

PORTFOLIO

GRAPHIC DESIGN PORTFOLIO
ZUZINGCEBO NGIDI

PERSONAL BRANDING

ZUINGCEBO GRAPHIC STUDIO



ZUZINGCEBO GRAPHIC STUDIOS

Our logo design for our graphic design studio is a unique combination of the geometric Z and M letters which represent my first and second name, which I carefully crafted to embody the essence of our brand.



EDITORIAL DESIGN

ENCYCLOPAEDIA OF ANCIENT EGYPT



ENCYCLOPAEDIA OF ANCIENT EGYPT

Is The First Single-Volume Reference Guide To The Remarkable Culture That Flourished On The Banks Of The Nile From The Predynastic Period, 3200 B.C., To The Fall Of The New Kingdom In 1070 B.C.



LABEL DESIGN

AQUA ELITE



AQUA-ELITE

Welcome to the Aqua Elite Sparkling Water concept workbook. This will guide you through the process of creating unique and exclusive label designs for three flavours of Aqua Elite Sparkling Water: Ruby Roman Grapes, Minneola Tangerines, and Sekai Ichi. The label designs should reflect the premium nature of the brand and appeal to a rich and exclusive market. We will explore two design concepts: one with coloured leaves and another with wave-like spikes, each representing the flavour.

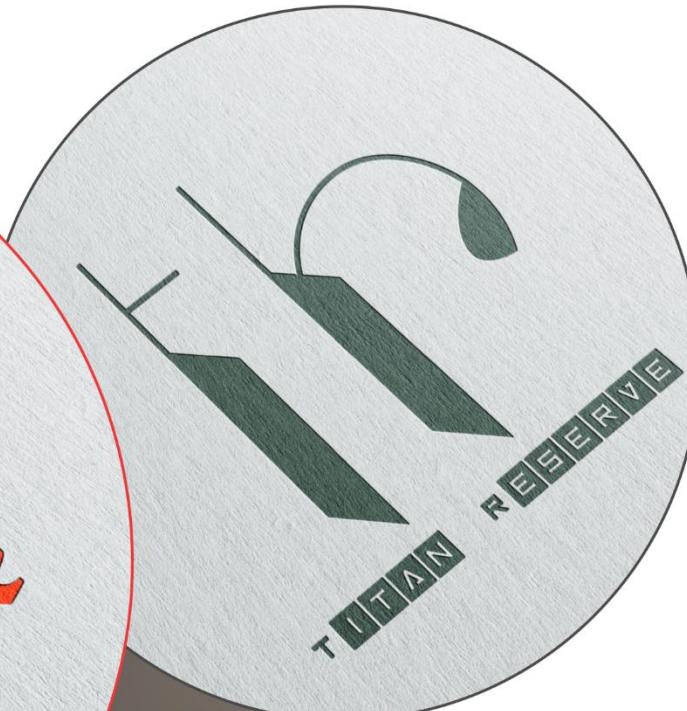
LABEL DESIGN

AQUA ELITE



PACKAGING MATERIAL

SKINCARE RANGE



URBAM ELITE & TITAN RESERVE

The URBAN ELITE and TITAN RESERVE skin care range offers a comprehensive set of products specifically designed for the needs of masculine males with a bold style. From the invigorating Liquid Body Soap Deep Cleanser to the nourishing Hand Cream and indulgent Body Cream, each product is crafted with attention to detail, using high-quality ingredients to deliver exceptional results. The range is a testament to the brand's commitment to providing a luxurious and effective skin care experience that caters to the needs of the modern, style-conscious man.



EDITORIAL DESIGN

SHUTTER SPEED



EDITORIAL DESIGN

SUBCULTURES

HIP HOP AS A SUBCULTURE



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FROM THE STREET CORNER TO THE WORLD STAGE

EXPLORE SIGNIFICANT EVENTS IN HIP HOP HISTORY AND ITS EXPLOSIVE EVOLUTION

WHAT IS HIP HOP?

Hip hop is more than music; it's a cultural movement that incorporates different elements of art. Four foundational elements characterize hip hop culture. The original four pillars of hip hop include DJing/turntablism, MCing/rapping, B-boying/crewing, and visual/graffiti art. These forms of expression have also developed into further subcultures with lasting legacies.

