



PORTFOLIO OF THEMBA TSWAI

CREATE | COLLABORATE | ELEVATE



30^{yrs}



Themba Tswai

Graphic Designer | Illustrator | Art Director

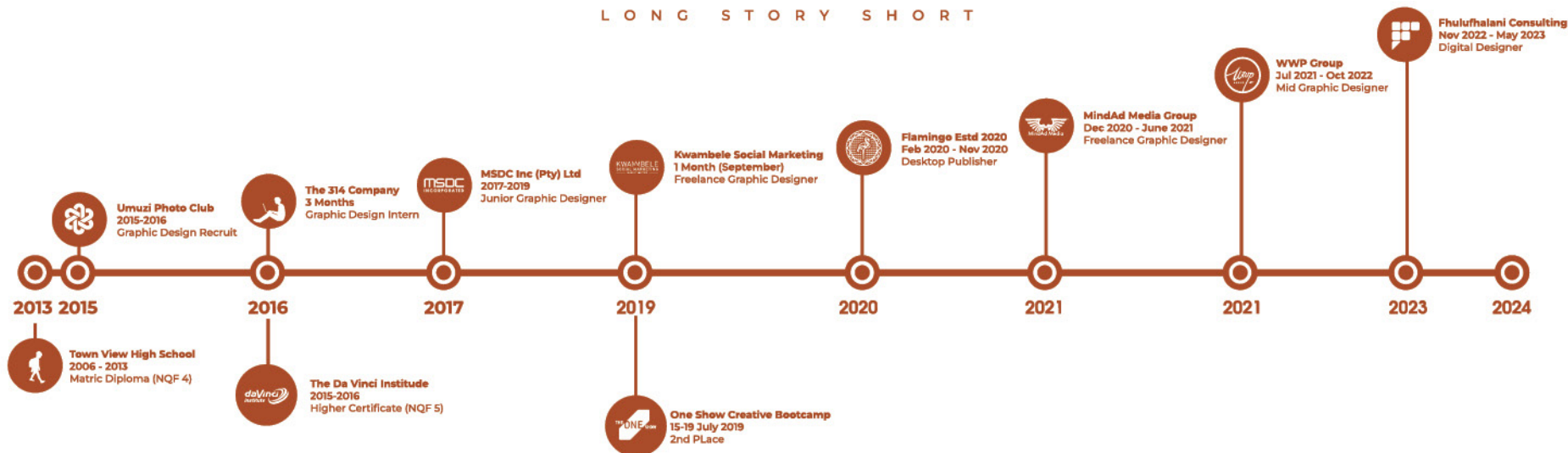
Biography

Pusha iPassion! Themba is the epitome of Kasi expression. From Kagiso in the west of Johannesburg, Themba is a self-taught graphic designer with an innate passion for advertising.

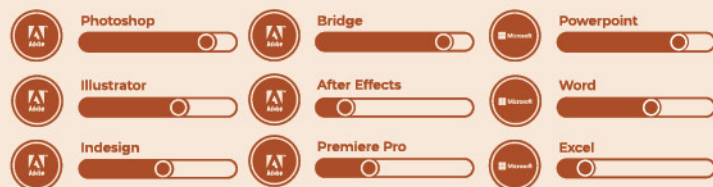
He wants to tap into the pool of South African youth development as a mentor. He believes that "if you put your mind to something you will succeed."

[LINKEDIN : THEMBA TSWAI](#)

LONG STORY SHORT



WEAPONS



INTERESTS





CAMPAIGNS

CHAPTER ONE





PROBLEM STATEMENT

How can Rain South Africa try to **PROMOTE THEIR R250 bundle for UNLIMITED DATA on OFF PEAK HOURS?**

RESEARCH METHODOLOGY

Understand Consumer attitudes and purchasing behaviour

Identify a golden thread through all consumer communities

Analyse the consumer journey

Identify a unique communication Strategy that speaks to the target market"



Consumer Behaviour




Cultural Landscape

Digital Landscape

Search Engine

Social Media

TARGET MARKET

YOUTH	MID-AGE	ELDERLY
 <p>ONLINE RESEARCH</p>	 <p>VIDEO CALLS</p>	 <p>LIVE STREAMING</p>

INSIGHTS

Everyone complains about how expensive data is.

