

CONNECTING OUR CLIENTS TO THE POWER
OF CREATIVE IMAGINATION FOR 30 YEARS



DESIGN | BRANDING | PRINT



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

VISION

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

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

WHO WE ARE

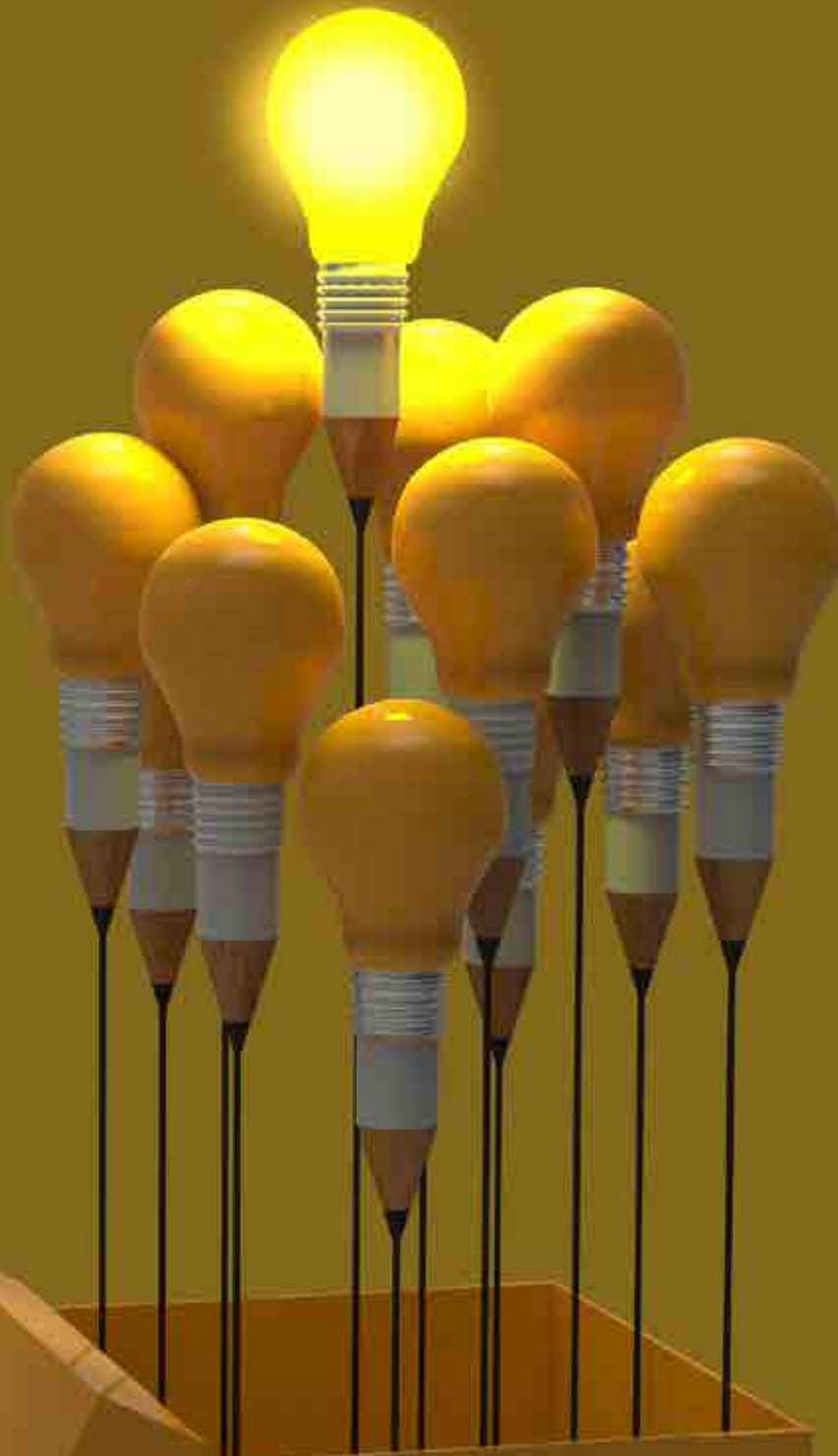
Artworks is a Durban-based design agency that compiles, designs and publishes a wide range of print and electronic media on behalf of clients in the public, private and NGO sectors. We have a small but dedicated team that has developed considerable expertise in the areas of tourism, education, forestry, 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 over 100 combined years of experience at Artworks! The 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 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!



