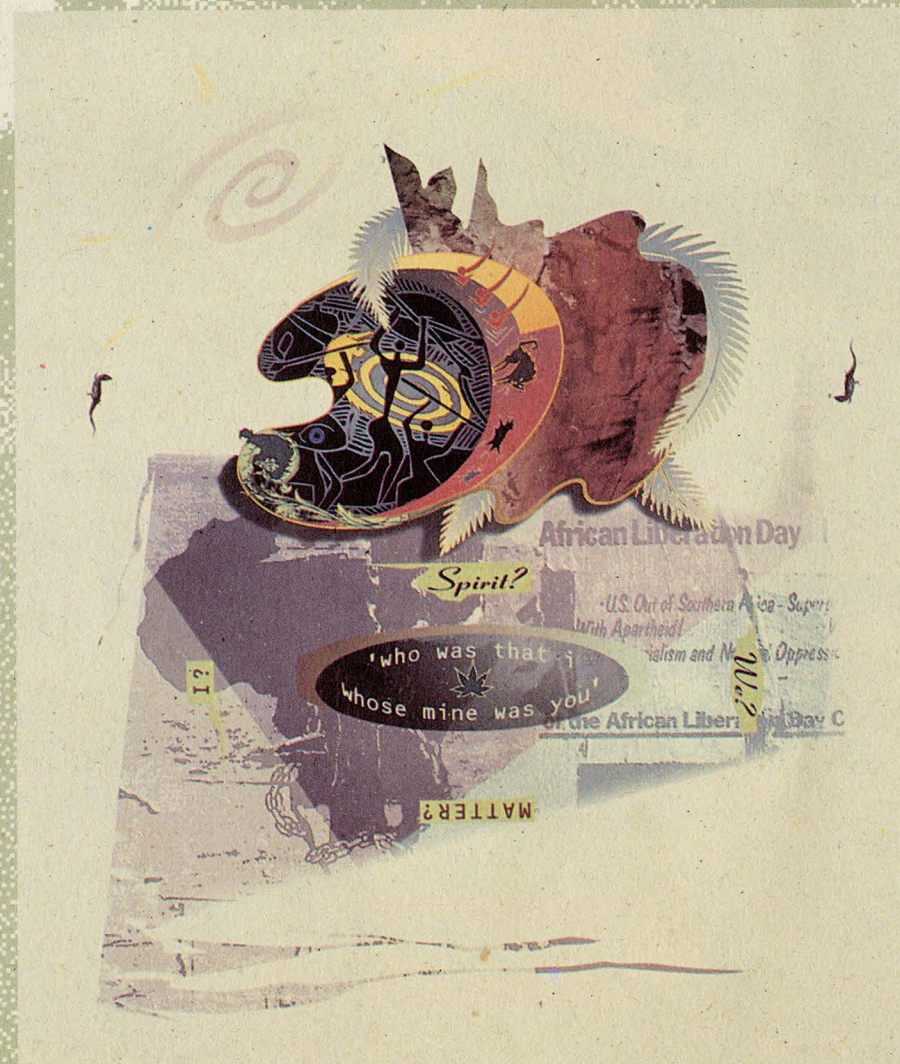


JAN ERASMUS

Multiple award-winning graphic designer Jan Erasmus qualified at the Wits Technikon in 1975. After working in South Africa for two years, he left for the United States where he studied at the Philadelphia College of Art. He returned to South Africa in 1979 and has been active in graphic design practice since then.

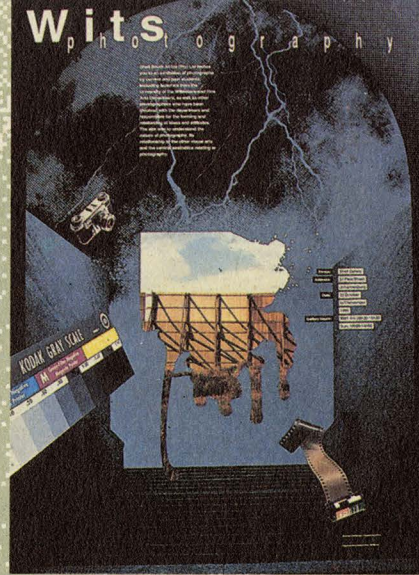
Erasmus currently heads up Cyber Graphics, a design and DTP consultancy, which he also describes as a co-operative where designers may go to share personal expertise and utilities, as well as undertake joint projects. Cyber Graphics added a new dimension to its operations in June when it became the only design studio in South Africa to merchandise high-tech software, with the introduction of Emigre typefaces to the graphic design arena.

➔ SIGNS OF THE TIMES: HIRT & CARTER 1993 CALENDAR



According to Erasmus, the theme of this calendar enabled him to amalgamate, in both form and content, the major influences that have informed his thinking as a designer for several years. He feels that the illustration characterises salient points in much of his work and reflects

- the fusion of an Eurocentric visual vocabulary with 'whatever African art may be defined as within the context of graphic design'
- a total break from the non-expressive international style
- an intuitive approach which does not rely on conventional design structures and constraints
- an innovative use of computer software
- the influence of his reading in quantum physics, particularly in terms of defining perceptions of reality
- a move away from materialism and a mechanistic view, to a more spiritual, naturalistic and holistic one
- interactive communication which allows for multiple interpretation because it does not present 'a finite, clear-cut and almost reduced truth'.



POSTER FOR a WITS UNIVERSITY EXHIBITION OF GRADUATE AND STUDENT PHOTOGRAPHY.

Client: Shell Gallery
1986



GUIDELINES FOR QUALITY CONTROL

Client: BMW South Africa
1993

INFORMATION BROCHURE

Client: Smith & Partners
1992

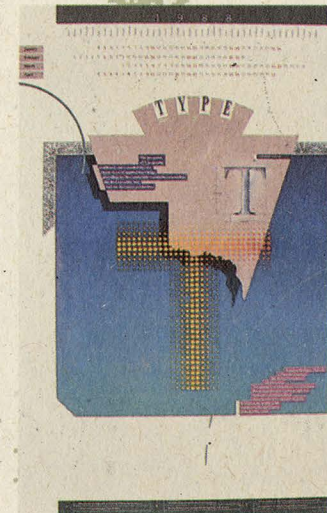


INVITATION TO THE HOLLAND TRADE FAIR

Client: Ozalid
1992



PRINTED ON 105GSM REVIVA WHITE PRODUCED BY SAPPY FINE PAPERS



PROMOTIONAL CALENDAR

Client: Fotoscan
1988