

Concept Work Book

Graphic Design 2

Intro to Editorial Layout Design

What is Layout Design ?

Layout design is a fundamental aspect of visual communication, shaping how information is presented and perceived across various media. Whether in print, digital interfaces, advertising, or architecture, effective layout design enhances readability, usability, and aesthetic appeal.

Key Principles of Layout Design

Balance – Equal distribution of elements to create visual stability.

Alignment – Ensures elements are visually connected, improving clarity.

Contrast – Differentiation through size, colour, and typography to enhance focus.

Hierarchy – Organizes content so the most important elements stand out.

White Space (Negative Space) – Provides breathing room to improve readability.

Proximity – Groups related elements together for coherence.

Repetition – Establishes consistency for visual unity.

Grid Systems – A structured approach for arranging elements proportionally.

Rules of Layout Design

Keep It Simple – Avoid clutter and unnecessary elements.

Maintain Consistency – Use a consistent grid, typography, and colour scheme.

Prioritize Readability – Ensure text is legible with appropriate font size and contrast.

Use a Visual Hierarchy – Guide the viewer's eye using size, weight, and placement of elements.

Optimize for User Experience – Consider how users interact with the design.

Adapt for Different Mediums – Ensure the layout works across various formats and devices.

Ensure Alignment and Proportion – Keep elements aligned for a structured and organized look.

Leverage Negative Space – Allow breathing room for elements to enhance clarity.

Follow Design Trends Wisely – Stay updated but prioritize timeless principles.

Test and Iterate – Continuously refine the layout based on feedback and usability testing.

Guidelines for Effective Layout Design

Understand the Audience – Tailor the layout to the target audience's preferences and expectations.

Use a Grid System – Maintain consistency and organization throughout the design.

Choose the Right Typography – Select fonts that are readable and appropriate for the context.

Apply Colour Theory – Use colour strategically to create visual impact and maintain harmony.

Ensure Scalability – Design layouts that can be adapted to different screen sizes and resolutions.

Focus on Accessibility – Make designs inclusive by considering contrast, font size, and assistive technologies.

Keep Visual Flow in Mind – Direct the viewer's eyes naturally through content placement and spacing.

Balance Aesthetics and Functionality – Ensure that the layout is both visually appealing and practical.

Test Across Multiple Devices – Optimize for various screen sizes, resolutions, and mediums.

Stay Open to Feedback – Continuously refine designs based on user testing and industry best practices.

Keep It Simple – The layout is clean and uncluttered, making it easy to navigate.

Prioritise Readability – The typography is legible, with a clear contrast between text and background.

Use of Visual Hierarchy – The title uses large, bold typography in gold with more colour options to draw immediate attention, followed by the subheading and body text in a structured order.

Alignment and Proportion – The text on the left page is well-aligned, and the right page features a strong focal point (portrait) with balanced spacing.

Leverage Negative Space – The right-hand page has minimal elements, allowing the image to stand out and create visual interest.

Principles Applied:

Balance – The composition is balanced between text on the left and an image on the right.

Contrast – The gold (other colour options) typography contrasts with the black text and white background; the black and white elements in the image reinforce contrast.

Hierarchy – The name and profession are highlighted in a larger, more decorative font, followed by a subheading in a smaller yet distinct style.

Proximity – Related information is grouped together, making the content easy to scan.

Repetition – Consistent use of typography and colour enhances the visual unity.

White Space – The spacing around text and the division between image and text create a breathable layout.

Guidelines Implemented:

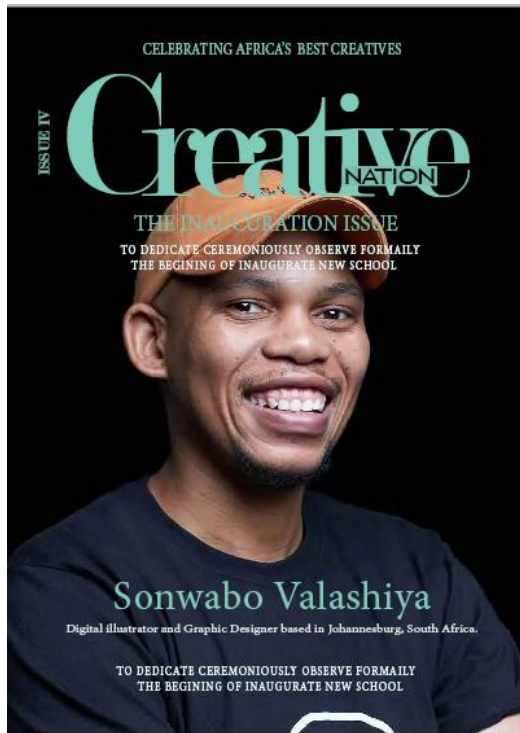
Grid System – The text follows a structured column layout, ensuring readability.

