



ourcapability

DIGITAL AND PRINT MEDIA SPECIALIST.

kiponggraphicdesigners

www.kipongcreative.com





Avoid choosing risky options. *This is the creative field, there's so much out there. Everybody can do it. The software you know, it's pirated daily. Yes, everybody has the software. Everybody can create a logo, everybody can do a website. Computer makes them become overnight professionals. Because we value your business we wouldn't let you go down that path.*

“

“We're creative thinkers, and that is the most important ingredient in that passion for what we do that make us different”.

”

Graphic Design for Business Communication.

Graphic Design is all around us! Words and pictures – the building blocks of graphic design. Those are the elements that carry the majority of the contents in both the digital and the printed world. As graphic design becomes more visible and prevalent in our lives, graphic design as a practice becomes more important in our culture.

We say that good design meets three criteria: **beauty**, **simplicity**, and **clarity**. In business, certainly, your graphics must be beautiful. Often viewer's response to your business is formed in a few moments by what he or she first sees. If your message is complex, you use design to simplify it. If an idea is too difficult to understand, you use design to clarify it. **The best design is all three: beautiful, simple, and clear.**

“

“We're creative thinkers, and that is the most important ingredient in that passion, for what we do”.

”



JOHN KIPONG
Creative Director

We value our client's business.

Most people value time and don't choose the best option required for their design and printing needs. They chose the least risky option sacrificing value and quality to save costs. As consulting designers, we're mindful of our client's needs. Our strength and experience lie in design for print and electronic media. **In print media**, we specialize in corporate communication literature, i.e. annual reports for the government and private sector, training manuals, brochures, corporate plans, billboards, and logos. **In electronic media**, we consult in digital video and editing, and web design and development. That makes us your one-stop graphic design and print management specialist you can trust and rely on to deliver your next project - on time and within budget. And for convenience, we'll deliver the finished product right to your doorstep.



“

As consulting designers, we choose the best option for you, the client.

”

overview



www.kipongcreative.com



value&trust

you can rely on.

value, skills and

experience built over 30 years in the creative arts industry.

The reason why nobody has the same vision we have.

Yes! we're creative thinkers. Not everybody has that same – well, nobody has the same vision and experience we have. We banked up on our creativity and simplicity translated into our work. With knowledge and skills gained through a 4-year scholarship studying at the **National Arts School (1988)** right through to the University of Papua New Guinea (**Faculty of Creative Arts, 1989–1991**) including a short stint of vocational training overseas in **Fiji (creative photography), Iceland (artwork & prepress), Australia (web & database design), and New Zealand (internet internship)** that combines with 30 years of design practice and experience has equipped us to deliver your project with confidence. It was a privilege to have acquired knowledge and skills that are necessary to our profession. With this wealth of experience, I have gained an insight into the overseas trend in **visual communication art and design** within the creative arts industry, which alone is beneficial to my work. What's more, could I ask for? Our overseas exposure to working on clients' job assignments on-site with printing companies in *Singapore* and *Australia*, together with our collaboration with former BBC Writers in *Port Moresby* and *London* collectively with book production specialists on-site in *Iceland* had enhanced our skill level and creative knowledge in book-design, planning, and production. *Accumulating all these has broadened our perspective into how we see, think, and execute our creative work every day, no matter how big or small... with patience and diligence.*

“

During the course of my formal employment in advertising industry including my private design practice, 29 years of experience I was Art Director and Creative Director for the following corporate accounts; Shell PNG, Mobil Oil, Coca-Cola, Pepsi, PNG Motors, Kenmore Group of Companies, Telikom PNG, Posts PNG, Pacific Mobile Communication-Cellnet, Tiare Internet Gateway, PNG Tourism Promotion Authority (TPA), Ok Tedi Mining, National Statistical Office (NSO), National Provident Fund, PNG Law & Justice Sector Program, PNG Eco-Forestry Forum and WNB Provincial Administration.

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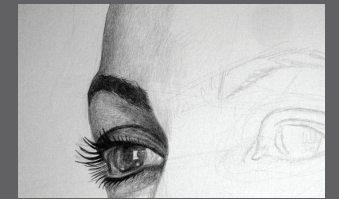
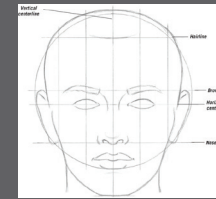
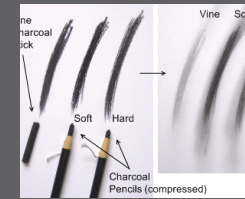
overview

the foundation of my creativity.



Final year graphic design and photography assignment, 1991 | Photography & Lightings, Self-portrait.

I was privileged to be offered a 1-year National Scholarship (1988) by the Office of Higher Education to study visual arts at the *National Arts School of Papua New Guinea. It was a one-year fully paid Scholarship by the National Government. This opportunity offered by the Government has enabled me to establish a solid foundation in the development of my creativity and visual awareness hence acquiring skills that cultivate the foundation of my creativity through this one-year Visual Arts Foundation Studies at the National Arts School.



