

"PORTFOLIO"

An odyssey of Visual Communication

Curated by Bokang Moshoeshoe

BOKANG MOSHOESHOE: ORIGINS



Visual Communication Scientist. Creator. THE EXPERIENCE

- The byproduct of modern pop culture and African heritage in Digital Design, Illustration, 2D & 3D Animation, UI & UX Design, Photography and 3D Modelling.



Brand • • • Commissions

In the span of my creative career, I have had the privilege to create commissions for notable brands such as CONVERSE, UBISOFT and HOMECHOICE among many others.

CONVERSE®



 **homechoice**



Logo Design

2017 - 2020

Logo design executions for multinational brands of their respective industries from food processing and production to clothing and apparel.





Brand Revamp

June 2019

A subsidiary of The Foschini Group, JET Store is an apparel retail brand serving the best in fresh, affordable and great quality products. For the new JET Store, the millenials and Generation X are the target market, bringing their funky and in-your-face approach to the ever changing fashion landscape.





1. *Journal of the American Medical Association*, 2000; 283: 2689-2693.



Product Design

February 2020

As part of my #WhatIf series, I worked on this bedding capsule design for Homechoice. The "Selemo" collection is inspired by the Basotho New Year, which commences in August. Each design represents Winter, Autumn, Summer and Spring respectively.



