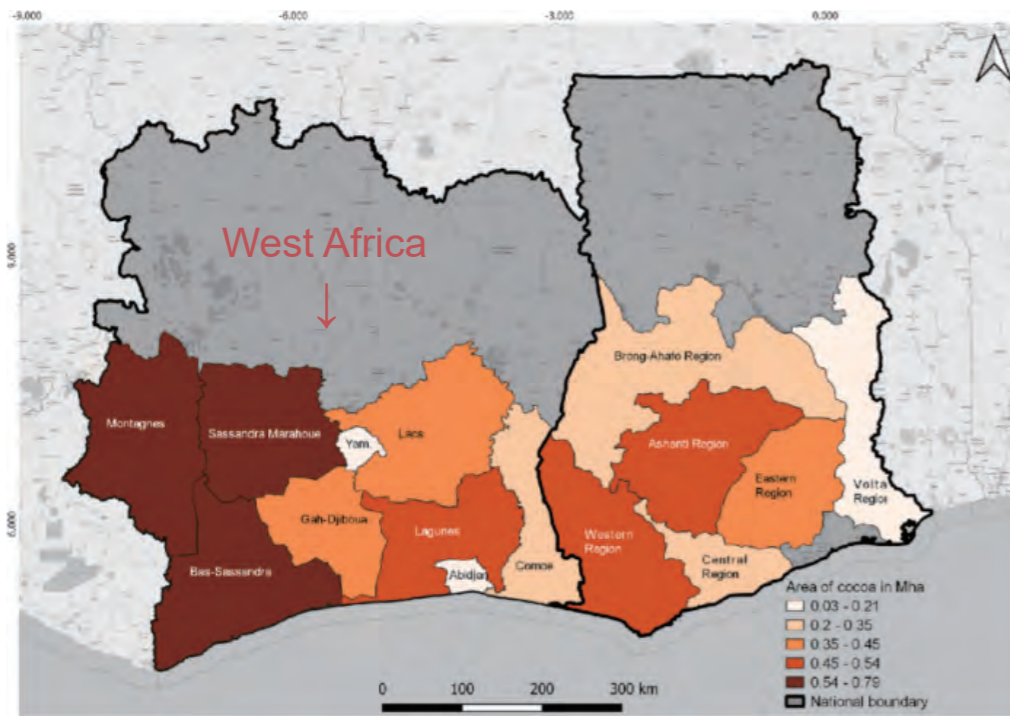
Deforestation

Child labour

Research --Problems faced

Deforestation

Detected Cocoa Farms

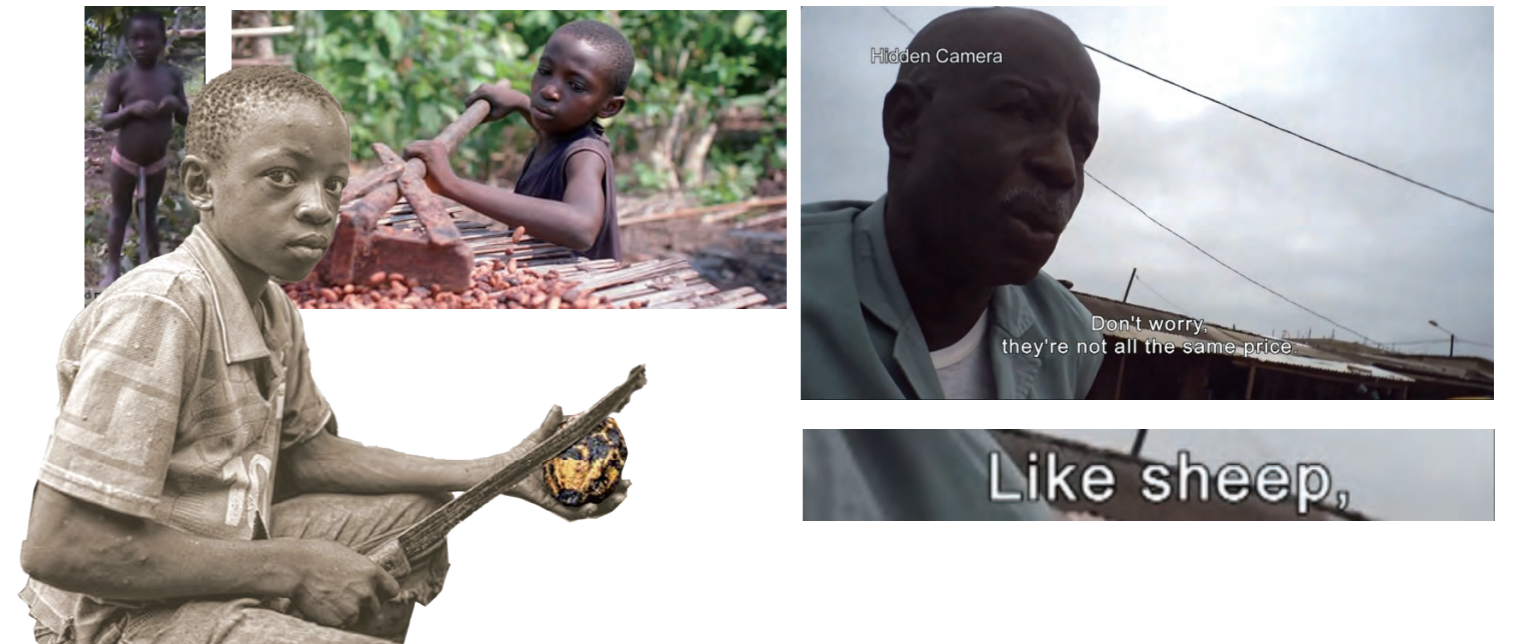


The unequal cocoa supply chain leaves growers with low incomes, preventing investment in eco-friendly equipment or better plantation management. Economic pressure and rising demand drive farmers to clear forest edges for cocoa expansion. Over 25 years, 90% of the Ivory Coast's forests have been replaced by cocoa, leading to reduced rainfall, higher temperatures, and further ecosystem damage, threatening cocoa sustainability.

Child labour

The harvesting and fermentation process of cocoa is highly dependent on manual labour, but its low yields and returns force growers to turn to cheap labour and even rely on child labour

UNICEF data shows that at least 200,000 children are enslaved on cocoa farms in the Ivory Coast alone, often trafficked or stolen directly from their parents' farms.



Unequal economic distribution

Early cocoa supply chains were more decentralised, with low market demand and relatively stable incomes for growers, despite unequal economic distribution. As global demand soared, the supply chain became highly concentrated in the hands of a few multinationals.



