

#BehindtheSelfie with... Tashalie Vorster

By [Leigh Andrews](#)

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This week, we find out what's really going on behind the selfie with technophile Tashalie Vorster, now a third-year IIE BA graphic design student at the Design School of South Africa, who last year took home a student gold pack award and was announced as the second overall winner in the IPSA Gold Pack Awards.

The Gold Pack Awards, issued by the Institute of Packaging South Africa (IPSA) since 1973, showcase the SA packaging industry.

Vorster selected the Whole Earth Farms brand from the US to improve and redesign by reflecting that its grain-free product line includes six dry dog foods. [Click here](#) for more on her winning work, which features a dog wearing a farm cap, linking the two themes of pets and farms.



Tashalie behind the selfie.

1. Where do you live, work and play?

Vorster: Pretoria.

2. What's your claim to fame?

Vorster: Definitely receiving a student Gold Pack silver for overall graphic design packaging design for a redesigned package project, as well as student Gold Pack first place for the best in project two category, 'redesigning a branded package', while in my [second year](#) of studies.

3. Describe your career so far.

Vorster: I completed the first and second year of my degree successfully with distinction in many of my subjects and an overall average of above 70%.

In addition, every year my best work forms part of Design School SA's exhibition to showcase projects we have completed throughout the year.

4. Tell us a few of your favourite things.

Vorster:

- I love dance and music. They are the rhythm of my soul.
- Purple! It's my favourite colour.
- Anything fluffy or cute catches my attention.

5. What do you love about your industry?

Vorster:

- There is never a dull moment.
- It is always colourful.
- You get to be creative every day.
- It is filled with challenges.

6. Describe your average workday, if such a thing exists.

Vorster: I attend my classes and then go home to work on my projects. Sleep, eat and repeat.

7. What are the tools of your trade?

Vorster:

- Photography
- Adobe software
- Drawing and painting
- Being creative

8. Who is getting it right in your industry?

Vorster: I think Nike and Coca-Cola are definitely brands to watch.

9. List a few pain points the industry can improve on.

Vorster: The advertising design's struggle is real, to get to the point where the viewer is not only getting what they need out of the advert but also grasping your message as intended.

Billboards also have too much information for someone that's driving by.

10. What are you working on right now?

Vorster: I'm busy with an internship at Zero Plus, an awesome design and printing company.

11. Tell us some of the buzzwords floating around in your industry at the moment, and some of the catchphrases you utter yourself.

Vorster:

- Design thinking – design isn't a solitary, isolated discipline.
- Deep empathy – design can be used to engage with a customer and connect with them at a meaningful level.
- Design with a big 'D' – it is about the overall process, concept or idea that underpins everything about it, not just the visual aspect.
- Localisation – it is the process of adapting a design to meet the specific, unique requirements of a particular territory or market.
- One of my catchphrases is 'authenticity' – which means that design adopts a believable, grounded and relevant approach to representing ideas, products or services.

12. Where and when do you have your best ideas?

Vorster: When I am taking a relaxing bubble bath, when I go out with friends or when brainstorming with my family.

13. What's your secret talent/party trick?

Vorster: I can hula hoop non-stop. I can also sing and harmonise.

14. What would we find if we scrolled through your phone?

Vorster: Photos of my friends, family and anything cute or fluffy.

15. What advice would you give to newbies hoping to crack into the industry?

Vorster: You need to know where the industry has been before you understand where the industry is going. Never be afraid to ask questions or for help. When you don't know how, use Google or YouTube!

Simple as that. Contact Vorster on [Facebook](#) or [LinkedIn](#) for more.

**Interviewed by [Leigh Andrews](#).*

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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