

Graphic Design & Photography Portfolio for  
**Taonanyasha Kucherera**

## ABOUT ME

I am Taonanyasha Kucherera a passionate Graphic Design Student who is making headway in the design industry after graduating with an Associate Degree in Graphic Design from Limkokwing University, I have just completed my BA Des (Hons) in Professional Design. I am proficient in most of Adobe's softwares, and am a fast learner. I have not limited myself to design but I have also taken time to study photography, Motion graphics and am currently learning 3D modeling in Cinema 4D.

I have volunteered and worked with various NGOs which are listed below and attended various design workshops Such as the Poster4Tomorrow poster design workshop which was held at Limkokwing University in 2014

Volunteering  
Champions for life Botswana  
Tsogang Trust Botswana  
4africa



# CV

Throughout my studies, I have always tried to ensure that the passion and enthusiasm for my work has shone through. I have found that it is through a team that I have achieved my greatest potential.

I have learnt that having a platform to question and further ideas harnesses greater creativity - although realizing creative inspiration doesn't come without its obstacles! Obstacles such as time management and working to tight deadlines are important in any industry, but the foundations and biggest challenges of Design lie in communication.

In all my work, I have relished these challenges and used them to fuel my ambition and maintain my own high standards.

## Competitions

Poster4tomorrow design for Human Rights

## Education and Qualifications

**2016-Date** - B Des (hons) Professional Design , Limkokwing University of Creative Technology , Gaborone ,Botswana

**2012-2015** - Associate Degree in Graphic Design, Limkokwing University of Creative Technology , Gaborone ,Botswana

**2006-2008** - A levels Herentals College , Harare Zimbabwe

## Skills

Creative programs include:

Indesign

Illustrator

Photoshop

Lightroom

Dreamweaver

After Effects

Premiere

Photography using Both Nikon and Canon DSLRs

Flash and Extensive knowledge of both PC and Mac platform

Word, Excel and e-mail applications

Knowledge and interest in contemporary art history and design



## Work Experience

### Sefalana Cash & Carry / Product Photography Team Member - 10/2015-11/2016

I joined Sefalana as a part time product photographer to add on to the team that was doing photography for their online shop, my duties included photography, editing and cataloging the images. The online store is the first retail online store in Botswana and was launched on the 1st of December 2015. The website has gone through a few cosmetic changes during the course of the year and i was retained to assist with the changes while i also pursue my studies and we have since completed the project.

### Khudu Creative Sanctuary / Graphic Design Intern- 02/2015-08/2016

As part of my Coursework as a student at Limkokwing University, i had to do Practical internship. While there i was responsible for the design and photography elements of the company and i was required to cover events such as the Air Botswana Tip-Off Annonymus launch as well as do various designs as requested by my supervisors.

## Extra -Curricular activities

### President of the Limkokwing International Students Association (Botswana) 2016

This is Limkokwing Botswana's association of international students responsible for inducting new international students, handling international students affairs as well as host Events and outreaches within the school. As President my role was to coordinate activities

### Volunteer and Team member of Champions for Life International Skills

Champions For life is an NGO based in Zimbabwe and has activities in Southern Africa for Children Living with HIV and Aids, My Activities with this organisation include design, photography as well as administrative tasks.

## References

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E: wirsuiy@khuduucs.com



# LOGOS



## Logos From Top to Bottom

**Metta Global International:** A mining equipment company based in Gaborone

**Carah Stones:** An Event Planning Company Based In Gaborone Botswana

## Logos From Top to Bottom

**Somkhosi:** An engineering company based in Johannesburg South Africa

**Regina Mundi:** A Private medical Clinic based in Mogoditshane Botswana



# LOGOS



**Woodhall**  
& Company Services



## Logos From Top to Bottom

**Noizy Couzinz:** A car audio installation Company based in Gaborone Botswana

**Trigger Lodge:** A safari Retreat lodge based in the matopo hills region of Zimbabwe

## Logos From Top to Bottom

**Woodhall:** A tile manufacturing company based in Gaborone

**Nchomi Holdings:** A Holding company based in Gaborone Botswana



# CORPORATE IDENTITY



## **Corporate Identity for Pronghorn Communications**

An advertising and Public relations firm based in Gaborone, the brief was to design a logo that incorporates the horns of the pronghorn