Narrative Structure & Themes

From Real Problem to Fictional Critique

Problems in reality	'Fictional solutions' in storytelling	What I really want to criticise
Serious child labour problems	Prohibition of natural cocoa and harmonisation of artificial cocoa systems	The monopoly of the market by capital in the name of 'labour emancipation'.
Severe ecological damage and deforestation	Establishment of 'special cocoa zones' where cultivation is done in the laboratory	Policies are superficial, they deprive peasants of their land and power
Cocoa prices squeeze growers' profits	Introduction of a 'golden ticket quota system', limited to 2kg of chocolate per person per year, with additional quota shares to be purchased at exorbitant prices.	Food is no longer a fundamental right, but a symbol of controlled power


Timeline

Now

- 2001 Signing of the Harkin-Engel Agreement (commitment to **eliminate “the worst forms of child labor”** within 4 years)
- 2005 **Miss the deadline** to end child labor in their cocoa supply
- 2010 **Miss the deadline**
- 2020 Reduction of the target to 70% reduction of child labour, but **the number of child labourers has actually risen**



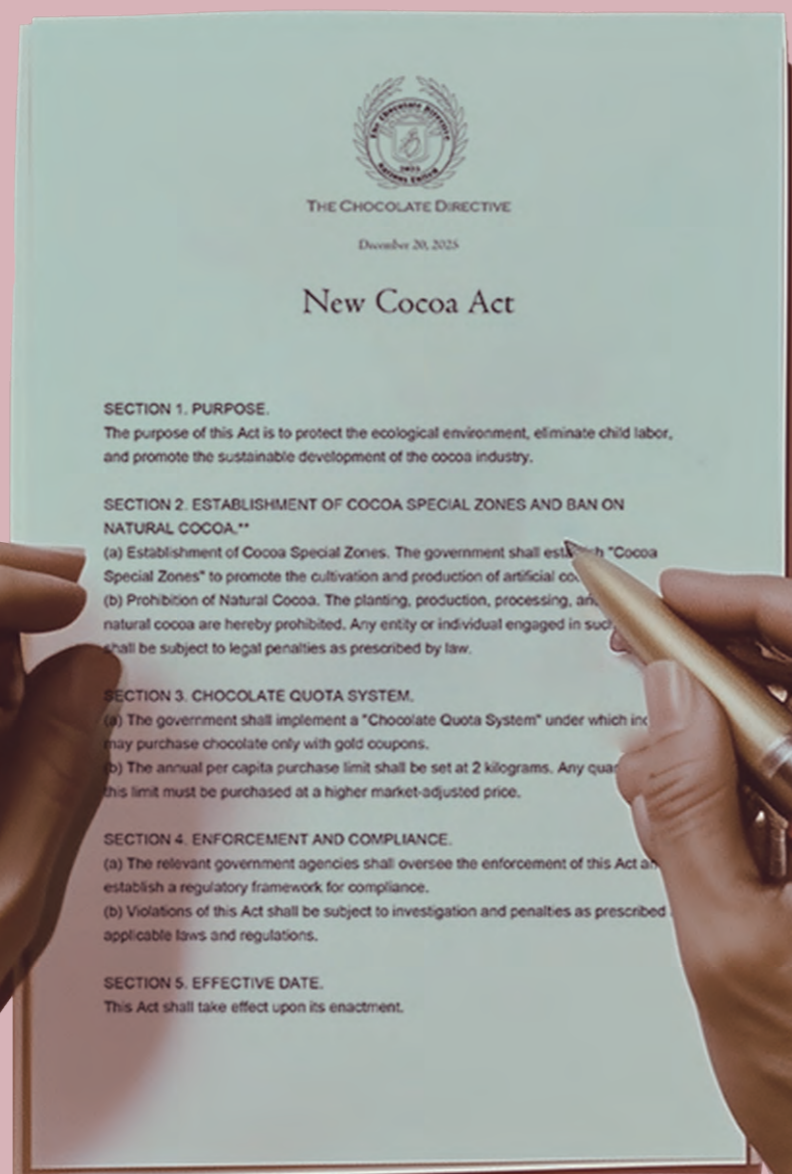
Future / My story

- 2050
- Marcus Returns to the Zones
 - Launches Hybrid Cocoa Initiative
 - First Batch of "New Cocoa" Completed
- 2040
- Artificial Cocoa Begins to Deteriorate
 - Marcus Uncovers the Truth on Live Broadcast
- 
- 2032
- Marcus Selected as Factory Assistant
 - Marcus Uncovers the Truth on Live Broadcast
- 2030
- Natural Cocoa Banned
 - Golden Voucher System Introduced
 - Cocoa Migration Zones Established

It hasn't been resolved until now.

Concept

Elements



GENRE: Sci-Fi / Dystopian Drama

SHOOTING STYLE: Realism + Retro-futurism

LOGLINE:

As the global chocolate industry shifts to artificial cocoa, a former child laborer, Marcus, accidentally uncovers a buried authentic formula, revealing the truth behind the government's appearance of environmentalism and fairness, which conceals ecological destruction and market monopoly.



World & Policies

Monopoly on Supply

20 The government **banned natural cocoa** under the guise of
30 ‘environmental protection’ and ‘ending child labor.’ **Artificial cocoa** became the only **legal** option, controlled by government-approved corporations. Real cocoa was criminalized, leading to ecological collapse and mass unemployment.

Cocoa Migration Zone

The Government claims that cocoa farmers affected by the ban will be relocated to ‘modern communities’ to enjoy a ‘comfortable life’ and will no longer have to labour to grow cocoa. The truth, however, is that they have **been relocated to resource-poor, polluted areas** - essentially slums. These settlements are more like **invisible labour camps**, where the original cocoa farmers are relegated to the bottom of the social ladder by having to scavenge for artificial cocoa production waste.

The Cocoa Ration System

A ‘golden ticket’ system limited citizens to **2kg of artificial chocolate per year**. Extra rations required steep fees, turning chocolate into a luxury only the wealthy could afford.

20 The increasing market demand
15 for chocolate is putting enormous
pressure on the supply of raw cocoa.
Farmers in the ivory coast, one of
the largest cocoa producing regions,
- have started to use pesticides to poison
20 other vegetation in order to grow more
25 cocoa, leading to a deterioration of the
ecosystem. And because cocoa
production requires a large amount of
labour, child labour is widespread.



In 2025, after a surge in global demand for chocolate, the government establishes the “Cocoa Zone” to promote artificial cocoa, banning the cultivation of natural cocoa under the guise of environmental protection and eliminating child labor. The result is ecological imbalance, unemployment for farmers, and a new system where people can only buy cocoa with government-issued vouchers. Chocolate becomes a luxury controlled by state quotas.

Marcus, a former child laborer, was selected at age 14 to work as an assistant at Charlie’s artificial cocoa factory, managing the voucher system, tasting, and quality control. Charlie, the factory's founder, presents himself as an innovator but is actually a representative of capitalist power.

Over time, the artificial cocoa's flavor diminishes due to insufficient machine production, while the government claims it’s all for "public health and fairness." People gradually forget the taste of real chocolate. In the lab, Marcus accidentally creates a rich, familiar chocolate scent while adjusting the formula, only to discover that the key ingredient is banned natural cocoa residue.