ARTWORKS' 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.

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 and 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.



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, from watercolour masterpieces to ultra-tech graphics. The onslaught of technology in media production 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!

DIGITAL MARKETING

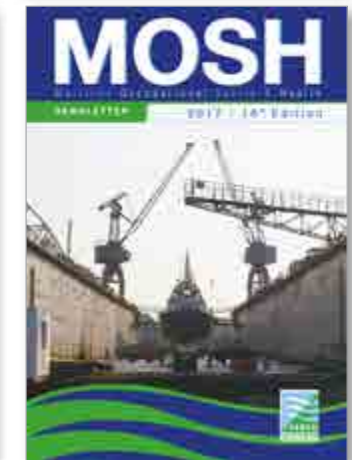
Web banners



E-newsletters



Emailers/E-vites



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.

SIGNAGE, BILLBOARDS, CORPORATE GIFTS AND BANNERS

Pull-up banners



Outdoor signage



Corporate gifts

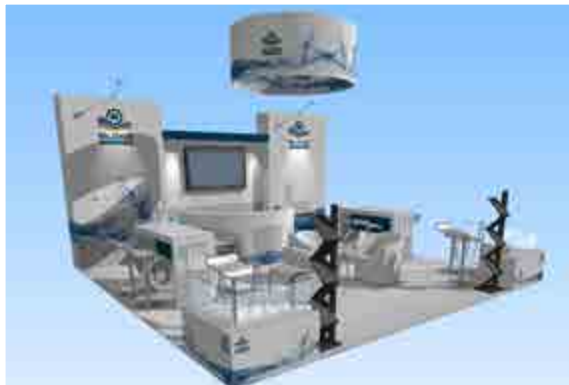


From informative billboards on the freeway to massive signboards on the sides of buildings, road signposts to company branding above shopfronts, we are able to design, produce and install them all. We also produce banners in all shapes and sizes, from pull-up banners to teardrop, telescopic and wall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

Media wall banners



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.

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 has ranged 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!

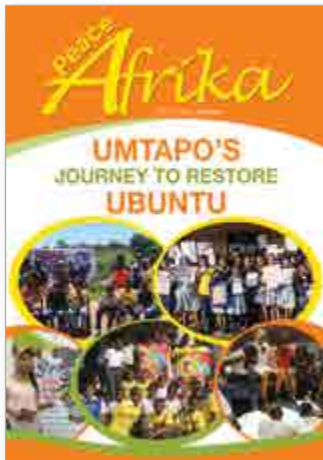


INTERACTIVE CORPORATE PRESENTATIONS



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.

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.

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.

Vehicle branding



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 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 at their premises in order to ensure that clients' branding and quality is upheld.



KEY CLIENTS

Municipalities

Ugu DM, OR Tambo DM, Umgungundlovu DM, Mandeni DM, Gert Sibande DM, eThekweni Municipality, KwaDukuza DM, Francis Baard LM, Umzimyathi Municipality, Umhlathuze Municipality, Umzumbi Municipality, Nyandeni Municipality, oPhongolo LM

Government agencies

Ethekwini Transport Authority, Seda KZN, Seda eThekweni, KZN Film Commission, KZN Sharks Board, Durban Film Office, Durban Filmmart, Ithala Limited, Ithala Finance Development Corporation, iSimangaliso Wetland Park, Richards Bay Industrial Development Zone, KZN Growth Fund, Housing Development Agency, African Ombudsman Research Centre, KZN Legislature, Mhlathuze Water, Umngeni Resilience Project, SAHRA, South African Board for Sheriffs, Trade and Investment KwaZulu-Natal, SA Shipyards

Education

University of KwaZulu-Natal (UKZN), Durban University of Technology, HSRC, UNIZULU, Central Applications Office, Mangosuthu University of Technology, University of Maputo, Embury Institute for Teacher Education, Berea Technical College, Durban Computer College, Durban College of Technology