# CORPORATE IDENTITY



## Corporate Identity for Digital Agenda Botswana

Digital agenda was a proposed publication to talk about the Digital migration in Botswana and was supposed to take a look at technology from an African Perspective





# PACKAGING



## Packaging design

Rebranding an existing juice box, i chose to rebrand Ama-zing juice boxes to create a more attractive juice box



# PACKAGING



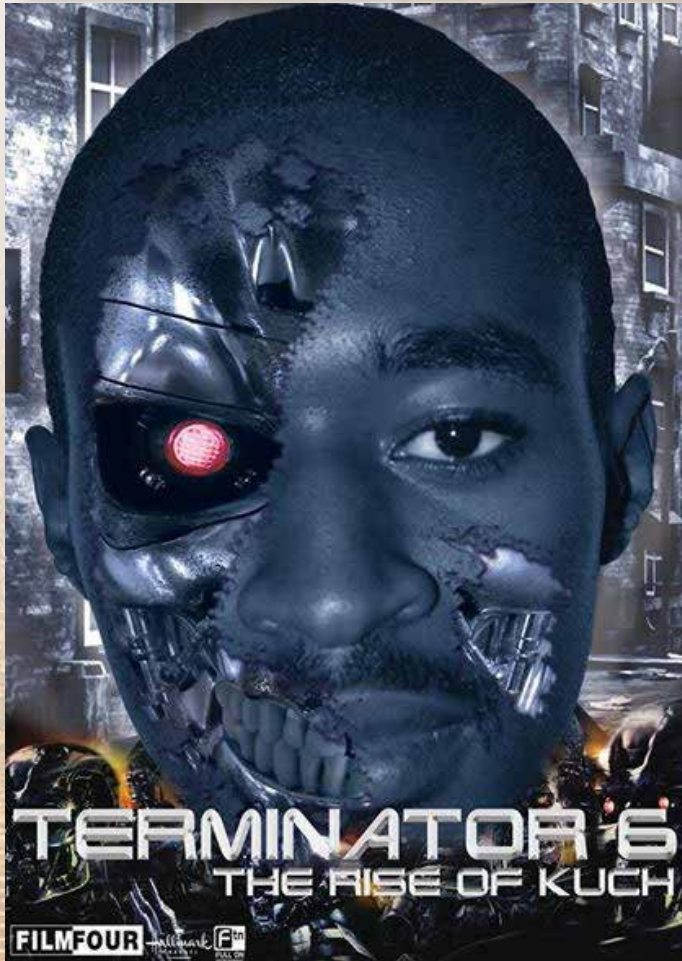
**Graphic Design 3 Assignment**  
Gemere Billboard design

## **Graphic Design 3 Assignment**

Brand the Botswana Traditional drink Gemere and create a packaging as well as an advert for it, I chose Gold and black as the product colours and used The Natural plant life of Botswana in the imagery.



# PHOTO MANIPULATION



## Terminator feel

A manipulation of my face to create a Terminator look and I designed a movie poster from the manipulation



## Face touch ups

I photographed and edited the image to suit its usage on Shamil Corporate 's Website. This image i removed facial blemishes . The left side is the before image while the right is the after