VISUAL ARTS FOUNDATION STUDIES NATIONAL ARTS SCHOOL | 1988

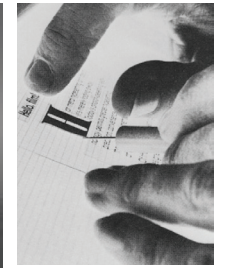
The studies in the foundation of the visual arts at National Arts School gratefully enabled me to develop my visual awareness skills that focused on drawing skills – both in ‘still and life’ settings environment which are fundamental requirements in pursuing further studies in ‘visual communication arts’, thus one developed and become competent professional artists and designers. *Upon successfully completing my visual arts foundation studies by end of 1988 I was granted a further 3-year National Scholarship to study Graphic Design and Photography at the Faculty of Creative Arts (FCA), University of Papua New Guinea from 1989-1991 and graduated as one of the pioneer students under UPNG (37th Graduation, March 1992).*

**Now the Faculty of Creative Arts, UPNG*

foundation



Sets of conventional tools of graphic design learned and used at design school before 'computer age' used for solving design and photography assignments & projects.



GRAPHIC DESIGN & PHOTOGRAPHY
FACULTY OF CREATIVE ARTS
UPNG | 1989-1991

the creative mind developed over 3 years at design school.

The discipline of graphic design is about problem-solving. Throughout the course of studies, besides theory, students were given a wide range of design problems to solve either as an individual or in team collaboration on how to explore and investigate visual representation through a range of image-making techniques; understanding basic principles of working and using photographs, illustrations and typography to solve design problems in a given situation. *The introduction of computer technology in the early 90's catalyzed PNG's creative arts industry growth to a new level. We're proud to be part of these changes along the way from 1992 up to the present.*

foundation

www.kipongcreative.com

graphic design for business marketing

Communication **ART** and **DESIGN**

DIGITAL and PRINT media

Specialist

creative arts industry

digital fine artist

print

Our Capability: We possessed excellent skills in problem-solving in graphic design; execution of creative briefs and concept development from 'Thumbnail' sketches to 'final comprehensive' artwork production both for print and electronic Media. We will complete the task, from the conceptual stage to the final delivery of finished products to the clients.

We possessed hands-on skills with in-depth knowledge and experience in graphic design software (our digital tools) and a thorough understanding of pre-press and printing processes necessary for the management and implementation of clients' projects.

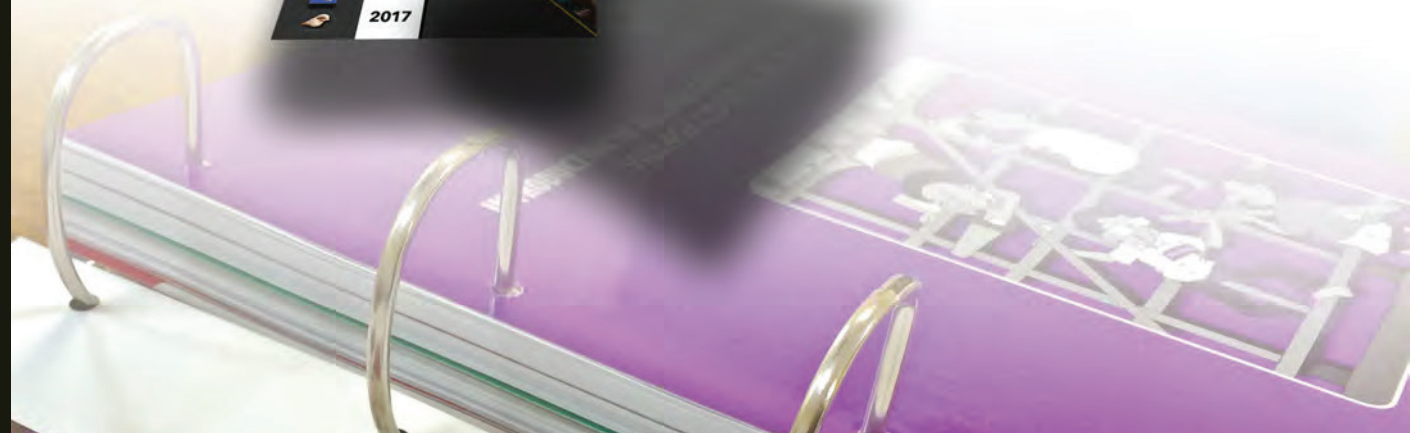
What we can do for you. We'll design, we'll manage your printing, and we'll deliver the finished product directly to your doorstep. Browse through this brochure to see what we could do for you. Feel free to call or email us at: kipongjohn@gmail.com

13 | capability

DESIGN PRINT

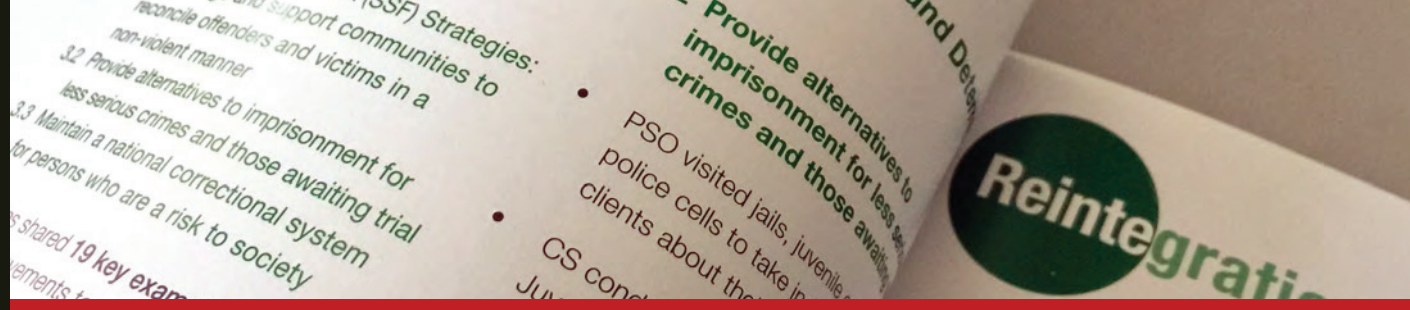


CORPORATE
REPORT & MANUAL
DESIGN



the proven ability of our strength.