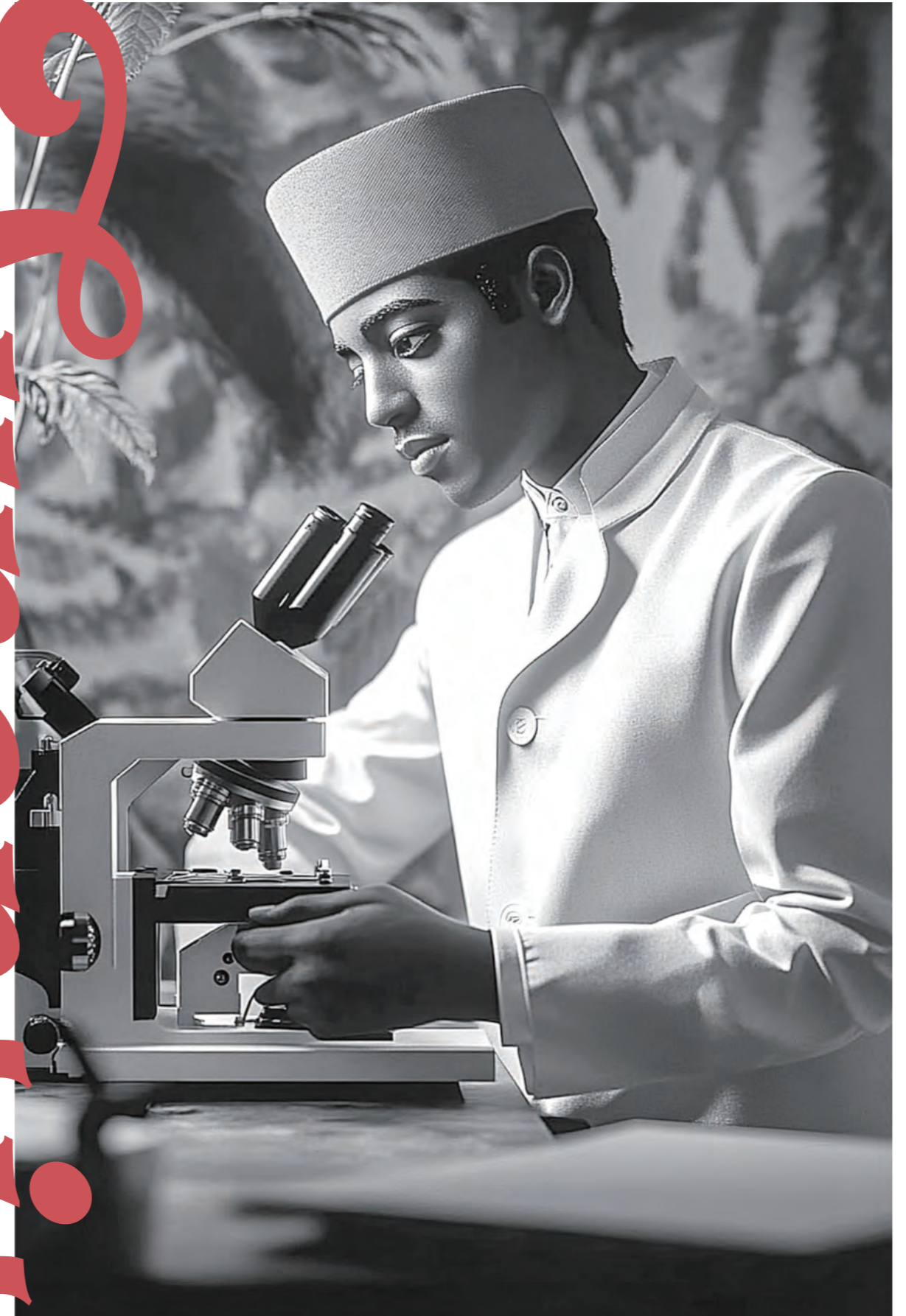
At the launch of Artificial Cocoa, Marcus quietly added natural cocoa powder and revealed the truth in public, ‘This is not artificial cocoa, this is a natural flavour. Artificial cacao is not manufactured to completion, so it tastes bland ‘ The live broadcast triggers public nostalgia and dissatisfaction with the government, and the media then exposes the lies of ecological restoration and child labour relief - the migrant zones are still contaminated, and the real cacao is being monopolised by capital and is gradually disappearing.

“ When sustainability becomes a business, who really benefits? ”

“ The most effective exploitation is not forced labour, but convincing people that they are liberated. ”

Marcus returns to the resettlement area and buries the last cacao bean to symbolise hope. Soon after, newspapers report that he is combining artificial and natural cacao to increase yields and call on farmers to explore new modes of cultivation and re-establish a fair cacao system.

propaganda



From “Charlie and the Chocolate Factory” to “Synthetic Sweetness”

Charlie & the chocolate Factory

Synthetic Sweetness

Puppet Strings

Moral "test"
Kids are judged for their flaws.

Token Liberation
Former child labor Marcus is used as a symbol — not freed, but showcased.

Goldern Ticket

Bring hope
↓
a test of poor and rich people to decide who should be privileged.

‘voucher system’ turns chocolate into an instrument of power distribution: quotas, disposability.

Chocolate Factory

Like a dream
↓
A controlled world ruled by Wonka, where no one leaves or questions him.

Sweet shell, authoritarian core.

Marcus

Protagonist

Age: 14 (when he enters the factory), 60+ (at the time of the narration)

Background: Son of a cocoa farmer from the Ivory Coast, whose family was forced to move to the 'Cocoa Migration Zone' after their home was destroyed by the government ban.

Personality: Intelligent, subtle, curious.

Upbringing:

Grew up on a cocoa farm and saw the collapse of the traditional industry.

At the age of 14, he is chosen to be Charlie's assistant, managing the 'Golden Ticket System' and learning about the production of artificial cocoa.

Discovers the flaws in artificial cocoa and exposes the truth on a global broadcast.

Escaped from the factory and returned to the settlers, combining artificial and natural cocoa cultivation to increase production and promote fair trade.



Charlie

Supporting Characters

Age: 28

Background: CEO of Charlie's Chocolate Factory, implementer of the government's 'Special Cocoa Zone' policy.

Personality: shrewd, smooth, pragmatic, believes in market first.

Growth trajectory:

Inherited a traditional chocolate family and switched to artificial cocoa in response to the times. Established the 'Golden Ticket System' through government connections to monopolise the market. After Marcus reveals the truth, the factory is in crisis, but still tries to maintain the dominance of artificial cocoa.



Supporting Characters



Children aged 8-16 years old who participated in the auditions with Marcus



A fat-headed official



Female officer tasting chocolate



A family eating chocolate.
40 year old man
35 year old wife
65 year old grandfather



Host of the Cocoa Launch

Inspiration - Storybook Structure

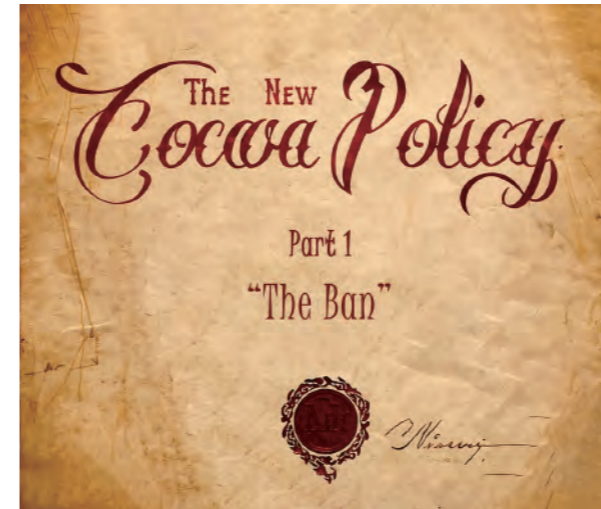
My film is structured like a storybook, using stylised chapter cards to divide the narrative.