# PHOTO MANIPULATION

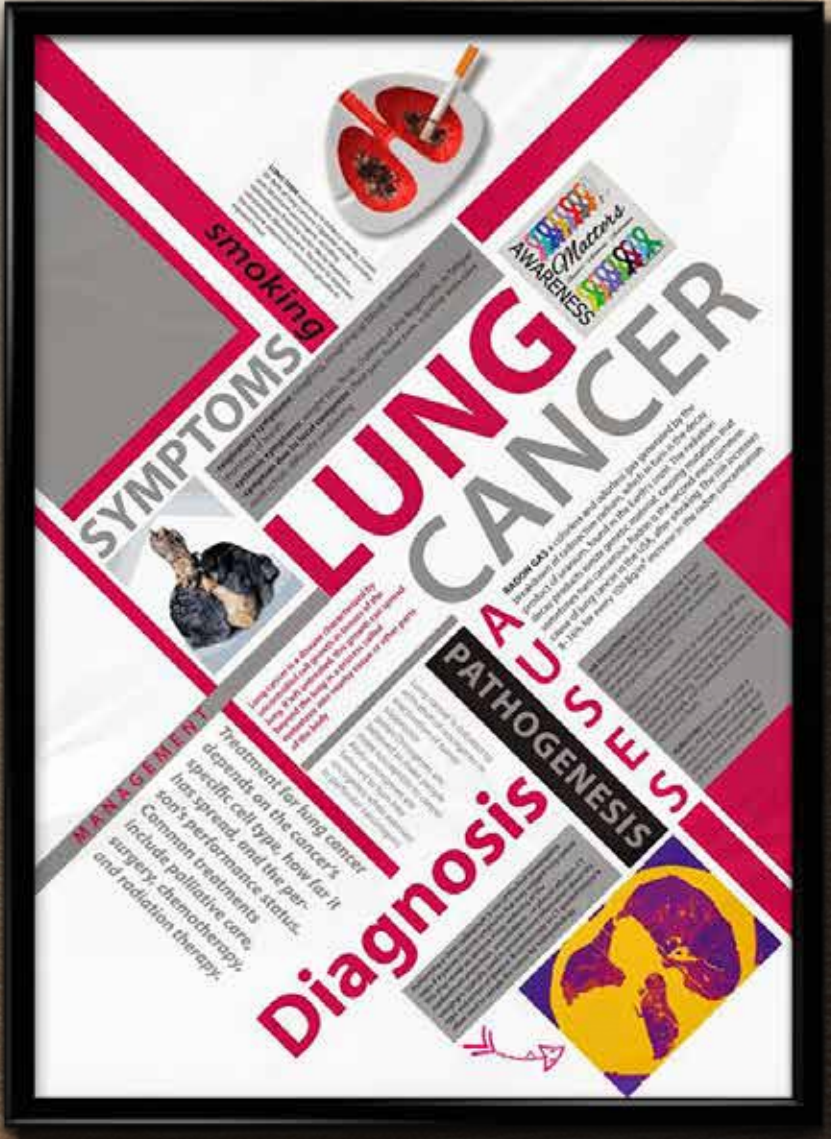


## Photoshop Effects

A personal project exploring usage of effect available in photoshop to create watercolour paintings as well as a creative art piece tha encompasses watercolort painting and sketched looks and feel.



# TYPOGRAPHY



## Typography 2 Assignment

The assignment was to design a typographic poster on a topic of Choice, chose to design one on Lung cancer as i felt the world in general was ignoring this epidemic. I use colours and images that complement each other and get the message across clearly



# PRODUCT PHOTOGRAPHY



## Product Photography for Sefalana's online store

As part of the photography team our task was to photograph, edit and catalogue the 20,000 product lines that Sefalana Cash and carry has in store for use on their online store . [www.sefalanaonline.com](http://www.sefalanaonline.com)



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# WEDDING PHOTOGRAPHY



**Mokgosi Wedding Ramotswa**  
I was tasked with covering the wedding of the Mokgosis in Ramotswa.





# WEDDING PHOTOGRAPHY



**Various weddings**  
A collection of various weddings i have photographed.



# EVENT PHOTOGRAPHY



## PHAKALANE GOLF DAY

I was tasked with covering the NIGHT GOLF EVENT held at Phakalane Golf Resort



# PORTRAITS AND OTHER



# PUBLICATION DESIGN



## CRASA HUMAN RESOURCES FORUM PROGRAMME

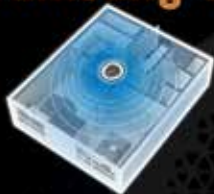
I designed a programme from the Communications Regulatory Authority of Southern Africa's Human Resources forum that was held in Dar -es-Salam, Tanzania



# PUBLICATION DESIGN



## Samsung 360 Ceiling Cassette



Seamless Coverage Of Air Flow



Magnificent Design That Touches Emotion

Over the years Climate Control has gained vast experience in the HVAC industry, in the SADC Region. We have been in the market for a little over a decade and have completed projects in Botswana and Zambia. Over the years Climate Control has introduced a number of innovative products such as the Samsung Triangle Inverter, Digital Variable multi (DVM), Hideaways and the Samsung Boracay to mention just a few.

