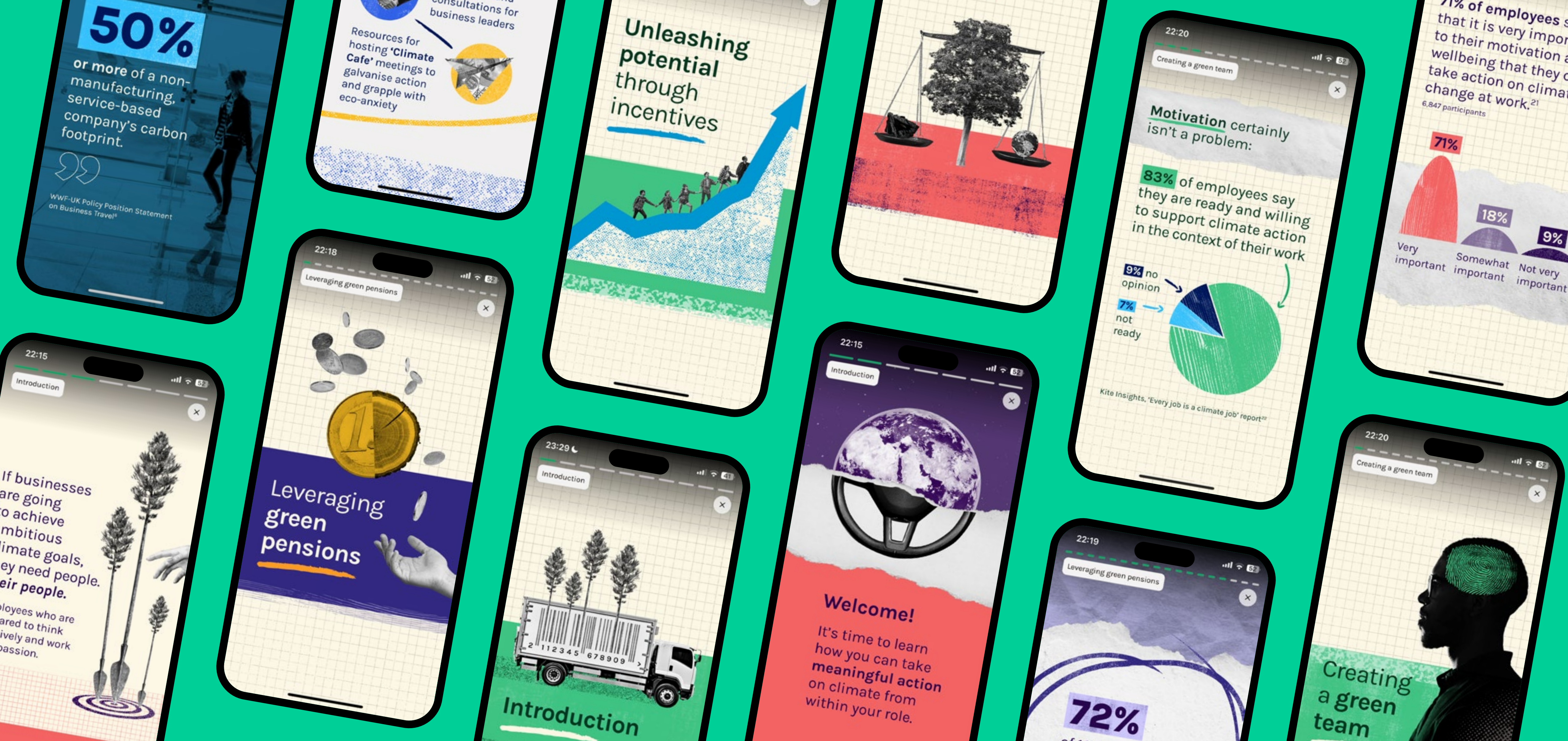


**JAMES  
COOKE**

GRAPHIC DESIGNER  
+ ILLUSTRATOR

HAMMERANDSPARKS.COM





**KITE INSIGHTS**  
HURD APP

An engaging and consistent visual  
direction for climate change learning

LAYOUT

INFOGRAPHICS

ILLUSTRATION



**Project:** Hurd app

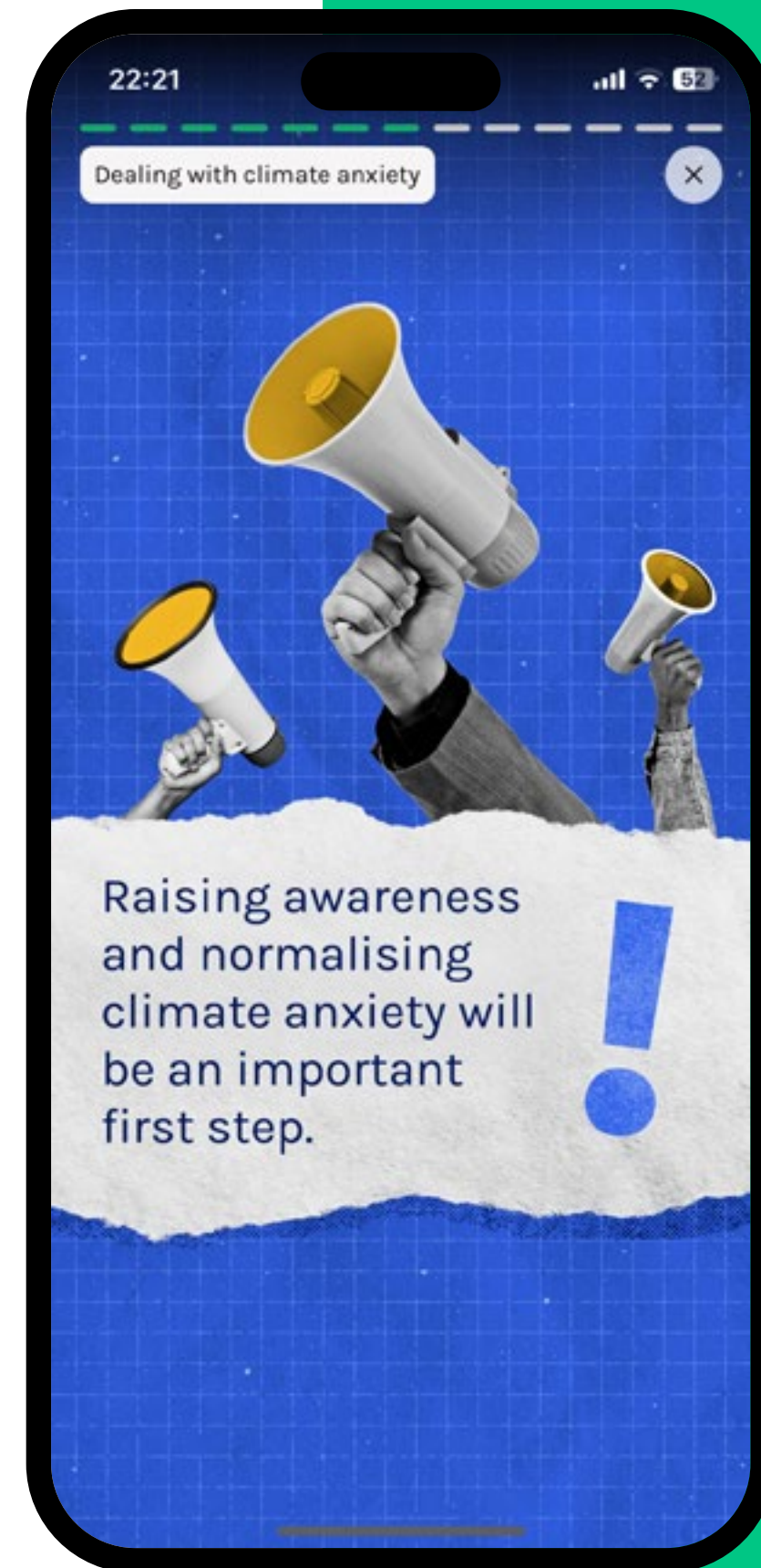
**Client:** Kite Insights

**Deliverables:** 200+ pages of learning content

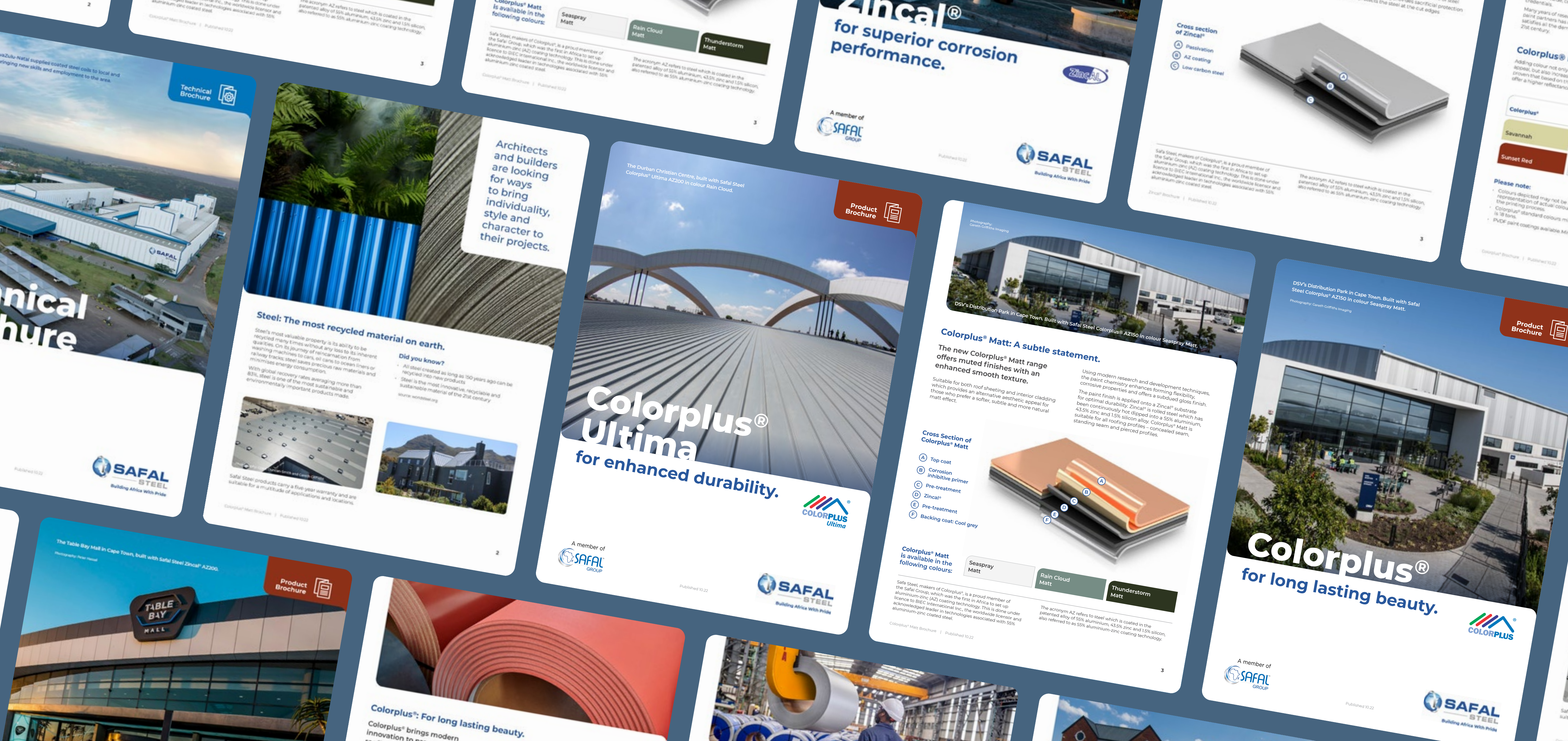
**My Role:** Art direction, layout, illustration, infographics, asset library creation and management, video content for animation

Hurd is an app from Kite Insights in the UK that enables employees to rate their company on how it involves them in climate action – and what it can change.

I worked with the team to develop the visual direction of the app's learning content, rolling out numerous lessons across diverse topics.







**SAFAL STEEL**  
PRODUCT BROCHURES

Standardising and improving a set of key marketing materials as part of a larger brand revamp

LAYOUT

DTP



**Project:** Brochure revamp  
**Client:** SAFAL Steel  
**Deliverables:** 100+ pages of marketing and technical documentation  
**My Role:** Layout, design, DTP

SAFAL Steel producers steel roofing for industrial and housing applications and was facing fierce competition from overseas manufacturers.

I worked with the creative team at Fury Advertising on the brand revamp that included a new website, social media presence and brand awareness campaign. Their product and technical brochures also received a much needed refresh to standardise and cleanup legacy documents to reinforce a sense of trust and expertise.