"Rap is something you do; hip hop is something you live." KRS ONE

The intersection of these four elements also generated a cultural revolution that rapidly spread across the globe. The global influence of hip hop culture has shaped music styles, fashion, technology, art, entertainment, language, dance, education, political media, and more. To this day, hip hop continues to be a global phenomenon, establishing new art forms that impact the lives of new and old generations.

HIP HOP CULTURE ORIGINS

Hip hop is a subculture and an art movement that emerged from the Bronx in New York City during the early 1970s. Its development reflected the negative effects of post-industrial decline, cultural discourse, and rapidly changing economy.

Looking back to New York City during this era, we see an economic collapse. The city's economy was falling apart due to the decline of the manufacturing industry and construction of the Cross Bronx Expressway. Much of the white middle class moved to the suburbs to escape the social and economic challenges. The migration shifted demographics and segregated communities.

Conditions worsened in neighborhoods predominantly populated by African-Americans, Puerto Ricans, and Caribbean immigrants. Urban decay also brought rising crime, gang violence, and poverty.

Consequently, businesses closed their doors, causing many economic opportunities and sources of entertainment to evaporate.

As a result, urban youth turned to the streets for recreation and self-expression. The abandoned buildings and parking lots set the stage for block parties. These block parties laid the groundwork for everything associated with early hip hop culture.

DJs and MCs brought the music by setting up mobile "Sound Systems" introduced by Jamaican culture. Sheets of cardboard became dance floors for break-dancers, and brick walls transformed into canvases for graffiti.

Anew era was on the rise fueled by sentiments of anger, hardship, and abandonment. However, the emerging hip hop movement transformed despair and social barriers into numerous creative outlets. It also became an outlet to deal with violence and poverty.

Consequently, businesses closed their doors, causing many economic opportunities and PAGE 2 OF 6

EDITORIAL DESIGN

SUBCULTURES

HIP HOP AS A SUBCULTURE



PAGE 3 OF 6

THE GOLDEN AGE OF HIP HOP

RUN-D.M.C. Hip Hop Group

During the mid 1980s and early 1990s, hip hop spread across the country, in full force, it brought on era that significantly transformed hip hop culture. This new era became known as "the golden age of hip hop." Many characterize this turning point by its explosion of diversity, influence, stylistic innovation, and infectious success.

DJ Kool Herc also introduced the "breakbeat" DJ technique which produced extended funk and club music. However, Kool Herc would play funk, soul and other genres with percussive sections. Using a car of turntables, Kool Herc would play two copies of the same record and then switch between them to extend the percussive section known as the break. Kool Herc named this break beat/juggling style of DJing "The Merry-Go-Round." This breakbeat/tumbolism quickly became influential in the rise of hip hop music, rapping, and breakdancing.

New scenes and different styles of hip hop also emerged from city to city as the culture popularized. However, hip hop music was still mostly experimental. Although, the new generation of hip hop artists continued to refine their craft with various machines and samplers that allowed them to take hip hop music to the next level.

One of the defining characteristics of hip hop's golden age was the heavy use of sampling. No longer laws prohibited most artists from using samples in their songs, so they could sample from a variety of sources without legal trouble. They were capturing samples from various genres ranging from jazz to rock music. However, sampling was not limited to music; RZA of the Wu-Tang Clan sampled sound clips from his collection of 1970s funk films.

HIP HOP PIONEERS

SEVERAL PEOPLE WERE INFLUENTIAL IN CREATING HIP HOP. HOWEVER, THE MOST NOTABLE PIONEERS ARE DJ KOOL HERC, AFRIKA BAMBAATAA, AND GRANDMASTER FLASH.

DJ KOOL HERC

DJ Kool Herc and Coke La Rock

One of the most influential hip hop pioneers was DJ Kool Herc, a Jamaican immigrant regarded as the founding father of hip hop. Kool Herc made history in 1973 when he and his sister hosted the "Back to School Jam" in the recreation room of their Bronx apartment building at 1520 Sedgwick Avenue. This historical party is recognized for launching the hip hop movement.