With diligent and great patience achieved through perseverance, and tight client Job deadlines we adapt to, we confidently assure you to “have peace of mind when you’re with us.” Yes! we pay attention right down to the smallest detail. The choice of typefaces, fonts, styles, type size and leading (space between each line of type), color, photos or illustrations, and the overall harmony in the composition of design elements on the page are important factors in communicating the client’s message in printed media to its intended audience. The design element consisting of colors, type, photographs, illustrations, tables and graphs, etc that you see as finished-printed work on blank white pages are carefully thought out. We allow the use of white spaces as part of the design for greater legibility to achieve the required outcome expected by the client. **Typography, Color, and Design – Our strength.**



our creative & technical capability.

John Kipong is an experienced creative director in PRINT DESIGN specialising in annual reports, corporate & training manual design and production, newsletters and brochures, corporate plan design, billboard & display ads, including other general publication, and philatelic design (postal stamps). In the digital media world we provide creative direction for digital video shooting and editing.

- Excellent knowledge of Apple MAC OS, Hardwares & Network
- Well versed with Design and Layout Application programs in a 'Creative Environment' - Adobe Creative Clouds (CC) and Microsoft Office for MAC OS
- 30 years Professional Experience in Graphic Design and Advertising industry.
- Hands-on experienced with latest in design and web development software used for creative execution of design ideas and artwork production
- A thorough understanding of the knowledge, skills with experience in graphic design, advertising design, digital illustration and photography - the necessary set of skills required for in 'problem solving'. Can apply knowledge and process skills to new situations with confidence with high degree of competence.
- Can analyse and evaluate data, graphics and other form of information relevant to 'visual communications'.
- A Good understanding of the internet - knowledge and skills in website designing and development technology such as html, xml, CSS and Dynamic Website development (Database) ASP, Coldfusion and PHP.
- General understanding in PC computer's Windows OS working environment.



typography, colour and design our strength.

Typography, color, and design have formed the basis of our strengths. With diligent and great patience mastered through perseverance and tight client (job) deadlines, we confidently assure you to “have ‘peace of mind when you’re with us.” Yes! We pay attention right down to the smallest detail. The choice of typefaces, fonts, styles, type size and leading (space between each line of type), color, and the overall harmony in the layout design on a page/spread, are very important factors in communicating the client’s message to its intended audience. The pages might include photographs or illustrations, in doing so, we allow lots of white spaces around as part of the design for greater legibility to achieve the required outcome expected by the client. *Typography, Color, and Design - Our strength.*



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the capability we displayed through our portfolio.

portfolio



2013 annual

performance report.

national government | australian aid

portfolio



village courts officials course
training manuals.

national government | australian aid

portfolio



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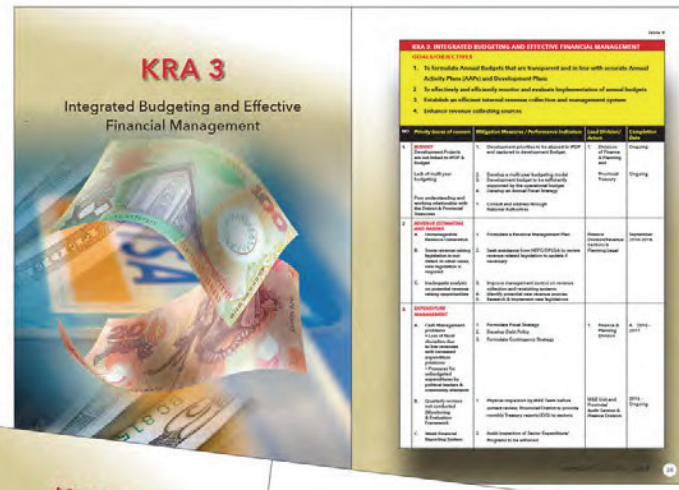
international school
magazine.
education sector

portfolio




2016-2018 wnb provincial
corporate plan.
 provincial government

portfolio



INTRODUCTION TO THE 2ND WNBPP



It is my greatest pleasure to present the second West New Britain Provincial Development Plan (WNBPP) to you. This plan is a result of the process that we have undertaken to develop the WNBPP. The process was a consultative one, involving the participation of all stakeholders in the province. The WNBPP is a blueprint for the development of West New Britain over the next five years. It is a plan that is based on the provincial government's vision of a prosperous, equitable, and sustainable West New Britain. The WNBPP is a plan that is based on the provincial government's vision of a prosperous, equitable, and sustainable West New Britain. The WNBPP is a plan that is based on the provincial government's vision of a prosperous, equitable, and sustainable West New Britain.

THE 2ND WNBPP

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WEST NEW BRITAIN PROVINCIAL GOVERNMENT

2017 TO 2022 PDP

REACHING THE UNREACHED, TOUCHING THE UNTOUCHED

2017 2018 2019 2020 2021 2022

2017-2022 Integrated provincial development plan.

provincial government

PART 3: RURAL DEVELOPMENT, DEVELOPMENT STRATEGIES AND KEY SECTOR INITIATIVES

INTRODUCTION

Like the WNBPP, we have been fortunate to have a strong and capable team of staff and officials who have worked hard to ensure that the WNBPP is a plan that is based on the provincial government's vision of a prosperous, equitable, and sustainable West New Britain. The WNBPP is a plan that is based on the provincial government's vision of a prosperous, equitable, and sustainable West New Britain.