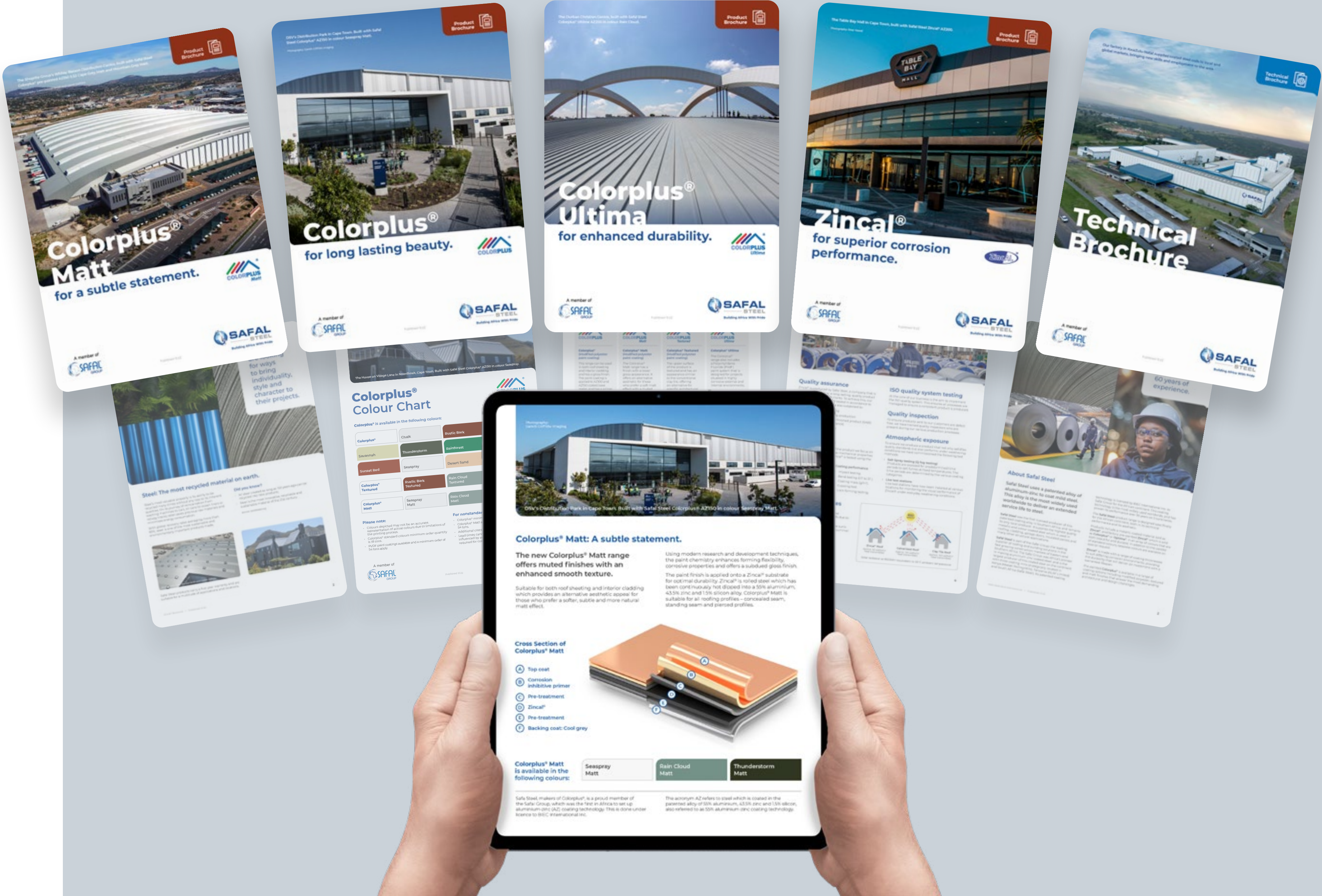
Product Brochure

Product Information

Technical Brochure

Colour Chart

Custom icons with a standard device to bring consistency to the various document types.







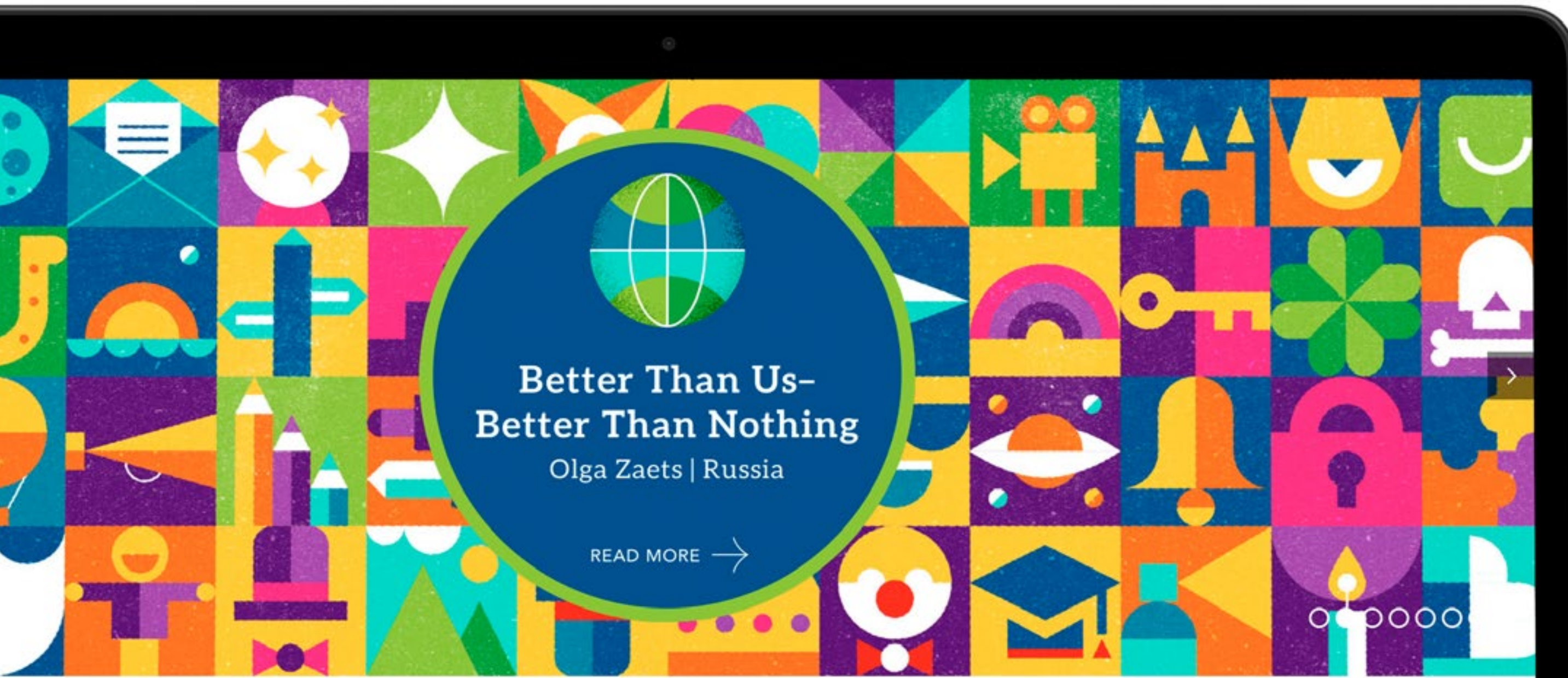
**ASSITEJ INTERNATIONAL**  
ONLINE MAGAZINE

136 icons designed within the theme of  
diversity, inclusivity and creativity

WEB DESIGN

ILLUSTRATION





# Welcome to the Online ASSITEJ Magazine

## “Reflecting on 2020: Diversity”

MacBook Pro



- Project:** Annual Online Magazine
- Client:** ASSITEJ International
- Deliverables:** Web and social media content
- My Role:** Illustration, web design, art direction

Each year ASSITEJ International produces a magazine to accompany their international conference for theatre for young audiences. 2021 saw them create an extra online edition to reflect on the unprecedented events of 2020 and how it affected theatre and performance globally.

I worked with ASSITEJ to create a series of icons that reflected the challenges and triumphs of 2020. These could be used in a modular fashion to create article and page specific illustrations and headers and to accompany social media content.









