

GRAPHIC DESIGN | BRANDING | PRINT

■ ■ ■ ■ ■ design that elevates brands ■ ■ ■ ■ ■

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Computer Artwork Services cc trading as Artworks, Registered Close Corporation CK 88/20782/23

OUR VISION

To transform client brand and communication needs into remarkable print and electronic media in a readable, transparent and excellent manner.

OUR MISSION

To give our clients a voice and an impact that resonates in the South African market and reverberates far beyond its borders, both immediately and for years to come.

OUR VALUES

- Loyalty
- Communication
- Integrity/transparency
- Service excellence
- Attention to detail

OUR HISTORY

Artworks (Computer Artwork Services) boasted the first Apple Mac in Durban in 1988 and Shakila Chetty (currently Director) became Durban's first Mac-based DTP operator. When Andy Mason (of Tekwen Publications) decided to come on board in 1989, the first desktop publishing agency in Durban was officially born.

Artworks became renowned for its civil society ethos in the struggle for human rights and democracy in post-apartheid South Africa but with the shrinking of the South African NGO sector in the late 90s, the company diversified its client base to include leading corporate companies, public institutions, as well as provincial and local government. In 2015, Artworks rebranded itself under the leadership of Shakila Chetty and Phindile Mantantana.





WHO WE ARE

Artworks is a Durban-based design agency that compiles, designs and publishes a wide range of print and electronic media on behalf of clients in the public, private and NGO sectors. We have a small but dedicated team that has developed considerable expertise in the areas of tourism, education, forestry, corporate, arts & culture and climate change. We are born and bred South Africans who are passionate about Durban and proud of our country. We focus on finding appropriate solutions, we are optimistic about the future and we seek to add value to everything we do.

Artworks has a BEE rating of AAA+ by independent auditors EmpowerDEX (100% black-owned and 50% of the business is black woman-owned). This qualifies Artworks as a Level One contributor to BEE as per the Department of Trade and Industry's Code of Good Practice.

WHAT MAKES US UNIQUE

Artworks lays claim to the title of the first DTP agency in Durban (1989)! We can thus offer our clients years of well-earned knowledge and expertise: our directors and management team have 105 combined years of experience! Our directors perform the same layout/design tasks as the rest of the staff, making them hands-on and accessible to both staff and clients. Our dedication to 100% client satisfaction is manifest in our longstanding relationships, attention to detail and deadline, hand delivery of publications where necessary, and allowance for clients to sit next to our DTP operators or commandeer a corner of our offices while we patiently advise them throughout the process. Nothing leaves our studio without first being proofread: an essential service that we have built into the bottom line in order to make our clients and their publications look (and sound) good!

WHAT WE OFFER

Artworks' services include researching, writing, compiling and designing a wide range of printed and electronic media such as marketing brochures, advertising, stationery, magazines, periodicals, manuals, posters, newsletters and corporate reports.

We offer photography and illustration, produce promotional videos and design and implement media and advertising campaigns. We design and install signage as well as all kinds of banners and billboards. In the digital realm, we produce emailers, e-newsletters and e-vites, as well as pdf versions/flipbooks of publications.

Our Creative Director ensures that every client's brief, style and brand is adhered to while paying special attention to developing the 'look and feel' of each project, infusing it with Artworks' signature design flair.

OUR WORK METHOD

Our Managing Editor acts as the account executive for Artworks. All communication, briefings and materials are sent and communicated to her via email and phone after an initial meeting. In this way, we are able to effectively manage the process, ensuring that clients are kept apprised of all progress and developments in an orderly manner.



OUR STAFF

All but one of our staff members have worked at Artworks for 10 years or more, which lends stability and longevity to the company, and most call Artworks their first work 'home'.

Shakila Chetty – Studio Director (31 years)
Phindile Mantantana – Creative Director (18 years)
Shiki Bhawanibik – Client Services and Production Manager (29 years)
Gaylene Jablonkay – Managing Editor (27 years)
Linda Pillay – Financial Administrator (10 years)
Mazwi Madikizela – Graphic Designer and Illustrator (12 years)
Halima Hoosen Preston – Publication Designer (8 years)

OUR CAPACITY

Besides boasting a longstanding, stable staff complement and well-established design studio in Morningside, Durban equipped with Apple Macs (and the latest design software), we also partner with an experienced academic writer, translators, PR/marketing associates and seasoned photographers who operate in a freelance capacity.

