PORTFOLIO OF SOUTH AFRICAN DESIGNERS

Young Blood

A selection of senior design students' work from the University of Pretoria

Hannes van Eeden - editorial design

Strap on, Step in...
Drop Out!

When the door opens, there is no turning back. "Jumper one, exit in three, two, jump...", these are the last words you hear as you leave everything that's even vaguely familiar to you, and enter a world where everything is upside down, wrong way up and going by very, very quickly. If you like sports where you shout from the sideline or run around a pitch, this is NOT for you. If you like adventure, raw nature and exploring your limits, read on.

Watchmaker, watchmaker...

Rudo Botha - book design

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Susan Shaw - book design

(androgyne)

compiled by
susan shaw

VAPOUR SPACE
publications

Yolande Bleker - editorial design

Watchmaker, watchmaker...

Nicolas Kinghorn - editorial design
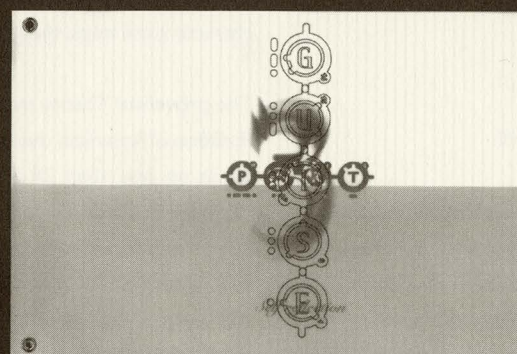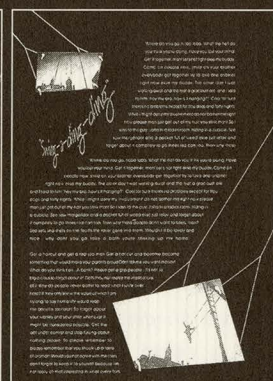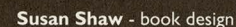
Hilton Tennant - book design

Self reflection

Swing-a-ding-ding...

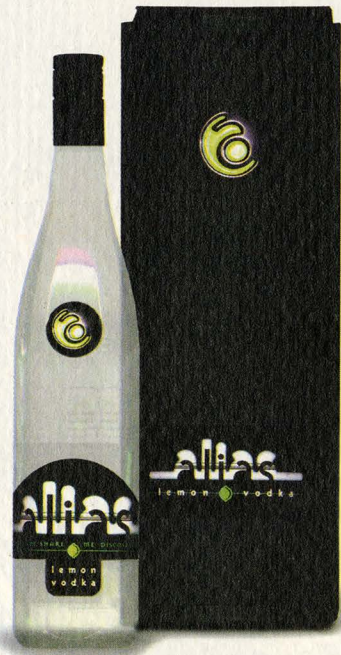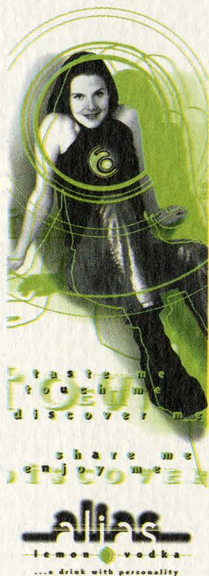By Amanda Green

blinded by society

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Young Blood

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Nicolas Kinghorn - photography

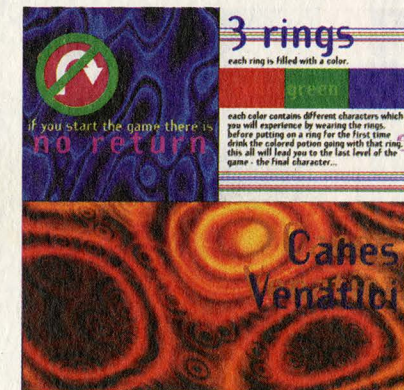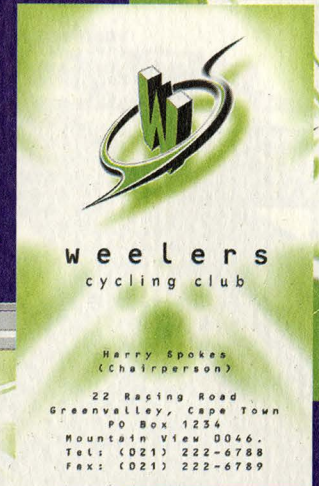**Olivier Schildt** - corporate identity and internet page

weelers
cycling club

Harry Spokes
(Chairperson)