1. Self-Employing Programs
2. Extension of Services which includes basic health care
3. Rural Electrification using Renewable Energy
4. Accessible Health Services
5. Basic Facilities for Road and Highway Linking Water
6. Strengthening Infrastructure like Roads, Bridges, Waterways, Jetties and Airports
7. Strengthening Communication and Information Systems
8. Strengthening Communication and Information Systems
9. Strengthening Communication and Information Systems
10. Strengthening Communication and Information Systems
11. Strengthening Communication and Information Systems

PART 3: PROGRAM DEVELOPMENT, DEVELOPMENT STRATEGIES AND KEY SECTOR INITIATIVES

3.1 EDUCATION

GOAL: Increase standard of education to provide quality education for everyone which include basic level college concept.

OBJECTIVE: Increase enrolment of primary school children into secondary and 80 percent of secondary school entering tertiary schools.

STRATEGIES:

- STRATEGY 1: Strengthening Governance in Education Systems Throughout the Province through an Effective Administration and Planning of Educational Services in the Province.**
- STRATEGY 2: Ensure a Sustainable Procurement and Distribution of Curriculum Materials.**
- STRATEGY 3: Ensure Quality School Inspections, Supervision and Monitoring.**
- STRATEGY 4: Ensure Quality Teacher to Service and Training.**
- STRATEGY 5: Establishing New and Strengthening Existing Educational Institutions in the Province.**

3.2 EDUCATION

STRATEGY 1: Strengthen Partnership and Coordination with Partner Development.

STRATEGY 2: Basic Education Concept.

STRATEGY 3: Basic Education Concept.

3.3 INFRASTRUCTURE

3.3.1 Transport Infrastructure

GOAL: Establish a transportation network that links all of West New Britain and use transport infrastructure enhance and accelerated economic development in West New Britain.

OBJECTIVES: Strengthening infrastructure like waterways, jetties and airports to enhance economic, social and environmental development in West New Britain.

STRATEGIES:

- STRATEGY 1: Strengthen Governance and Performance Processes.**
- STRATEGY 2: Maintain existing Provincial Roads and expand New Britain Highway to extend the New Britain Highway to Cape Gloucester LGA, Milne Bay Province.**
- STRATEGY 3: Maintain existing wharves and jetties.**
- STRATEGY 4: Maintain existing airports and jetties.**
- STRATEGY 5: Maintain existing airports and jetties.**
- STRATEGY 6: Maintain existing airports and jetties.**

Priority Task	Year	2017	2018	2019	2020	2021	2022
Maintain existing Provincial Roads and expand New Britain Highway to extend the New Britain Highway to Cape Gloucester LGA, Milne Bay Province.	2017	1000	1000	1000	1000	1000	1000
Maintain existing wharves and jetties.	2017	1000	1000	1000	1000	1000	1000
Maintain existing airports and jetties.	2017	1000	1000	1000	1000	1000	1000

portfolio

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png ecoforestry forum
newsletters.

ngo

portfolio



“preliminary” and “final figures” 2000 census.

national government

portfolio



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tourism & communication sector

magazine ads.

government & private

portfolio



logo design.