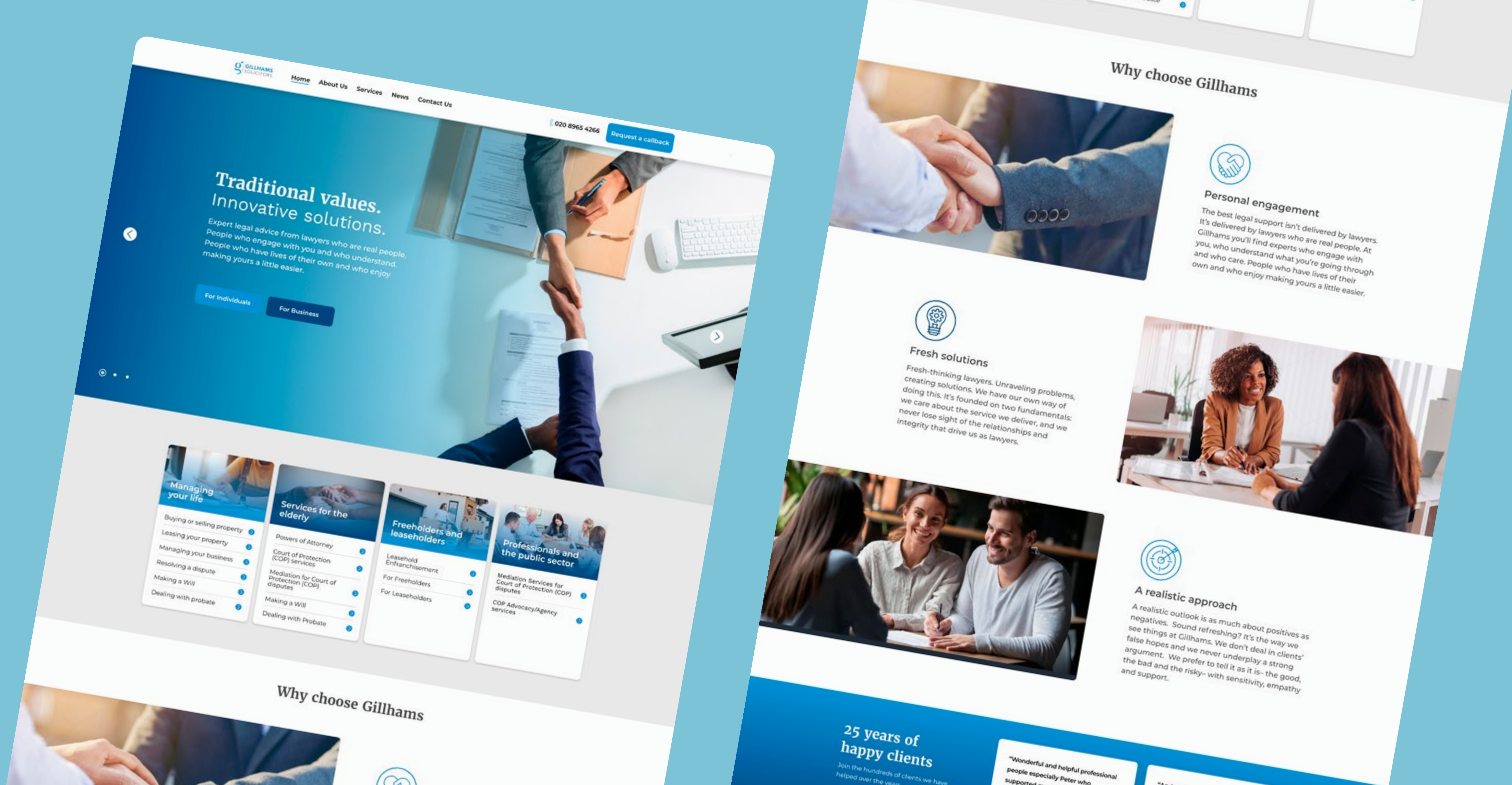
**THE FUGARD THEATRE**  
PRODUCTION PROGRAMMES

Programmes for various productions hosted at The Fugard Theatre,  
one of Cape Town's premier event centres.