22 Racing Road
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PO Box 1234
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weelers
cycling club
Cycling is Balanced

Racing Events   Fun Rides
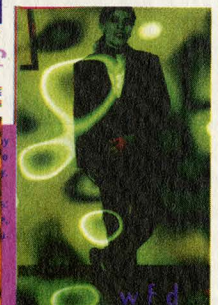
News   Flash
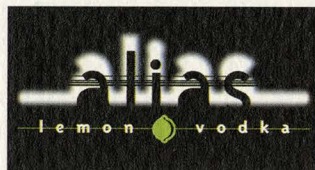
The four year degree course in Information Design at the University of Pretoria reflects an integrated approach to recognising the requirements of the professional field without compromising expectations for a general higher education and individual creative development. This multidimensional orientation coupled to the density of the curriculum hopes to deliver self-directed and skilled designers who have an insight into the complexities of professional practice and who are sensitive to the subtleties and unique challenges facing design in South Africa.
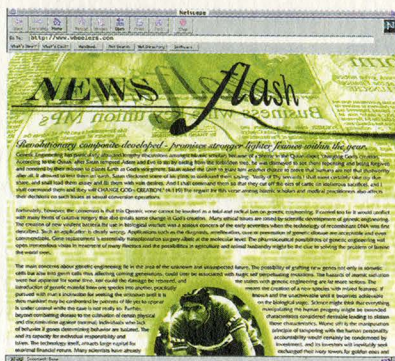
The course may be viewed on two levels. The junior level (first and second year) aims to foster the development of primary design skills, visual understanding and the comprehension of sub-disciplines in design practice. The senior level (third and fourth year) prepares students specifically for entry into the broad, but fairly shallow, South African market. Projects therefore cover a range of professional areas and include corporate identity, advertising and promotions design, editorial design, packaging, illustration, information design, photography and exhibition design. The professional programme is complemented by an interdisciplinary academic programme carrying cultural, technological and marketing focuses.

TOUCH ME

allias
lemon vodka

allias
lemon vodka

Susan Shaw - self-promotion (top & right)
- corporate identity (bottom)

taste me
touch me
discover me

share me
discover me

allias
lemon vodka
...a drink with personality

3 rings

if you start the game there is no return

Canes Venatici

Estelle Roos
- self-promotion

wfd

it is a game

character

p your senses

Above clockwise from left: **Desmond Eales** - self-portrait,
Susan Shaw - food rendering, **Hilton Tennant** - self-
portraits and food rendering.
Left: **Hilton Tennant** - internet pages

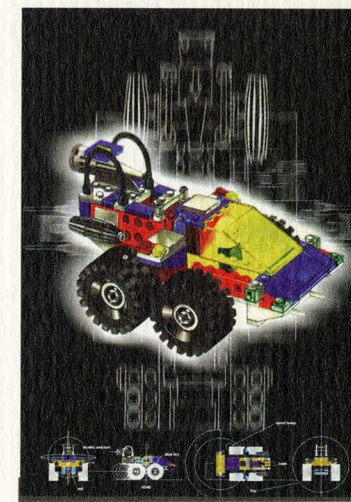**Susan Shaw** - corporate identity

**Stephan Brits,
Theresa Niemandt
Deon Kretzschmar
& Rainier Swarts**
- visual identity

Top: **Johan Saaiman** - internet page
Right: **Rick Stone** - annual report & internet page

The curriculum structure for the professional pro-
gramme provides a framework which allows for a flex-
ible accommdation of course content and teaching
methodology. Immediate contact with the industry
is maintained through the extensive use of design
practitioners as project leaders and guest lecturers.
Students, working individually or in groups, are re-
quired to deal with every aspect of practice includ-
ing personal interfacing, research, copywriting, pro-
duction management and business principles.

The work presented in this portfolio is a selection
from some of the projects completed by senior stu-
dents during the first semester of 1997. It showcases
the talent available to the design industry. Excellent
interpretative skills and conceptualisation, good copy-
writing, sensitive typography, strong use of technology
and an intelligent employment of traditional drawing
and illustration techniques and media find expression
in the examples shown.

Bottom: **Olivier Schildt** - drawing