

# WELCOME TO MY INTERACTIVE PDF

(BUT FEEL FREE TO SCROLL THROUGH)

**BRANDING**

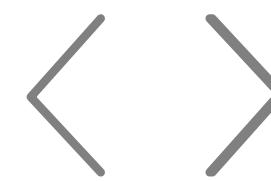
**PROJECTS**

**ARTWORKING**

**ILLUSTRATIONS**



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# Rebecca Lennon

Graphic Designer and Creative Artworker

## A LITTLE BIT ABOUT ME:

Hi, I'm Becky, a Graphic Designer and Creative Artworker with over 10 years of experience in agency environments. I have a deep understanding of the design industry, print processes, and innovative approaches to creative problem-solving. My expertise extends to thriving in fast-paced, high-pressure settings where adaptability and precision are key. Colleagues and clients often describe me as approachable, collaborative, and an excellent communicator—qualities that help me build strong relationships and deliver outstanding results.

## DESIGN SKILLS — CORE ADOBE SUITE



## ACHIEVEMENTS

Over the course of my career as a graphic designer, I have successfully led and contributed to a wide range of impactful projects. I've spearheaded the creation of cohesive brand identities for startups, helping them stand out in competitive markets, and refreshed the visual identities of established brands to drive renewed customer engagement. My work has contributed to successful multi-channel marketing campaigns, including print, digital, and social media assets, resulting in increased brand visibility and significant ROI for clients.

## SKILLS

- ARTWORKING FOR PRINT AND DIGITAL
- LAYOUT DESIGN - EDITORIAL & EMAIL
- MENTORING
- ILLUSTRATION

## MY EXPERIENCE AND EDUCATION

### ROSEWOOD MAINTENANCE & LANDSCAPING — COMMUNICATIONS MANAGER (2024-2025)

Implemented a CRM system with audience segmentation and a detailed content calendar spanning email and social channels. This includes designing and building email templates and collaborating closely with creative, marketing, and technical teams to deliver bi-weekly content. Regularly measure and report on the performance of marketing communication campaigns to drive continuous improvement.

As a communication manager, I developed and executed integrated marketing communication strategies aligned with business objectives, ensuring seamless messaging across all platforms. I serve as a brand guardian, maintaining consistency in brand messaging and visuals across all marketing materials. Oversee the company's website and digital platforms, ensuring content remains up-to-date, engaging, and optimized. Additionally, manage customer reviews across key platforms such as Yell, Trustatrader, Checkatrade, and Google to enhance online reputation. I lead the creation of high-quality content, including emails, brochures, blogs, and social media posts, to effectively engage target audiences and support business growth.

### TWOGETHER — MIDDLEWEIGHT CREATIVE ARTWORKER (2022-2024)

Stepping up as a Middleweight in a digital creative artworker role, my responsibilities included finalising designs, ensuring every detail was perfect, and artworking quickly to a high standard. I updated designs with new copy, made necessary amendments, and created new documents based on designs within a campaign. My responsibilities often included adjustments to designs and implementing amends from clients. My time here has been invaluable. This role has been invaluable, deepening my understanding of the Adobe Suite and its capabilities.

### IMMACULATE — CREATIVE ARTWORKER (2019 - 2022)

Entering new territory as a Creative Artworker, I needed to broaden my understanding of the creative industry and process, getting my hands into all things print and digital. I worked alongside creatives and project managers to turn their wonderful designs and ideas into visually appealing artwork, curating and creating designed pieces from concepts to masterpieces. My role became vital as the last pair of eyes before going to print or being released to the world wide web.

### GLASSUP & STOSKI — MIDDLEWEIGHT GRAPHIC DESIGNER (2017-2019)

With agency experience up my sleeve, and a step up as a Middleweight Designer, this small multi-functional agency showed me the importance of trust and communication within a team. Here I was able to really express creativity, particularly contributing fresh ideas and concepts to small businesses. Large scale projects such as university prospectuses design and large brochure designs became my forte and within 6 months, I was responsible for the brand identity and journey of multiple start up businesses.

### ALEMBA — GRAPHIC DESIGNER (2015-2017)

Building a foundation in print and digital design, I expanded my Adobe suite skills and adapted to the fast-paced agency environment. This role boosted my confidence in handling brand and client responsibilities, making me a key design team member. In my second year, I took on UI design for company products, developed iconography and visual styles for new releases, and designed brochures, merchandise, and large-scale prints for trade shows.

### EDUCATION (2012 - 2015)

University for the Creative Arts - Graphic Communication (2:1 level achieved)

# BRANDING: MORE THAN JUST A LOGO

This will take you through a journey of logo development & website concepts



## LOGO DESIGN



## LOGO DESIGN



<  
**FONDANT**



Gameractive



**thetuningstore.com**

## BRANDING: ROSEWOOD GARDEN MAINTENANCE

Rosewood Garden Maintenance is a family run business founded in August 2020, creating a brand for this company, commercial & residential leaflets, van graphics, business cards and moved digital to website design and managing their social media presence with daily posts on Instagram and Facebook. From 2020 they have grown to over 200 customers and employed 5 new gardeners



# BRANDING: ROSEWOOD GARDEN MAINTENANCE



The website features a green header with the logo 'Rosewood Garden Maintenance'. Below the header is a quote from founder Stephen Lennon: "We are passionate about horticulture and managing gardens to make sure they always look their absolute best, beautiful gardens radiate an inner peace and happiness providing a wonderful place to feel part of nature, it's our pleasure to make sure your gardens always bring you happiness." A photo of Stephen Lennon is included. The main body text reads: "WE GUARANTEE TO REDUCE YOUR CURRENT GROUNDS MAINTENANCE COSTS" followed by "Call us today on 07393 821797 to book an appointment". Below this is a large image of a well-maintained garden and a large red brick house. The footer contains sections for 'WHY CHOOSE ROSEWOOD GARDEN MAINTENANCE?' with bullet points, a COVID-19 safety notice, and social media links for Checkatrade, Yell, Facebook, Instagram, email, and website.