Applying Typography – Different font sizes and styles create a clear distinction between elements.

Focus on Readability – The font choice and size make the text easy to read.

Maintain Consistency – The gold (and other colour options) colour, font choices, and alignment remain uniform throughout.

Use of colour – The gold adds a premium feel, while the black and white elements create a modern contrast.



February 2025

www.bchaest.art/sonwabo

Sonwabo Valashiya

Creates Art

Co-Creator/Illustrator/Motion Designer/Art Director
My aim is to tell stories of where I come from and to influence the word into realizing the true authentic beauty that is Africa

Sonwabo Valashiya is a creative with a background in Graphic Design, based in Johannesburg but originally from the Eastern Cape in a small town called Mthatha. His style explores the life of African aesthetics and celebrates the diversity of our culture and identity as Africans. His art highlights the pride of our people and documenting our history and heritage to preserve our way of living and where we come from. As a freelancer he worked with brands such as Red Bull Music, Fall Apart Festival, Gamaad, Kala Centre Africa, Honey Mende, Hala Tshing, New Tunes Festival, The Lonest HTP and Jewel City to name a few.

Growing up in Mthatha in the Eastern Cape, Sonwabo is a Graphic Designer by profession with a passion for illustration. He completed his studies in Visual Communication at the Tshwane University of Technology. Influenced by his cultural heritage and identity, Sonwabo's work is a celebration of African aesthetics, Afro Futurism and the diversity of African cultures. Sonwabo's participation in the competition was motivated by the intensity of the festival and the amalgamation of various disciplines under a single umbrella. He further articulates that collaboration with the intent of sparking innovation and critical thinking around solutions to pressing socio-economic issues on the continent, a focus of the festival, is of importance to him. Facing the competition announcement ignited his intent to participate in the challenge, "...the three key words that caught my eye were Futuristic, African aesthetics and illustration."

One of Valashiya's striking bodies of work is Little Dabokodoko, which means rock in Tshivenda. This is a series of portraits of prolific African women such as anti-apartheid activist Lilian Ngoyi, singer-songwriter Brenda Fassie and filmmaker Thabane Mofokeng. The series is a tribute to the resilience and creativity of African women. Valashiya's work is currently on a wall in his first creative role, he called it 'The Future of Africa' and it is a tribute to the resilience and creativity of African women. The Fall Apart African Digital Innovation Festival is generated around collaboration, conversation and projects - for Africans by Africans, visualizations of their city and future imagination.

Creative magazine

The "Vibranza forever" salute from the film was the driving force for the visual actualization of Sonwabo's design, taking this symbol as a means of expressing the theme of the festival this year. "This poster also speaks to how Africa is rich in all these "resources" of wealth and how the world feeds off these resources, this notion is also found on Black Panther as they use Vibranium as a "source" to create their weapons and all their inventions but they have to fight to keep their Afro Source Code - (the vibranium) a secret from the world," Sonwabo expresses.

In collaboration with award-winning performer and writer Robyn Vili, Sonwabo co-curated the augmented reality exhibition "ReMember Your Descendants". This project combines illustration, poetry and music to explore the question "If you were an ancestor, what would your descendants call upon you for?" The exhibition premiered at the Fall Apart African Digital Innovation Festival and has been showcased internationally including at the NewTunes Festival in Paris. At music advertising, a creative agency based in Johannesburg, Sonwabo played a pivotal role in embodying the company's core values through art. He designed a mural representing the value of "collaboration", which fuses iconic South African imagery and conveys the spirit of ubuntu, emphasizing the importance of collective unity over individualism. Sonwabo's dedication to portraying African stories and aesthetics through his illustrations has made him a notable figure in the South African art and design community.

Sonwabo's illustrations are characterized by vibrant colors and intricate patterns that reflect African heritage. He draws inspiration from the continent's rich history, diverse cultures, and contemporary movements like Afrofuturism. His work often merges traditional African elements with modern design, striving to preserve and promote African identity. His art has been featured in various exhibitions, including the Design Dabba Emerging Creative showcase and "Inbelle" in Pretoria. These platforms have provided him with opportunities to reach a broader audience and collaborate with other artists.

