

Redesigning the way we see SA

 By Leigh Andrews

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A new design that gives the SA flag a positive spin is getting heads spinning on social media - in a good way. The designer of the artwork shares why it works.

This week has seen a lot more positive national sentiment following the #ZumaMustFall movement last week, especially with public focus on the billboard that has since been reinstated as the [South African Flag](#).

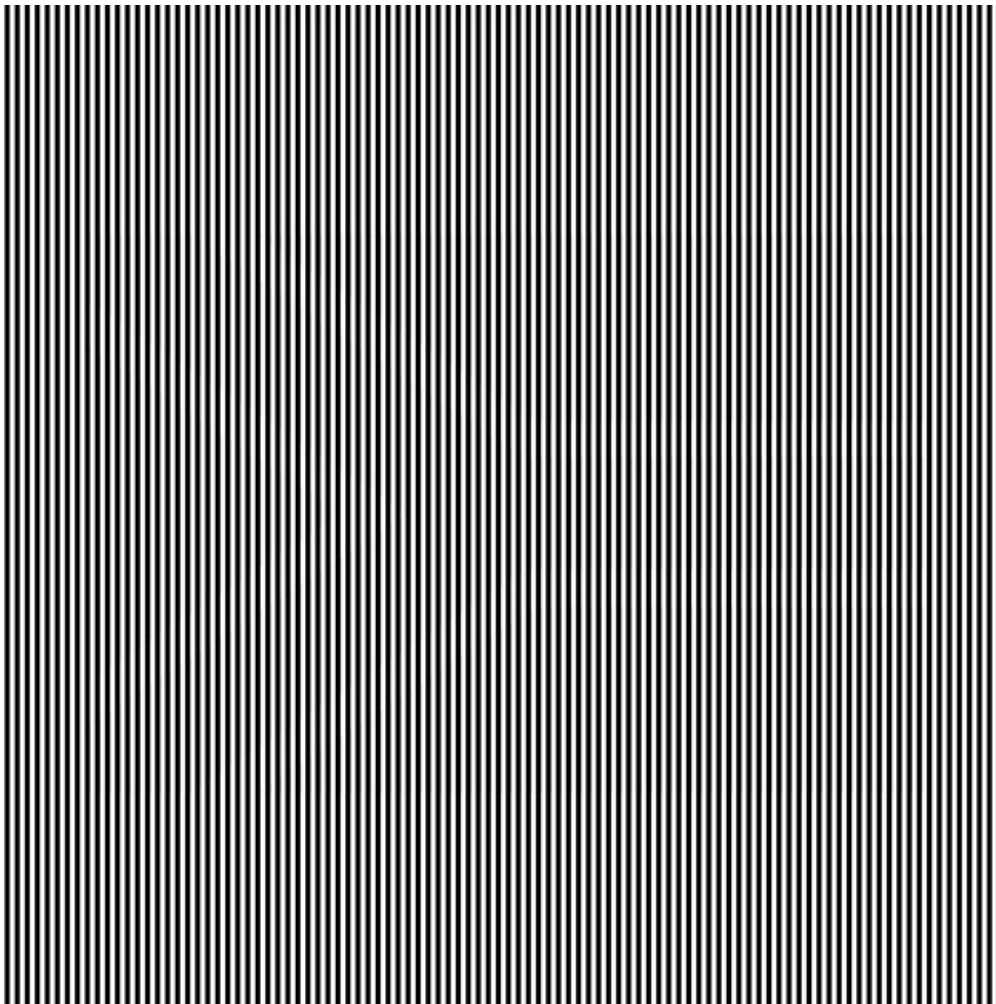
Little wonder this has spread online. Dean Lederle, head of social media and design at Brandnew Creative Agency in Sea Point, took note and worked fast to design an image where the Proudly South African Flag comes alive when you tilt your head - effectively seeing SA from a fresh new perspective.

Lederle explains the context:

"In the midst of the current racial unrest in South Africa, we've seen a lot of negativity in the press and on social media. With this in mind, I took it upon myself to create something that would grab people's attention and highlight a positive symbol, namely the South African flag, which unifies the people within the country rather than dividing them."

"As a designer, it is our duty to create artwork that evokes emotion from the viewer and therefore, when the post caught on and started gaining traction, I felt an immense sense of pride that something I'd created was being received so well by the public. To my knowledge there haven't been any negative comments since posting it on Wednesday morning, which I am extremely pleased about."

If you've not yet seen the design, try it out below. Shake your head while looking at the image and you'll no longer see just black and white.



It's a clever way of seeing things from a different angle and shows that your view isn't necessarily the only view - nor is it necessarily the full picture.

Leave your thoughts on positive design in the comments section.

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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