ourcapability

DIGITAL AND PRINT MEDIA SPECIALIST.

kiponggraphicdesigners

www.kipongcreative.com

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.***

JOHN KIPONG
Creative Director

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

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.*

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.***

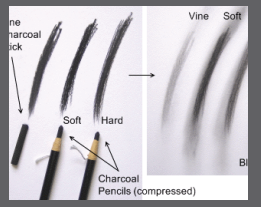
"

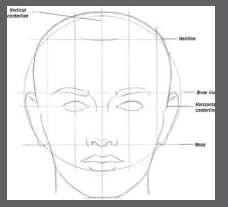
During the course of my formal employment in advertising industry including my private design practice, 29 years of experience I was Art Director and Creative Director for the following corporate accounts; **Shell PNG, Mobil Oil, Coca-Cola, Pepsi, PNG Motors, Kenmore Group of Companies, Telikom PNG, 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.**

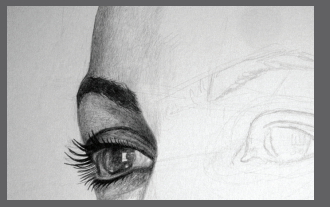
"

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.







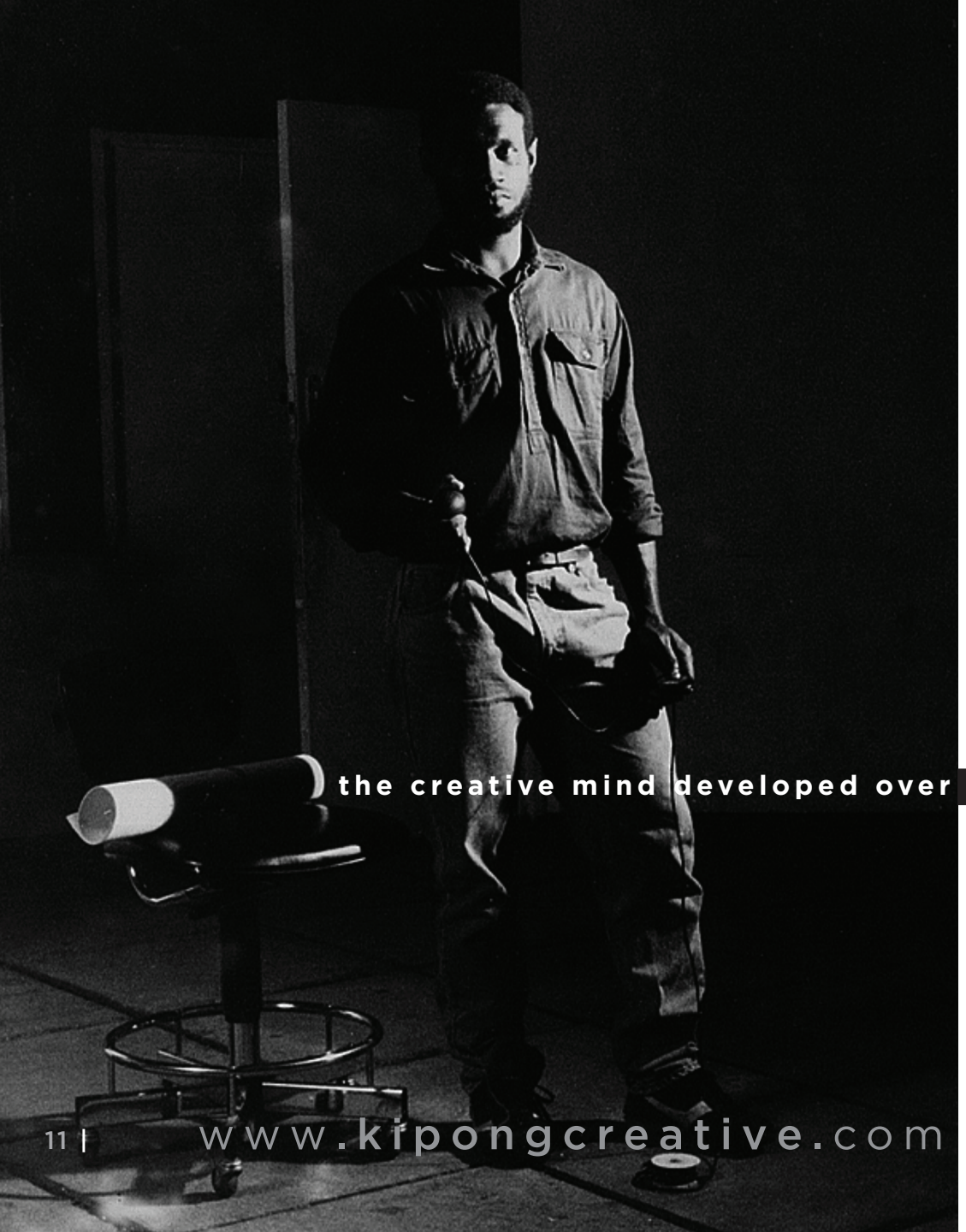
VISUAL ARTS FOUNDATION STUDIES

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).*

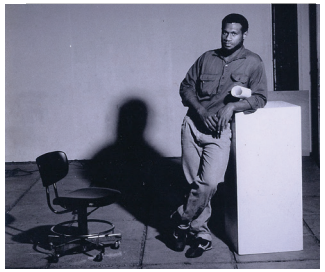
**Now the Faculty of Creative Arts, UPNG*

foundation