The landing page has a white header with the 'Rosewood Garden Maintenance' logo. The main title is 'NEED HELP WITH YOUR GARDEN?'. Below the title is a call to action: "Call us today on 07393 821797 to book an appointment". It states: "Our team are here for you! We offer competitive rates whether you need regular garden maintenance or a one off tidy up." A section titled 'We can:' lists various services with icons: Tidy your garden, Mow your lawn, Clean your path, Trim your hedges, Plant your flowers, Weed your garden, and Prune your shrubs. The footer includes contact information: "07393 821797", "info@rosewoodgardenmaintenance.com", and a small note about COVID-19 safety.



The advertisement has a green header with the 'Rosewood Garden Maintenance' logo. Below the logo is a list titled 'WE CAN:' with bullet points: • Water your garden • Mow your lawn • Clean your path • Trim your bushes • Plant your flowers • Weed your garden. The middle section contains a large green graphic with a stylized illustration of a gardener and a wheelbarrow. The footer includes the website 'www.rosewoodgarden.co.uk' and a note about COVID-19 safety.

# BRANDING: ROSEWOOD GARDEN MAINTENANCE



# BRANDING: ROSEWOOD GARDEN MAINTENANCE

The image shows a smartphone on the left and a laptop on the right, both displaying branding for Rosewood Garden Maintenance.

**Smartphone Screen (Website Preview):**

- Header:** Rosewood Garden Maintenance, Home, About Us, Reviews, Our Work, Blog, Get in Touch.
- Hero Image:** A vibrant garden scene with flowers and a small tree, overlaid with the text "CUSTOMER SATISFACTION IS AT THE HEART OF EVERYTHING WE DO".
- Text:** Help and guide local to professional garden maintenance services in Surrey. We provide a comprehensive range of garden services for domestic & business clients. Our experienced team of gardeners are passionate hot individuals, who love transforming and making tangible results to ensure they always look their best.
- Icons:** Planting, Pruning and Weeding; Garden Clearance Services; Grass cutting and Hedge Trimming; Gardening Advice/Consulting.
- Newsletter Sign-up:** "SIGN UP TO OUR NEWSLETTER" with fields for Email Address and SIGNUP! button.
- Logos:** Yell.com, Checkatrade.com, Review on Google, and iBark.
- Follow Us:** FOLLOW US ON INSTAGRAM with a preview of their Instagram feed.

**Laptop Screen (Instagram Feed):**

- Profile:** rosewood\_garden\_mainten. (152 posts, 809 followers, 2,092 following)
- Header:** Rosewood Garden Maintenance, Family run garden maintenance business in Shepperton, Surrey. We provide a comprehensive range of garden services for domestic & business clients. [www.rosewoodgarden.co.uk](http://www.rosewoodgarden.co.uk)
- Posts:** A grid of images including:
  - A portrait of a man with the caption "MEET THE ROSEWOOD TEAM".
  - A man holding a plant with a speech bubble "How do I make my garden low maintenance?".
  - "Before" and "After" garden transformation images.
  - A person watering a garden with the caption "The love of gardening is a seed once sown that never dies".
  - "Before" and "After" images of a garden border.
  - A person holding a plant with the caption "Contact Free Garden Maintenance".

**Call-to-Action:** Please **click here** to view the website

## BRANDING: CIRCUIT GOLD



## BRANDING: CIRCUIT GOLD

The use of gold leaf was used on these premium printed products



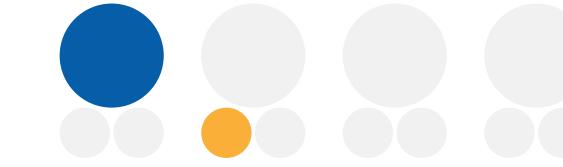
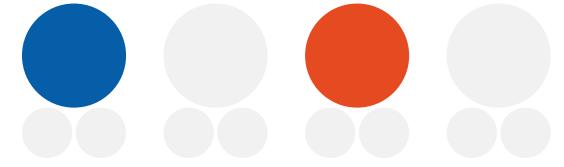
# BRANDING JOURNEY: FOREFRONT

Exploring the identity symbol



# BRANDING: FOREFRONT

Chosen design colour exploration



## BRANDING: FOREFRONT

Final brand identity



**AT THE  
FOREFRONT  
OF GENE  
THERAPY**

## BRANDING: MAVEN BJJ

Maven BJJ is a Brazilian Jujitsu club based in Send, Woking. I have been working with this club for the past 3 years, creating large format banners for their dojo, t-shirt designs, new member patch designs and a new club logo, they're growth has been monumental within the last 2 years and I hope to continue working with them through their journey



# BRANDING: MAVEN BJJ

Basic tee and hoodie design



Large format printing



## BRANDING: MAVEN BJJ - PATCH DESIGN



# BRANDING: MAVEN BJJ - PATCH DESIGN



## BRANDING: MAVEN BJJ - LOGO DESIGN



# BRANDING: GENE THERAPY SUMMIT

Logo concept design for a gene therapy meeting, bringing together medical professionals from all over the world to discuss and bring together ideas and teachings about gene therapy treatment

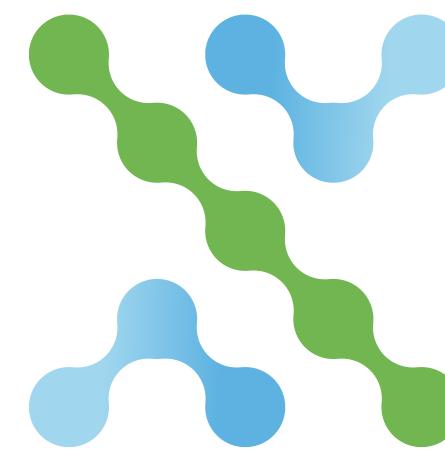


# BRANDING: CONCEPT DESIGN



## BRANDING: GENE THERAPY SUMMIT

REIMAGENE is a yearly global gene therapy event, our task was to create an identity for the event,  
in this section are two designs with mock up designs to accompany them