AFRIKA BAMBAATAA

Afrika Bambaataa

Another influential figure of hip hop to emerge from New York City was Afrika Bambaataa, also known as "The Godfather." Bambaataa was a pioneering DJ and music producer who organized block parties in the Bronx during the late 1970s. He was also a visionary who helped guide the city's youth away from gang life, drugs, and violence. He formed Universal Zulu Nation, a music-oriented organization that encouraged peace and unity through the expressions of hip hop culture. Members introduced urban youth to DJing, breakdancing, rapping, and visual art. Soon after, Bambaataa categorized these forms of expression as the "four elements" of hip hop. To this day, Zulu Nation continues to spread his hip hop culture throughout the world.

GRANDMASTER FLASH

Grandmaster Flash

Grandmaster Flash is another innovative DJ from the Bronx, New York City. He was the first DJ to manipulate records in a breakbeat, forward or counter-clockwise motion. He also invented the "scratching" technique.

In 1982, Afrika Bambaataa and the Soul Sonic Force released "Planet Rock," one of the most influential early hip hop songs. Instead of rapping over funk beats, Bambaataa created an electronic sound by sampling Kraftwerk, and using the cutting, punch phrasing, and scratching.

Grandmaster Flash also organized a group called Grandmaster Flash and the Furious Five in 1978. The group became widely acknowledged as one of the most influential hip hop acts. They developed a unique style by trading off lyrics between four rappers and blending them with Flash's unrivaled DJ skills. Flash would also perform acrobatic DJing skills by manipulating vinyl with his fingers, toes, elbows, and objects.

Grandmaster Flash and the Furious Five had several influential songs. However, their most prominent song was "The Message." This critical hit further solidified rap as a genre and put rappers at the forefront for the first time. The powerful lyrics also detailed the grim realities of life in the ghetto, which was a significant shift from the traditional rhythmic charts of early hip hop.

In 2007, Grandmaster Flash and the Furious Five made history again. The group became the first hip hop act inducted into the Rock and Roll Hall of Fame.

SAMPLING AND COPYRIGHT LAWS

Hip Hop Records

Hip hop heavily used sampling in the early 1980s. Original copyright owners of the music being sampled heard parts of their songs in new rap tracks. They didn't like other artists cashing in on their work and wanted compensation for the use of their music.

After many legal actions, the Government passed several copyright enforcement laws. They required artists to clear all samples in advance to avoid lawsuits. However, clearing samples was expensive, and many record labels could not afford to do all the samples. Hip hop artists, as a whole, never reacted and instead, they would often create their own samples. They would then legally sample. We heard a different sound because producers were no longer sampling commercially released songs. As a result, the music lost much of its jazz and soul influences.

MAINSTREAM INFLUENCES

VETEMENTS

Hip hop music became even more commercial, becoming the top-selling music genre by the late 1990s. Different regional styles also emerged such as West Coast hip hop, gangster rap, Southern rap, rap rock, and various other genres. A new generation of artists emerged, such as N.W.A., Dr. Dre, Tupac Shakur, Snoop Dogg, The Notorious B.I.G., Nas, Jay-Z, and several others. By the end of the decade, hip hop was an integral part of popular music; it even found its way into mainstream pop and electronic music.