portfolio



PNGPOP
PAPUA NEW GUINEA PALM OIL PLATFORM

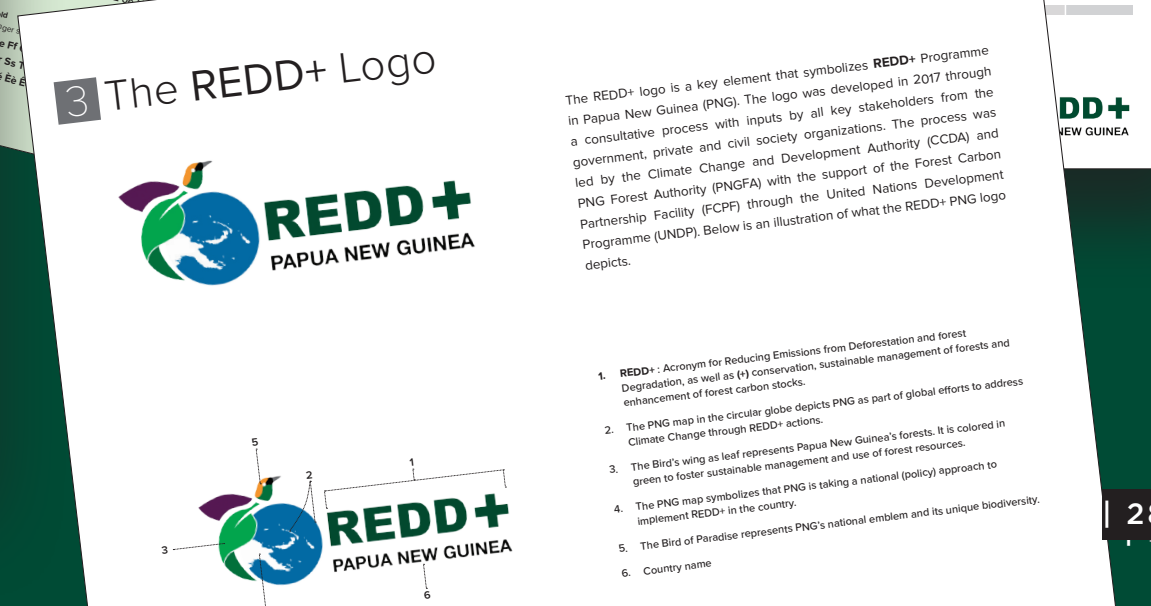
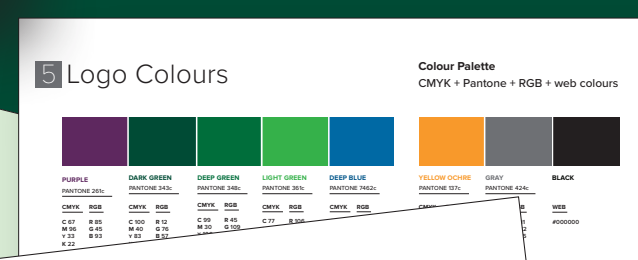
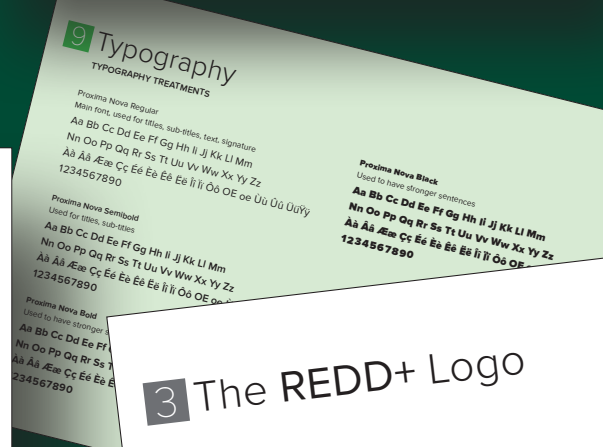
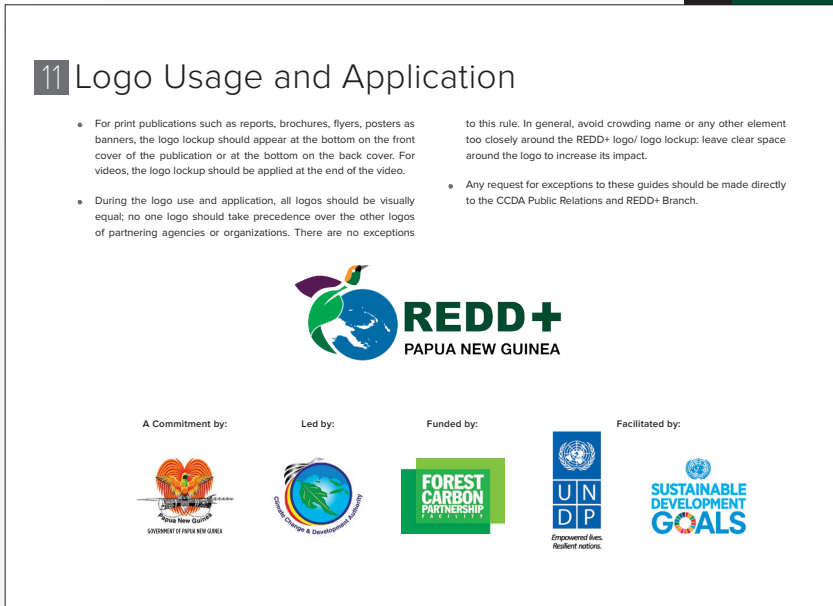


consultwest
LIMITED



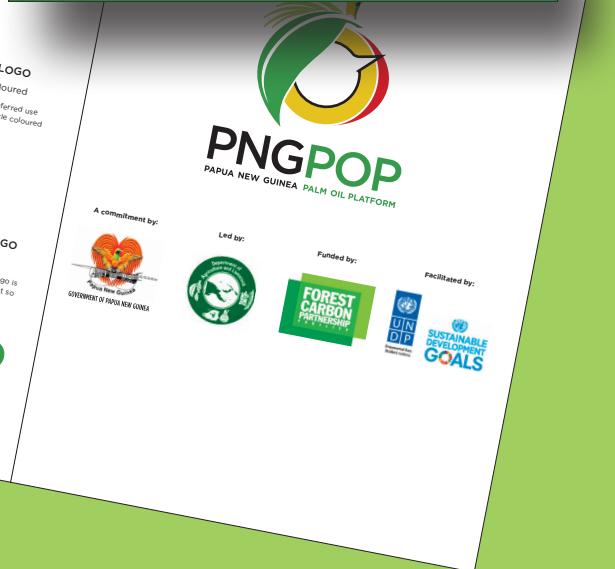
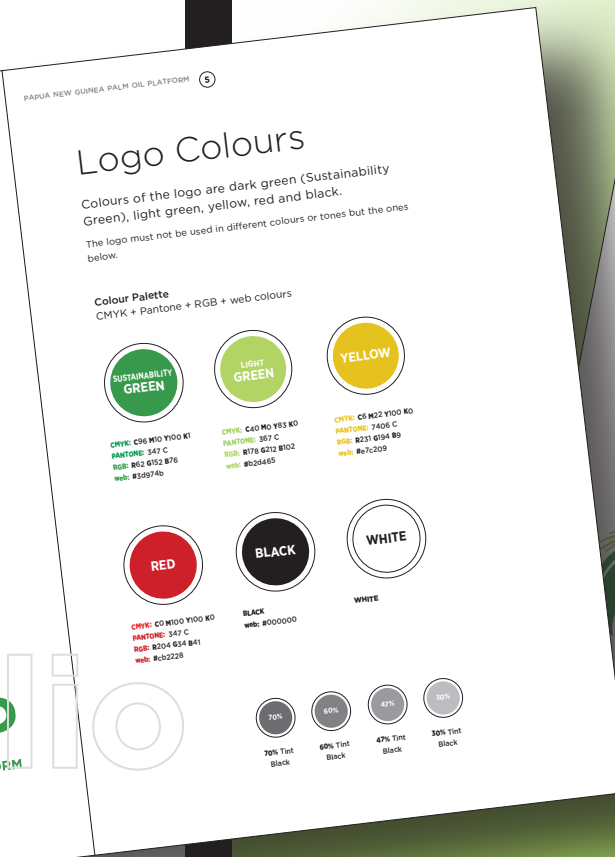
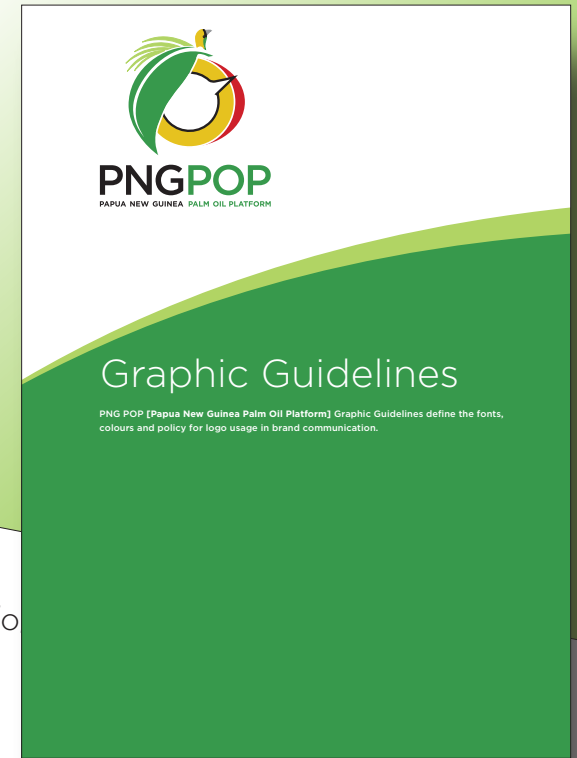
“REDD+” – guidelines design brand guidelines.