REIMAGENESMA  
TIME TO ANALYSE  
COMMIT  
TRANSFORM

# BRANDING: CONCEPT DESIGN

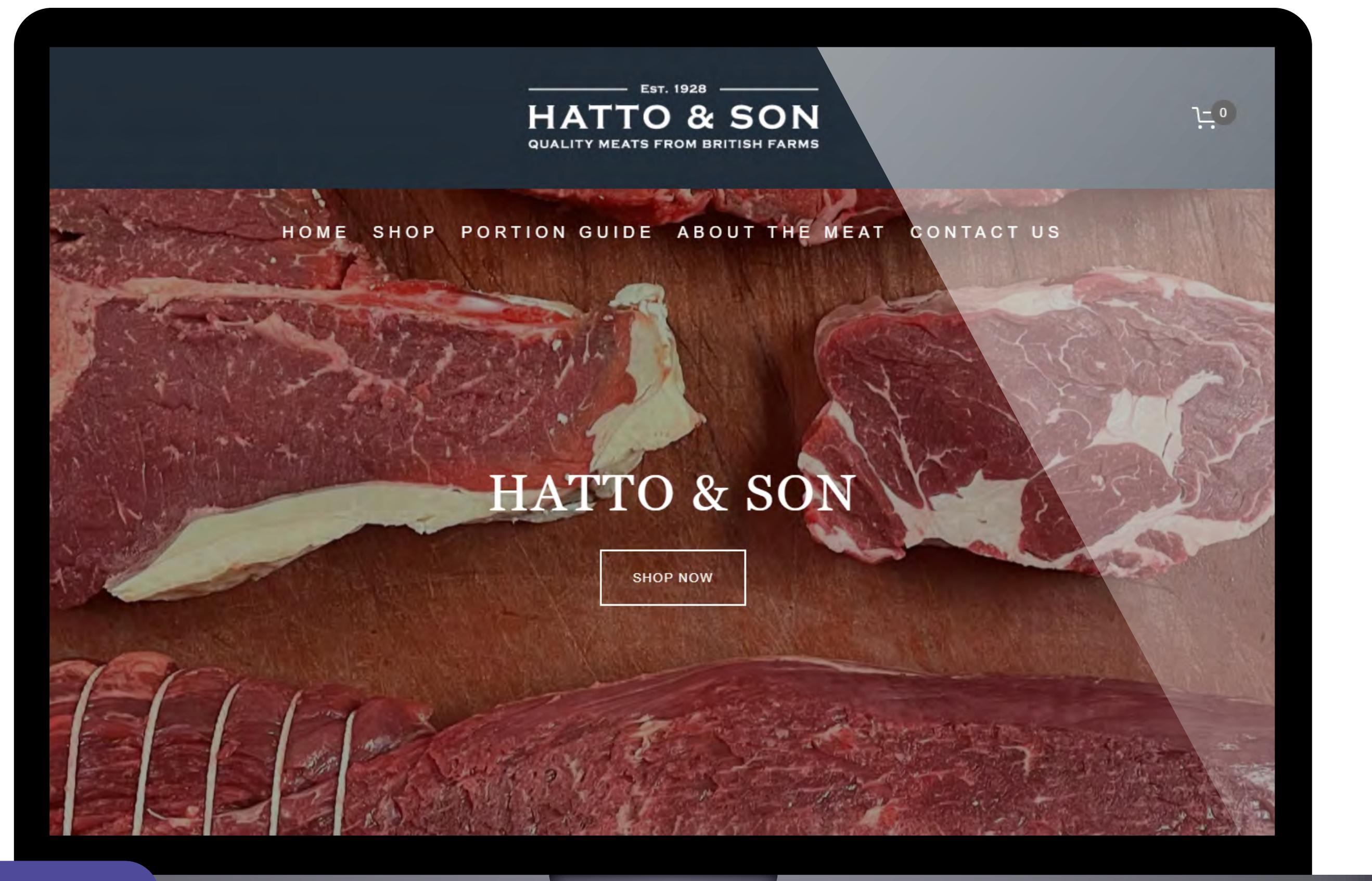


## BRANDING: HATTO & SON

A father & Son run butcher business, a fresh look at the logo and refresh of the website (squarespace build)