CONCLUSION

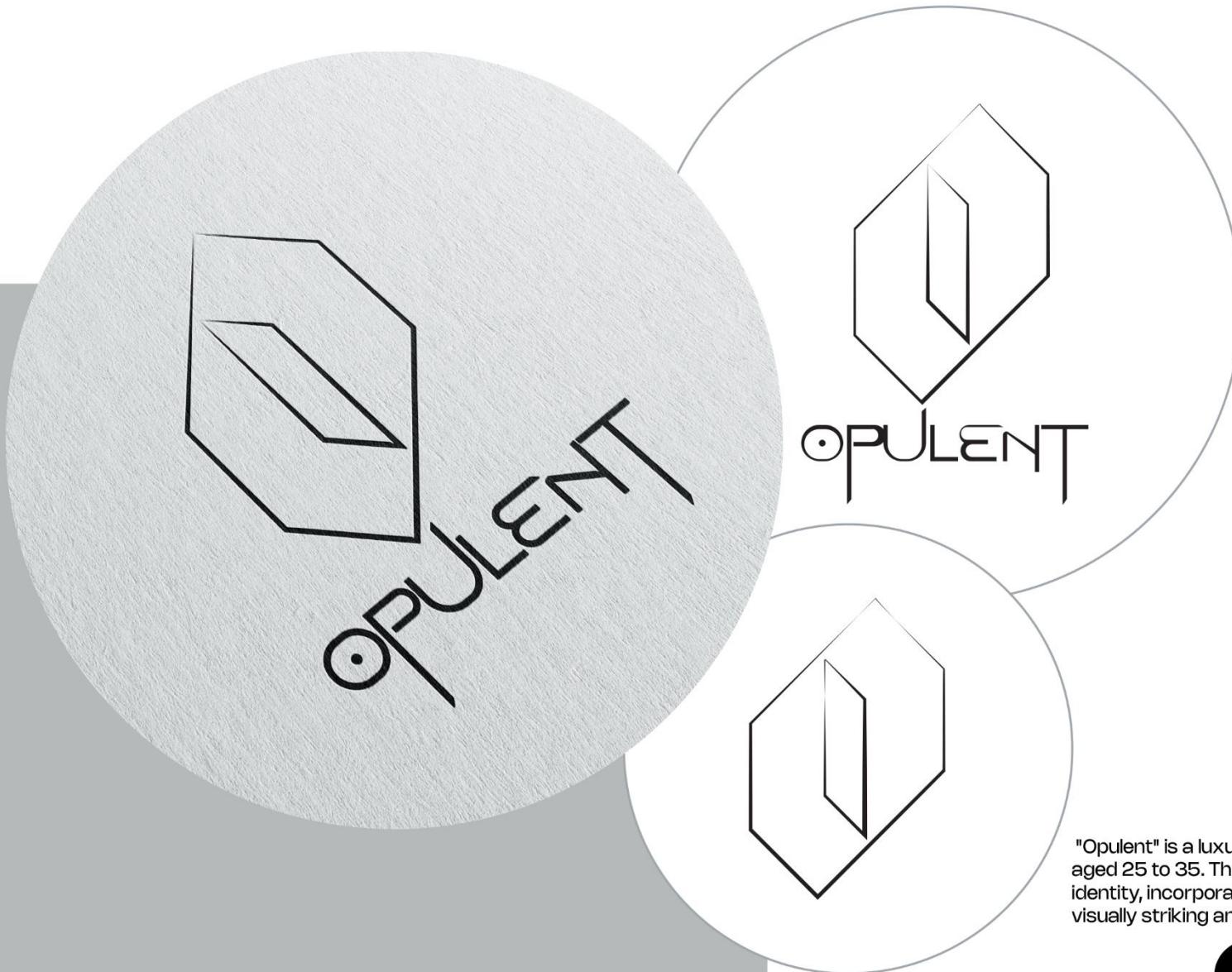
Hip hop history has a fascinating story worth exploring more. This cultural movement has seen considerable change and evolution since its inception in the seventies. What began as a local movement intended to provide a haven for African-American and Puerto Rican youth in New York City, has become a global phenomenon. To this day, hip hop continues to be a dominant force influencing the culture around the world.



PAGE 5 OF 6

LOGO DESIGN

OPULENT FRAGRANCE



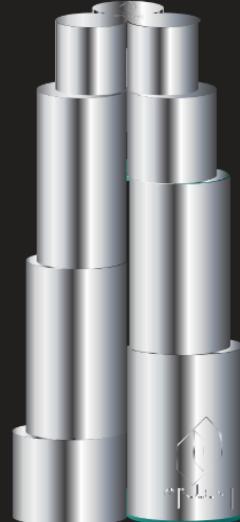
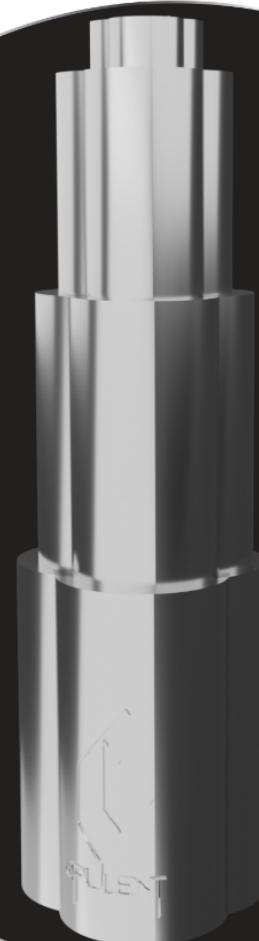
OPULENT FRAGRANCE

"Opulent" is a luxury perfume brand designed for young millionaire males aged 25 to 35. The brand is characterized by a sophisticated and opulent identity, incorporating various design elements and principles to create a visually striking and memorable presence.