SAFETY TIPS FROM
WIZEMAN



We boast a proud, rich history of illustration and cartooning, which began with Andy Mason (known as ND Mazin) in the 90s. We continue this heritage by offering quality in-house cartooning and illustration with a modern African style. We illustrate everything from brochures to manuals, posters to campaigns and can match any style you require – from realistic to technical, watercolour masterpieces to ultra-tech graphics. The onslaught of technology has led to a throwback need for a human touch: illustrations, especially cartoons, infuse humour into pages and are a brilliant alternative or addition to complicated text. We can even produce a cartoon strip from scratch, including character conceptualisation and script development. We can also design infographics to simplify dense text and lend visual appeal to your media.



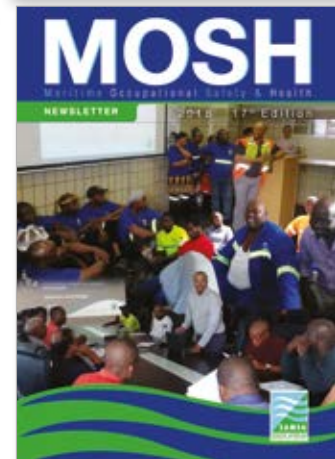
DIGITAL MEDIA

Web banners



We design and populate corporate e-newsletters for clients to upload as pdfs onto their websites. We also design e-vites and emailers, and design and populate email mailshots, which we can email to 2 000 recipients at a time. We also convert every publication we design into a pdf format, or create 'flipbooks' for our clients to upload onto their websites.

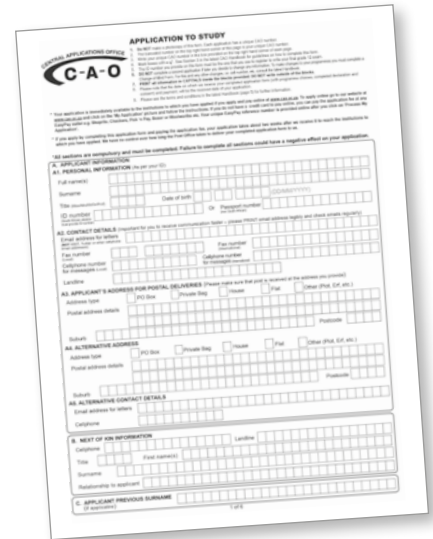
Emailers/E-vites





We have come up with an innovative product called an electronic year planner. Clients can change the text as events are added or moved, as it is created as an editable form.

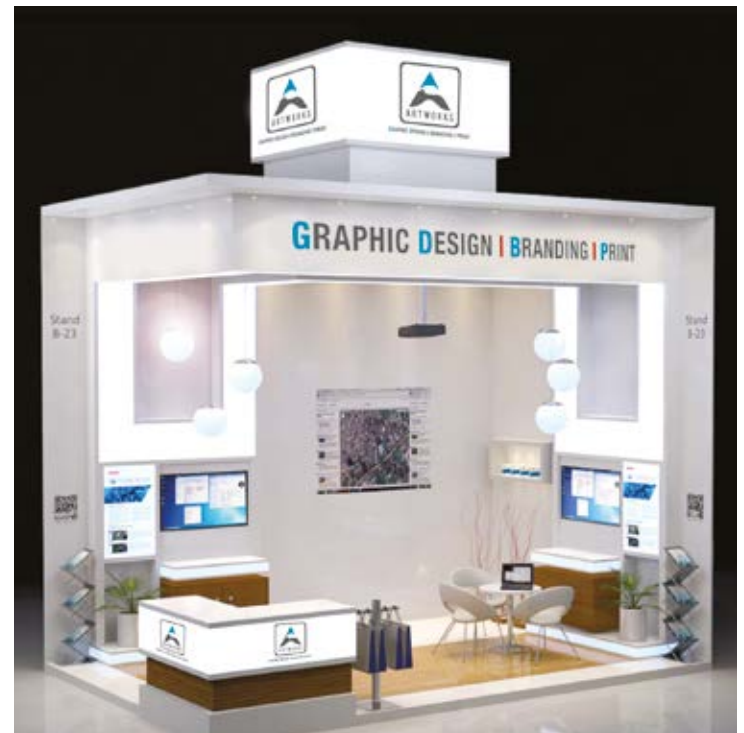
We also design forms and surveys that can be filled in electronically.