national government + UNDP



PNGPOP - logo + guidelines design graphic guidelines.

national government + UNDP



Our Latest Work.



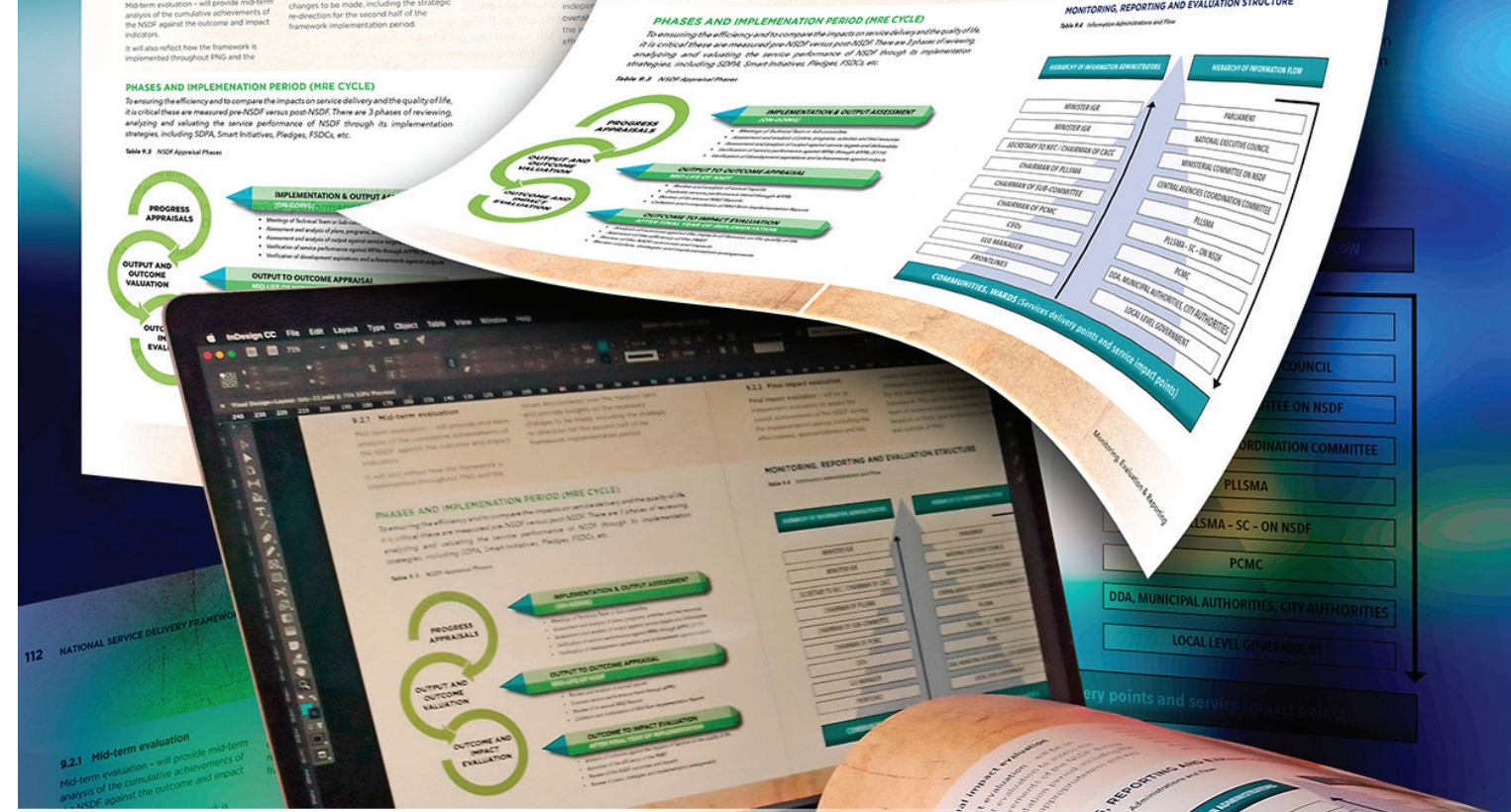
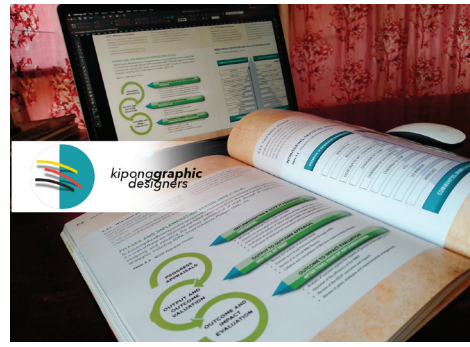
kiponggraphic
designers