BOTTLE DESIGN

OPULENT FRAGRANCE

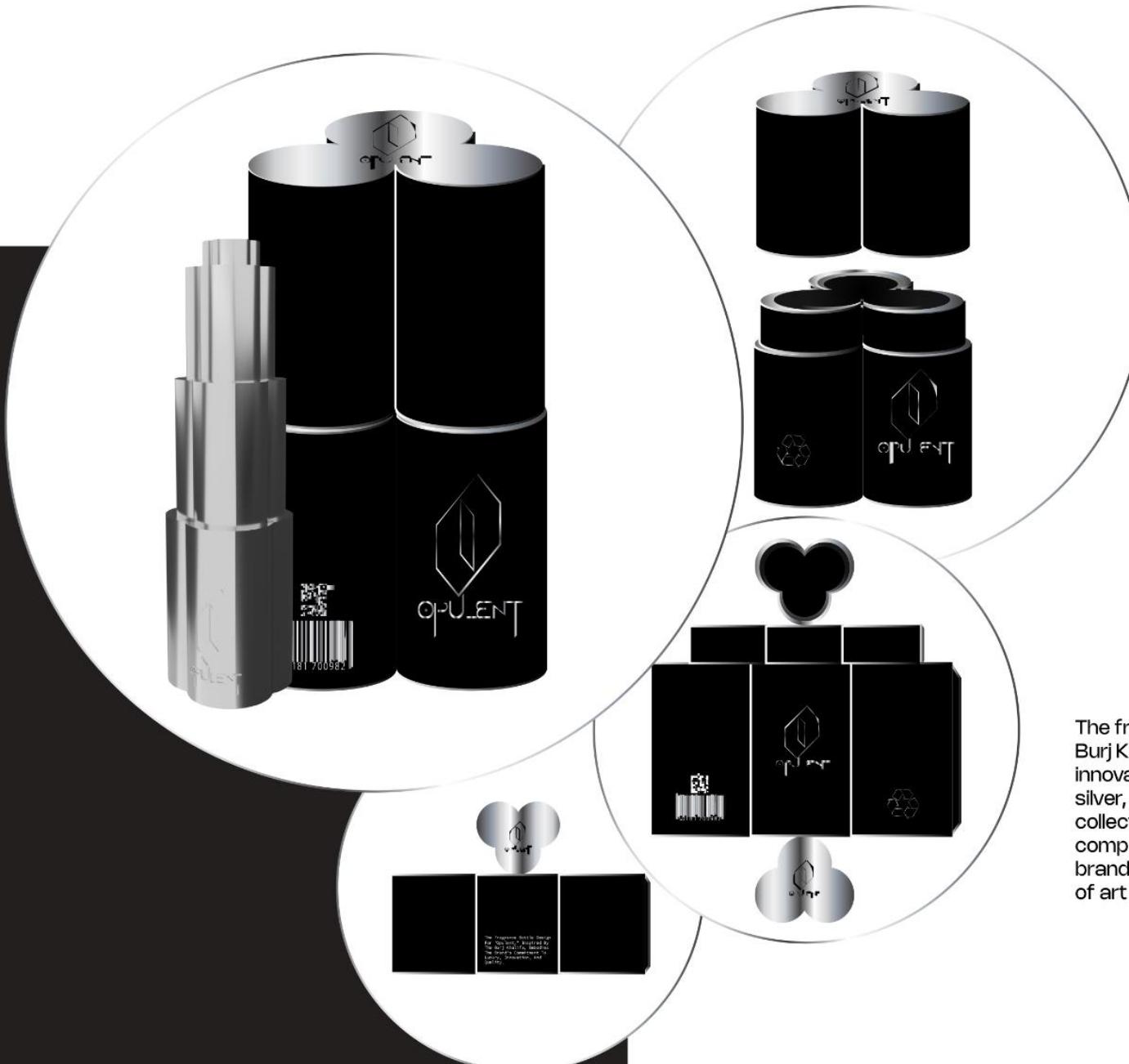


OPULENT FRAGRANCE

The fragrance bottle design for "Opulent," inspired by the Burj Khalifa, embodies the brand's commitment to luxury, innovation, and quality. The rounded shape, use titanium silver, visual and tactile appeal, brand association, and collectible nature of the bottle all contribute to a compelling and distinctive packaging that elevates the brand's image and product experience. It's a true work of art that encapsulates the essence of opulence.