the creative mind developed over 3 years at design school.

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 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***

capability

www.kipongcreative.com

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.

the capability we displayed through our

portfolio.

www.kipongcreative.com

2013 annual

performance report.

national government | australian aid

portfolio

village courts officials course

training manuals.

national government | australian aid

portfolio

www.kipongcreative.com

training
manual

annual
report

portfolio

international school

magazine.

education sector

portfolio

2016–2018 wnb provincial

corporate plan.

provincial government

portfolio

2017–2022 Integrated provincial

development plan.

provincial government

portfolio

www.kipongcreative.com

png ecoforestry forum

newsletters.

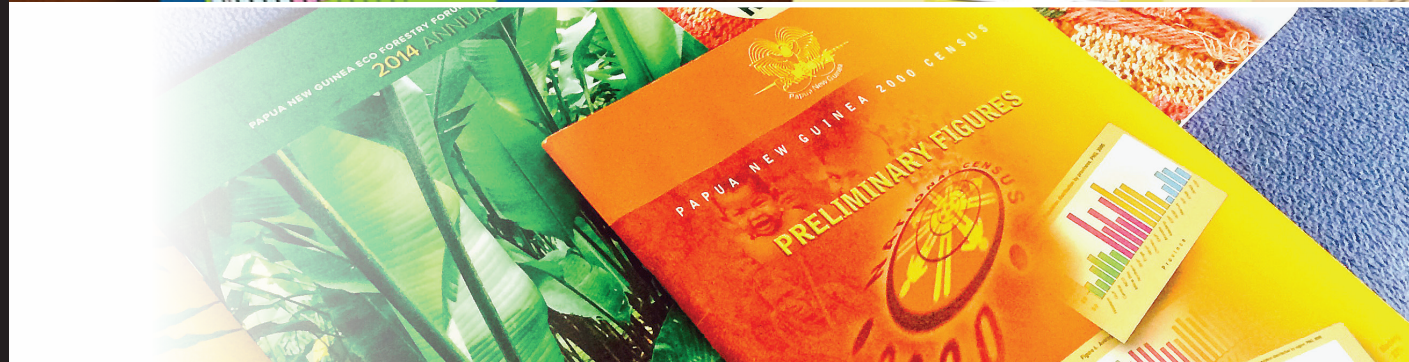
ngo

portfolio

"preliminary" and "final figures"

2000 census.

national government



portfolio

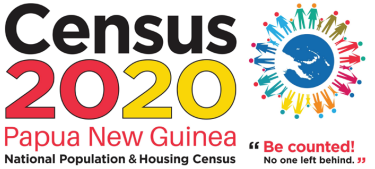
tourism & communication sector

magazine ads.

government & private

logo design.