Data has become a need in today.

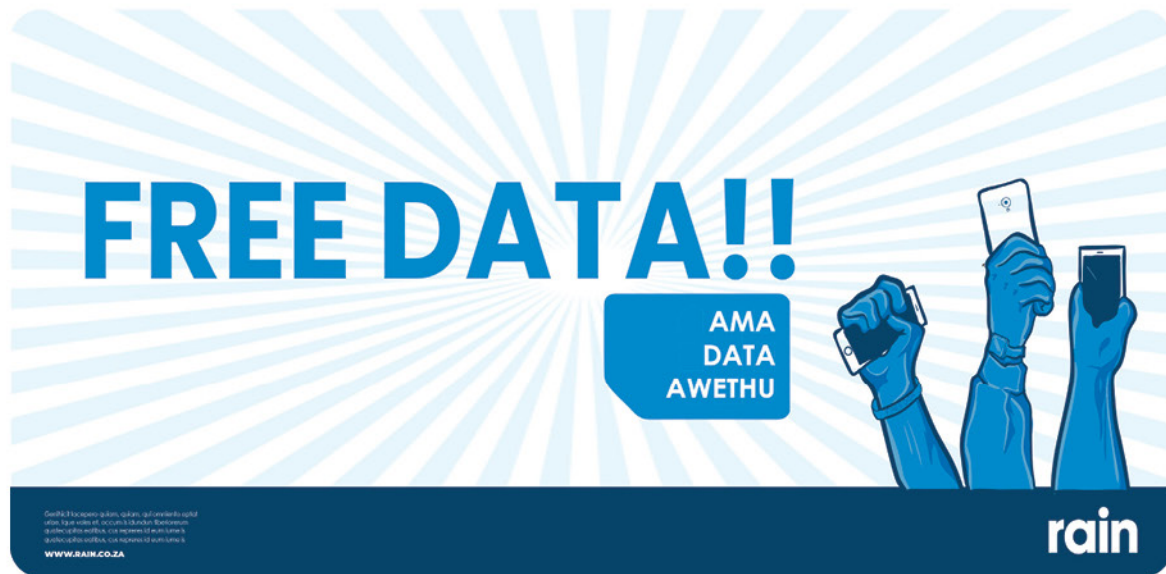
#DATAMUSTFALL is a movement that we will be playing on.

INSIGHT BREAKDOWN

We are going to create a movement just like the iconic **freedom fighters** in the 90s by fighting for everyone to have equal unlimited access to internet with our unlimited off peak hour deal.

Let our internet rights be heard.