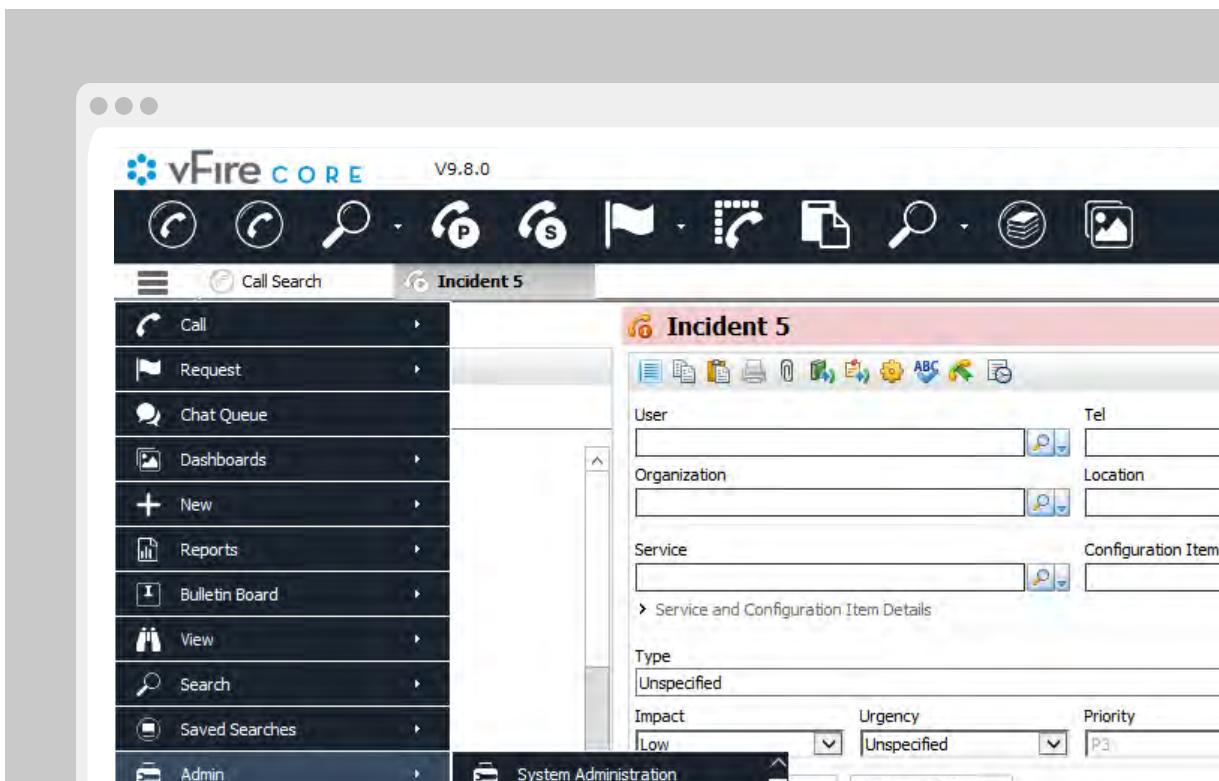
## BRANDING: HATTO & SON



Please **click here** to view  
the website

# PROJECTS

Icon Design



Brochure Design



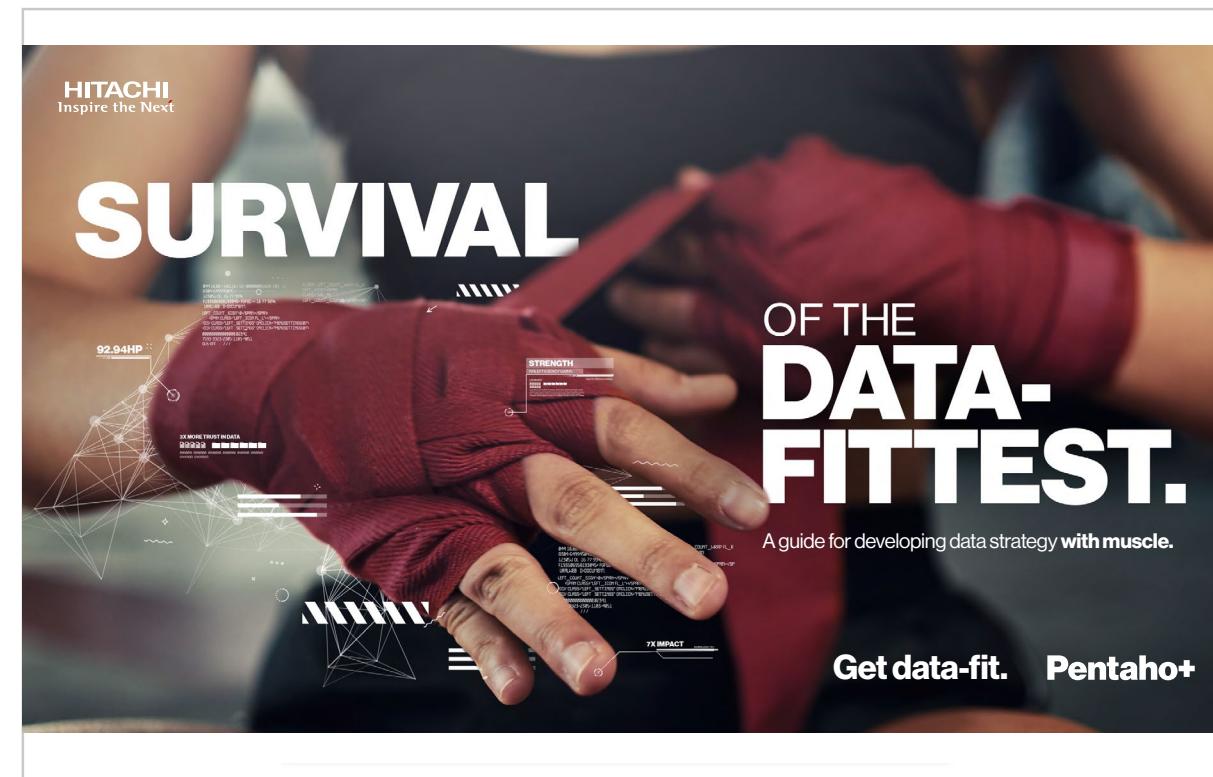
eBook Design



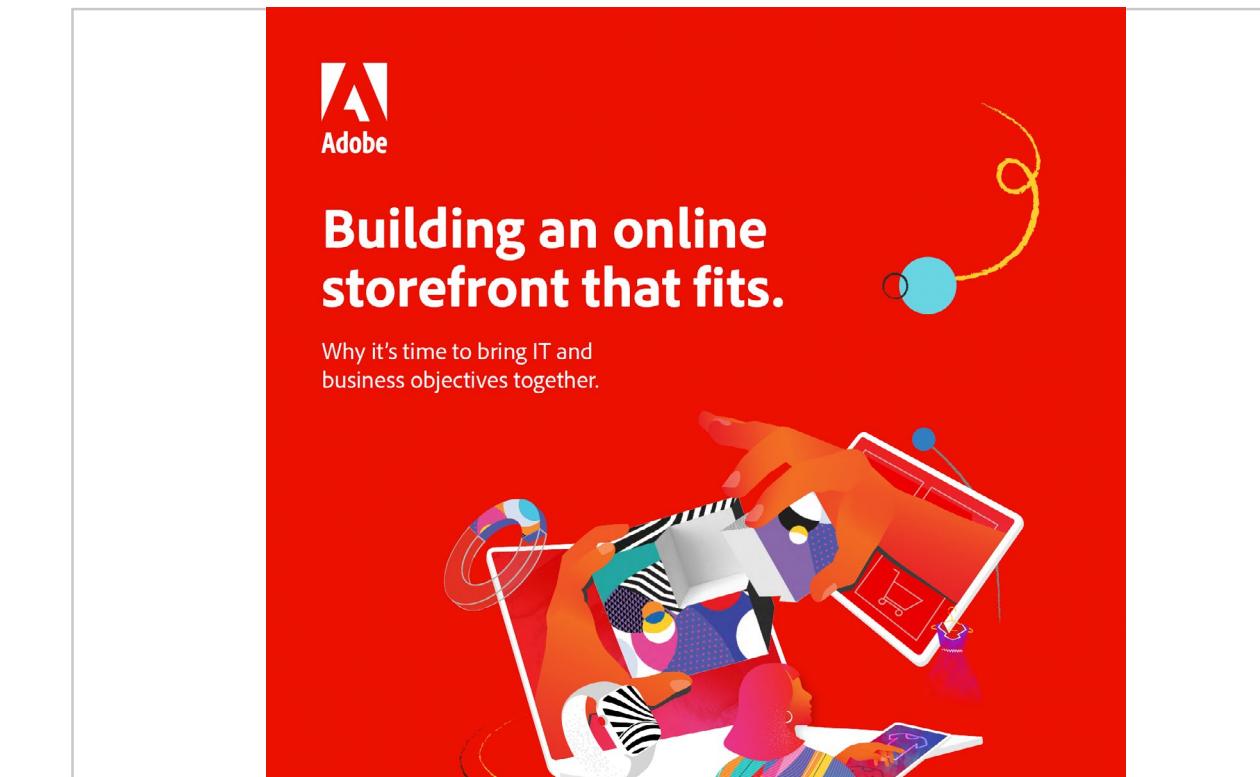
eGuide Design



eGuide Design



Infographic Design



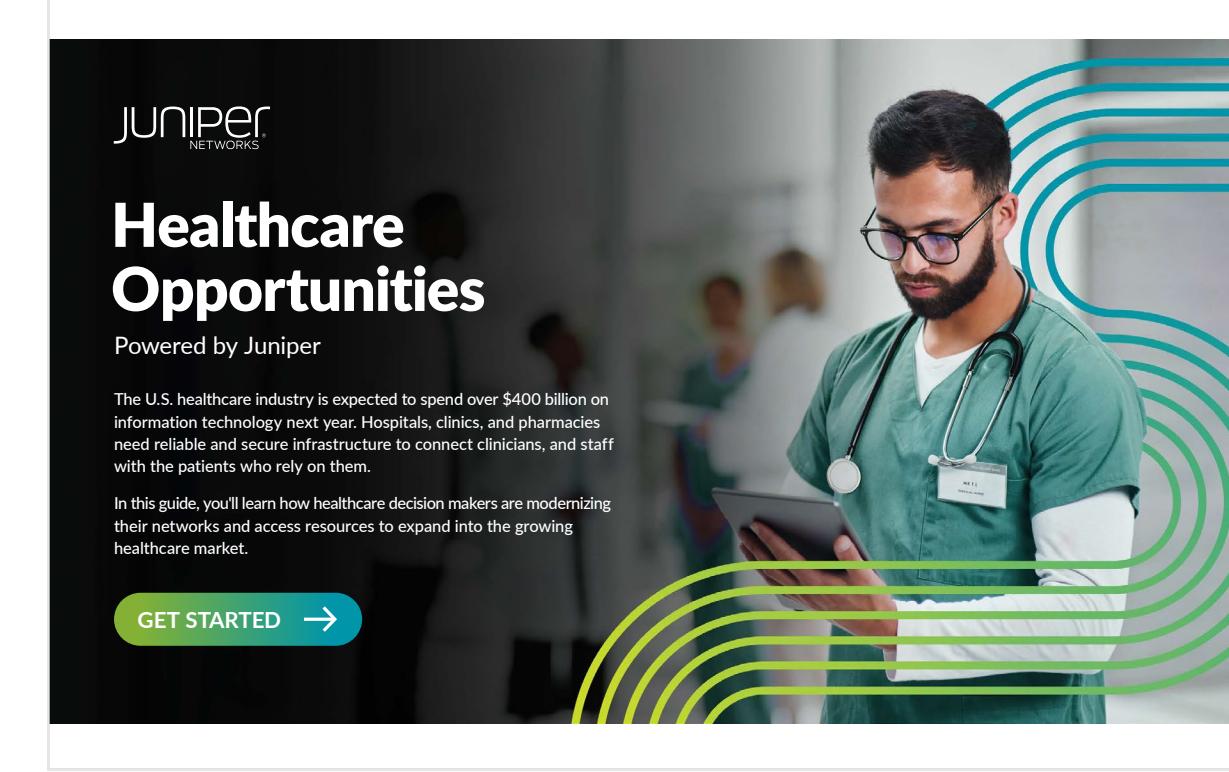
## eGuide Design



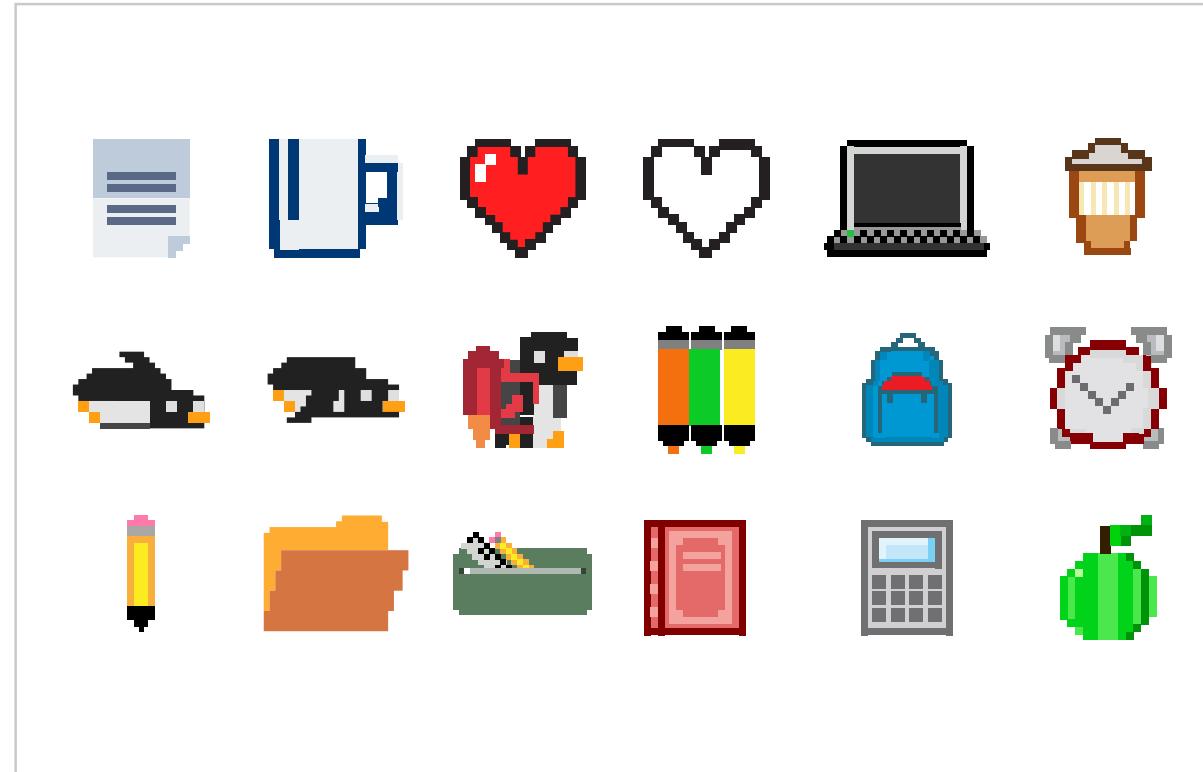
## Infographic Design



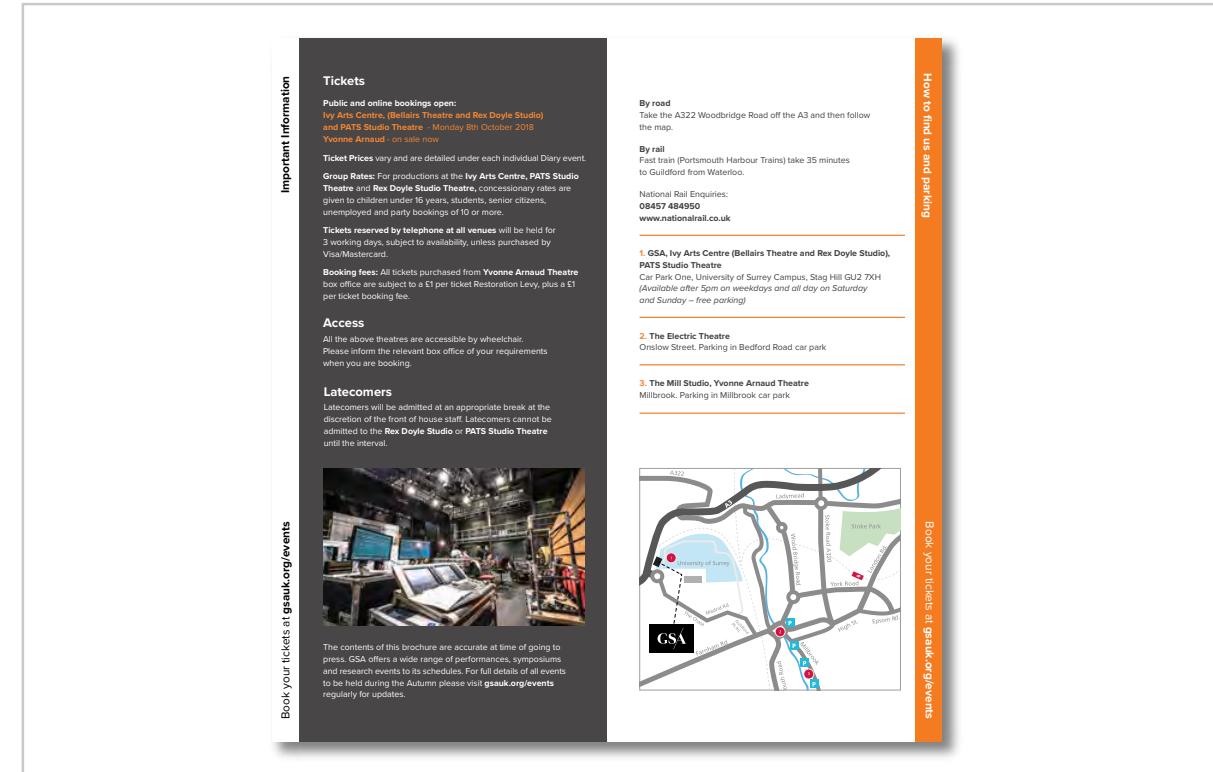
## Conversation Guide



## Asset Design



## Leaflet Design



## Email Design

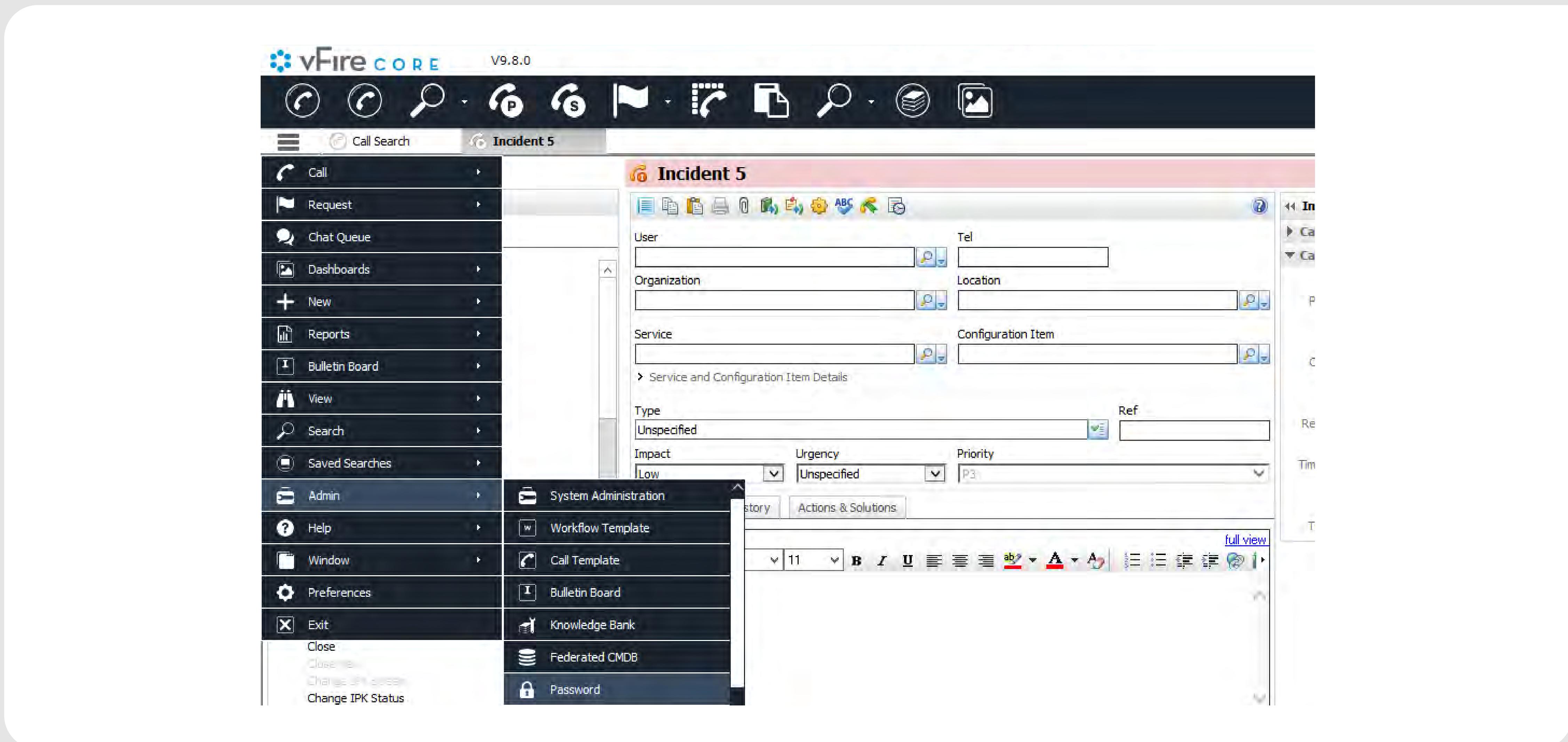


# ICON DESIGN - VFIRE

A 100 icon set in a consistent style to match the software style of Alemba's 9.8 release of their Customer Service software vFire. Project created in Sketch3.



# ICON DESIGN - VFIRE



# BROCHURE LAYOUT - HUDDERSFIELD

As a team we delivered a fresh and creative new look and style to the 2018 Undergraduate Projectus. The front cover is a combination of letters from an alphabet created for the Art Design Architecture building