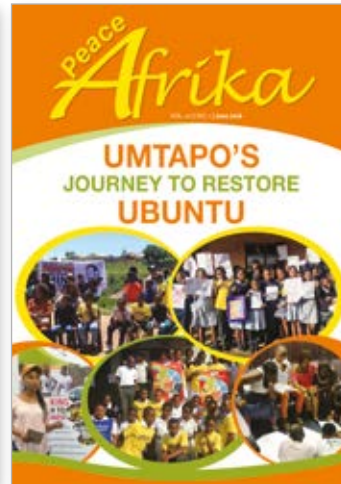
EXHIBITION STANDS



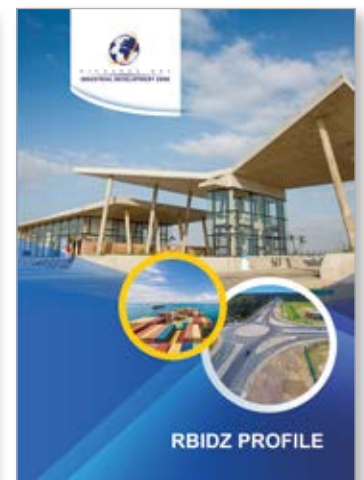
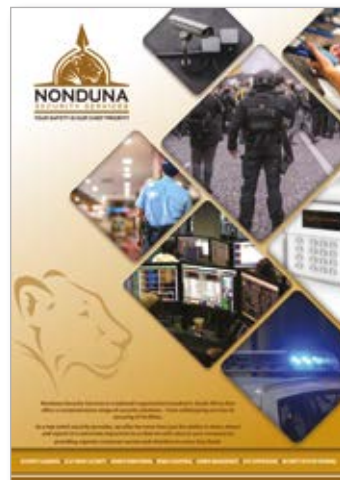
We partner with an associate to conceptualise, design, build, install and break exhibition stands down after the exhibition is over. We design a 3-D prototype after the concept has been approved. Our services also include hiring furniture, providing a staff member to be on hand during the exhibition, and storing supplies and valuables.



MARKETING BROCHURES & NEWSLETTERS



We know how to make businesses look good in printed form and can advise clients on how best to showcase their strengths and areas of experience for their chosen audience. Whether it's a brochure, pamphlet, leaflet or company/stakeholder newsletter, we can make your business look professional.



CALENDARS, POSTERS & ADVERTS



We also keep your business to of mind by helping you to produce eye-catching calendars or posters of any size. Or if you need your ad campaign to really 'pop' visually to grab your audience's fleeting attention, then we can add that 'X' factor to set your products/services apart.



SIGNAGE, BILLBOARDS, CORPORATE GIFTS AND BANNERS

Pull-up banners



Telescopic banners



From informative billboards on the freeway to massive signboards on the sides of buildings, road signposts to company branding above shopfronts, we are able to design, produce and install them all. We produce banners in all shapes and sizes, from pull-up banners to teardrop, telescopic and wall banners. We also can organise a mural for your blank wall, vehicle branding for your car fleet or customise corporate gifts for your next function.