BIG IDEA



FREEDOM FIGHTERS

LIMPOPO



MPUMALANGA



GAUTENG



NORTH WEST



KWA ZULU-NATAL



FREE STATE



NORTHERN CAPE



EASTERN CAPE



CLIENT : RAIN SOUTH AFRICA

FOR THE SOCIAL MEDIA ROLL OUT
WE CREATED

THE RAIN BILL OF RIGHTS

VIVA
FREE
DATA!!
VIVA

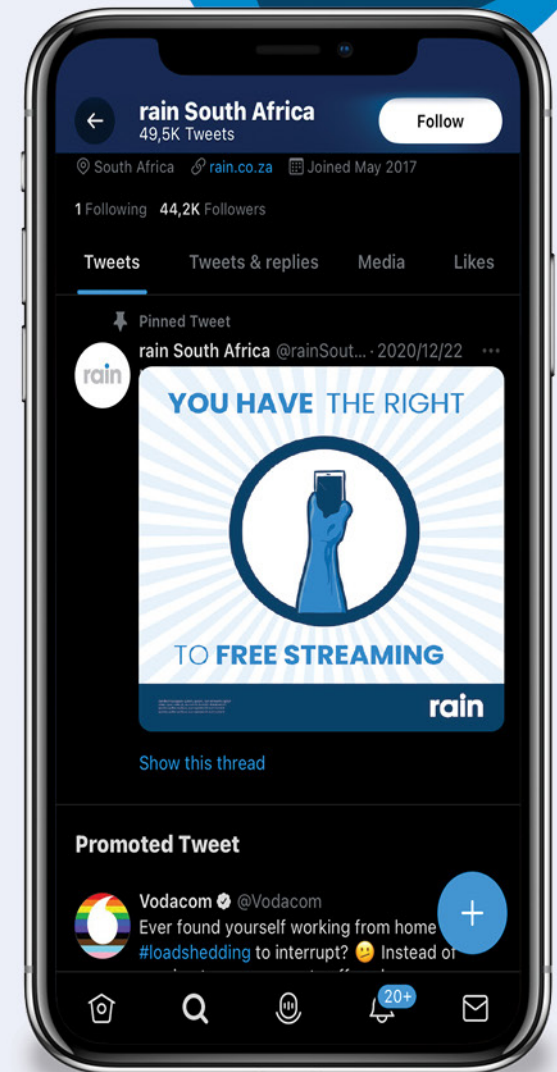
ACHIEVEMENT

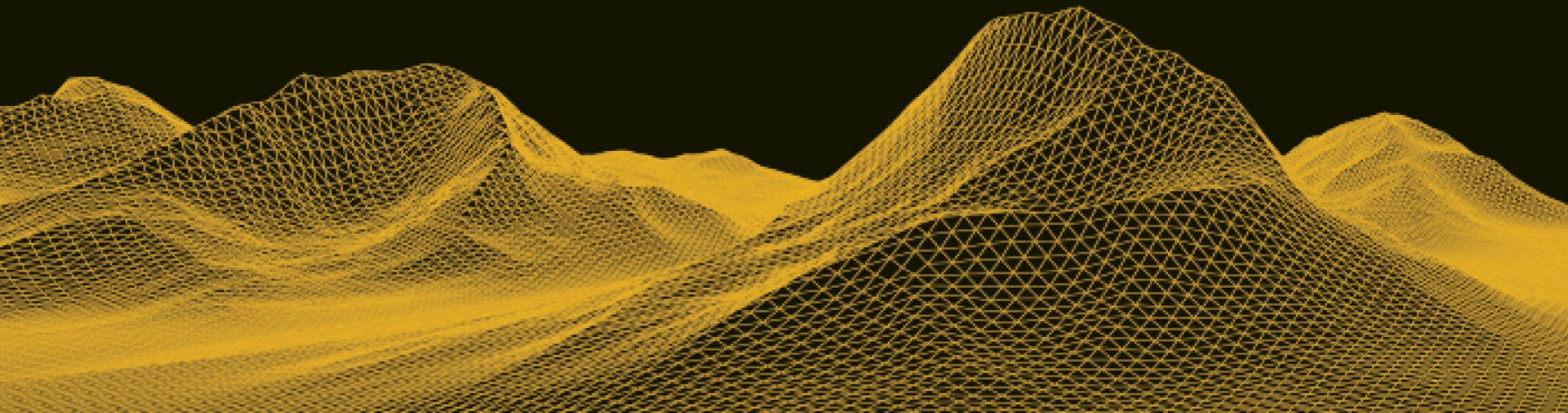


2nd Place
3 Months Sim Card - UNLIMITED
ONE CLUB CBC ALUMNUS

TO VIEW FULL PROJECT CLICK ON THE LINK BELOW

www.behance.net/thembatswai





PROBLEM STATEMENT

Our aim is to protect **JOHANNESBURG TAXI COMMUTERS**, by **CREATING AWARENESS** that will help them be more vigilant in places that they **CHOOSE TO WALK**, do business in and around the city of Johannesburg

RESEARCH METHODOLOGY

MTN is a proud sponsor of Noord taxi rank in Johannesburg CBD and also other leading Taxi Ranks in South Africa and this is where most of these mugging are happening.

OBSERVATIONS




We have observed that not everyone is street smart and they are not vigilant of their surroundings whether the area is safe or not.

Even though there are CCTV cameras around town we saw that people still get mugged on daily basis.

A lot of victims don't report their cases because they have lost faith in our justice system because of our corrupt officials.

You could be the next victim.