# BROCHURE LAYOUT - HUDDERSFIELD



## INSIDE THE SCHOOL

The £30 million pound investment embodies all that is current, contemporary and creative. It offers huge potential to act as a catalyst for future connectivity, setting the scene for collaboration and learning.

Inspired by the classics, its rectilinear, sculptural design aims to bridge millennia of creative practice and to break down the modern, artificial barriers of narrow isolated disciplines. Much like the Bauhaus movement, staff, students and other creative practitioners and stakeholders will work under the same roof and get inspired by each other. Fashion designers and architects will learn from each others practice, illustrators and animators will operate in the same environment as costume and graphic designers, and much more. Bringing the physical and the digital together, traditional craft with state of art visualisation, simulation and digital technologies come together to stimulate new thinking.

Named after the famous West-Yorkshire born sculptor, its main frontage overlooks the picturesque Huddersfield Narrow Canal that runs through the heart of the University's campus.

A contemporary and symbolic laser cut veil surrounds most of the building, with flexible, adaptable and flowing internal space that enables new thinking to emerge and courageous practice to be realised.

Designed for experimentation, students will have the opportunity to develop, curate and exhibit their work in innovative spaces, utilising fully extensive and leading workshop facilities such as 3d printers for rapid prototyping and modelling, laser cutters, Wacom drawing tablets, Virtual reality and motion tracking sensors, print and dye, maker library, digital print, photography studios, advanced 3D technologies, digital print centre, specialist studios and software and the ability to get access to all facilities and much more.

04 Art, Design and Architecture | Huddersfield



Our work....YOUR work will cross disciplinary boundaries, provide insight, articulate complex relationships, promote creativity and engage communities at solving problems at each level, relevant to today's society, for the future.

We are an award winning, professionally accredited school of global significance where research and teaching excellence meet creative practice.

**"Art, Design, Architecture,  
Join the revolution"**

Art, Design and Architecture | Huddersfield 05

Please **click here** to view  
the whole brochure

# EBOOK - LENOVO

**6 ways to refresh your IT thinking**  
with the Lenovo Think portfolio and Windows 11 Pro

**Windows 11**  
Lenovo recommends Windows 11 Pro for Business.



Please **click here** to view  
the whole eBook

**Contents**

To worry less and achieve more	3
To deploy AI safely and at speed	4
To raise productivity not running costs	5
To advance security without disrupting performance	6
Free-up your IT teams (and budget)	7
To accelerate your upgrade path	8
Working as one for you	10
Frequently asked questions	11