Media wall banners



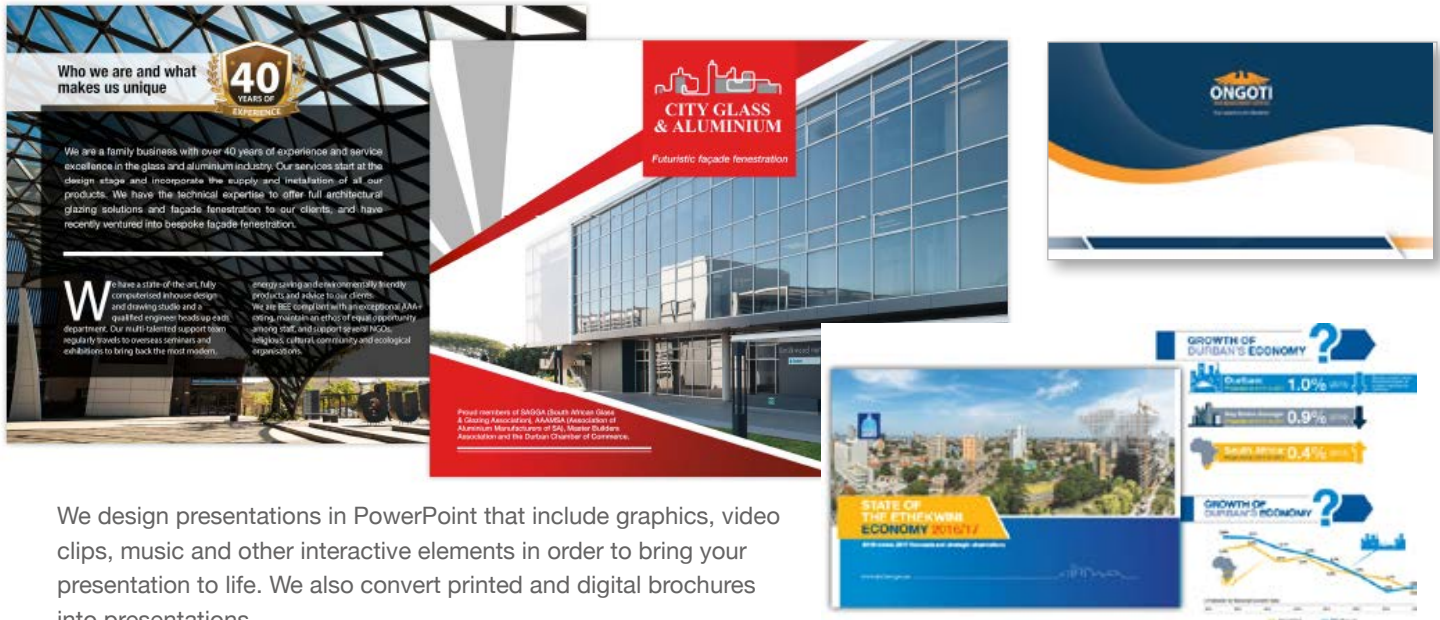
Corporate gifts



Outdoor signage



INTERACTIVE CORPORATE PRESENTATIONS



We design presentations in PowerPoint that include graphics, video clips, music and other interactive elements in order to bring your presentation to life. We also convert printed and digital brochures into presentations.

PHOTOGRAPHY



We have a reputable pool of seasoned freelance photographers who specialise in different kinds of photography so that all your photographic needs are covered. We even partner with a photojournalist if you need a photographer who can interview and write up a story in one visit. Our repertoire ranges from complicated, multi-staged photoshoots for tourism guides and corporate brochures to studio shots of staff/Board members for annual reports, and forestry shots amid wild animals!

WRITING, PROOFREADING AND EDITING

Besides proofreading all our clients' publications before they leave our offices, our in-house managing editor is available to write content for websites, brochures, tourism publications, newsletters, marketing material, etc. as well as to edit content. Grammar, consistency, spelling and terminology are thoroughly checked in order for your publication to look professional. For more technical or specialised writing such as for annual reports, we have an associate writer/editor who has over 40 years of experience. We also partner with a Zulu journalist who can interview and write stories in Zulu.

VIDEO PRODUCTION

We partner with an associate to produce professional videos from concept to finished product. Our comprehensive offering encompasses scriptwriting, acting, location scouting, music sourcing, voice-over recording, directing, shooting, editing and reshooting according to client feedback.

TRANSLATION

We partner with an associate who can translate text from English into Zulu, and we source translators to translate English into many other languages. We have translated publications into French, Spanish, Mandarin, Xhosa and German in the past, and can also translate into English from other languages as well.



PRINTING

We outsource printing to reputable Durban-based BEE printers with whom we have enjoyed long relationships. We check for registration, colour saturation and technical issues on printer's proofs as well as perform machine passes at their premises in order to ensure that clients' branding and quality is upheld.



BRANDING

We have assisted many clients with developing their corporate identity manuals, logos and stationery and have helped them to successfully transfer their branding into other printed and electronic media.



We designed the outdoor branding for the original cube on Innes Road for Durban Tourism, which became a landmark stop-off point for the Riksha Bus.

PACKAGING



We have developed materials for entire campaigns that encompassed folders, leaflets, brochures, collection boxes, envelopes and cards that were required for events or long-term distribution. We are also able to design custom boxes for corporate gifting, competitions or retail products.