National Service Delivery Framework (NSDF)

Client:
Department of Provincial and Local Government Affairs (DPLGA)

and
Department of National Planning & Monitoring.



kipongraphic designers



PNG CENSUS 2020 Branding

The Office of Census Director required that the Census 2020 project corporate image and branding be created and therefore must be maintained and well managed professionally to reflect the importance of this national event. To achieve a successful outcome in its media and publicity component for the general information and awareness campaign with official Census 2020 theme song was produced, both on print and electronic media right throughout the project duration, inclusive of its final reporting back to the National Government and other stakeholders.

The Office of the Census Director also proposed that a lead consulting designer must be available at all times (or when required) to take control of all creativity, design, and branding management of the Census 2020 project image and also to work alongside the Census Media & Publicity Team, thus providing all creative and technical directions that are required and also to oversee all 'Service Providers' engage under media and publicity materials production contract.

Based on the above reasons, Kipong Graphic Designers (John Kipong) signed a formal contract of engagement with the Census 2020 Project Director and the National Statistical Office, and as a result of that, successfully implement the project it was tasked to do for the Official Launch Night held on 17 August 2019.



Census 2020 Theme Song "Census Unity Song"

Completed and Delivered. Officially launched by Prime Minister on 17th August 2019.



Patti Potts Doi, Census 2020 Publicity and Brand Ambassador displaying the Caps and Executive Polo Shirts.



CENSUS 2020 UNITY SONG

Verse 1
From the Coast to the Highlands
Different Cultures, Different Languages
Different races different colours
United, united as ONE.

For years and years we, we have been living together
Through the good times through the hard times
Now is the time to come together
Now is the time to make a change.

OOH AAH: OUNH, LALONAI BAWARAI (Bantu language)

Chorus 1
PAPUA NEW GUINEA (Census 2020)
EMU KANITEI BELONG YUWE
CENSUS: IMAS KAUNTEM YUWE BAIU
PAPUA NEW GUINEA (Census 2020)
EMU SAM BONG CENSUS BAIU
BELONG MUMU GUTU LA PLAKINGIN
PAPUA NEW GUINEA
WE COUNTING
CENSUS: IMAS KAUNTEM OI GETA

Download Video Download Song Download Lyrics

“Be counted! No one left behind.”

Minister for National Planning, Hon Richard Maru, has announced that the date has been set for the 5th National Population and Housing Census.

The National Executive Council (NEC) in its Special Meeting No. 07/2019 held on 10 April 2019, approved for the National Statistical Office to conduct the 5th National Population and Housing Census with Sunday 12th of July 2020 as the Census Date (Reference Night).

The Population and Housing Census besides the national elections is one of the most important national events in the calendar of the country conducted every ten years. Since 1980, four (4) full Censuses have been taken; 1980 Census, 1990 Census, 2000 Census and 2011 Census.

What is a Census?
It is a large exercise carried out by Government of a nation to count every person, both citizens and non-citizens in a given country/territory.

Why is the Census needed now?
A census is needed now because the information from the last census in 2011 has been used by the Government to plan for development and proper allocation of resources for roads, bridges, airports, schools and health, etc.

Who is counted?
Everyone living in PNG and that of the household on the REFERENCE NIGHT which is Sunday the 12th of July 2020 will be counted.

What is the aim of the 2020 Census?
To count every person, both citizens and non-citizens living in reference to Census Night.

How often does PNG conduct its Census?
Different countries have different time periods to do their census. For PNG the census is conducted every ten (10) years.

How is this census different from the past?
The census will involve the use of information technologies such as GIS, Smart, Single Earth in mapping, the use of tablets in the counting exercise to reduce or appropriate application including data security. The use of information technology will further improve the quality and accuracy, efficiency and timeliness in collection, processing and dissemination of census data. This is the first time with current international best practices.

What Power do interviewers have to collect information from people?
The Statistical Services Act 1982 (SSA 1982) governs the collection of census data. All interviewers will be empowered by the Statistical Services Act through the Census Director who gives the responsibility to the Census Director for the Government of Papua New Guinea.

Will the information collected be kept as private/secret?
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Who are the main users of census information?
The main users of the information on the National Government, Provincial and Local Level Governments. Decisions are made about the distribution of funds and resources in Local Level Government and early stage information collection to the census.