FRAGRANCE PACKAGE

OPULENT FRAGRANCE

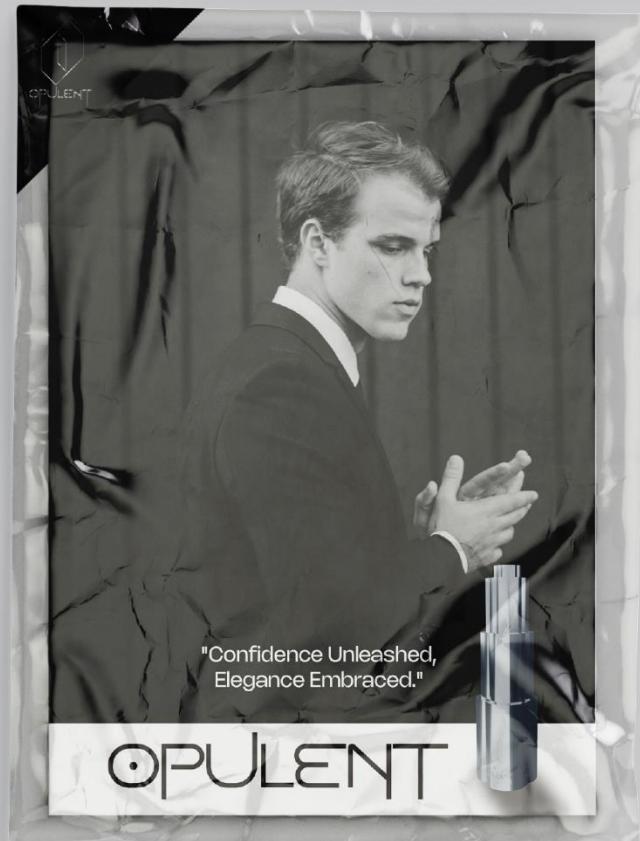


OPULENT FRAGRANCE

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ADVERTISING OBJECTIVE AND STRATEGY