PNGPOP
PAPUA NEW GUINEA PALM OIL PLATFORM



consultwest
LIMITED

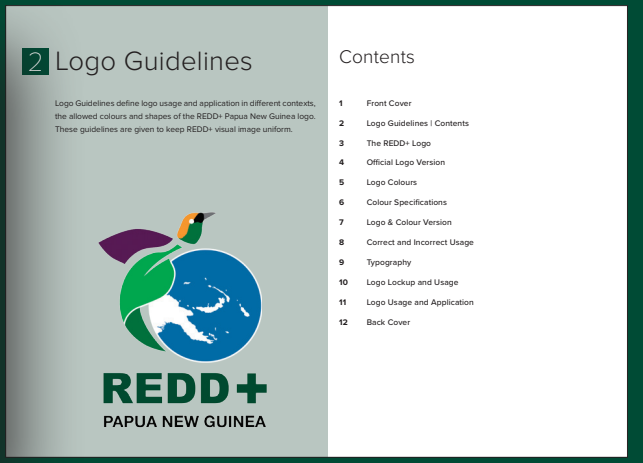
portfolio

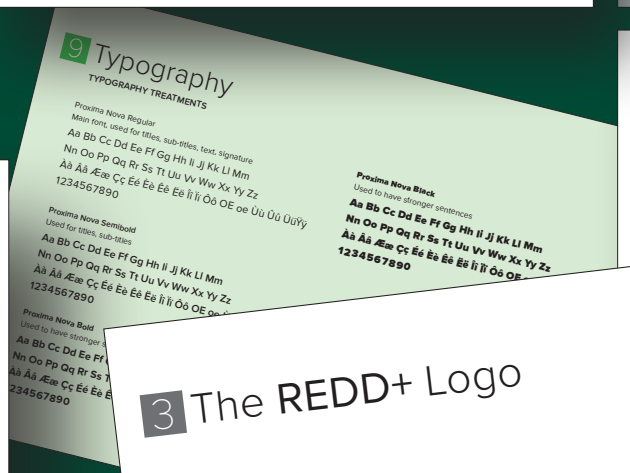
www.kipongcreative.com

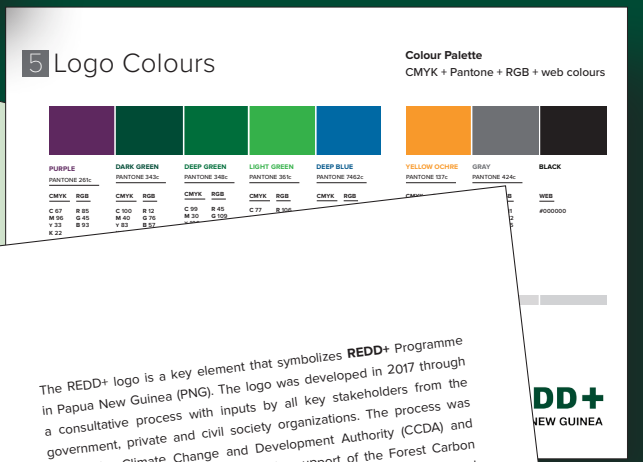