TARGET MARKET

COMMUTER	BUSINESS MAN	CREATIVES
		

INSIGHTS

The criminals walk in groups so it is difficult for the victims to identify them which results in them not having witnesses and assets with less value are just not worth reporting.

The criminals are desperate for money, and are trying to work within a system that keeps them in terrible jobs, or unemployed.

The criminals just don't have strong morals or values and disagree with certain laws, so they choose not to follow them.

Obeying the criminals, saves lives.

BIG IDEA





PROTOTYPES

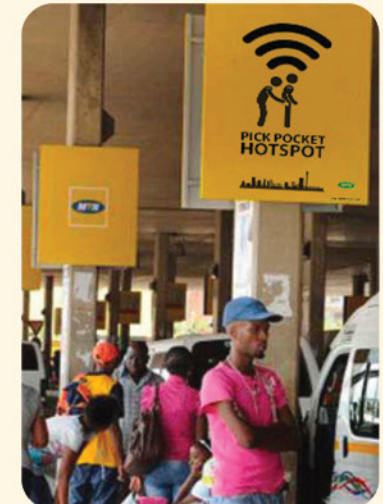
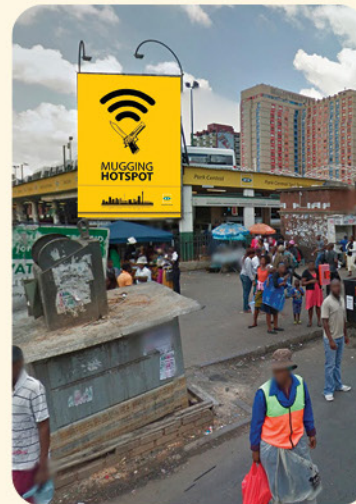
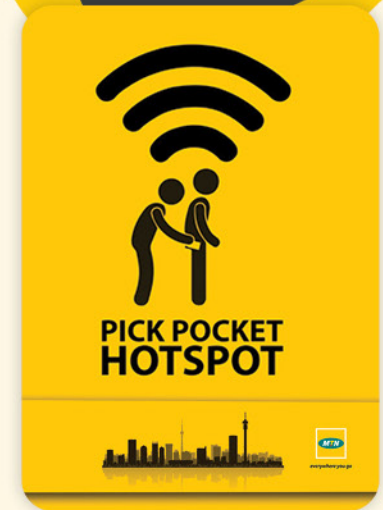
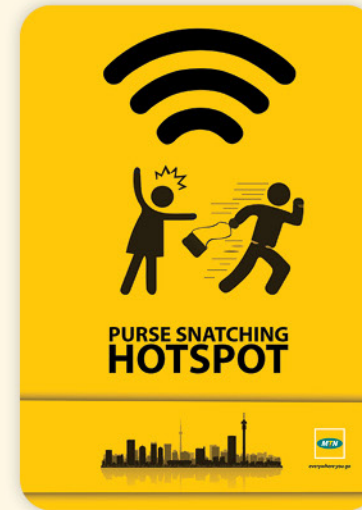
These prototypes were founded from the survey we conducted where we observed that these muggers have several ways of taking victims assets from them beside knife and gun point.

at these muggers have several ways of taking victims assets from them beside knife and gun point.

PROTOTYPES IN PUBLIC

These prototypes will be used is by placing them in areas where these muggings are actually happening, to create more awareness to the commuters so they know how to react to situations in that particular area.

at these muggers have several ways of taking victims assets from them beside knife and gun point.