OPULENT FRAGRANCE MAGAZINE COVER



ADVERTISING OBJECTIVE AND STRATEGY

OPULENT FRAGRANCE MAGAZINE COVER



ADVERTISING OBJECTIVE AND STRATEGY

OPULENT FRAGRANCE POSTER



ADVERTISING OBJECTIVE AND STRATEGY

OPULENT FRAGRANCE BANNERS



ADVERTISING OBJECTIVE AND STRATEGY

OPULENT FRAGRANCE BILLBOARDS



DESIGN CAMPAIGN

SYMBOL DEVELOPMENT
LIME DOG PRODUCTIONS



LIME DOG PRODUCTIONS

A FILM AND PRODUCTION COMPANY



DESIGN CAMPAIGN

CORPORATE IDENTITY
LIME DOG PRODUCTIONS



DESIGN CAMPAIGN

CORPORATE IDENTITY
LIME DOG PRODUCTIONS



DESIGN CAMPAIGN

SIGNAGE
LIME DOG PRODUCTIONS



DESIGN CAMPAIGN

BRANDING
LIME DOG PRODUCTIONS



DESIGN CAMPAIGN

BRANDING
LIME DOG PRODUCTIONS



DESIGN CAMPAIGN

BILLBOARD
LIME DOG PRODUCTIONS



DIGITAL PHOTOGRAPHY

PRODUCT PRODUCT



DIGITAL PHOTOGRAPHY

LONG AND SHORT DEPTH OF FIELD



DESIGN CAMPAIGN

LOGO DESIGN

SUNSHINE TOURS



SUN
SHINE
TOURS

SUN SHINE TOURS

SUND SHINE TOURS IS A TOURING COMPANY BASED IN
LIMPOPO



DESIGN CAMPAIGN

CORPORATE IDENTITY SUNSHINE TOURS



DESIGN CAMPAIGN

CORPORATE IDENTITY

SUNSHINE TOURS



DESIGN CAMPAIGN

BRANDING
SUNSHINE TOURS



DESIGN CAMPAIGN

BRANDING
SUNSHINE TOURS



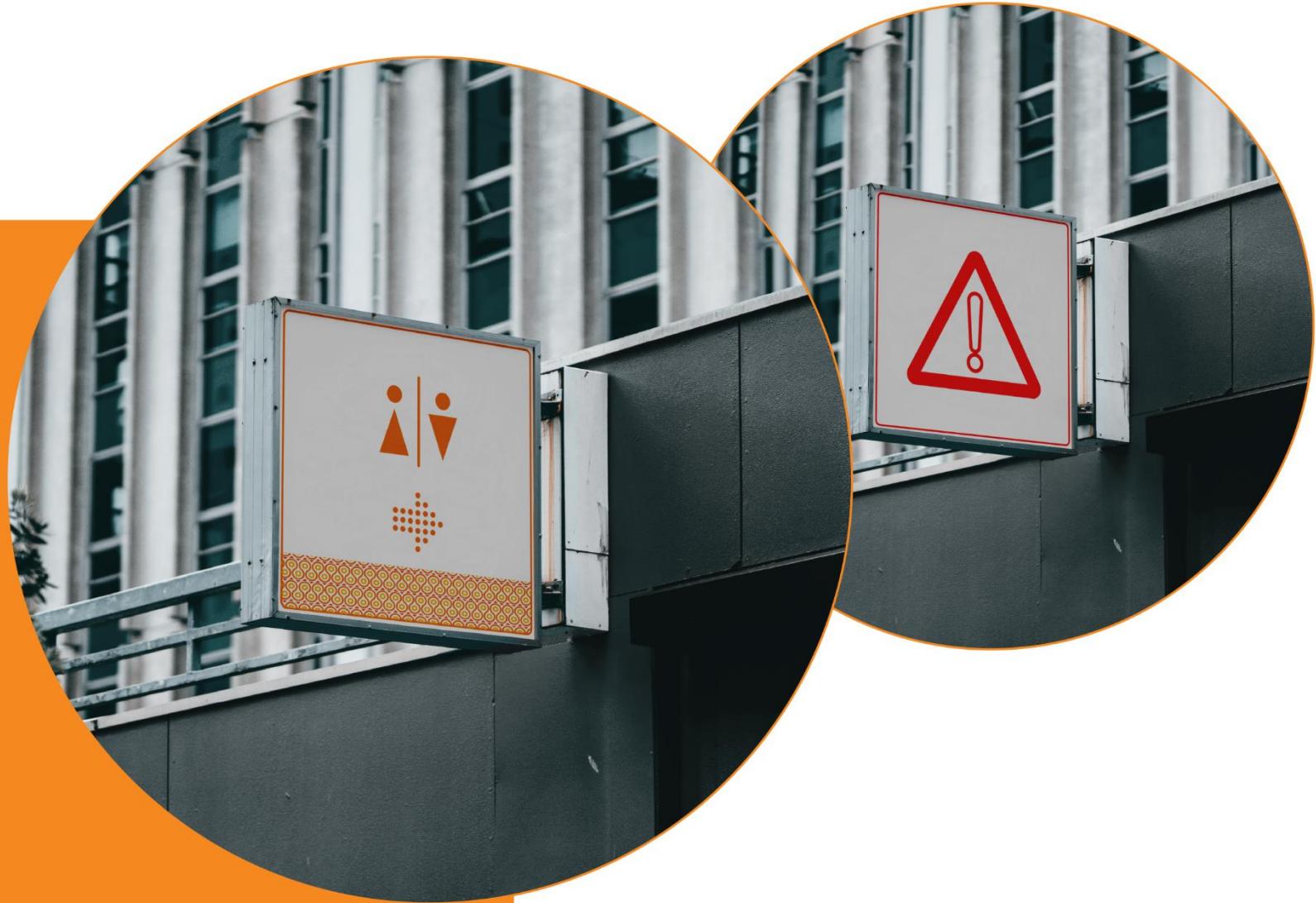
DESIGN CAMPAIGN

SIGNAGE
SUNSHINE TOURS



DESIGN CAMPAIGN

SIGNAGE
SUNSHINE TOURS



DESIGN CAMPAIGN

BILLBOARD & BANNER
SUNSHINE TOURS

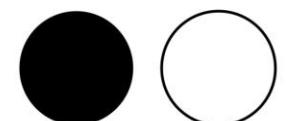


DESIGN CAMPAIGN
LOGO DESIGN
SOPHIATOWN JAZZ FESTIVAL



SOPHIATOWN JAZZ FESTIVAL

SOPHIATOWN JAZZ FESTIVAL, is a 3 day jazz festival



DESIGN CAMPAIGN

TICKETS
SOPHIATOWN JAZZ FESTIVAL



DESIGN CAMPAIGN

POSTER DESIGN
SOPHIATOWN JAZZ FESTIVAL



DESIGN CAMPAIGN

LOGO DESIGN

EZAKITHI SES'ZONKE

AUNTHETIC KASI WEAR



**EZAKITHI
SES'ZONKE**

aunthetic kasi wear



**EZAKITHI
SES'ZONKE**

aunthetic kasi wear



**EZAKITHI
SES'ZONKE**

aunthetic kasi wear

OPULENT FRAGRANCE

EZAKITHI SES'ZONKE clothing brand it's the worlds line, established by young spiritual enterpreneurs with the drive and the vision to bring together the world as one, from the ancestors to an unborn child, national to international's redions & culture all in one love, shared celebration of diversity and love.



DESIGN CAMPAIGN

BILLBOARD

EZAKITHI SEZ'ZONKE
AUNTHETIC KASI WEAR



DESIGN CAMPAIGN

WEBSITE WALKHROUGH DESIGN
EZAKITHI SEZ'ZONKE
AUNTHETIC KASI WEAR



DESIGN CAMPAIGN

WEBSITE WALKTHROUGH DESIGN
EZAKITHI SEZ'ZONKE
AUNTHETIC KASI WEAR