"REDD+" – guidelines design

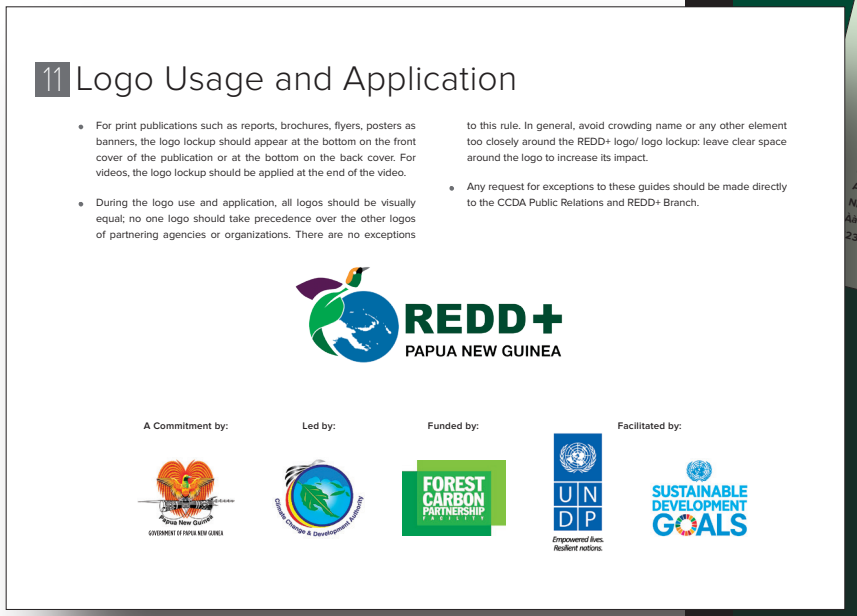
brand guidelines.

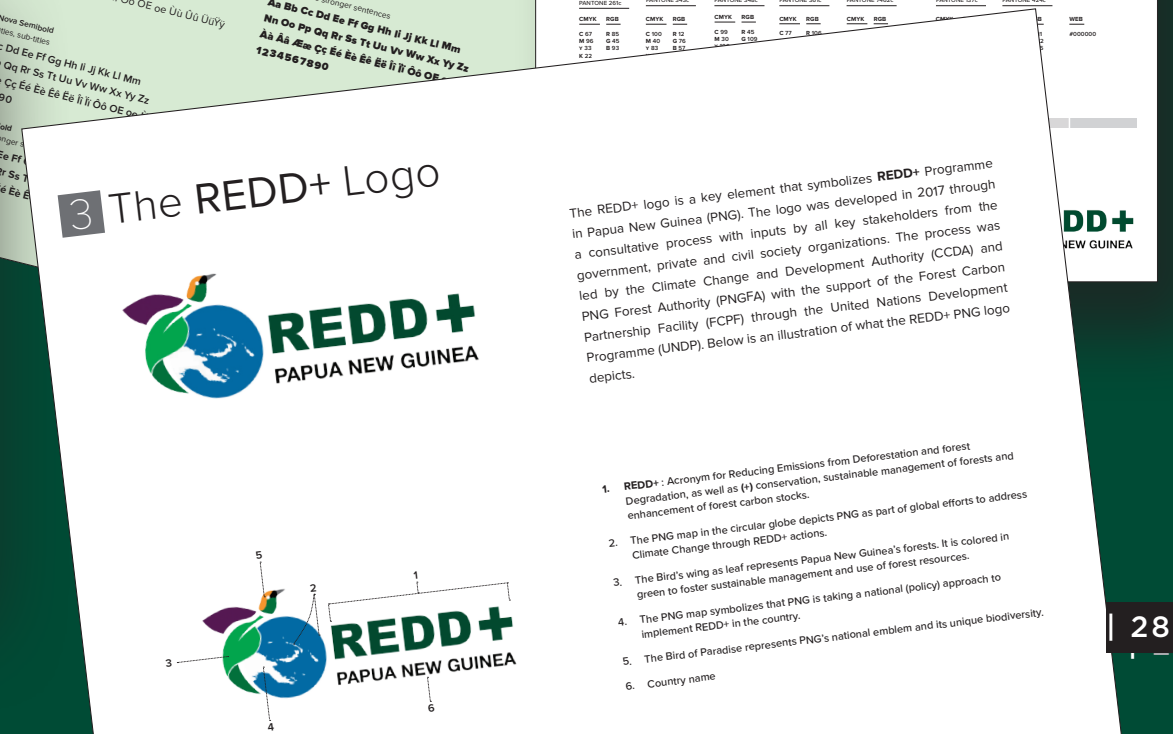
national government + UNDP











PNGPOP – logo + guidelines design

graphic guidelines.