The Grand Budapest Hotel



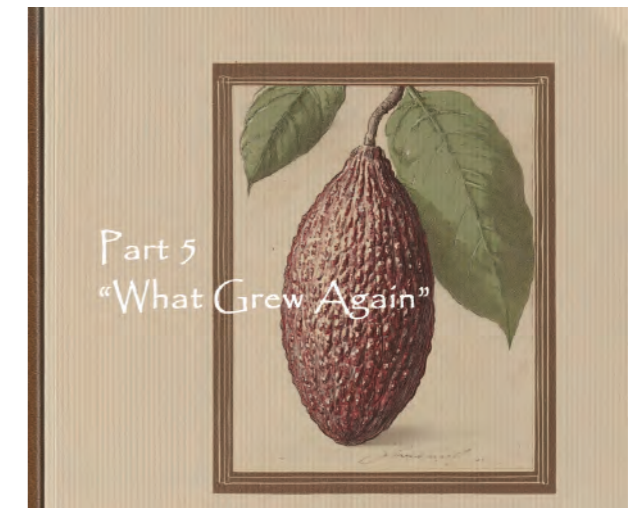
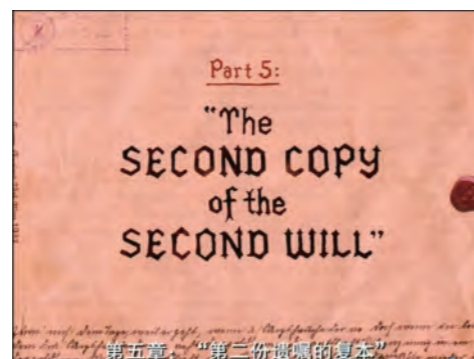
My Film



My Film



The Grand Budapest Hotel



My film adopts five parts—each with its own visual cue, marking a shift in time, policy, and Marcus's journey.

Key Storyboards & Shots

Pink words: Background narrator



Sound:
birds chirping,
wind blowing leaves



Once upon a time,
this was the sweetest
place in the world



In order to proclaim that artificial
cocoa saves child labourers, they
need a symbol, a 'miraculous
story', to hide the bitterness of
reality



Sound:
creaking of door
opening



They say it's about
saving the ecology
and ending child
labour exploitation



And I, the chosen 'miracle'
The host "And the winner
is - Marcus!"



Sound:
Footsteps



From this moment on,
natural cocoa was completely
banned, replaced by artificial
cocoa. The government
introduced the 'Golden Ticket
Rationing System,' limiting
each person to just 2 kilograms
of chocolate per year. What
was once an everyday delight
had now become a luxury.



Welcome to the new world,
my boy.



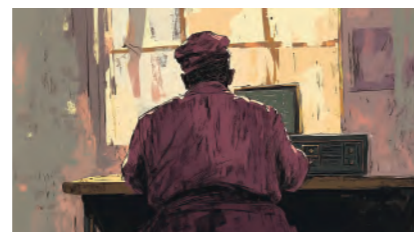
Sound:
Footsteps



One decree changed the taste
of the entire world.



That day, I left home and
stepped into a strange castle
But I didn't know that it was
a golden cage

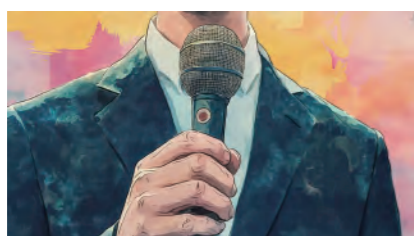


From then on, chocolate no
longer belongs to the land,
no longer belongs to the
farmers

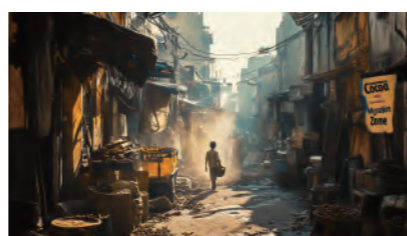


They use 'justice' as a
banner and 'fairness' as
an excuse

But the real aim? It's monopoly,
it's control, it's turning
chocolate into a symbol
of power.



Reporter asks,
"You were the last
witness, can you
tell me the story
of this factory?"



People were driven into the
cocoa resettlement zones,
surrounded by piles of artificial
cocoa waste. The government
claimed they had provided a
comfortable living environment,
freeing farmers from hard
labor. But in reality, their land
and livelihoods were taken away,
leaving them with nothing but
ration tickets and a bowl of soup
sweetened with substitutes.



They taught me how to make
the 'perfect' cocoa powder -
not from the tree, but blended
in the lab.



I also have to test the flavour of each of the new artificial chocolates.
It looks like chocolate, it smells like chocolate but it tastes hollow and monotonous, like a calculated smile.



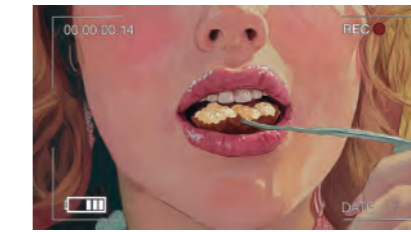
Old man "Something seems to be missing"



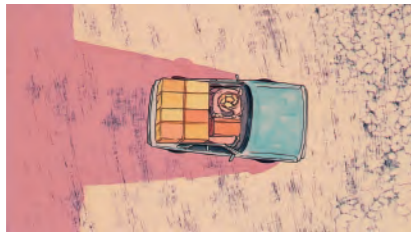
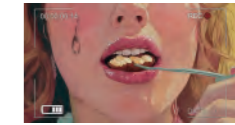
I was also in charge of the 'Gold Ticket' system—people could trade their tickets for chocolate.



Then people start to forget! They stop doubting, they stop arguing, they don't even miss it anymore.



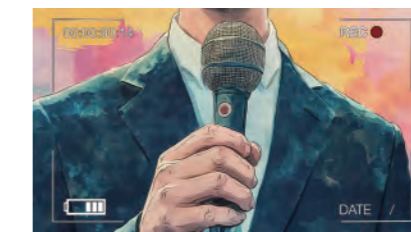
She said, "This familiar smell... It doesn't taste like the previous dessert."



We had customers from all over the world, and some even mailed in their vouchers.



I started experimenting with new ratios



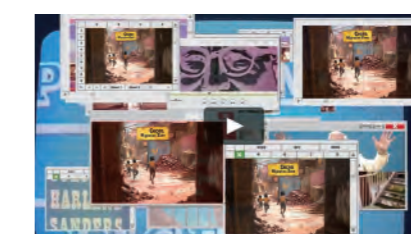
Background sound: journalists, chefs talk about it They want to fool the world, but they can't fool their own tongues.



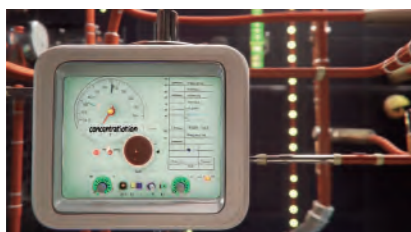
My job? Pack up the chocolate and ship it out to them!



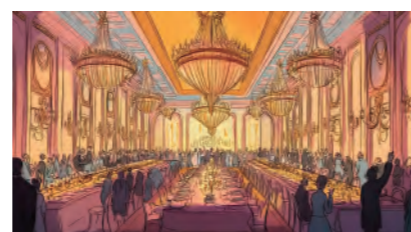
Until one day, that accidental blend of flavours.