GRAPHIC DESIGN

CORPORATE
IDENTITY

DEVELOPMENT
ADVERTISING CAMPAIGNS

CORPORATE REPORTS
WRITING, PROOFREADING & EDITING

MARKETING BROCHURES

MAGAZINES

MANUALS & JOURNALS

E-NEWSLETTERS
& E-BROCHURES

POSTER & FLYERS

SIGNAGE & PROMOTIONAL GIFTING

PRINTING

PHOTOGRAPHY
& VIDEO PRODUCTION
(INCLUDING DRONES)

INTERACTIVE PRESENTATIONS

EXHIBITION

STANDS

E-INVITES

E-MAILERS

BRANDING

ILLUSTRATION
& CARTOONING

TRANSLATION

PACKAGING



GRAPHIC DESIGN | BRANDING | PRINT

WHAT WE SPECIALISE IN

We produce so many different publications for such diverse clients that it would be impossible to showcase them all. However, over the years, we have specialised in six key fields, making us media production leaders in these categories.



TOURISM



FORESTRY



ARTS & CULTURE



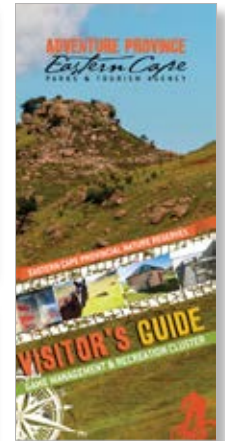
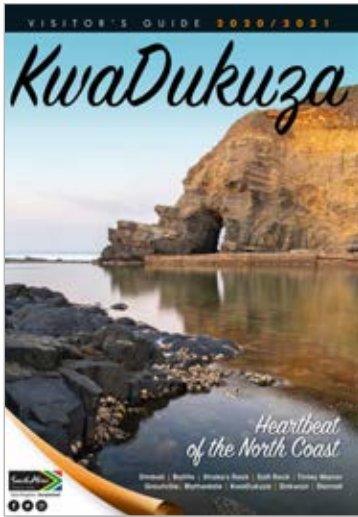
CLIMATE CHANGE



CORPORATE



EDUCATION



Tourism

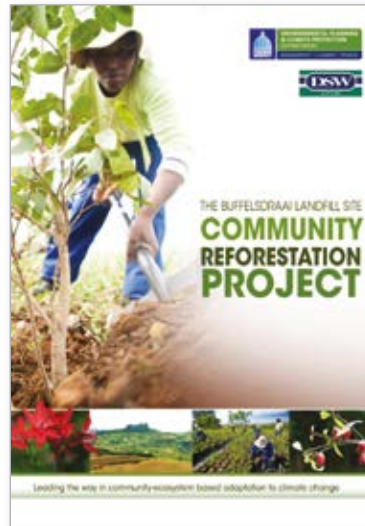
We have been creating tourism media for over twenty years. It all began with writing, designing and compiling a brochure on the province of KwaZulu-Natal for TKZN (including an illustrative map), which established us as the go-to agency in this field – not just in KZN and South Africa, but outside our borders as well. From collateral for a tourism campaign launch to annual reports and trade guides, from visitor's guides to bi-annual map magazines, we have done it all. We produced all the 2010 FIFA Soccer World Cup fan guides (in multiple languages) and we even published two editions of our own tourism magazine called *Experience Durban* in partnership with Durban Tourism, so we can justifiably call ourselves experts in this field.

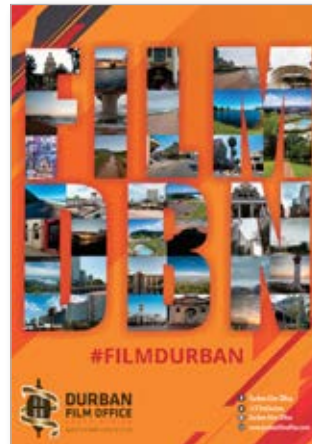




Forestry

When our ex-director Chris Chapman bought an existing forestry magazine in 2006 (SA Forestry magazine), it quickly immersed us into this fascinating publishing niche. We published the magazine (and built and maintained its website and social media) until 2012, when he decided to publish it from home. We still design and typeset the magazine. We began writing, compiling and designing two forestry newsletters for Mondri Forests from 2008 and began designing the Forest Sector Charter Council annual report from 2015.