national government + UNDP

portfolio

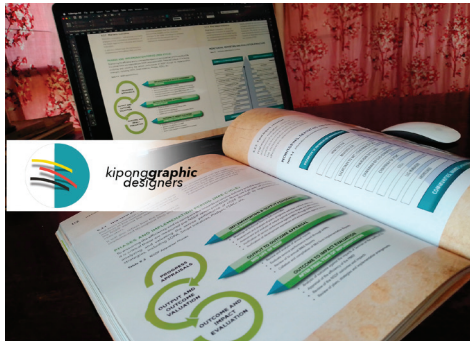
Our Latest Work.

National Service Delivery Framework **(NSDF)**

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

and

Department of National Planning & Monitoring.



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.

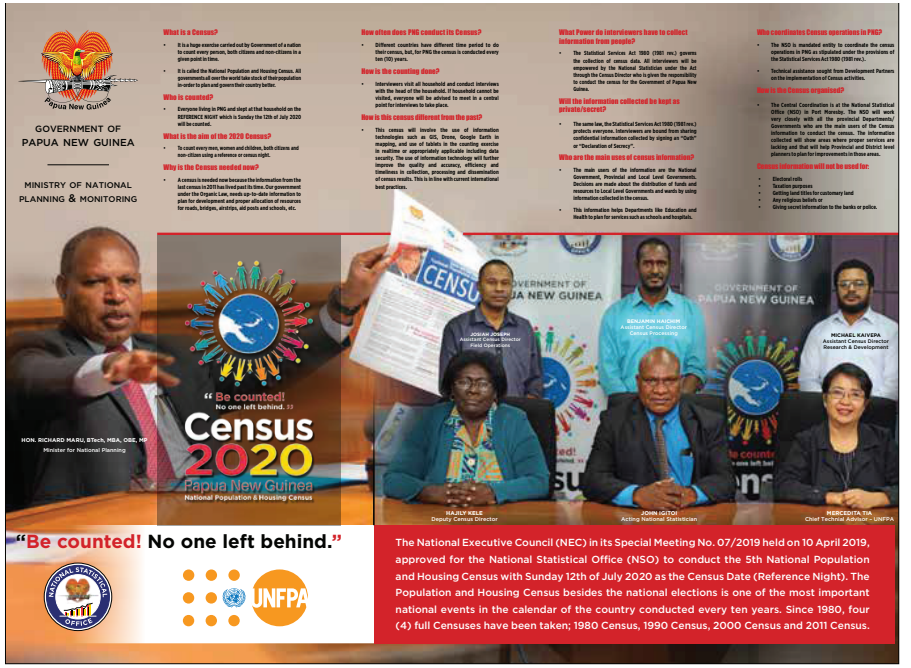
The Office of the Census Director also proposed that a lead consulting designer must be available at all times (or when required) to take control of all creativity, design, and branding management of the Census 2020 project image and also to work alongside the Census Media & Publicity Team, thus providing 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 Ambassodor displaying the Caps and Executive Polo Shirts.