Climate Control and Samsung are proud to introduce a new innovative product to the HVAC Botswana market, THE SAMSUNG 360 CEILING CASSETTE.

The Samsung 360 ceiling Cassette is an ultimate form of cassette unit that provides a pleasant experience of air conditioning. Focused on origin of function Samsung developed an optimal device that meets function and aesthetic desire.

Available Now From Climate Control  
# INNOVATIVE HVAC SOLUTIONS



Contact us on:  
Tel: 267 3903509  
Fax: 267 3900467

Visit us at:  
Plot 8778/4, Tshupa Road  
Broadhurst Industrial  
Gaborone

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360 CASSETTE  
BLADELESS

The New Samsung 360

Even air flow zone

**NOW IN STOCK!!**

**LEADERS ACT AND FOLLOWERS TALK.**

CLIMATE CONTROL are leaders in the HVAC industry in Botswana and the Southern African Region. We have brought innovations such as the Samsung Boracay High Wall Split Air Conditioners, the Samsung 4 Way Split Air Conditioner and now we have brought you the Samsung 360 Cassette Type Air conditioner. All the units are energy efficient and are good for the environment.

Not only do we supply and install energy efficient air conditioners, we have a state of the art duct manufacturing plant that is the only unit in Botswana that does spiral ducting and runs the CNC cutting machine ensuring that we can handle any job large or small. Whatever your HVAC needs we have you covered, give us a call and put us to the test.

**Samsung Boracay**

**Samsung 4 way Split**

For more information please contact us on  
**t. 3903509**  
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Follow us on  
f Climate Control  
@climatecontrolZ

The New Samsung 360

**NOW IN STOCK!!**

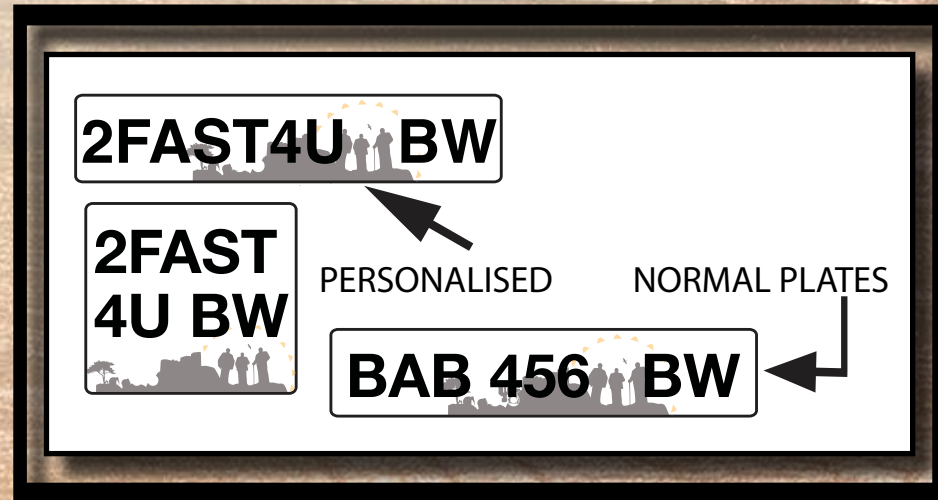
The world's first truly Circular Cassette with an innovative 360 degree airflow ensures optimal air conditioning which eliminates deadzones. It's full circle design allows it to be placed beautifully in any setting.

