

Meet the dogged team



jack russell design

Some will say it is the name. Others will be of the opinion that the masthead is the attraction whilst there will be those who would vote for the teasers. There are, on the other hand, those who would go for the cover design. In all likelihood it is a combination of all these factors and with this in mind the putting together of a cover for our magazine is a vitally important challenge every year.

Our in-house graphic designer Monica Wagner has over the years provided us with some delightful designs but she occasionally needs a break which necessitates us having to explore other avenues. Although not the first of their designs for the cover of the **Cape Librarian**, the Jack Russell Design company's efforts this year should leave all our readers with enough food for thought to last a full year. We asked them a bit about themselves...

The Jack Russell dog was bred to hunt and work underground. Small but big in attitude. Highly intelligent and expressive. Brave to the point of abandon. Somewhat compulsive in behaviour. They are loving dogs with a great sense of humour who treasure their contact with humans. These are some of the traits that inspired Craig and Giuliana Cockcroft to name their design and advertising company, Jack Russell Design.

After a combined stint of twenty-four years in the advertising business with leading agencies such as Ogilvy & Mather, Rightford Searle-Tripp & Makin, Saatchi & Saatchi, Lindsay Smithers FCB, Alternative (Italy),

Tinderbox and Publicis, the creative couple decided to 'do their own thing'.

Incidentally, Craig and Giuliana met while working at Ogilvy & Mather in Cape Town, fell in love, and discovered that as a child, Giuliana had a published and framed piece of young Craig's child art hanging on her bedroom wall. They went on to be the fifteenth 'Ogilvy couple' who got married. Now, living and working in Durbanville they have one son (Liam), twin daughters (Isabella and Francesca), a canary called Cher (Sonny died), two hamsters (Speedy and Slowcoach), Leroy the junkyard dog and Woodstock, the urbanite Jack Russell terrier. Rupert Pluck has recently joined the pack as a stray designer.

Since 2000, Jack Russell Design has created television commercials, corporate identities, print ads, posters, packaging, wine labels, magazine covers, brochures, banners, billboards and the like for organisations such as Vital Health Foods, Cape Town Opera, the University of Stellenbosch Business School, The Darling Wine Experience, Ormonde Wines, Galaxy Jewellers and Western Cape Provincial Library Service. Examples of their work are featured below.

The Jack Russell is not a 'show dog'. It is a dog with a job to do and a boundless desire to get it done. It is a little dog with a big heart that is happiest doing what it is bred to do: working hard to please its owner, and itself, in the field. In the case of Jack Russell Design the same applies in the field of design and advertising.

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