Arts & Culture

Centre for Creative Arts (UKZN), The Playhouse Company, Joburg Film Festival

Private Sector

Engen, Safire Insurance, Sapref, PSiRA, Hitech, Eventshop, iTents for Africa, Iziko Medical Supplies, The Vuna Group, Vuma FM, Tate, Nolan & Knight, Ongoti Risk Management Services, City Glass and Aluminium, MAJV, Hornby, Smyly & Glavovic Inc, Global Pact Airconditioning, MHP GeoSpace (Pty) Ltd, Thistledown Properties

Tourism

Durban Tourism, Tourism KZN, Swaziland Tourism, Amajuba Tourism Routes, 1000 Hills Tourism, Umhlanga Tourism, Sapphire Tourism, Francis Baard DM, Durban West CTO, Inanda Routes, Eastern Cape Parks & Tourism Agency, RBIDZ, Umzinyathi LM, Durban Routes/ Lifestyle Magazine

Health

Dramaide (UKZN and KZN Department of Health), HEARD

NGOs

Democracy Development Programme, PPT Trust, Housing Development Agency, Centre for Public Participation, Arterial Network, Afrifestnet, Operation Jumpstart, Community Chest, Aids Foundation, UMTAPO, EMEP, Mzala Nxumalo Foundation, UNFPA, Africa Ombudsman Research Centre

Forestry

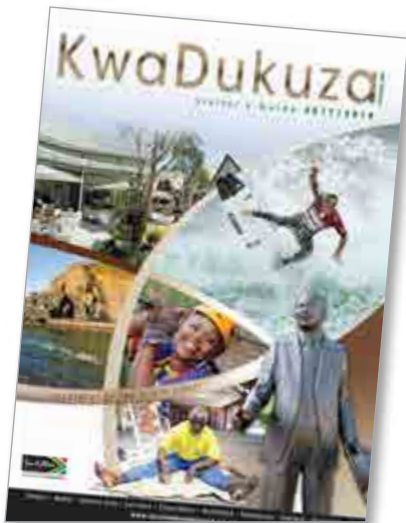
Green Forest Media (SA Forestry magazine), Mondi, Forest Sector Charter Council



AREAS OF SPECIALISATION

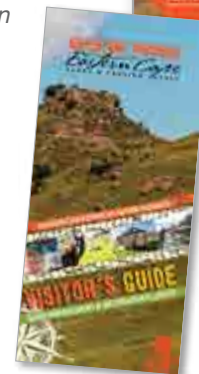
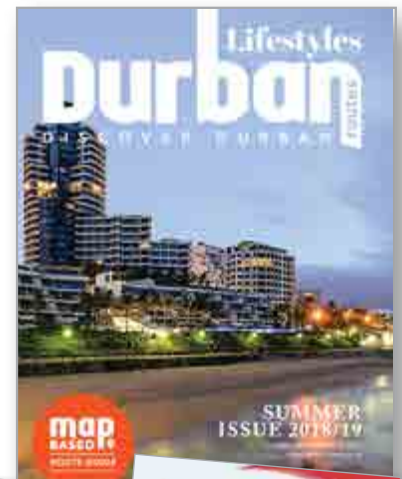
We produce so many different publications for such diverse clients that it would be impossible to showcase them all. However, over the years, we have specialised in six key fields, namely education, tourism, arts & culture, corporate, forestry and climate change, making us media production leaders in these categories.

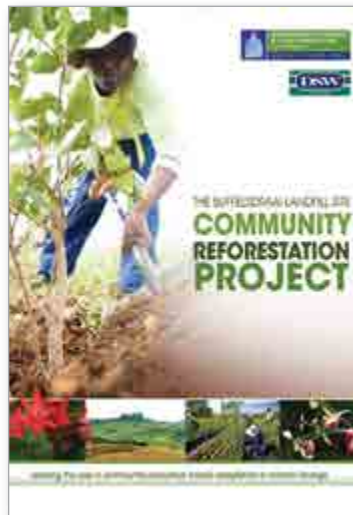
- EDUCATION
- TOURISM
- ARTS & CULTURE
- CORPORATE
- FORESTRY
- CLIMATE CHANGE



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 are definitely experts in this field.