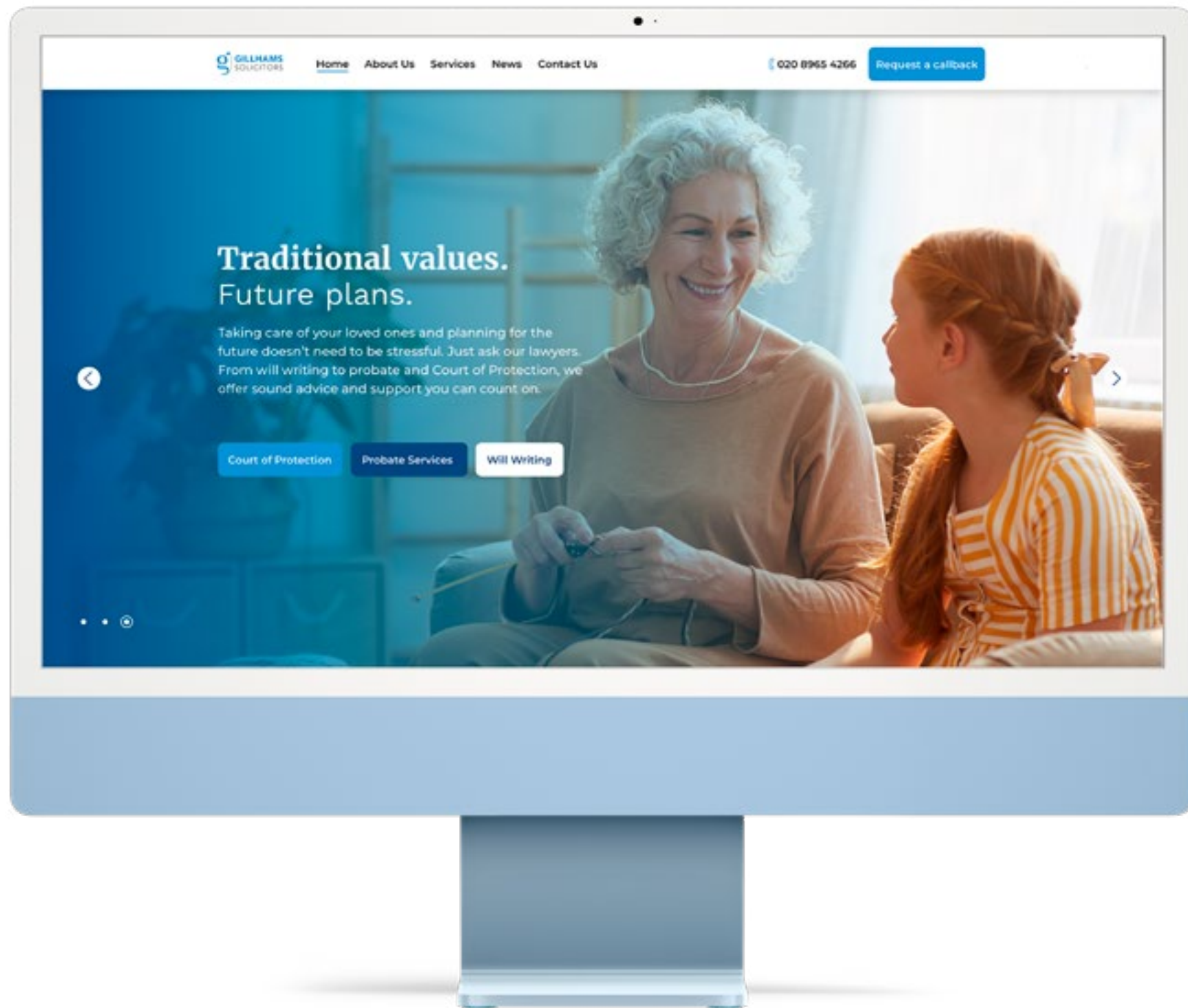
LAYOUT

PUBLICATION DESIGN









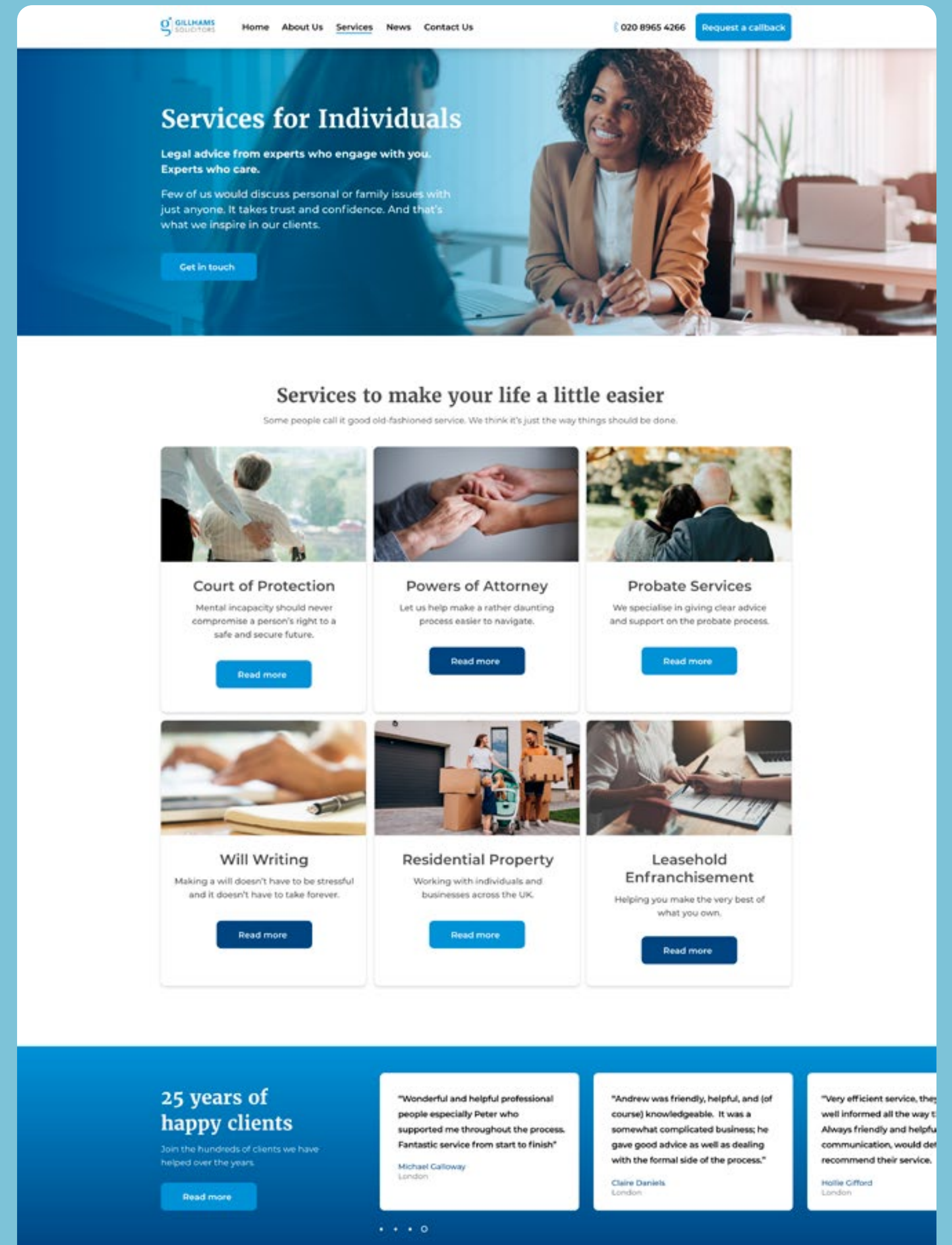
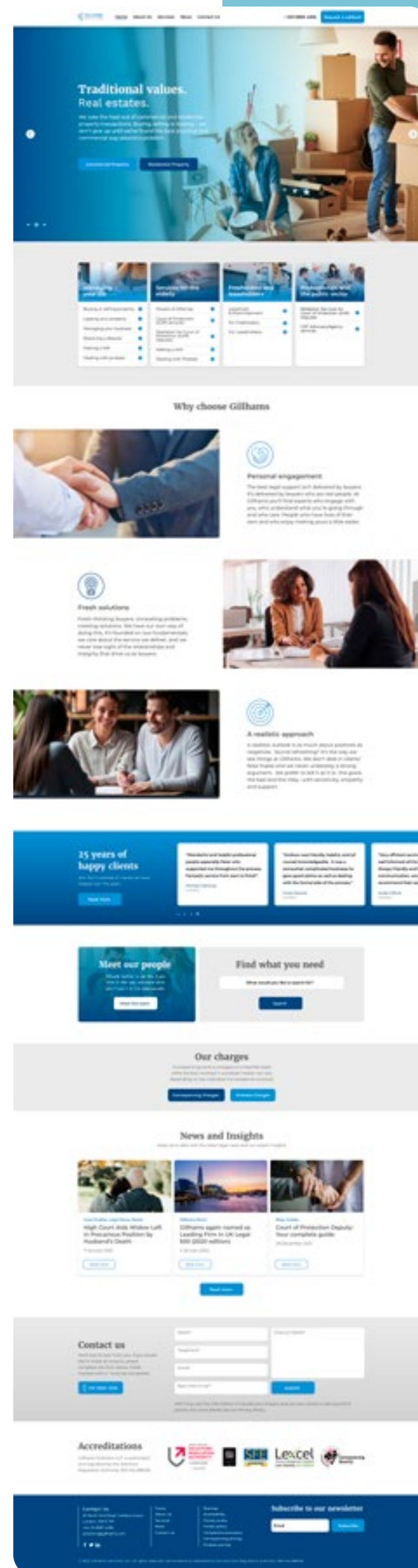
**Project:** Gillhams.com

**Client:** Gillhams Solicitors UK

**Deliverables:** 25 page WordPress site including blog

**My Role:** Website design, basic copywriting

Gillhams is a London-based firm of solicitors specialising in wills and power of attorney. They pride themselves on an approachable, personal touch to their clients during difficult times in their lives. Their existing site hadn't been updated since the early 2000s and was in need of a visual upgrade to convey their professionalism as well as a new structure and navigation.





## VR THEATRICAL MAYNARDVILLE

Revitalising the post-pandemic branding of Cape Town's beloved open-air festival

ILLUSTRATION





**Project:** Maynardville  
Open-Air Festival  
**Client:** VR Theatrical  
**Deliverables:** Key art and  
festival identity, 5 secondary  
posters and social content  
**My Role:** Illustration, identity  
design, art direction

The beloved Maynardville Open-Air Festival has been running in Cape Town for over sixty years. The new producers, eager to reinvigorate the festival post pandemic, brought me on board to create a more cohesive look.

Photography wasn't an option as most of the shows were still in development. We overcame this with illustration and a consistent visual identity that focused on the magic of outdoor performance under the stars.







**MAIL & GUARDIAN**  
**#ONTREND MAGAZINE**

An annual publication celebrating the exceptional work  
of local artists, producers and businesses of all kinds.

LAYOUT

PUBLICATION DESIGN



**Project:** #OnTrend magazine  
**Client:** Mail&Guardian  
**Deliverables:** Magazine  
**My Role:** Design, layout, print-ready

The #OnTrend magazine is an annual celebration of the year's best trends in design, fashion, travel, restaurants and tourism destinations and the people behind them. The 2020 issue dealt with the struggles and triumphs of a very difficult year and was assembled under a very tight deadline.






Graduates and young professionals in the workplace present opportunities for businesses to **grow talent and secure future growth**.

