



FADA Students' designs are gold

A reflection on the 2018 design awards season

-Lindi Jade

As the year hurtles on by, we'd like to pause to reflect on the incredible achievements of our students during 2018. Students in the graphic design department of FADA (the Faculty of Art, Design and Architecture of The University of Johannesburg) are encouraged to enter competitions with their work, even to the point that competition briefs are incorporated into the curriculum.

2018 saw the Faculty's participation in the Assegai awards, Gold Pack and World Star packaging competitions, the Loeries and the Pendoring and AMASA awards. But to say FADA's students participated is an understatement, in every competition, students work returned with awards.

The Assegai awards brief involved creating awareness campaigns for the South African Depression and Anxiety Group (SADAG). Two groups representing UJ, made up of Communication Design and Strategic Communication students, were awarded Gold and Silver respectively.

Azraa Cassim and Larissa Evans were awarded Gold, making it the seventh year in a row that UJ has achieved a Gold award. Their campaign centered around

emphasizing the importance of mental health especially in a high stress environment like university. Amber Albrecht and Megan Shaw won a silver award for their campaign which focused on creating events for social awareness that were supported by social media campaigns.

The 2018 Third year students produced innovative, beautiful and functional packaging that was submitted to the Local student Gold Pack awards and the World Star student awards.

The Gold Pack finalists were Jasmine-Nadine Ramdin, Shanice Ellis, Sean Fulton, Janke Klut, Brian Nonjiji, Ronel Irvine, Azeezah Nakhoda and Samantha Sheldon. Brian Nonjiji received Best in Project Brief Award for his hair grooming kit, Ronel Irvine received Best in Project Brief Award for her bottled water branding and Bronze overall and Shanice-Carrie Ellis was the runner-up in Project Brief Award for her My first cupcake packaging and was awarded Silver overall. The same group of finalists achieved certificate of recognition in the World Star awards with the exception of Ronelle Irving who was placed in one of the top 13 places globally for her bottled water campaign.



Gold Pack Finalist Shanice Ellis's design



Brian Nonjiji's Best in Project Brief design



Finalist Samantha Sheldon's design



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We are proud to announce that UJ had six finalists in the 2018 Loeries competition. Their work produced the Emobility concept, That Awkward moment card game, Ama Kip Kip's brand relaunch, an advertising campaign for Toyota Quantum and the Shap Shap font design. Ronelle Irving, one of the finalists, and her team of strategic communication students produced an advertising campaign for Lion matches which was awarded with Gold, both in the Loeries and the Pendoring awards. The campaign was titled Ignite memories with individual illustrations entitled, Homework by candlelight, Learning to cook with Gogo, Your friend in dark nights and Braai day.

Jamie calf, who was also a finalist in the Loeries, and her team of strategic communication students received a highly commended award from AMASA (Advertising Media Association of South Africa). Jamie's advertising campaign was for Ama kip kip and involved a brand relaunch, new merchandise and detailed illustrations of contemporary Johannesburg locations.

To end our incredible award-winning year, the Third-year and Honours students were privileged to host 27 guest lecturers from within the design industry, many returning alumni. The students were given a realistic picture of the current design industry from inhouse designers and independent design agencies, but most of all, students were given the opportunity to make important connections to assist them after graduation. We can't thank the visiting lecturers enough for taking time out of the schedules to impart wisdom to our students. And to all our award-winning students, we hope to host you in a few years, to share your wisdom with future students.



Jamie Calf



Ronel Irving