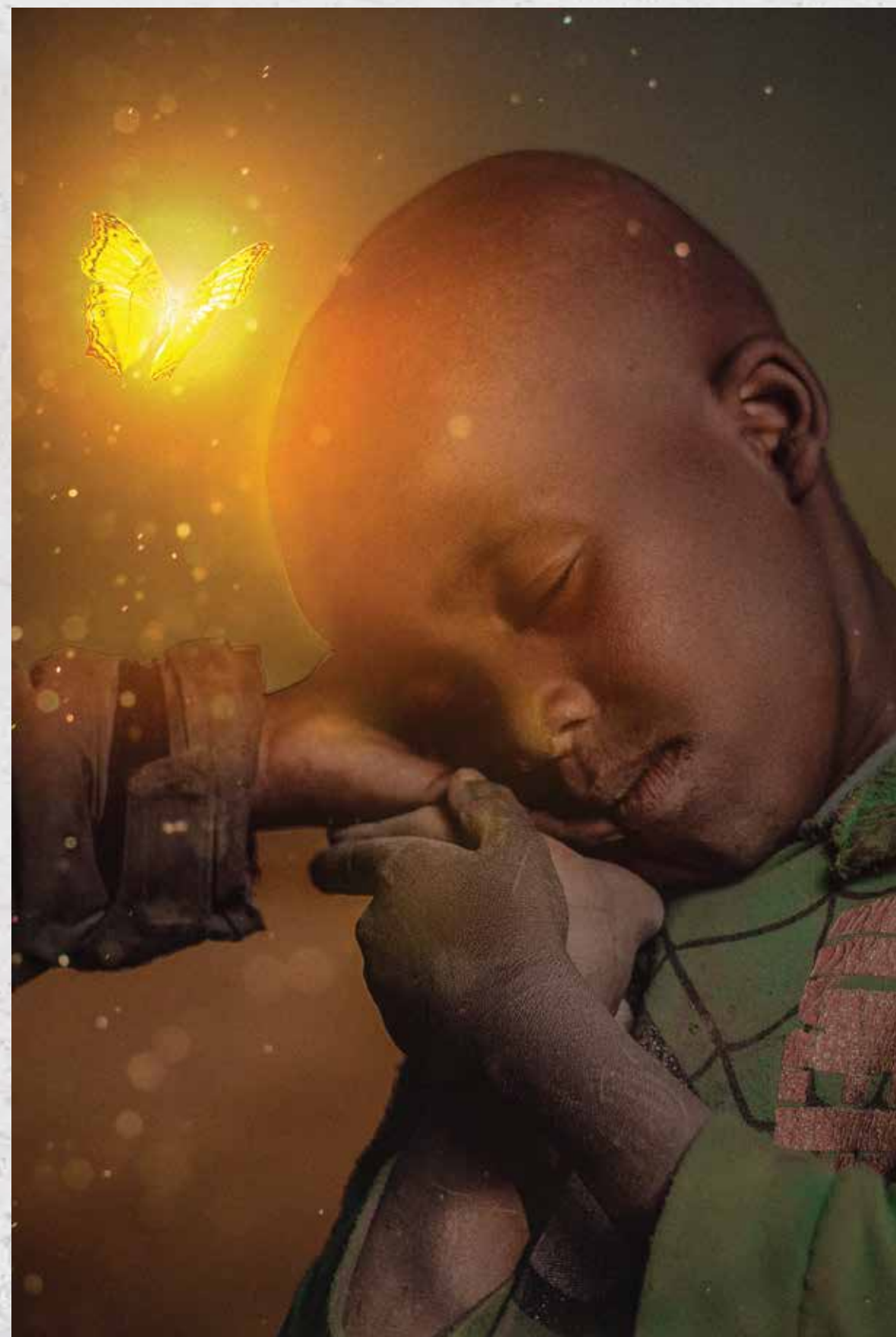


Brand Development

January – March 2021

Founded in 2018, **FRUIT XTRACT** is a 100% Basotho owned brand specialising in production of organic beverages and sweeteners, operating in both Lesotho and South Africa.





October 2021

Image Manipulation

"WHERE THE WILD THINGS ARE":

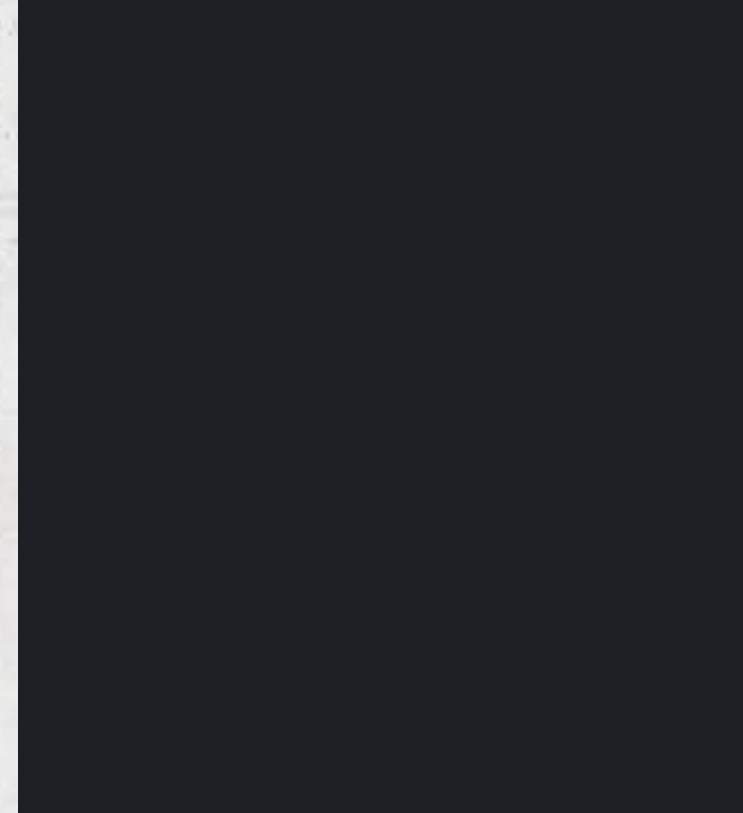
A series of digital pieces inspired by the everlasting imagination and innocence of childhood.

May 2021

Creative Direction

Lead creative direction for Ubisoft's "ASSASSIN'S CREED: VALHALLA" campaign for global marketing activities upon release of the instalment.





Commercial Photography

2019 -2021

A series of commissioned photography works for both local and international brands namely **BONITA BOUTIQUE** and **CONVERSE** respectively.



Digital Illustration

April 2020

CASSPER NYOVEST - ANY MINUTE NOW ALBUM COVER

The digitally illustrated cover for South African musician, Cassper Nyovest's recent offering titled "***Any Minute Now.***"

"EA KHAOLA, EA EA!"

Thank You