Graduates and young professionals in the workplace present opportunities for businesses to **grow talent and secure future growth**. This can help give organisations a competitive edge as young people enter the workplace with a willingness to learn, fresh perspectives and are distinctively aligned to current trends.

Although this is so, many South African youths are unemployed, and those that are employed, often **lack the skills necessary for workplace and professional competency**. This means that the skills required by organisations for success and sustainability are scarce.

The need for young professionals' development is paramount, and post-school education and training systems are unable to produce graduates with the skills employers require fast enough.





# A workforce for the future

Graduate and young professionals' development

**CONTRACT**  
personal progressive

Visit [contract-sa.co.za](https://contract-sa.co.za)

**"Young professionals can help give organisations a competitive edge and the opportunity to compete in the global market"**



## SA employment statistics:


27.6	is the median age in South Africa
50%	of skill mismatches amongst SA youth


 It is more profitable to grow your own workforce rather than to buy skills and talent later.

Sources: <https://theconversation.com/south-african-graduates-may-be-mostly-employed-but-skills-and-jobs-often-dont-match-157432>; <https://youthdgm.co.za/why-your-business-should-hire-young-people/>



**CONTRACT**  
personal progressive



 **Level 2 B-BBEE Contributor**




**Programme Options**

## "The Big Jump"


8 workshops – 4 months

Focus: includes the workshops of the two shorter options and further includes practical tools that participants can use to be effective in their work role, it also includes skills to build their professional identity and make practical meaningful contribution to the organization.

 <b>Workshop 1</b> Myself in the World of Work	 <b>Workshop 5</b> A Resilient Workforce
 <b>Workshop 2</b> Taking Ownership & Leading Myself	 <b>Workshop 6</b> Presenting My Ideas Effectively
 <b>Workshop 3</b> Tools of my trade	 <b>Workshop 7</b> Looking Ahead
 <b>Workshop 4</b> Communicating Effectively	 <b>Workshop 8</b> Charging Forward



## Get in touch



 **Level 2 B-BBEE Contributor**

**CONTRACT**  
personal progressive

<b>Cape Town</b> Kenilworth +27 (0)83 630 5095 <a href="mailto:info@contract-sa-group.co.za">info@contract-sa-group.co.za</a>
<b>Johannesburg</b> Sandton +27 (0)74 581 9750 <a href="mailto:info@contract-sa-group.co.za">info@contract-sa-group.co.za</a>
<b>Contract Germany</b> Karlsruhe +49 (0) 721 92 0670 <a href="mailto:info@contract-gmbh.com">info@contract-gmbh.com</a>
<b>Troodi</b> Cologne +49 22156 095669 <a href="mailto:info@troodi.de">info@troodi.de</a>

## Accredited leader

The accredited programme runs for a period of 12 months and is open to a group of up to 12 leaders. The accreditation is awarded to the group.

 <b>Column 1</b> <ul style="list-style-type: none"><li>Professional and personal history</li><li>Fireside chat with senior leader</li><li>Life wheel: roles in my life and growth area</li><li>My career: vision board</li><li>Powerful messages for moving forward</li><li>Dealing with uncertainty: Strength through mindfulness</li><li>Personal Brand</li></ul>	 <b>Column 2</b> <ul style="list-style-type: none"><li>Caring and Leadership</li><li>Creating independent relationships</li><li>Vulnerability in Leadership</li><li>Coaching others</li><li>Rank and</li></ul>
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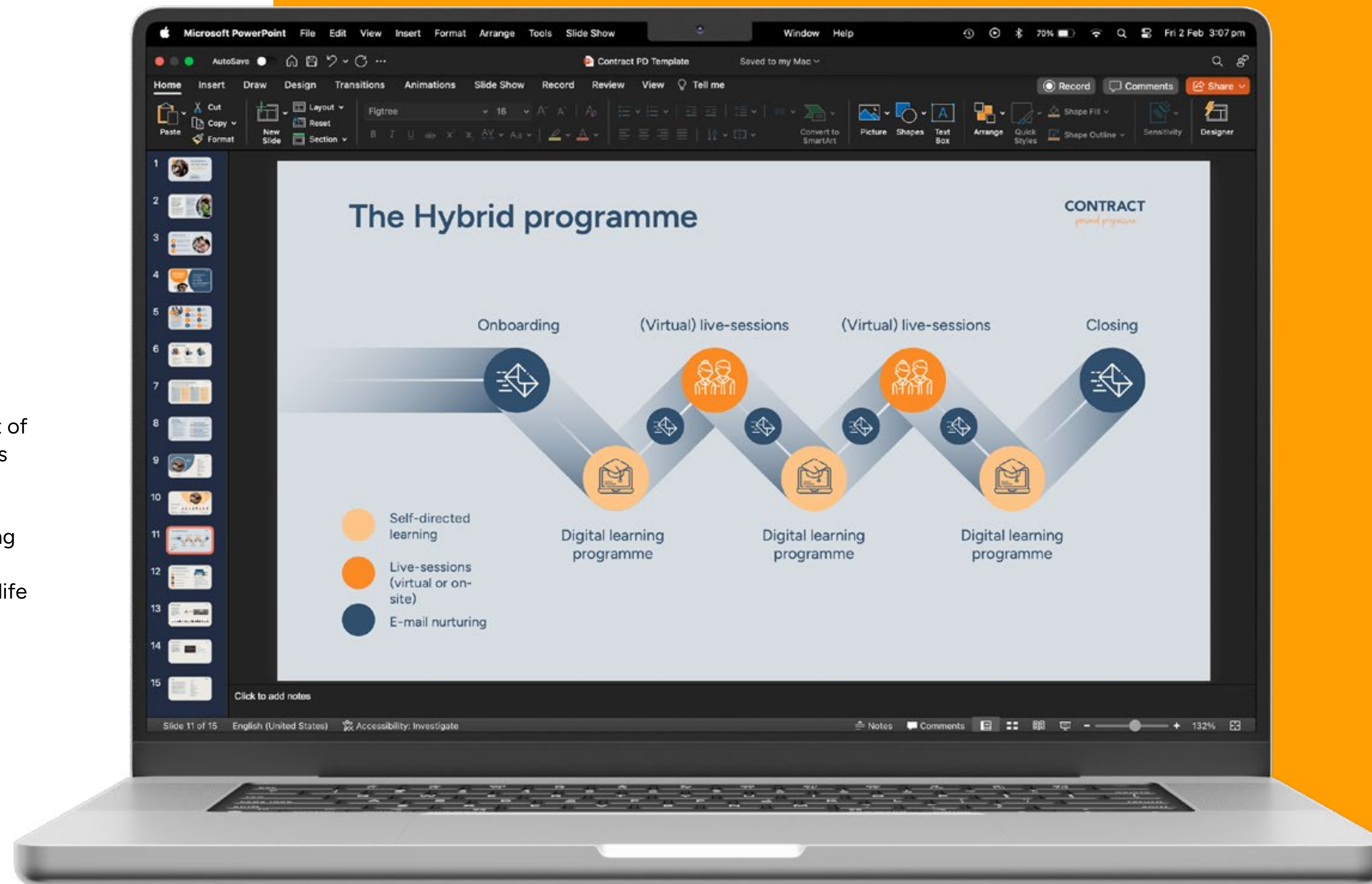
**Project:** Presentation templates

**Client:** Contract SA

**Deliverables:** Fully editable presentation templates including photography and icon assets

**My Role:** Design

Contract SA is a specialist in corporate leadership training. They required an editable and flexible set of presentation and product templates that they could use across their marketing and sales departments. The final product I supplied including a library of fonts, photography and icons they could use to extend the life of the templates.