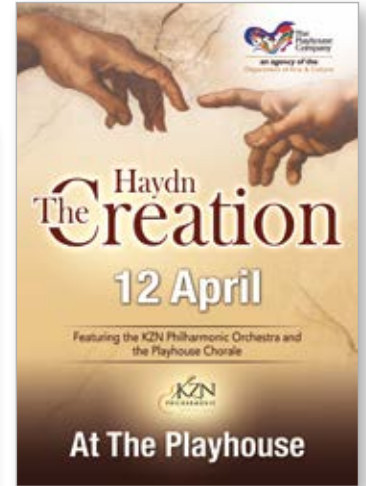


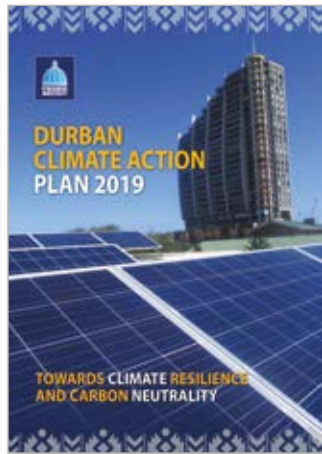
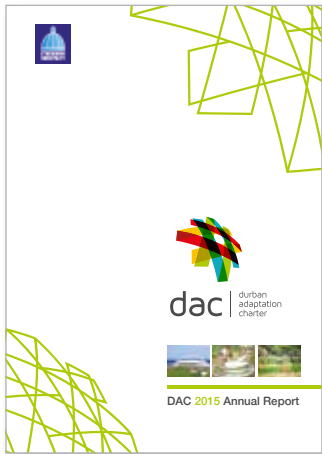


Arts & Culture

We have produced all the catalogues and programmes for the Centre for Creative Arts' four main events (Time of the Writer, DIFF, Jomba! and Poetry Africa) since 1999. We have designed programmes, posters and emailers for The Playhouse Company since 2006 as well as managed their website. We have produced the industry manual, collateral (printed and digital) and signage for the Durban Film Office since 2013, and brochures, annual reports and annual performance plans for the KZN Film Commission from 2014 till 2018.

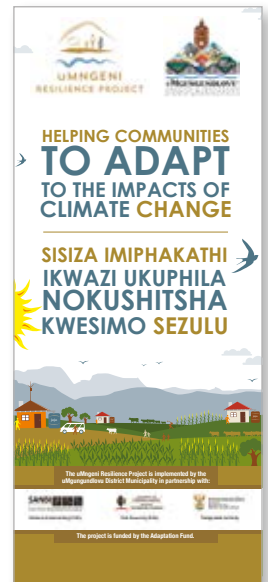
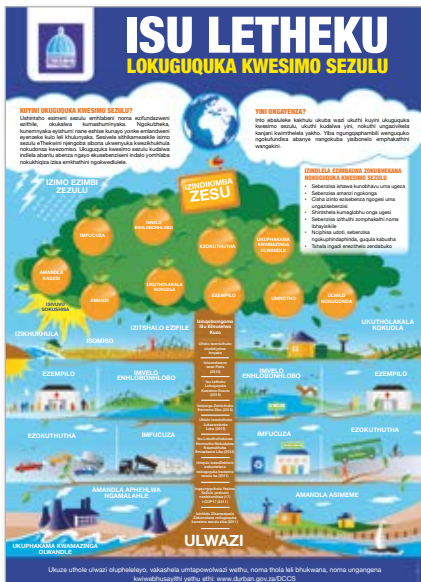


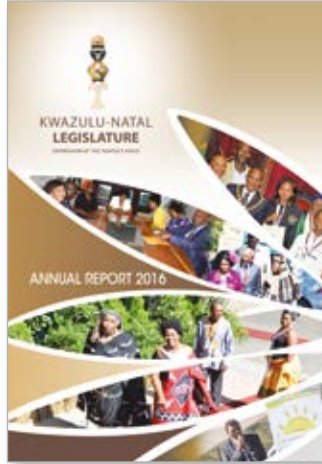
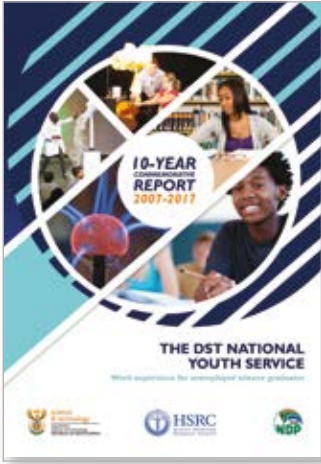