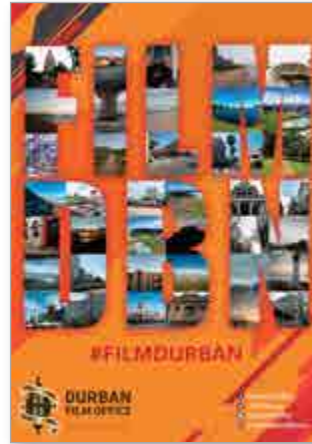




Forestry

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,

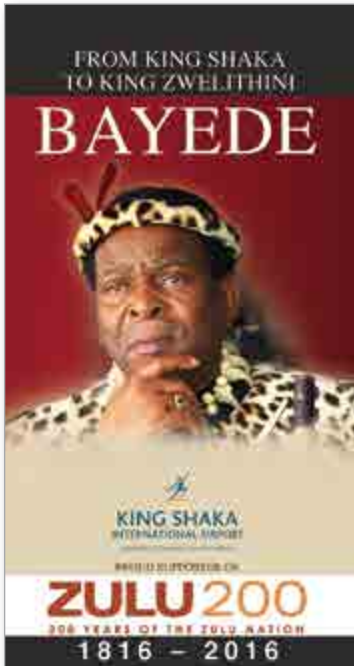
when he decided to publish it from home. We began writing, compiling and designing two forestry newsletters for Mondi Forests from 2008 and began designing the Forest Sector Charter Council annual report from 2015.

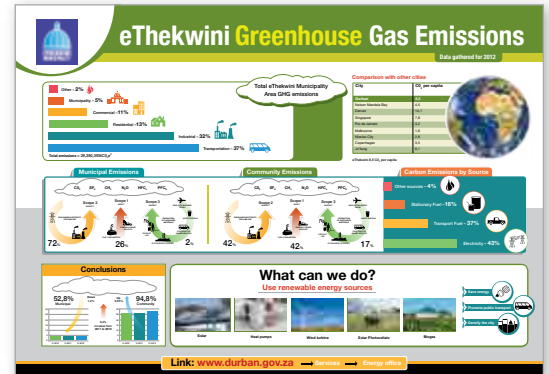
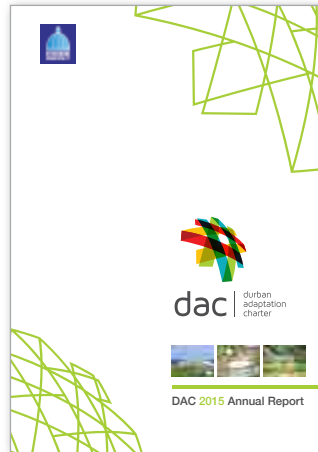


Arts & Culture

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 since 2014.

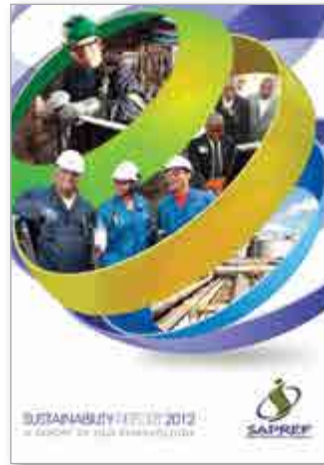
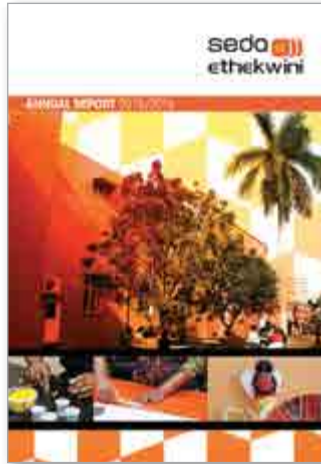




Climate Change

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 a series of infographic posters, including a

