



**MAY 2006**

## INDEX

1. Lecturer attends international conference
2. 4 Finalists in Goldpack awards
3. 2006 Stamp collection
4. Sappi ideas that matter
5. Think ahead awards
6. Three teaching excellence awards for Graphic design.

### LECTURER ATTENDS INTERNATIONAL CONFERENCE

Graphic Design lecturer Dr Hanri de la Harpe, recently attended the 51st Annual Creative Conference of the Problem Solving Institute in Minneapolis, USA. The conference, the biggest of its kind internationally, is an annual event organised by the Creative Education Foundation. The conference covers a number of creative disciplines, including music, visual arts, the study of the human brain and innovation in business practise.

A weeklong interactive workshop, entitled "A Springboard to Creative Problem Solving" and focusing on the optimal harnessing of creativity in the context of graphic design education and training also formed part of the event. De la Harpe, who recently completed her PhD research on the topic, not only attended the workshop, but also presented a conference paper. In addition she facilitated her own workshop. Both her paper and workshop elicited a very positive response from international participants.

After completing the workshops on the Osborn-Parnes Model for Creative Problem Solving, De La Harpe received a certificate from the Creative Education Foundation allowing her to act as a facilitator for the Osborn Parnes Model. This model centres around six steps - each consisting of a divergent phase and a convergent phase. It does not stop merely at generating creative ideas, but coaxes the user to follow a set of steps that lead to specifying exactly how the solution will be implemented in real world applications.

De la Harpe plans to start work on a textbook for graphic design learners and facilitators detailing the theories and methods she put forward at the conference.

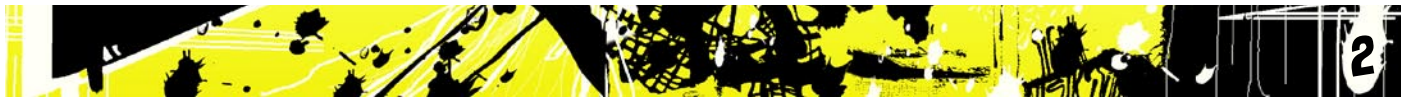
### 4 FINALISTS IN GOLDPACK AWARDS



Photo: Annemé Boshoff's innovative breakfast packaging

Students from the NWU-Puk have done very well at the 2005 Institute of Packaging South Africa Student Gold Pack Awards. Students from the Potchefstroom campus of the NWU achieved four finalist certificates – more than any other campus nationally.

Annemé Boshoff and Martha-Mari Roets were finalists in the *Breakfast time* category, and Stefan Hugo and Johan Schutte were finalists in the *Special gift* category. The *Breakfast time* category entailed designing innovative packaging for a breakfast product where as the *Special gift* category demanded the design of a value added packaging for an existing product. Stefan Hugo and Johan Schutte also each received a special judges' merit award for handicraft.



## 2006 STAMP COLLECTION

The postage designs of Johan Schutte and Hantie Engelbrecht, two Graphic design students will be published in July 2006 by the South African Post Office.

Both stamp designs depicting the theme “Animal tracks – Stories in the sand” were chosen by the Philately to appear on a range of postage stamps, postcards and envelopes. An edition of approximately 50 000 will be printed. The stamps will also be marketed in seventy countries. Another student Stefni Holtzhausen, received an honourable mention for her research and design.



Photo: Johan Schutte's winning stamps with the theme “Animal tracks”.

## SAPPI IDEAS THAT MATTER

A group of four of last year's final year Graphic Design students has been awarded one of only four prestigious 2005 Sappi Ideas that Matter grants for the Southern African region. Karien du Toit, Kobie Geyer, Suné Pieterse and Esté Steyn, under the guidance of Richardt Strydom, has received a R200 000 grant from Sappi to produce their winning campaign submission for the Tshwaraganang Centre for People with Disabilities in Potchefstroom. Sappi's Ideas that Matter programme is a global initiative that awards grants to graphic designers from all strata of the industry - from undergraduate students to professionals and companies, for the development of creative print-based communications campaigns to promote social, environmental and humanitarian causes. The designers who receive these grants, whether individuals, groups or companies, volunteer their time and talent to develop campaigns for the greater public good.

This year a total of 30 grants ranging in value from R91 000 to R325 000 were awarded, 4 of these to entrants from Southern Africa. More than 400 entries were received from designers worldwide. Grant money is used to cover implementation costs based on initial concepts submitted as part of the grant application.

The other Southern African grant winners are The Jupiter Drawing Room's Simon Meyer, Ingrid Ling and Lynette Lawley, Rouleaux van der Merwe from Stellenbosch Academy of Design and Photography as well as Cobus Kok from ID Advertising and Communications.

The international day for the disabled on Saturday 3 December saw the launch of the first leg of the Tshwaraganang campaign in Potchefstroom. It entailed the branding of undesignated parking spaces with parking signs for the disabled, as well as the handing out of mock fines urging the public to show their support by donating money or second-hand wheelchairs.

The second leg of the Tshwaraganang campaign was launched in February 2006 and entailed a fundraising campaign as well as an awareness campaign aimed at the top management of the campus.



Photo: The fundraising and awareness Campaign for Tshwaraganang Centre for People with Disabilities which received a R200 000 grant.



## THINK AHEAD AWARDS

Two of last year's Graphic Design graduates from the North-West University received honours at the annual Sappi thinkahead Awards held in December last year.

Jan-Hendrik Labuschagne received two merit awards, one for a promotional campaign design and the other for his creative design of a promotional campaign item. Annemé Boshoff received a finalist award for her package design which also earned her a finalist award at the Student Goldpack Awards earlier in 2005.

The rising stars of graphic design were honoured at the trendy awards ceremony held in Sandton at the end of 2005. The function was organised by think, The South African Graphic Design Council for the Sappi thinkahead Awards.



Photo: One of Jan-Hendrik Labuschagne's advertising Campaigns for which he received a merit award.



The Awards were first launched in 2002 and honours final year students from around the country who submit outstanding pieces of design and promising portfolios. In 2005 no less than 124 entries were received from 22 design institutions nationally.

The chairperson of the 2005 judging panel, Veejay Archary, was impressed with standard of student work in last year's competition: "This year saw a return to the very heart of what design is all about – creativity and good ideas. The standard of this year's entries was considerably higher than previous years, even though there were fewer portfolios submitted. The other judges and I were extremely heartened by the originality and well-planned execution of many of the designs."

Photo left: Jan-Hendrik Labuschagne's Green Design Booklet

## THREE TEACHING EXCELLENCE AWARDS FOR GRAPHIC DESIGN

Three Graphic Design lecturers, Colette Vosloo, Dian Wessels, Richardt Strydom, as well as Rita Swanepoel from Art History, received Teaching Excellence Awards, also known as VERKA awards, from the North-West University.

The Faculty of Arts received nine VERKA awards of which six were awarded to Communication Studies lecturers including Steven Bosch en Thalyta Swanepoel. Dian Wessels also received the award for best lecturer of those who participated in the VERKA-programme in the Faculty of Arts.

The Verka award is made to promote teaching excellence at the University. The first aim of the awards is to develop the facilitating skills of lecturers, thus advancing learning among students. The second aim is to acknowledge outstanding teaching practice.

A complete teaching portfolio must be completed throughout the year, and must be handed in at the middle of October to qualify for a VERKA award. These outstanding achievements prove that our lecturers are tops.