The website features a dark-themed header with a stylized orange and blue logo on the left. Below the logo is a horizontal navigation bar with five items: "HOME", "SHOPING" (which is highlighted with a yellow underline), "ABOUT US", "CONTACTS", and a three-dot menu icon. The main content area displays three products: two green sweatshirts and one black t-shirt. The sweatshirts are labeled "SWEATS" and the t-shirt is labeled "T-SHIRTS". Each product has a small image showing the front view. To the right of the products is a vertical sidebar with four numbered options: 1, 2, 3, and 4.

DESIGN CAMPAIGN

WEBSITE WALKTHROUGH DESIGN

EZAKITHI SEZ'ZONKE

AUNTHETIC KASI WEAR

The screenshot shows a dark-themed website with a navigation bar at the top featuring links for HOME, SHOPING, ABOUT US (which is highlighted with a yellow underline), CONTACTS, and a menu icon. Below the navigation is a large image of a smiling Black man wearing a white hoodie with a colorful graphic on the front. To the right of the image is a block of text about the brand's focus on cultural heritage and diversity. On the far right, there are four numbered sections (1, 2, 3, 4) with horizontal lines, likely representing different parts of the website or campaign. At the bottom center is the main logo for "EZAKITHI SES'ZONKE" in large, bold, yellow and blue letters, with the tagline "aunthentic kasi wear" in a smaller, white sans-serif font.

The brand's focus on embracing the richness of cultural heritage, from the ancestors to the present generation and beyond, resonates with both black and white communities. By acknowledging and honoring the unique histories, traditions, and perspectives of all people, EZAKITHI SES'ZONKE fosters an environment where individuals from diverse backgrounds can come together in mutual respect and understanding.

1

2

3

4

EZAKITHI
SES'ZONKE
aunthentic kasi wear

DESIGN CAMPAIGN

WEBSITE WALKTHROUGH DESIGN

EZAKITHI SEZ'ZONKE

AUNTHETIC KASI WEAR

The screenshot shows a dark-themed website for EZAKITHI SEZ'ZONKE. At the top, there is a horizontal navigation bar with the following items: a stylized logo icon, "HOME", "SHOPING", "ABOUT US", "CONTACTS" (which is highlighted with a yellow underline), and a three-dot menu icon.

Below the navigation bar, there is a large central area with two columns of contact information:

Information Type	Value	Order
Logo		1
Phone Number	066 345 8790	2
Address	624 mandleni street snakepark	3
Email	www.ezakithisezzonke.co.za	4
Instagram Handle	@ezakithisezzonke_sa	1

THE END

GRAPHIC DESIGN PORTFOLIO
ZUZINGCEBO NGIDI



zuzingcebomfundo1158@gmail.com