Art is a visual expression of the soul

Creative energy

Typography Consistency

Both layouts use elegant fonts to maintain a professional and artistic feel.

The name "Sonwabo Valashiya" is prominently displayed in both, reinforcing brand recognition.

Visual Hierarchy & Emphasis

The cover highlights Sonwabo Valashiya as the feature with a large, centered portrait and bold typography.

The spread continues this by structuring the text around a strong headline, leading into body content.

Colour Scheme & Contrast

The cover uses a teal and gold colour palette that aligns with the sophisticated aesthetic of the spread.

The gold typography in the spread matches the premium feel of the cover design.

Photography & Imagery

The cover features a confident, smiling portrait of Sonwabo Valashiya, setting a welcoming tone.

The spread uses a more introspective image of Sonwabo Valashiya, complementing the deeper narrative inside.

Balance & Layout Structure

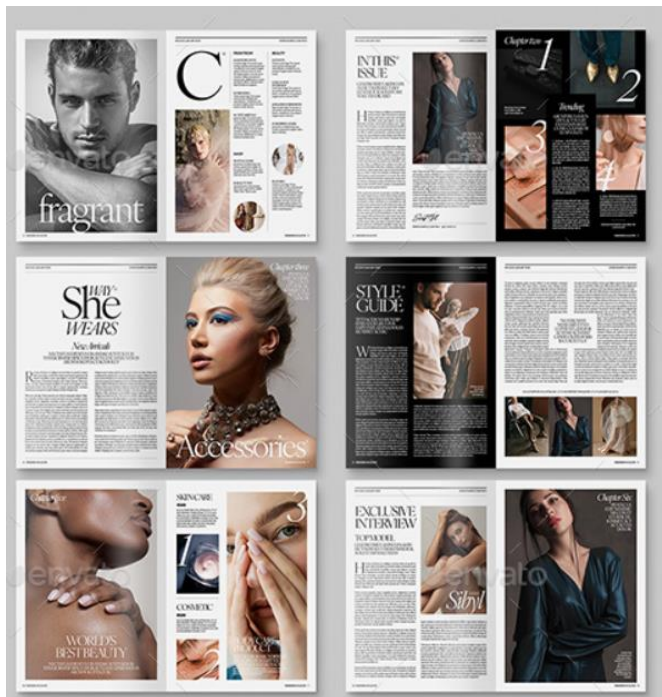
The cover is bold and minimal, drawing the reader in.

The spread provides depth through structured text layout and a professional portrait.

Brand & Thematic Consistency

The tagline on the cover: "Celebrating Africa's Best Creatives" connects with the spread's message of African storytelling.

Reference layout



Concepts

February 2023www.bekasart.africa/sonwabo

Onwabo

Valashiya

Creats Art

Co-Creator/Illustrator/Motion Designer/Art Director

My aim is to tell stories of where I come from and to influence the world into realising the true authentic beauty that is Africa

Sonwabo Valashiya is a creative with a background in Graphic Design, based in Johannesburg but originally from the Eastern Cape in a small town called Teyateyanan. His style explores the life of African societies and celebrates the diversity of our cultures and traditions as Africans. His work highlights the pride of our people and encourages our history and heritage to prosper our way of living and where we come from. As a designer he worked with brands such as Red Bull Music, Red Bull Energy Drink, Gatorade, Nike, Google Africa, Pepsi Africa, Nike Shox, Nike Shox, New Image Festival, The Latest 100 and Joli City to name a few.

Growing up in Teyateyanan in the Eastern Cape, Sonwabo is a Creative Designer by profession with a passion for illustration. He completed his studies in Visual Communication at the University of Johannesburg. Influenced by his cultural heritage and family, Sonwabo's work is a celebration of African aesthetics, African Patterns and the diversity of African culture. Sonwabo's participation in the competition was inspired by the intricacies of the festival and the imagination of various disciplines under a single umbrella. He further stimulates the collaboration with the intent of creating innovation and critical thinking around culture in creating multi-dimensional, inner on the content, a focus of the festival, or of importance to him. Seeing the competition announcement ignited his interest to participate in the challenge. ...and then he would be caught by my eyes were futuristic, African aesthetics and illustrations.