Social media was buzzing—everyone was searching for real cocoa. Then the news started piling up. Reporters dug deeper, and the truth came out—those big promises about saving the environment and helping child laborers? Lies. The slums were still drowning in poverty and pollution. And real cocoa? It had been stolen from the people long ago, buried under the weight of greed and power."



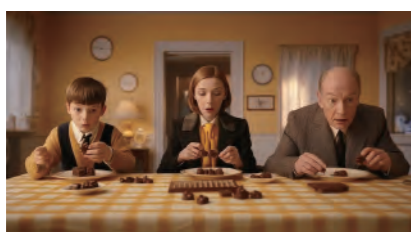
I don't know why, but the flavour of the artificial cocoa was becoming less and less



'I didn't give a speech or protest
'I just, gave them a taste of real chocolate.'



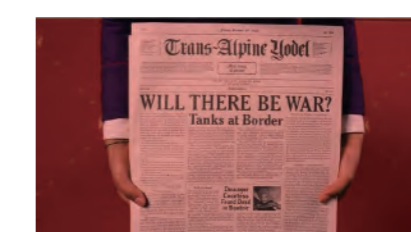
I left the chocolate factory and went back to the settlers, I didn't want to work for it anymore. But I know that without a new way of development, history will repeat itself



In the beginning, the changes were subtle



I switched the chocolate mixed with natural cocoa with artificial cocoa



Visual Language
&
Aesthetic Reference

Inspirations

Architecture reference:



→
Yamoussoukro,
the administrative capital of Ivory Coast,
is the world's largest Christian church



Chocolate Factory

Character reference:



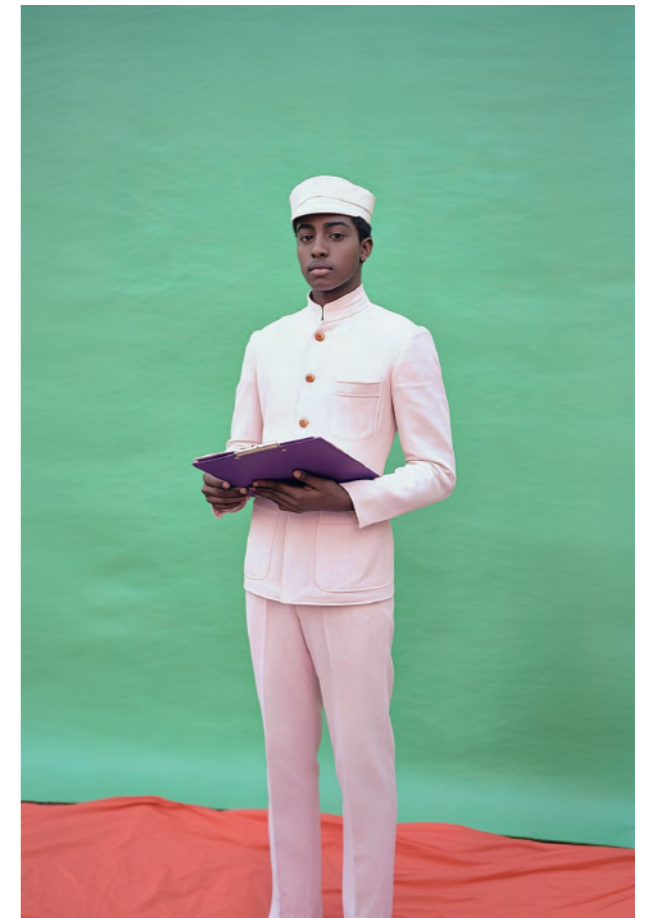
“Wonka” - Wonka



Charlie



“Grand Budapest Hotel” - Lobby boy



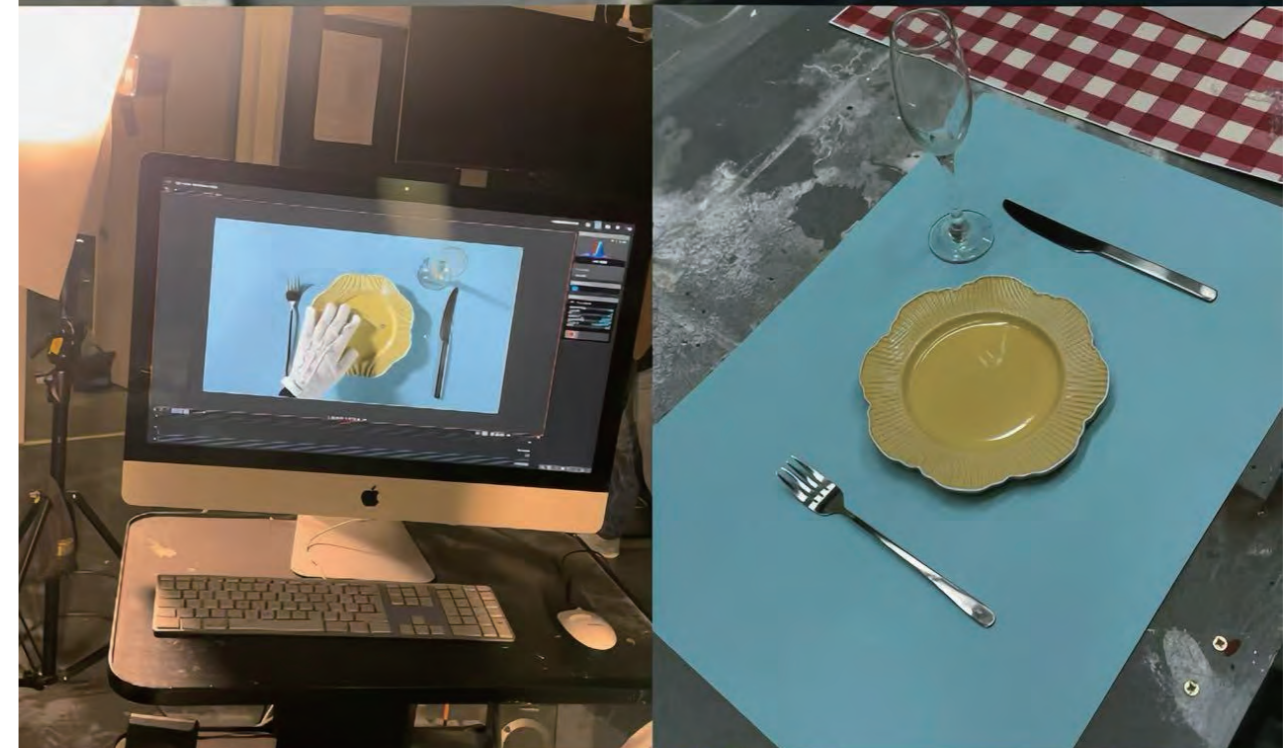
Marcus

Visual Design

Film :
Napoleon Dynamite(Credits)