BRANDING

CHAPTER TWO





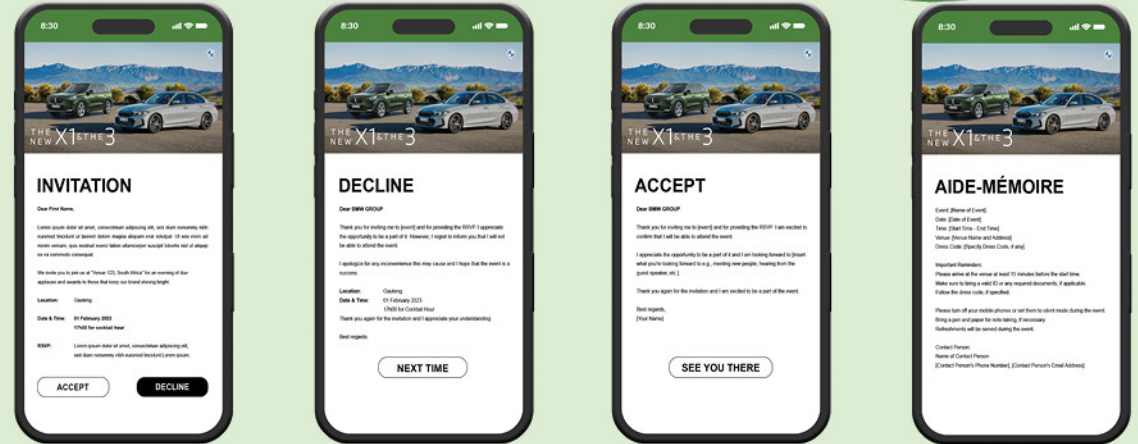
WELCOME

THE
NEW X1 & THE 3

THE X1 & THE 3 MEDIA LAUNCH_EMAILER HEADER COMPOSITE



THE X1 & THE 3 MEDIA LAUNCH_EMAILER DESIGN



EMPLOYEE_NAMETAG



STAGE_BRANDING



REGISTRATION_BAR



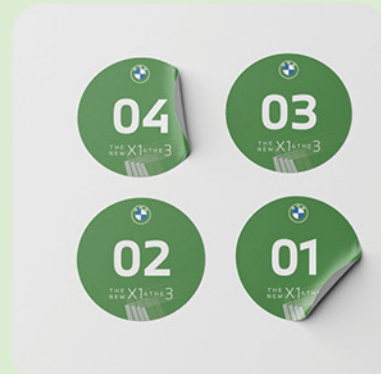
DIRECTIONAL_SIGNAGE



LOLLIPOP_SIGNAGE



CAR_STICKER



CAR_STICKER



COFFEE_SLEEVE



EVENT IMAGES





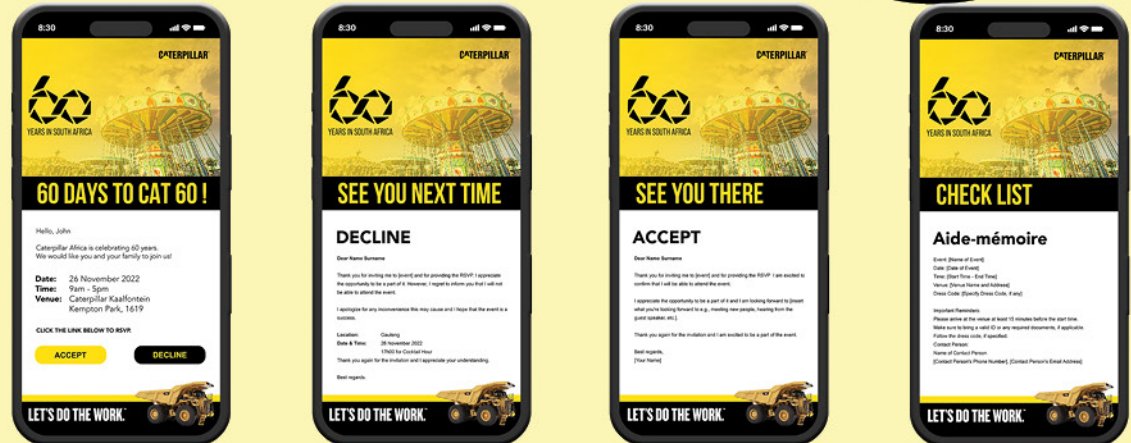
YEARS IN SOUTH AFRICA



CAT 60 YEARS_ DIGITAL SAVE THE DATE



CAT 60 YEARS_ EMAILER DESIGN



CAT 60 YEARS_ TIMELINE CURVED BANNER



CAT 60 YEARS_ WELCOME BANNER



CAT 60 YEARS_ FOOD VOUCHER



CAT 60 YEARS_ WAY FINDING



LANYARD_NAMETAG



EVENT MAP_FRONT PAGE



EVENT MAP_BACK PAGE



CAT 60 YEARS_ BIRTHDAY CAKE





ILLUSTRATIONS

CHAPTER THREE



TRUST



#GoodEnoughTo**Trust**

THE BRIEF

In 2022 the TRUST Good Man campaign #goodenoughtotrust launched with messaging and engagement strategies that connected men to the brand in a way that celebrates the positive ways men think about and express trust and intimacy in healthy sexual interactions.