Who coordinates Census operations in PNG?
The NEC is mandated entity to coordinate the census of the National Government and the main users of the Census Information to conduct the census. The information collected will show more power greater services and planning that will help Provincial and District planning for development in these areas.

How is the Census organized?
The Census Commission is at the NEC in Port Moresby. The NSO will work very closely with all the provincial Departments/Authorities who are the main users of the Census Information to conduct the census. The information collected will show more power greater services and planning that will help Provincial and District planning for development in these areas.

Where information will not be used for:
Election rolls
Statistical purposes
Culling and data for customary land
Any religious beliefs or
Giving personal information to the banks or public.

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“Be counted! No one left behind.”

Census 2020 Papua New Guinea National Population & Housing Census

“Be counted! No one left behind.”

UNFPA

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“Be counted! No one left behind.”

Census 2020 Papua New Guinea National Population & Housing Census

“Be counted! No one left behind.”

UNFPA

Cost indications and factors.

COST FACTORS

Below are factors we took into considerations when estimating our creativity and design costs for graphic design services rendered. The cost variation (see right column) depend very much on these factors. These include:

1. **Complexity of design:** *A complicated design will be more difficult for designers to make, i.e. if the design consists of many tables and graphs to be re-created, Photoshop retouching for colour correction on dull and pixelated photos to improve clarity, the number of revisions or changes made by Client etc, so will cost more.*
2. **Deadline:** *If designers are under a tight deadline to finished a certain project, we will generally charge a higher rate because of the time pressure involved.*
3. **How long it takes to complete:** *The time it takes a graphic designer to do a particular job should also be taken into account. Generally, the more complex a design is, the more time it will take to complete.*
4. **Skill level of graphic designer:** *Naturally, a graphic designer with a higher level of skills and wider experience will charge more than someone who's just starting out.*

Base on the above factors, every project is carefully assessed individually and an accurate estimate (Quotation) is provided to client for approval before any work is undertaken.

[Note: We're also flexible on a fixed-rate fee arrangement per job if client prefer instead of hourly rate].

Our 'Terms and Conditions' is available upon request.

costs menu applied to different tasks perform under process steps in design.

We outlined below the design *process steps* and the amount of work involved in performing each task within the steps in both print and electronic media. We based our professional fees on a hourly rate and *price range* as indicated below according to "cost indications and factors" (see left column).

1. ESTABLISHMENT

Client Meeting

- Client Meeting on Project's Brief
- Project Direction with time-frame established by Client

2. CREATIVE ELEMENTS

Concept Development: Design, Typography and Colour

Concept Development

- Client's project brief analysis
- A 'creative brief' is then established by Designer base on outcome from the meeting.
- Creative brief on Client's design requirements (problem) is then examine methodically and in detail, typically in order to explain and interpret best design option available ('brainstorm') and within 'budget' and given time-frame
- Research for 'design appreciation' to determined local context and its application

Design Development

- Determining Grid (column) structure for design
- Grid structure for designing of the layout is established
- Design theme is established base on layout as determined by grid structure
- Background elements are also to be considered if appropriate to the design overall look
- Considerations to photographs, illustrations, tables or graphs required for by client in the design is established in the grid structure of the layout.

Typography

- Choice of fonts
- Selected fonts develop with relevant typeface and applied to the design (copy fitting).

Colours

- Colour theme considerations on design, layout and typography
- Appropriate colour theme is selected for design to portray appropriate mood in given message.

3. TECHNICAL ELEMENTS

Design and Layout

Typography Design

- Copy fitting and type design into established grid
- Adjustment to fit layout design

Layout Design

- Adjustment to layout design
- Photos, illustrations, tables or graphs, etc are inserted into layout as required within the design in the grid system to maintain consistency in the design

Logo, Graphics, Tables, Charts or Diagrams Construction or Reconstruction

- Tables/charts re-construction (if required) for clarity and consistency
- Colour theme application

Photo-design, Manipulation and Retouching in 'Photoshop'

- High resolution photo design, manipulation and retouching in Adobe Photoshop
- Photographs enhancement for clarity and output in Postscript form for reproduction
- Final Photoshop (PSD) artwork exported in different file format (pdf, eps, tiff or png) as required for high-quality large-format print out-put and offset printing or other reproduction
- Photographs or graphics formatted into 'Postscript' file format (eps, .pdf, .tiff) for import and placement into the layout.

4. CLIENT PRESENTATION

Design Visuals (drafts)

Presentation of working draft design Visuals to Client

- High resolution visuals Drafts in PDF file format presented to client for comment
- Client return draft visuals to Designer with 'comments' for amendments

5. AMENDMENTS

Amendments (changes) made to the design or artwork by Client

Amendments made on artwork

- Designer made 'changes' (it could be minor or even major changes) to the design or artwork depending on client's comments and notes
- Designer re-submitted to Client amended drafts for further review
- Final draft design returned to Designer for 'final artwork' preparations

6. ARTWORK PRODUCTION

Final Comprehensive Artwork Preparation

Final Print-Ready Artwork

- Designer compiling all required 'digital' artwork files prior to printing and production
- Final "Print-ready" PDF artwork files (the document layout) submitted to printer via 'online upload' or files copied and transferred on CD disc or Flash Drive.

7. DESIGN, CLIENT AND PRINTING MANAGEMENT

Print Management, Design and Client Consultation

Design and Printing Management | Revisions | Reporting & Feedback

- Client Ongoing Contact, Revisions, Reporting and Feedback Sessions
- Documentation & Liaising with External Supplier
- Communications (emails, telephone calls, etc).

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and factors



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ELECTRONIC AND PRINT MEDIA

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