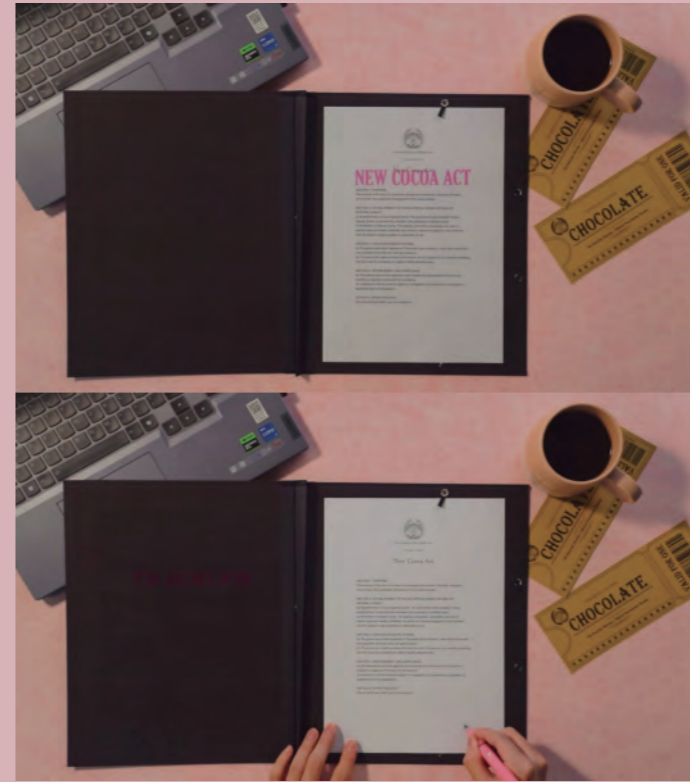


1. A minimalist, hand-crafted feel to the style.
2. Unique techniques such as Stop Motion, Overhead Shot, and realistic objects instead of text.
3. Soft Lighting:
Softboxes or diffused lights (e.g. LED panels + soft masks) evenly illuminate objects to avoid shadow interference.
4. Warm toning:
Reduce contrast and saturation in post-toning to make the image more vintage and rustic.



Stills

Shooting: overhead view



Visual Design

Tones: Film by
Wes Anderson

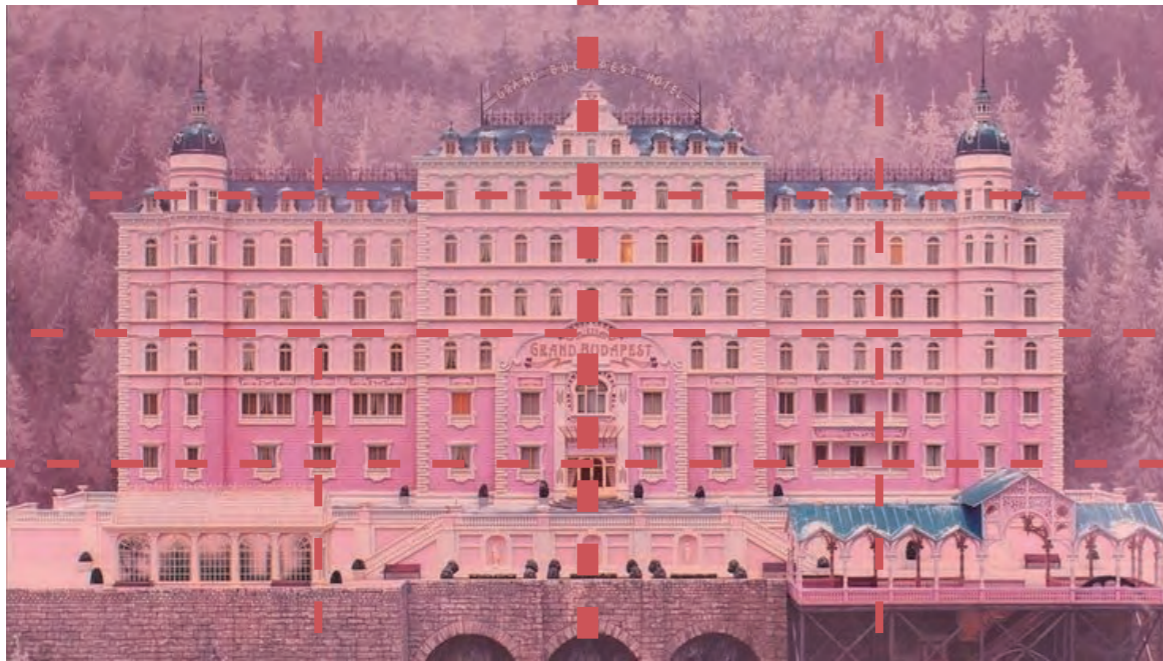


1. Pastel & Vintage
2. Bold & Balanced
3. Symmetry & Color Harmony
4. Film Look & Soft Lighting
5. Pops of Color



Visual Design

Symmetrical composition



The symmetrical compositions convey a sense of 'order' and 'careful arrangement', creating an almost perfect visual balance.

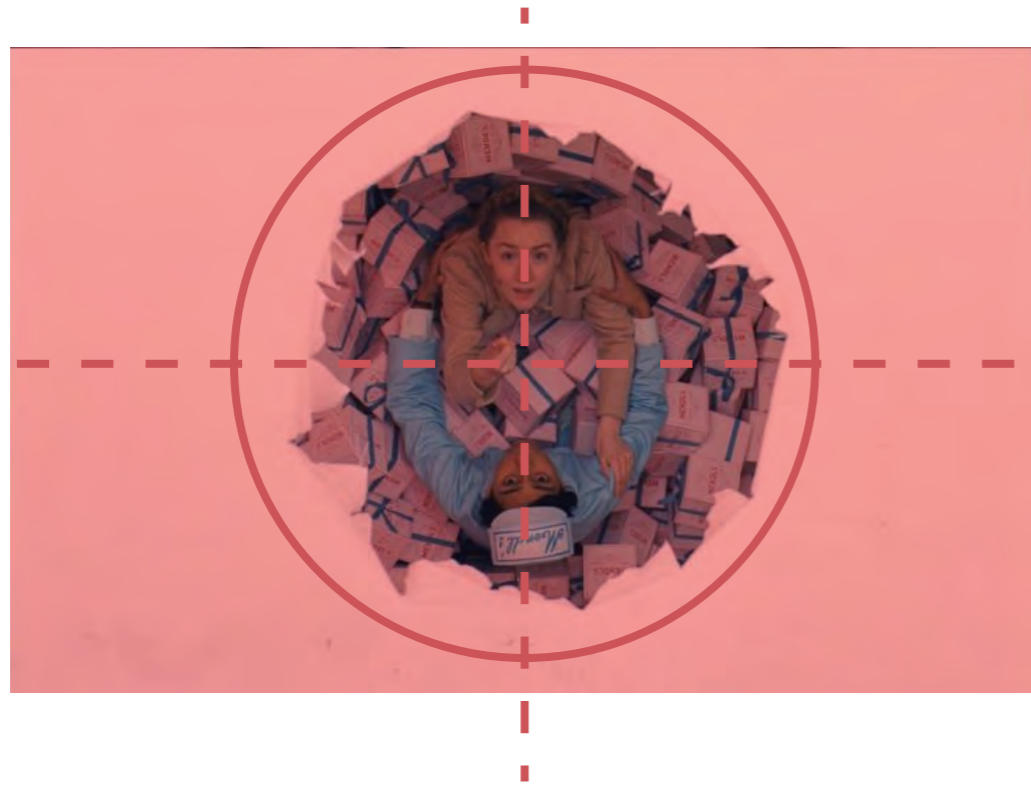
The viewer subconsciously feels safe and calm, and this sense of order reinforces the 'fairy tale' or 'fantasy' atmosphere of the scene.