Tennis club in an affluent, mountainside suburb of Cape Town, home to numerous wine farms.



A theatre company providing assistance to performers from impoverished backgrounds in Cape Town.



Theatre production company named after the titular character from Shakespeare's Richard III.



A new South African restaurant whose run was cut short by the COVID-19 pandemic



Founded in 1980, the non-profit school for performanc is the only one of its kind in the world.



Transcribing and translation service

IDENTITY DESIGN  
VARIOUS

A selection of original and  
revamped identities

LOGO DESIGN



# STONKS!

A guide to the GameStop saga currently rocking Wall Street

## MEET THE CREW



### GAMESTOP

A brick-and-mortar video game retailer struggling to stay afloat as video game sales move online and the pandemic cuts into its foot traffic across its 5509 stores.



### WALLSTREETBETS

A "subreddit" on forum site Reddit, where amateur investors swap tips and banter. As of 3 February 2021 the forum has more than 8 million members.



### ROBINHOOD

A free-trading app popular with amateur investors that lets them trade stocks, options and cryptocurrency without paying commissions or fees.



### SHORT SELLERS

Hedge funds and investors who bet that a company's share price will fall and they will profit in the process. They stand to lose big if the price goes up.



**1 > IDENTIFY**  
A short seller identifies shares they believe will fall in value.



**2 > BORROW**  
These shares are then borrowed from a broker for a small fee.



**3 > SELL**  
They sell the shares at the current market price, for example \$10.



**4 > WAIT**  
The short seller waits for the shares to drop in value, in this case to \$3.



**5 > BUY BACK**  
They buy back the same number of shares at the new lower price (\$3).



**6 > RETURN**  
The short seller returns the shares to the broker and pockets the profit (\$7).

**?! Isn't the whole thing kind of risky?**

Well, yes. If the price of the shares suddenly rises instead of falling the short seller can lose big. Further risk comes in the form of a 'short squeeze', when prices soar even higher as short sellers scramble to buy back the shares.



## SO WHAT HAPPENED?



### FALLING STAR

As GameStop's share price was falling Reddit users noticed a Hedge Fund was heavily 'short-selling' the stock.



### STONKS!

Users on WallStreetBets convinced other members to join forces and buy as much GameStop stock as possible.



### LIFT OFF!

GameStop's (\$GME) stock price soared, climbing as much as 100% in 2 days.

### CALLING

## DO YOU HAVE A MILLION RAND COFFEE HABIT?

Here's why ditching your daily coffee could be a million-rand decision thanks to the power of compound interest.



### FLAT WHITE OR AMERICANO?

Saving that R25 instead could earn you R1 001 987 in the long run. This may sound hard to swallow at first but it all comes down to the power of compound interest plus time.

## COMPOUND INTEREST?

### 00 SIMPLE



The interest you earn on the initial amount you choose to save or invest. Your money grows steadily over time.

### 000000 COMPOUND

In simple terms, it's interest on interest.



The interest you earn on the initial amount PLUS the interest you earn on interest. Your money grows exponentially.

## % OF YOUR INVESTMENT REPRESENTED BY INTEREST



If you saved R25 every weekday instead of spending it on coffee you would be saving R500 each month. If you earned 6% interest, by the time you retired at 65 you would have over a million rand.

### SPECIAL INGREDIENT: TIME

The cumulative effect of saving or investing even a small amount of money consistently is particularly powerful if you combine it with a special ingredient: time



## START EARLY

The longer you save and invest, the bigger your pot at the end.

Total earnings at 65 years  
R300 000  
Total investment  
R56 000

18

Starting at 18 years old with R100 per month at 6% inflation



Total earnings at 65 years  
R199 000  
Total investment  
R48 000

25

Starting at 25 years old with R100 per month at 6% inflation



And that is a conservative estimate. In the real world, investing in blue-chip shares like Apple and Coca-Cola can often lead to exponential growth over time. For example, if you had the foresight to invest in just five Apple shares in 1980, at today's exchange rate your shares would be worth R945 000.

Apple 1980  
\$22 per share

Apple 2021  
\$139 per share

## HANDS OFF, IT'S HOT!

Making early withdrawals can destroy your gains. In fact, using up savings in the short term can destroy the power of compound interest faster than you can say "cortado".

Resist the temptation



### BOTTOM LINE:

The earlier you start investing, the more you can harness the power of compound interest which means your money makes more money for you, without you doing a thing.



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Short selling is the process of betting on a stock that you know is going to fall and profit in the process.

## SO WHAT HAPPENED?

There were some strong social media opinions – especially on Robinhood's apparent "manipulation" by pausing purchases of GameStop stock.

## TWITTER'S REACTION

You can't sell houses you don't own. You can't sell cars you don't own but you "can" sell stock you don't own? This is BS – shorting is a scam legal only for vestigial reasons.

**Elon Musk**  
Tesla and SpaceX CEO

This is beyond absurd. They're blocking the ability to trade to protect Wall St. hedge funds, stealing millions of dollars from their users to protect people who've used the stock market as a casino for decades.

**Rashida Tlaib**  
Michigan Congresswoman

## LEARN THE LINGO

"Stonks" – tongue-in-cheek for stocks – is just one of many phrases used by the members of WallStreetBets:

**BAGHOLDING**

When an investor holds onto sinking investments, hoping they will rebound when chances are that they will not.

**TENDIES**

Chicken tenders (crumbed chicken strips), shorthand for gains, profits or money.

**DIAMOND HANDS vs PAPER HANDS**

Someone who holds a stock position despite turbulence versus someone who folds at the first sign of trouble.

## WHAT'S NEXT?

This is just the beginning

Will the GameStop saga change how stock trading is regulated? Perhaps. Will it be the last of its kind? Probably not. Trading apps like Robinhood have made investing more accessible for regular people. There is a risk however that the whims of these armies of small investors can also lead to volatility that harms the markets and all involved.

nerdwallet.com | marketwatch.com | nytimes.com | moneycontrol.com | abcnews.go.com

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**Project:** Gamestop Infographic