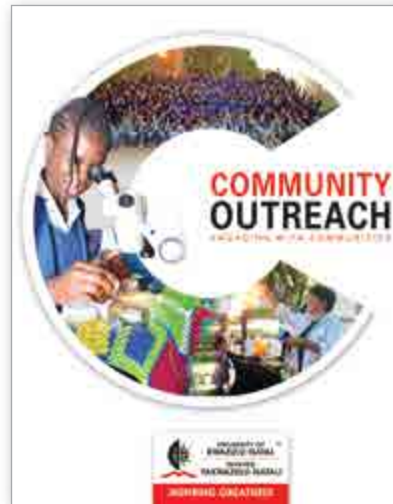
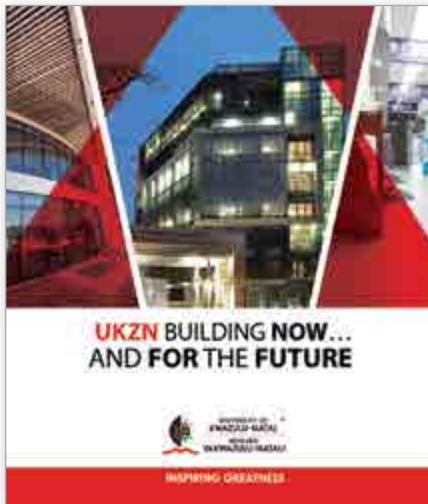
poster and brochure for the Energy Office's Durban Climate Change Strategy (DCCS) document (in English and Zulu). We have also designed collateral for Umgungundlovu Municipality's Umgeni Resilience Project (URP).



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 today). We then began producing newsletters, safety campaigns, cartoons and reports for Hillside Aluminium in 2000 and its parent company BHP Billiton from 2006

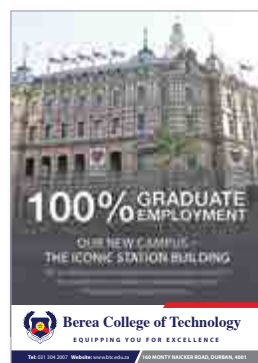
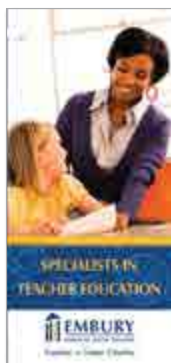
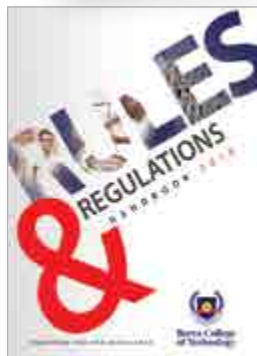
till 2009. We established a good relationship with Seda eThekweni in 2009 and have designed their annual report ever since. We laid out Engen's *Refinery News* newsletter from 2009 till 2016 and again from 2018. We also designed Sapref's sustainability report from 2014 till 2017 and a safety campaign that included a clay mascot.

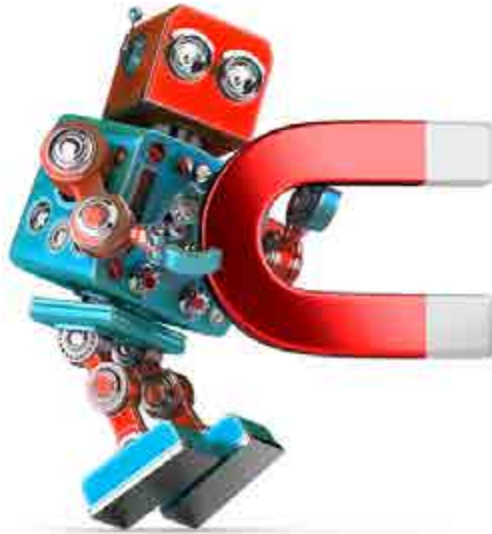


Education

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 UKZN alumni made it logical that UKZN become one of our oldest

clients (since 1994). DUT, MUT, UNIZULU and CAO followed suit when they recognised the quality of our work, and we recently branched out into the private education sector by acquiring Berea Technical College and Embury Institute for Teacher Education as clients.





INNOVATION
CREATIVITY
EXCELLENCE

COMMITMENT
TECHNOLOGY
INTEGRITY



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