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

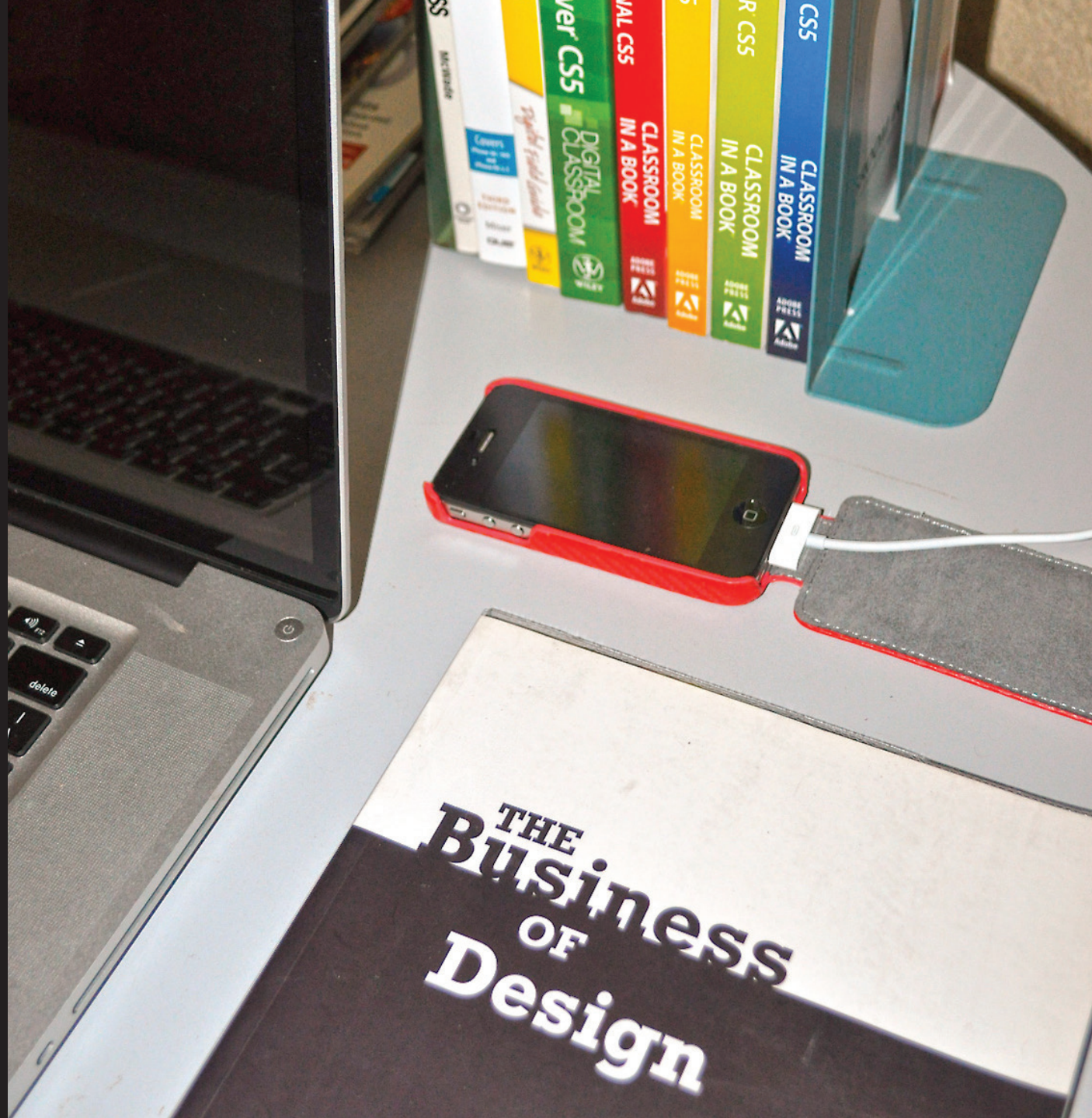
Print Management, Design and Client Consultation

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).*

Note: We're also flexible on a fixed-rate fee arrangement per job if client prefers to instead of the hourly rates. Please call or email us for discussion on this fee arrangement.

and factors



www.kipongcreative.com

kipong**graphic**designers

Reliability + Trust = Service

ELECTRONIC AND PRINT MEDIA

KIPONG GRAPHIC DESIGNERS

Street Address:	Allotment 4 & 5, Section 3, Kandrian Town, Kandrian Coastal LLG West New Britain Province
Postal Address:	PO BOX 2041 Lae 3251 Bomatu Eda Drive, UNITECH Morobe Province Papua New Guinea
Mobile Network:	Vodafdone: +675 817 64 820 Digicel: +675 745 81 833
Email:	kipongjohn@gmail.com
Website:	www.kipongcreative.com