Scenes from the film



Visual Design

Frame structure



Highlighting the main body,
focusing the eye.



Visual Design

Navigating AI Visual Difficulties: Cohesion & Control

Inconsistency between scene and character styles

Problem: Even if the same cue word template is used, there is a big difference in the dressing, face and lighting styles of the characters in different screens.

Generate a picture of artificial cocoa

RUNWAY Initial generation screen



1. The setting is too 'natural and agricultural' and lacks the vintage tech pod feel I set out to achieve.
2. Completely disconnected from the Midjourney style of the previous article.
3. The structure is vague and doesn't fit into the overall rhythm of my images.

Optimised RUNWAY dynamic frames



"a symmetrical retro-futuristic laboratory with orange walls, cocoa pods growing on stem, glass ceiling, robotic arms"

Generate a close-up of Marcus's surprised expression

MIDJOURNEY Initial generation screen



Initial problem:

1. AI generated images are too 'animated' and appear out of place in the actual video.
2. Colours are too saturated and lack real skin texture.
3. Light and shadow style is like a film studio, not in line with the colour temperature of the real scene..

Optimised MIDJOURNEY dynamic frames



Adjustment strategy:

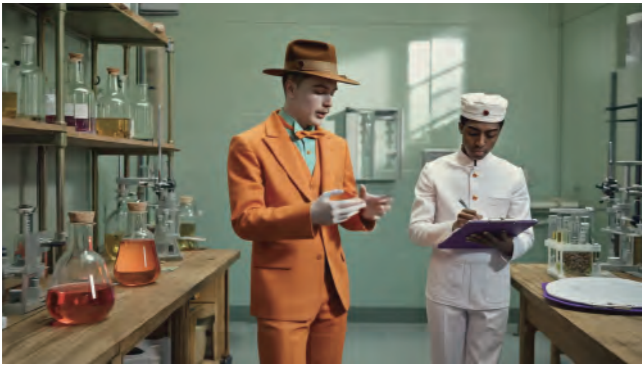
1. Add to cue: 'subtle expressions, retro cinematic textures, natural brown skin tones'
2. Colour palette fixed: use 'warm pastel, soft retro palette' warm pink, soft retro palette
3. Dress details fixed: add 'yellow striped suit, red polka dot tie'

Solution strategy:

Use --style raw and --ar 16:9 uniformly, and use sref/cref to improve continuity;

Take the visual characteristics of key characters' clothes and colour schemes as the core of the cue words, and add style words such as 'symmetrical shot', "uniform", 'film still', etc. to close the cue words. and 'film still' as cue word cores

Characters and scenes are consistent

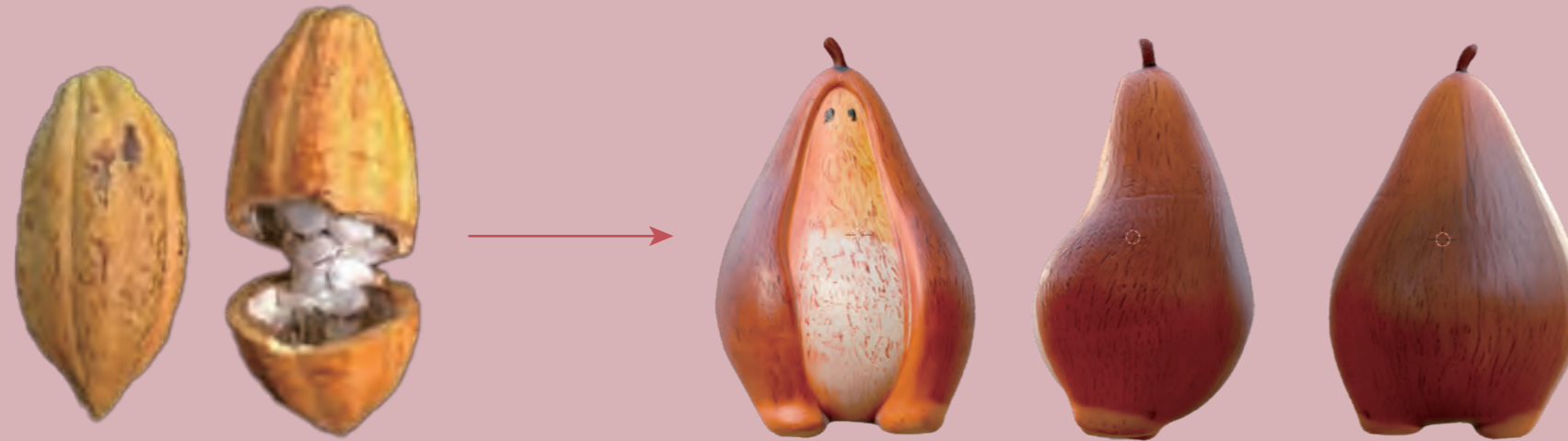


Props Production

Props

Artificial Cocoa Modelling Concept

Inspired by cocoa beans



Plan 1 - Made from clay



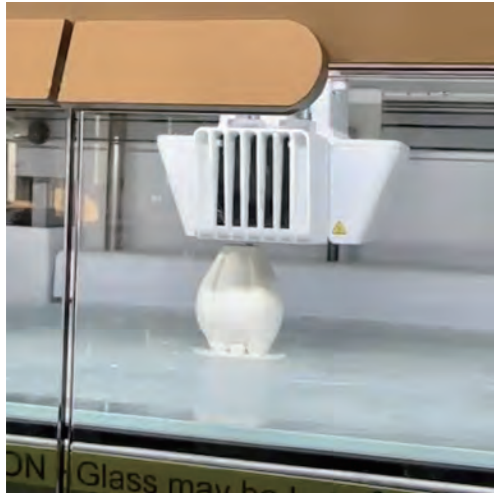
Colouring with watercolours



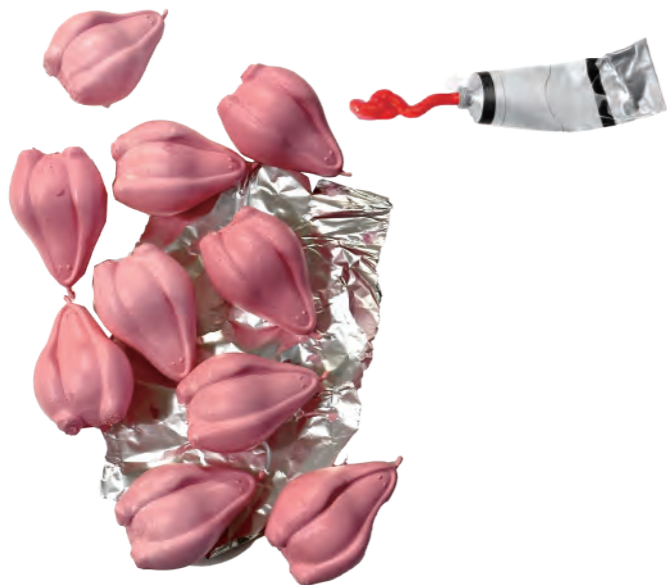
Props

Plan 2 - Made by 3d printing

Step 1: 3d printing



Step 2: Colouring with acrylic paints

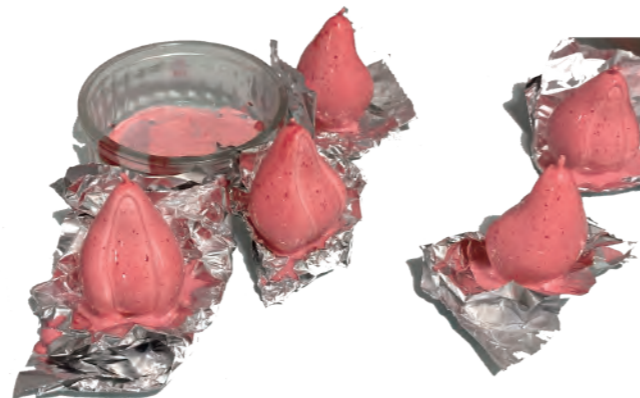


Step 3:

