# THE STATE OF GRAPHIC DESIGN AND CREATIVE AGENCIES IN SOUTH AFRICA

With all the changes and disruptions the global world of work and economy has faced over the past few years many sectors have also been experiencing severe skills shortages. One such shortage challenging the United Kingdom, for example, is graphic design as indicated on the Shortage Occupation List 2022.[1] This has resulted in many creative agencies in the UK looking to offshoring to supplement their digital skills and to meet the market's increasing demands.[2] Here at Gold City Offshoring we are aware of the potential of South African graphic design skills to help mitigate the challenges resulting from these skill shortages in the UK.

South Africa is well placed to provide operational and technical digital skills due to its highly skilled professionals, solid infrastructure, shared time zones with markets in Europe being just +2hrs GMT (+1hr BST) and high levels of English proficiency.[3] Graphic design in South Africa has grown from strength to strength since the 1990s into a sophisticated practice and industry capable of delivering international standards of design.[4] The competitive edge of South African graphic designers is a result of skills cultivated in a complex multicultural commercial environment combined with a rich cultural and ethnic mix to use and draw from.[5] This has allowed designers to combine global trends and standards with local innovation and creativity when working in either the local or international arena

The combination of top tier talent and skills with a world class tech ecosystem has resulted in South African graphic design agencies dominating the annual Loerie Awards, the only awards across Africa and the Middle East that inform the global WARC Creative 100 list.[6] With more than half of the top 30 creative design agencies in Africa and the Middle East, as ranked by the Loerie Awards, based in South Africa the talent and skill displayed by South African graphic designers and the creative industry at large are undisputable

63%   37%
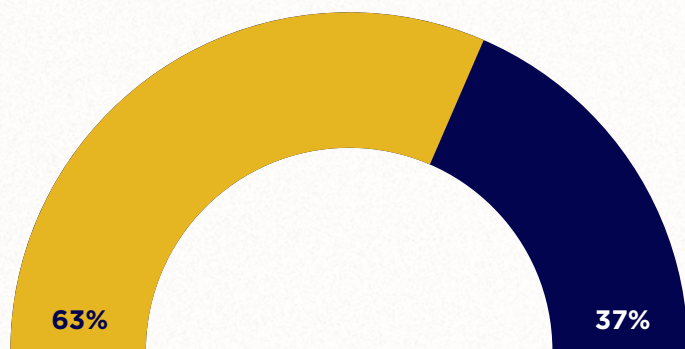
19 of the top 30 Creative Agencies in Africa and the Middle East are based in South Africa.

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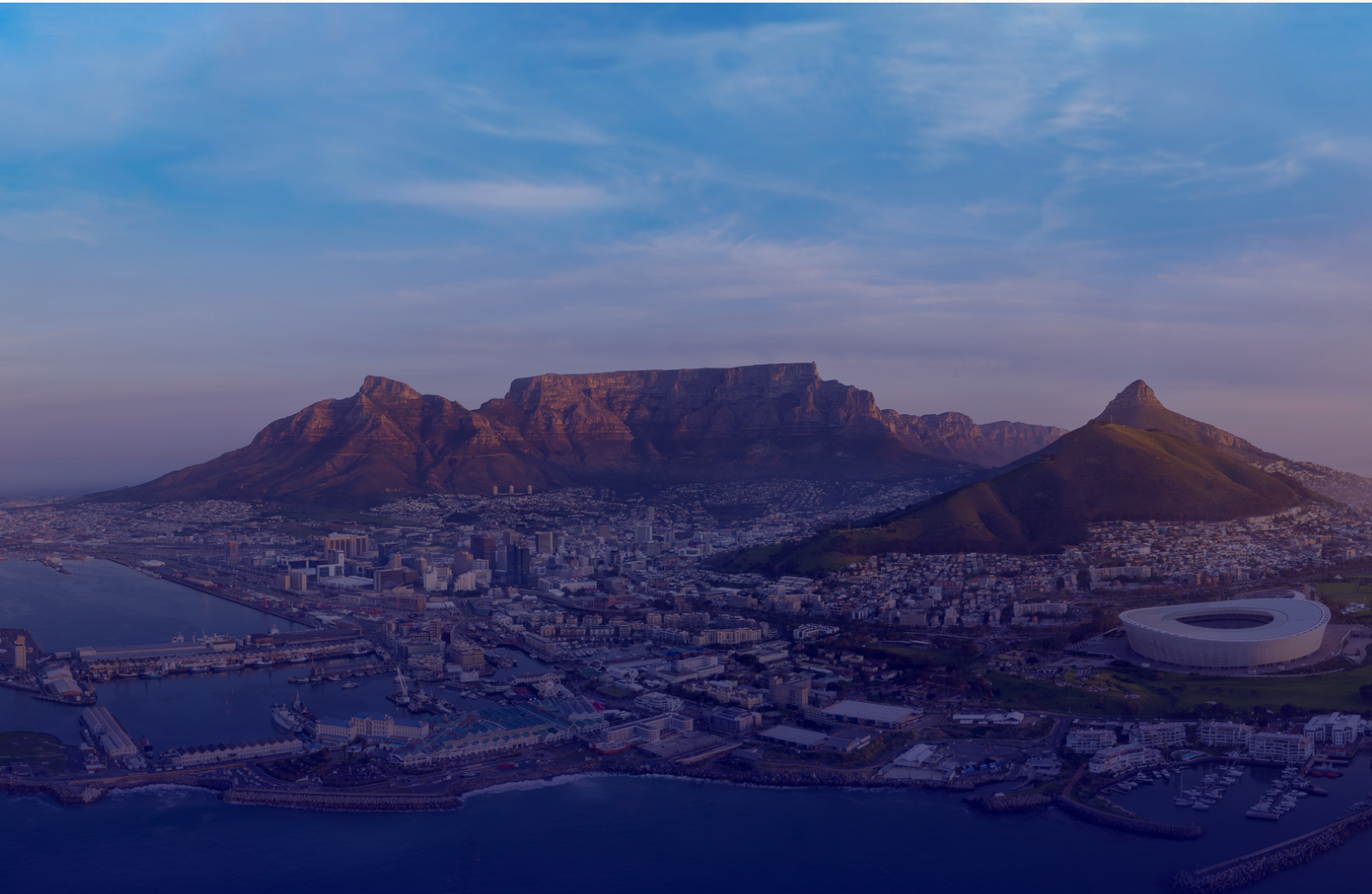
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