Climate Change

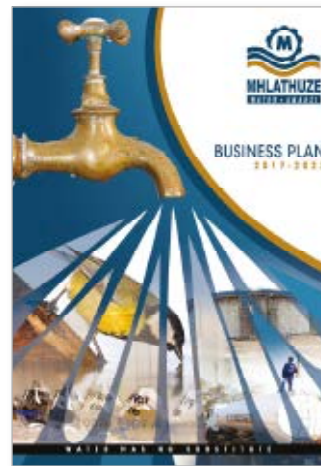
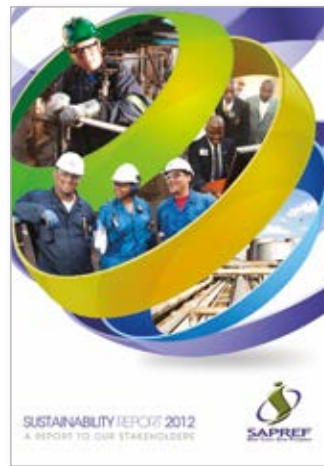
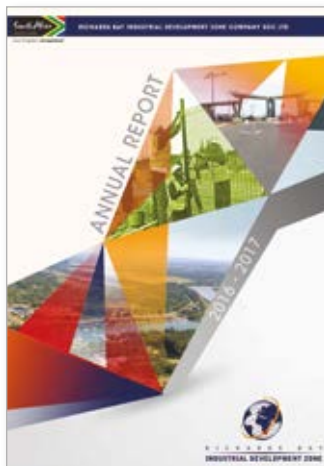
Our foray into climate change media began in 2013 before climate change was a well publicised issue – with designing the Durban Adaptation Charter (DAC) Report for eThekweni Municipality. Since then, we have produced various media for the Energy Office. We have also designed collateral and a newsletter for Umgungundlovu Municipality’s Umgeni Resilience Project (URP).





Corporate

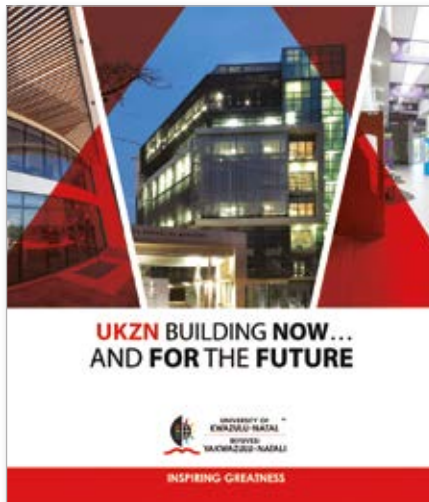
Our introduction into the corporate world began in the mid 1990s when we wrote and designed an internal newsletter for Mondi and Beacon (Mondi is still our client). We then began producing newsletters, safety campaigns, cartoons and reports for Hillside Aluminium in 2000 and its parent company BHP Billiton from 2006 till 2009. We established a good relationship with Seda eThekweni in 2009 and designed their annual report till 2018. We laid out Engen's *Refinery News* newsletter from 2009 till 2016 and again from 2018. We also designed Sapref's sustainability report from 2013 till 2017 and a safety campaign that included a clay mascot.

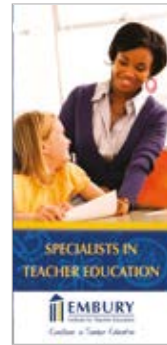
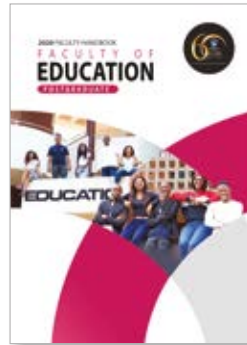
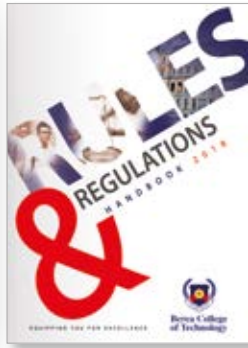
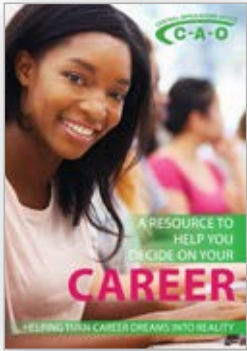




Education

We are very proud that we were responsible for illustrating and designing the IEC's voter education media in the lead up to the national elections in 1994. The fact that both our ex-directors were University of KwaZulu-Natal (UKZN) alumni made it logical that UKZN became one of our oldest clients (since 1994). DUT, MUT, UNIZULU and CAO followed suit when they recognised the quality of our work, and we have also produced media for Berea Technical College, Stadio and Embury in the private education sector.







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