**Deliverables:** Infographic

**My Role:** Design, illustration, copy writing

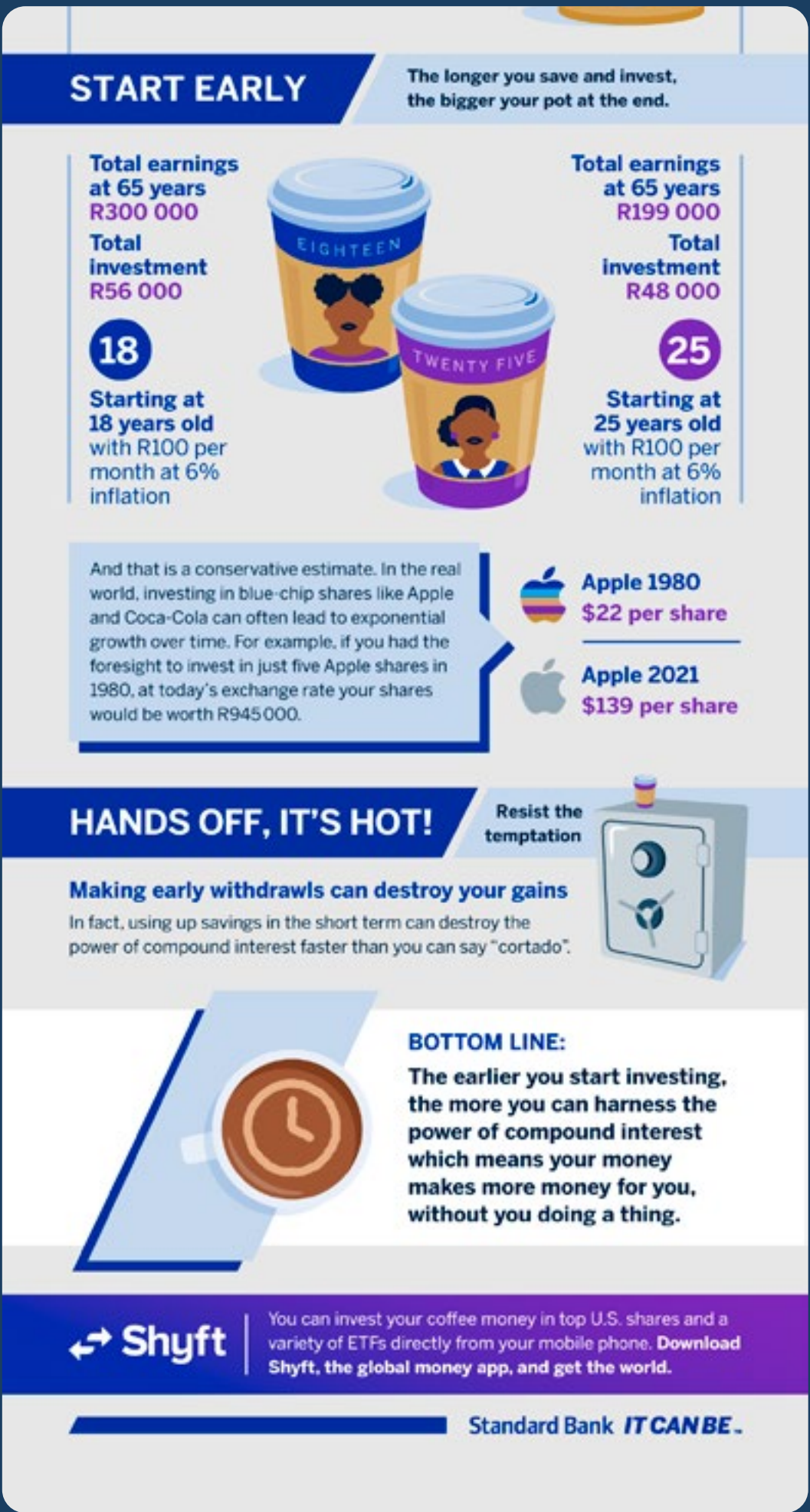
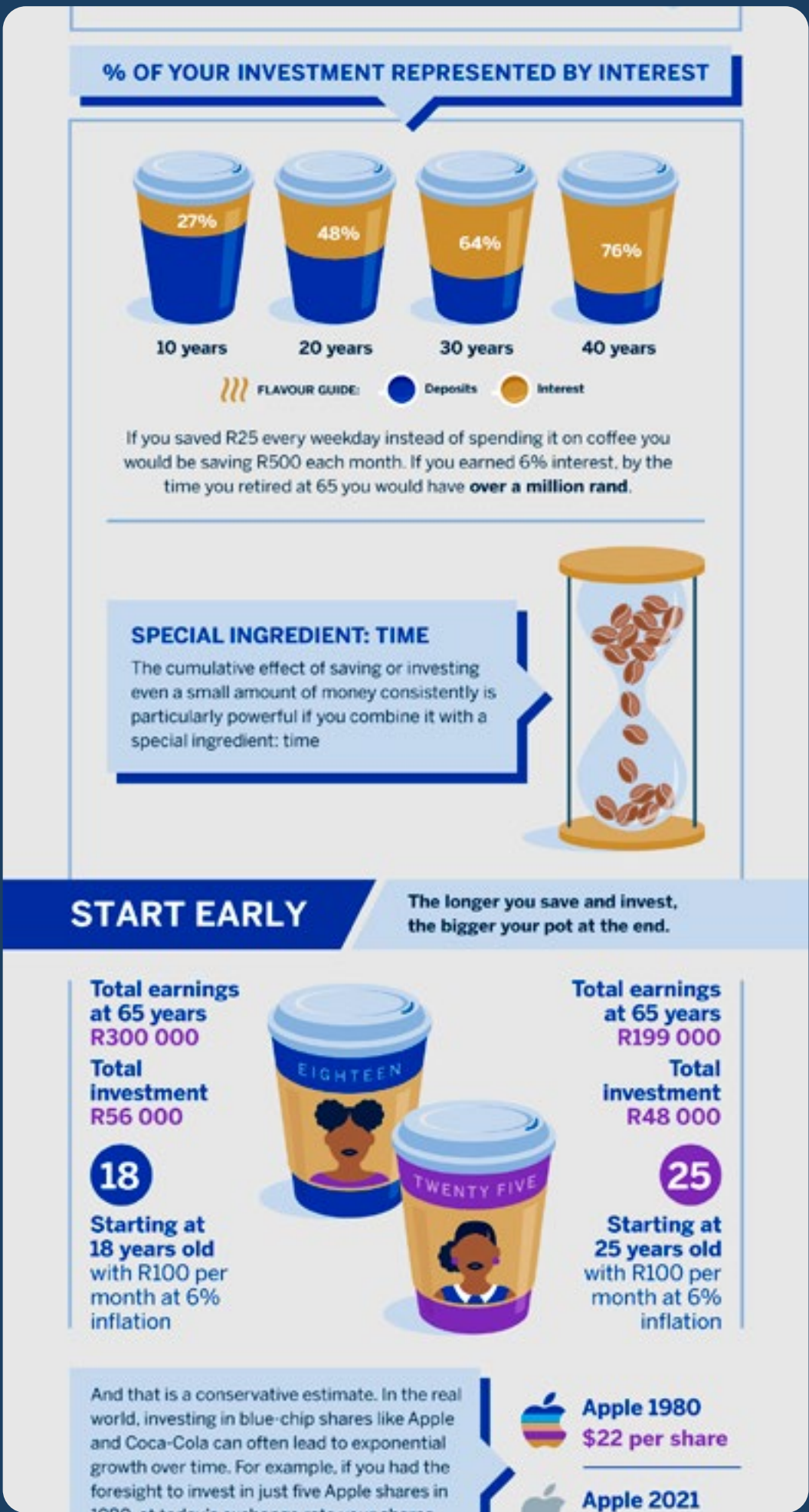
An infographic detailing the recent stock market saga involving a sinking retail giant, Wall Street hedge funds and an army of amateur online investors on Reddit.

I had a blast doing all the research and copywriting for this piece. The story behind the GameStop saga has recently been turned into a movie from Sony Pictures.



**Project:** Compound interest infographic  
**Client:** Standard Bank, Shyft  
**Deliverables:** Infographic  
**My Role:** Design, illustration

An infographic for Standard Bank Shyft, focusing on the long term benefits of investing early and the power of compound interest.





# THANK YOU

[HAMMERANDSPARKS.COM](https://hammerandsparks.com)