One of Valashiya's long-term work interests is to tell stories of where he is from, such as a small town in the Eastern Cape, which was not such a small town. This is a series of portraits of public African women, which are depicted in a stylized, graphic, and expressive manner. His work is a celebration of African aesthetics, African Patterns and the diversity of African culture. Sonwabo's participation in the competition was inspired by the intricacies of the festival and the imagination of various disciplines under a single umbrella. He further stimulates the collaboration with the intent of creating innovation and critical thinking around culture in creating multi-dimensional, inner on the content, a focus of the festival, or of importance to him. Seeing the competition announcement ignited his interest to participate in the challenge. ...and then he would be caught by my eyes were futuristic, African aesthetics and illustrations.

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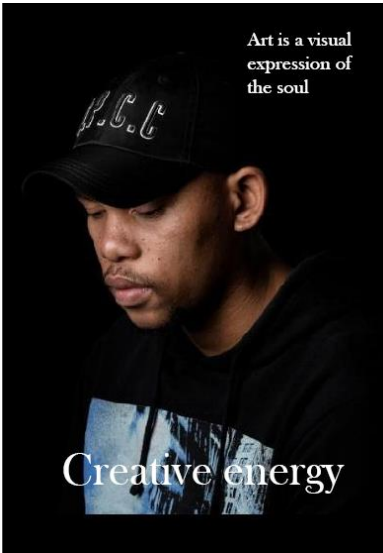
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Creative magazine



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Growing up in Ventnor in the Eastern Cape, Isabelle is a Graphic Designer by profession with a passion for illustration. He completed his studies in Visual Communication at the University of Technology, influenced by his cultural heritage and family. Isabelle went to a school of African artists, and he found the diversity of African culture. He is a multi-talented individual who explores the life of African artists and celebrates the diversity of our culture and heritage. He is a multi-talented individual who explores the life of African artists and celebrates the diversity of our culture and heritage.

One of his passions is to create art that tells the story of Africa. He is a multi-talented individual who explores the life of African artists and celebrates the diversity of our culture and heritage. He is a multi-talented individual who explores the life of African artists and celebrates the diversity of our culture and heritage. He is a multi-talented individual who explores the life of African artists and celebrates the diversity of our culture and heritage.

Creative inspiration

The "Isabelle forever" series from the film was the driving force for the visual realisation of Isabelle's design. Using the series as a source of inspiration, he explored the themes of the film, the story of the world and how the world looks at these moments. He is a multi-talented individual who explores the life of African artists and celebrates the diversity of our culture and heritage. He is a multi-talented individual who explores the life of African artists and celebrates the diversity of our culture and heritage.

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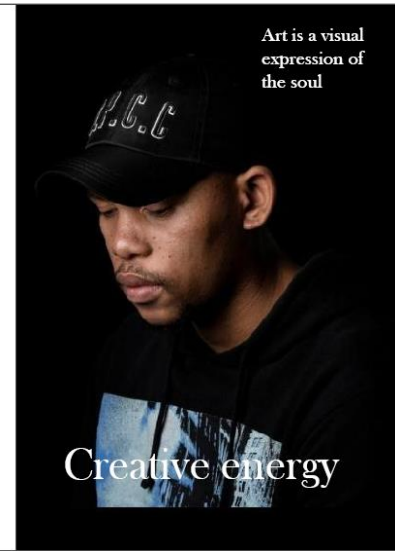
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Creative inspiration



the goal is to create a magazine for you young aspiring artists and to celebrate their work .

Audience – target audience are young artist in the creative industry

Concept & Inspiration – the idea was inspired by the work of Sonwabo Valashiya, I wanted to create a magazine where artists like him could be appreciated and there work could be seen by other artist , and for their work to be exposed to a more wider rang

Design Choices

layouts use elegant serif and sans-serif fonts to maintain a professional and artistic feel.

The name "Sonwabo Valashiya" is prominently displayed in both, reinforcing brand recognition.

The spread uses a gold colour and other colour options that aligns with the cover.

The gold typography in the spread matches the premium feel of the cover design.

Photography & Imagery

The cover features a confident, smiling portrait, setting a welcoming tone.

The spread uses a more introspective image, complementing the deeper narrative inside.

The magazine cover presents Sonwabo Valashiya as a confident, professional, and approachable creative through a bold portrait and refined typography.

The spread deepens the narrative, showcasing his artistic journey and contributions to African design, aligning with his mission to "tell stories of where I come from and influence the world into realizing the true authentic beauty that is Africa."