- Outlines on all text
- Outlines and Paths for all packaging incl fonts and details



Commissioned



10 Hours



Happy Client

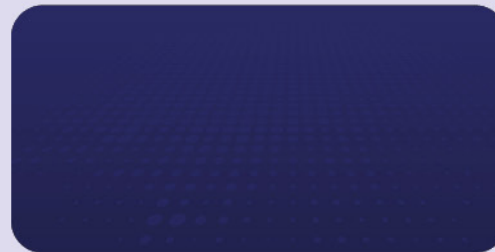
THE CREATIVE PROCESS

01. Background

02. Halftones

03. Background Text

04. Header Text



05. Condom Packs



BRING THE HEAT


WITH *Flamin' Hot*



THE BRIEF

Nik Naks is launching a new Flamin' Flavour and we have been commissions to make wall murals of all the flavours of Nik Naks all over South Africa.

- Outlines on all text
- Paths for all packaging incl fonts and details
- Outline on main character incl minor details

 Commissioned

 24 Hours

 Happy Client



THE CREATIVE PROCESS



CHUTNEY



BEEF BBQ



SWEET CHILI



SPICY CHICKEN



CHEESE



WALL MURAL FINAL DESIGN





LOGOS

CHAPTER FOUR







THE SUN



THE PEOPLE



FLAMINGO



WATER WAVE



FLAMINGO
ESTD - 2020





+



+



+



=



FATZ

THE SUN

THE SUN REPRESENTS NEW BEGINNINGS, ALSO INDICATING THAT THE BRAND WILL ALWAYS BE BY YOUR SIDE THROUGH ALL THE DARKNESS OF BODY SHAMING

THE CHALLENGE

THE LINES REPRESENT THE MOUNTAIN/CHALLENGES OBESE PEOPLE GO THROUGH

THE STEREO TYPE

THE BROKEN LINE, SHOWS HOW THE BRAND IS BREAKING STEREO TYPES LEADING PEOPLE OUT OF THE BOX

THE SHIELD

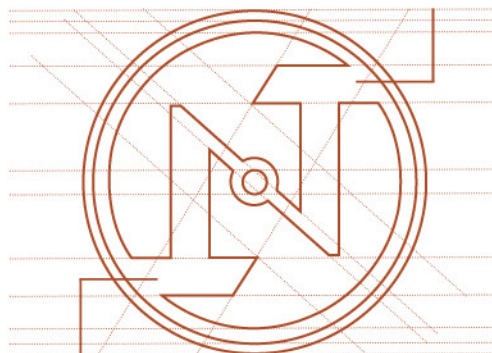
THE SHIELD REPRESENTS HOW THE BRAND STANDS FOR RACE, NO MATTER THE SKIN COLOUR



THE CIRCLE REPRESENTS THAT I'M
AN ALL-ROUND CREATIVE



Upright "T" for Themba
which means *Hope*



Upside down "T" for Tswai
which means *Salt*



THE UPSIDE DOWN "T" REPRESENTS
MY ASTROLOGY STAR SIGN

C R E A T I V E A B I L I T I E S



Graphic Design



Illustration



Logo Design



Infographic



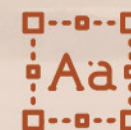
User Interface



Editorial Layout



Digital Comics



Typograhpy

THANK YOU FOR WATCHING

THANK YOU FOR WATCHING

 TO VIEW FULL PORTFOLIO CLICK ON THE LINK www.behance.net/thembatswai

CREATED USING  ADOBE INDESIGN

WWW.THEMBATSWAI.COM



THANK YOU FOR WATCHING

THANK YOU FOR WATCHING