For more information please contact us on  
**t. 3903509**  
**e. info@climatecontrol.co.bw**  
**w. www.climatecontrol.co.bw**

**Climate Control adverts**  
I designed adverts for Climate control showcasing the new products as well as the existing products, the adverts were published in Mmegi and the Cheshire Foundation annual magazine



# BRAND BOTSWANA

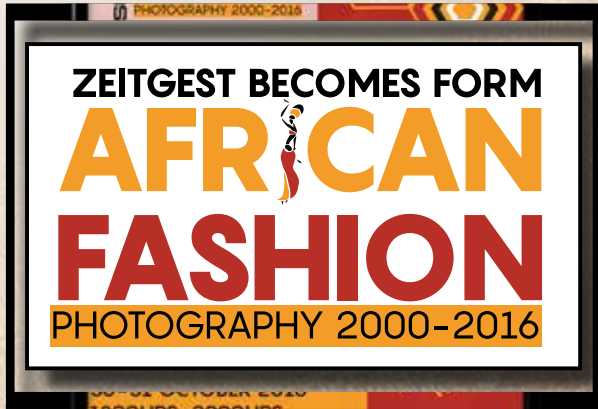


## Brand Botswana

A graphic design assignment to Brand Botswana, i looked at the things that made botswana great which are the people, the sun, development and tourism and used those as elements in my logo



# Zeitgest



**Zeitgest Becomes Form**  
A graphic design assignment to Promote an African Fashion exhibition



# PERSONAL BRANDING



Others have seen what is  
and asked why.....  
I have seen what could  
be and asked why not??

simplicity.innovation.excellence

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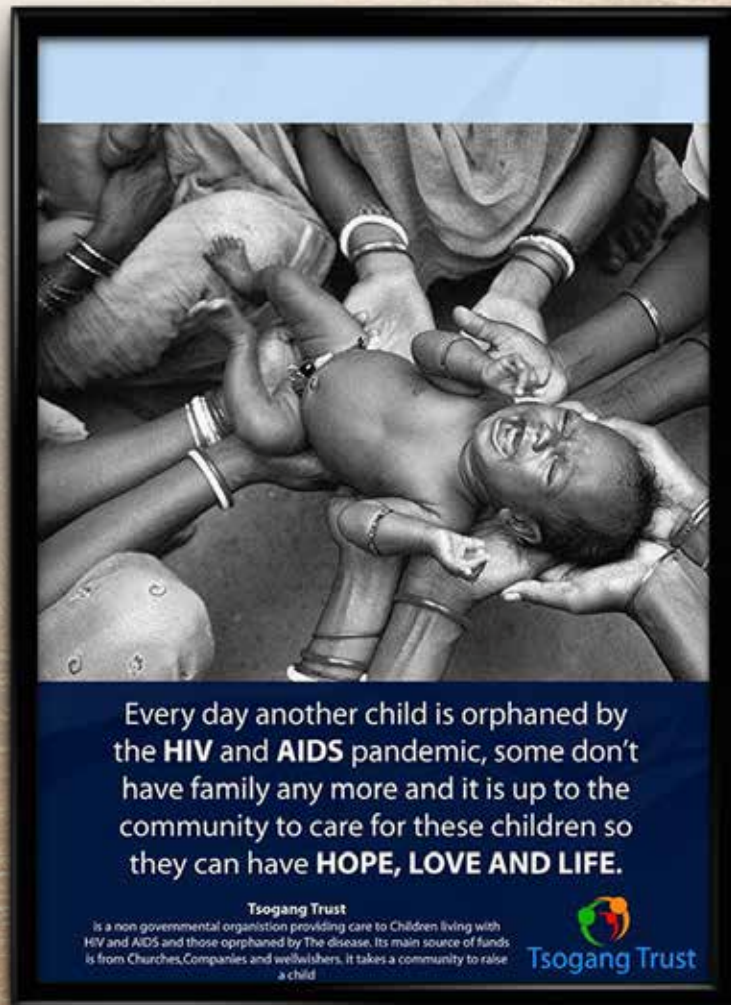
## Personal Branding

A personal branding exercise, I looked at the elements that make me the designer i am and utilised the skills to create my brand





# POSTERS



## Poster for Tsogang Trust

A poster outlining the plight of children affected by HIV and AIDS in Africa



## Poster for Tomorrow Submission

A different look at the gender equality argument, where men are the victims.





## Taonanyasha Kucherera

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