IN THIS MONTH’S ISSUE

EMPPOWERING AFRICAN CREATIVES
The story of ADMI

TEACHING YOUNG CREATIVES
Brian Omolo’s perspective

FASHION IN CONTEMPORARY AFRICA
Fashion Illustration by Naima Bitonga

FASHION PHOTOGRAPHY
The Art of Mo
THIS MONTH ON BLACK

EMPOWERING AFRICAN CREATIVES

FASHION IN CONTEMPORARY AFRICA

TEACHING YOUNG CREATIVES

FASHION PHOTOGRAPHY

Cover & Layout Design
Fladwel Rawiri
George Waititu
Editorial Content
Winnie Anyango
Larry Kimanzi
Jevin Mutisya
Andridge Ngare
When did you discover that you were interested in fashion?
I discovered I was interested in fashion way back when in high school.

Why did you decide to study Multimedia?
I decided to study Multimedia because what I do in my personal life is surrounded by it.

Describe your fashion style.
My style of fashion is not just fashion but ART combined with Fashion. So that’s why I hashtag myself as OF DIFFERENT MOH-TION, meaning a different kind of fashion.

What concerns you about the fashion industry?
What concerns me about the fashion industry is what they showcase. They are too conventional - only do things that are mainstream. I think they should come up with ideas that people have seen but have never thought of implementing into fashion.

Who do you look up to in the fashion industry?
I look up to Kevin Abbra; he is the stylist of Osborne’s artwork. He has a mind of implementing different kinds of art into fashion.

---

Africa Digital Media Institute (ADMI) is (arguably) poised to be the centre for leading Art and Design productions in Africa.

ADMI was founded in 2011 as the Jamhuri Film and Television Academy (JFTA) by Wilfred Kiumi, who was passionate about promoting the education and empowerment of young people. JFTA was created to transfer knowledge to young and enthusiastic filmmakers in Kenya.

Wilfred Kiumi is a go-getter. His career has grown from hairdressing in Maringo, Nairobi to being a Founder of JFTA. He spent 2 years as a hairdresser to raise money for fees to join the Kenya Institute of Mass Communications (KIMC) for his Diploma in TV Production. He later began JFTA with only one teacher (himself), five students, and two members of staff.

Classes at JFTA began in February 2012. By 2013, JFTA had gained an excellent reputation and built successful partnerships with organisations such as FilmAid, Kenya Film Studios and SuperSport Studios. JFTA formally rebranded to Africa Digital Media Institute (ADMI) in 2015, following 3 years of steady progress. Currently, ADMI boasts qualified and experienced staff, who teach more than 350 students from across Africa, supported by a strong board and a highly respected Advisory Council.

The film school is focused on teaching skills that are relevant to the art industry today including Film and TV, Graphic Design, Digital marketing, Journalism, Photography, Mobile App & Game Development and Animation. According to Mr. Kiumi, there is a demand for people who are already in the art industry and are looking to improve their production skills. Kiumi’s aim is to produce students who are technically and aesthetically proficient in all areas of film and television production to a high level of effectiveness, with the emphasis on comprehensive acquisition of core skills.

ADMI students and alumni have been involved in a number of great African art productions, including the recently acclaimed Academy-nominated film, “Watu Wote”. 
**FASHION IN CONTEMPORARY AFRICA**
- Fashion Illustration by Naima Bitonga

When did you start fashion illustration and how did you start?
I started fashion illustration while studying fashion design in 2012. Since then I've been perfecting my style which is abstract and very ME (if that makes sense).

Why did you decide to study graphic design?
I also love art so I figured doing graphic design would give me an upper hand as a fashion illustrator and designer.

What concerns do you have about the graphic design and fashion industry?
I wouldn’t say I have any concerns as of now but it's exciting to see how much both industries are growing especially here in Kenya.

Who do you look up to in the fashion industry?
In the fashion industry I look up to Kevo Abbra. He's a stylist from Kenya and his work is very inspiring. As for graphic design one of the people I look up to is Etubi Onucheyo whose work is more biased toward illustration.

**TEACHING YOUNG CREATIVES**
- Brian Omolo’s Perspective

Full name: Brian Omolo.
Age: I am thirty-one years old.
Profession?: I am a graphic designer, artist, and a graphic designer lecturer.

What is graphic design about?:
In general, graphic design is all about sharing ideas and giving ideas to companies to solve everyday problems. For instance, if you cannot find your product, a Graphic Designer can build up a campaign that will help people and interested customers find your product.

How long have you been a graphic designer?:
The first time I started doing professional work is 2007. This is a total of ten years.

When did you start studying this course?:
I have studied this course for a total of five years. I joined college in 2006 and did a course for one year, I later took a foundation course that took me two years and again did a degree for two years.

WOW! That is a very interesting journey for you, could you inform us about your experience?:
My experience is a very interesting one. I have worked as a freelance designer, freelance graphic artist and also worked in advertising agencies and design companies too. In design companies, it was about a total of three years.

How about being a design lecturer?:
Well, I have been a design lecturer for one and a half years now and it has been the best experience, you learn new things every day and you get to be challenged by your own students. Before I go to class, I always have to know what topic I am going to talk about and the people I am going to talk to, I also have to revise everything I have learnt before so I would not find myself forgetting important things.

Tell us about your vision for the next five years:
I would love to do more graphic art projects. I would also love to see myself balancing between my personal life as a lecturer and as a person who has a career, to get more sustainable clients and grow as a person.

When did you start fashion illustration and how did you start?
I started fashion illustration while studying fashion design in 2012. Since then I've been perfecting my style which is abstract and very ME (if that makes sense).

Why did you decide to study graphic design?
I also love art so I figured doing graphic design would give me an upper hand as a fashion illustrator and designer.

What concerns do you have about the graphic design and fashion industry?
I wouldn’t say I have any concerns as of now but it's exciting to see how much both industries are growing especially here in Kenya.