Add pink pigment to pva glue to coat the model and create a chocolate texture

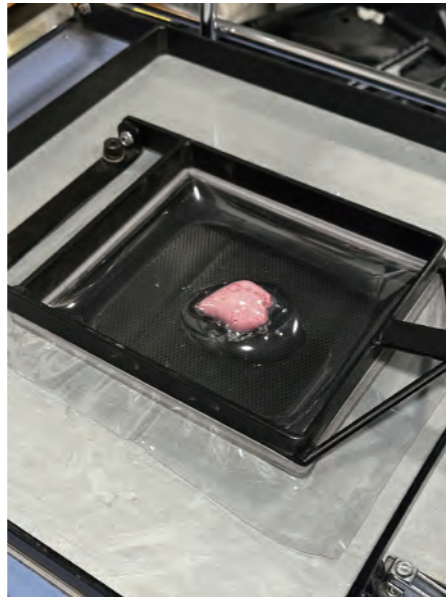
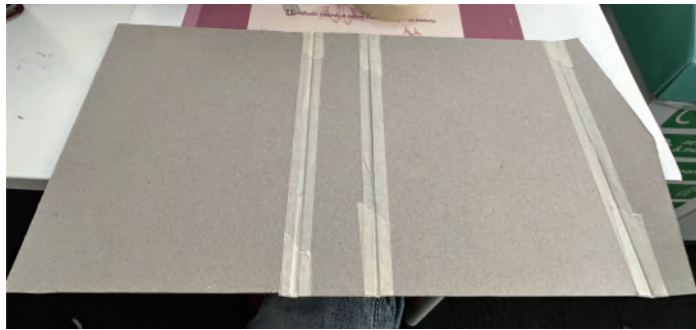
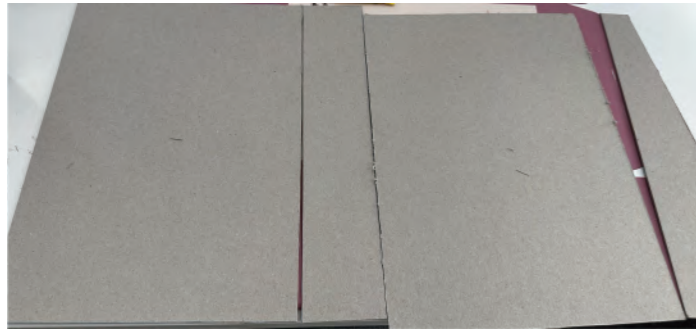


Step 4: Drying



Props

Box



The original plan:
to make a chocolate wrapping
base by hot pressing plastic
Reason for failure: the bottom
arc of the chocolate was difficult
to wrap in the heat-pressing
plastic, and the plastic film
broke halfway through the heat-
pressing process.



Snap holes in cardboard and
fill top with baking paper



Post



Newspaper

Daily Mail

25 July 2055

A breakthrough in cocoa farming: higher yields, richer flavors, and a fairer future for all.

NEW COCOA ERA BEGINS!

Marcus Unveils Sustainable Hybrid Cocoa

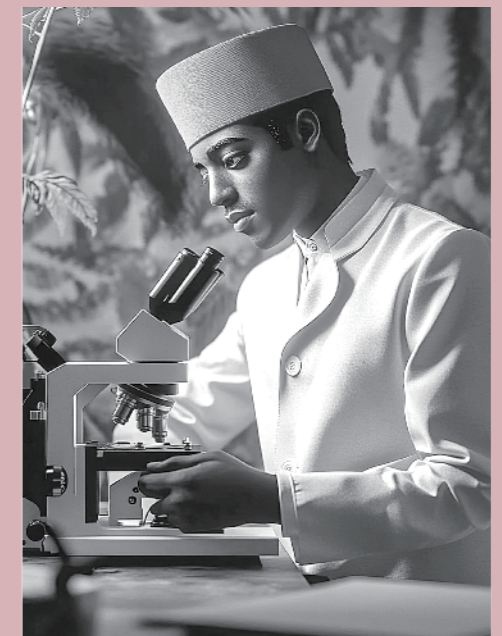
By Global Agriculture Correspondent, Ivory Coast

For decades, artificial cocoa dominated the industry, replacing real cocoa under strict government regulations. However, yesterday marked a turning point in chocolate history.

Marcus, once a boy chosen to work in the artificial cocoa factory, has now emerged as the pioneer of a new hybrid cocoa strain. His innovation retains the rich taste of natural cocoa while significantly increasing yields and reducing environmental damage.

"We no longer need to choose between profit and sustainability. This cocoa blend allows us to produce more while restoring what was lost," said Marcus at the unveiling event.

The new hybrid cocoa not only reduces the need for deforestation but also provides fair wages for farmers. Experts are calling it a revolution in agriculture, but questions remain—will governments lift the cocoa ban, or will corporations fight to maintain their monopoly? While the world watches closely, Marcus and his team are already working with small farmers to reintroduce real cocoa to the market.



Comment

FAIR TRADE RETURNS?

Can Cocoa Farmers Finally Earn a Living Wage? Experts argue that Marcus's hybrid cocoa is not just a scientific triumph but also a social movement. Fair-trade organizations are urging policymakers to recognize independent farmers and ensure fair wages. "A future without exploitation is possible," says fair-trade advocate Lillian Moore.

5AM BREAKING NEWS: THE FIRST HARVEST

Farmers Report "Best Cocoa in a Generation" Farmers participating in Marcus's pilot program have completed their first harvest, reporting higher yields, richer flavors, and healthier soil conditions compared to both artificial and traditional cocoa methods. "The land is healing, and so are we," said one of the farmers. Could this be the beginning of a true cocoa renaissance?

The government's Artificial Cocoa Act is collapsing

after years of strict regulation. Marcus's breakthrough in hybrid cocoa—combining natural and lab-grown strains—has proven to be more sustainable, cost-effective, and eco-friendly than the artificial variety. With mounting evidence and public pressure, the government is reconsidering its ban on natural cocoa. The ban was originally justified by concerns over the environment and labor rights, but investigations reveal

the real reason was a food industry's monopoly on cocoa, which kept prices high. Protests for fair trade and ethical farming have spread globally. Will this mark the end of the artificial cocoa monopoly? The world is watching.



Advertisement

Sunrise Bakery



Using high quality ingredients and bakes fluffy bread, crispy croissants and sweet cakes with craftsmanship

Freshly baked, every bite is a taste of home!