**Windows 11**  
Lenovo recommends Windows 11 Pro for Business.

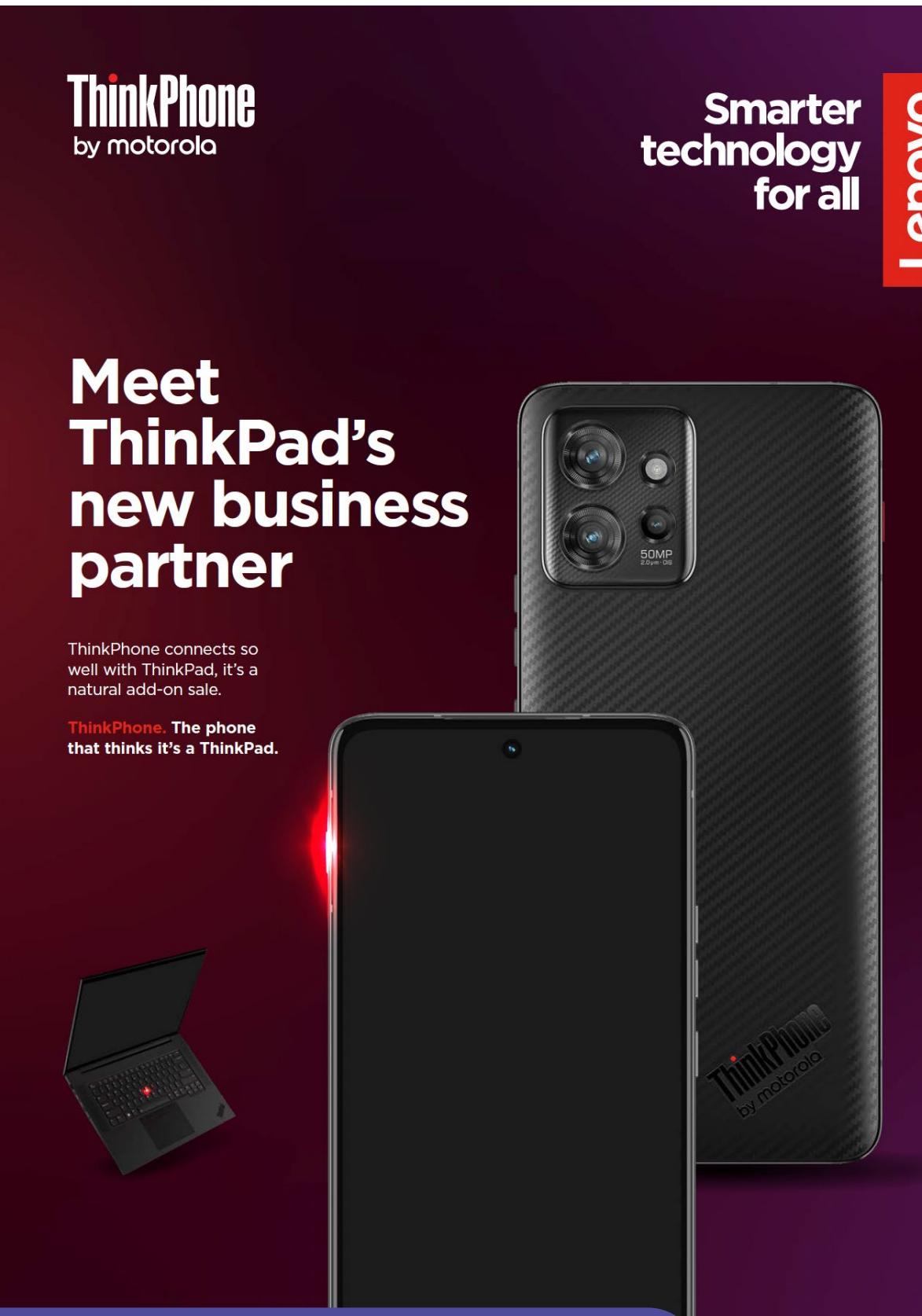
**The biggest challenge of all**  
**1 To worry less and achieve more**

It's a never-ending balancing act: driving innovation, while managing budgets and risk. And while everyone in the IT industry seems eager to talk about new tech and transformation, timelines can be a sticking point no-one wants to discuss. It's unfortunate that many businesses miss out on the benefits of implementing changes that can enhance their performance, security, and resources. In this guide, we show you how you can make these changes, to simplify and accelerate your transition to more effective work practices.

**Windows 11**  
Lenovo recommends Windows 11 Pro for Business.

**Organizations are taking action**  
75% of companies expect their revenues to increase this year and 66% plan to increase year-on-year IT spending.<sup>1</sup> Also, with support for Windows 10 coming to an end in October 2025, the time to move to Lenovo Think devices running Windows 11 Pro is now.

# EGUIDE - LENOVO



**ThinkPhone**  
by motorola

**Smarter technology for all**

**Lenovo**

**Meet ThinkPad's new business partner**

ThinkPhone connects so well with ThinkPad, it's a natural add-on sale.

ThinkPhone. The phone that thinks it's a ThinkPad.

**55%**  
Mobile has overtaken desktop as the main way to access the internet, with 55% of market share.<sup>1</sup>

**33%**  
But this is putting your customers at risk—33% of employees working from home are using devices that have no security controls on them to connect to their business network.<sup>2</sup>

**75%**  
75% of us say smartphones make us more productive—but functionality compared with laptops often disappoints.<sup>3</sup>

**\$484 billion**  
ThinkPhone gives you the opportunity to take your slice of the \$484 billion global smartphone market<sup>4</sup> with a phone that's familiar to you and your customers.

Please **click here** to view  
the whole eGuide

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**75%**  
75% of us say smartphones make us more productive—but functionality compared with laptops often disappoints.<sup>3</sup>

**60%**  
With at least half of post-covid work happening from home and 60% of employees preferring to work from home at least half the time, it's clear that remote and mobile working is here to stay.<sup>4</sup>

**\$484 billion**  
ThinkPhone gives you the opportunity to take your slice of the \$484 billion global smartphone market<sup>4</sup> with a phone that's familiar to you and your customers.



**Lenovo**



## An exciting new opportunity you already know how to sell

ThinkPhone joins the familiar trust, security, and quality of Lenovo with Motorola's extensive phone expertise. Think 2 Think seamlessly connects ThinkPhone with ThinkPad. And it includes Windows 365, giving customers shared PC functionality on both devices.

All of which makes ThinkPhone a natural add-on sale with ThinkPad. Start offering the full PC and smartphone solution today and see how ThinkPhone puts more in everyone's pocket.

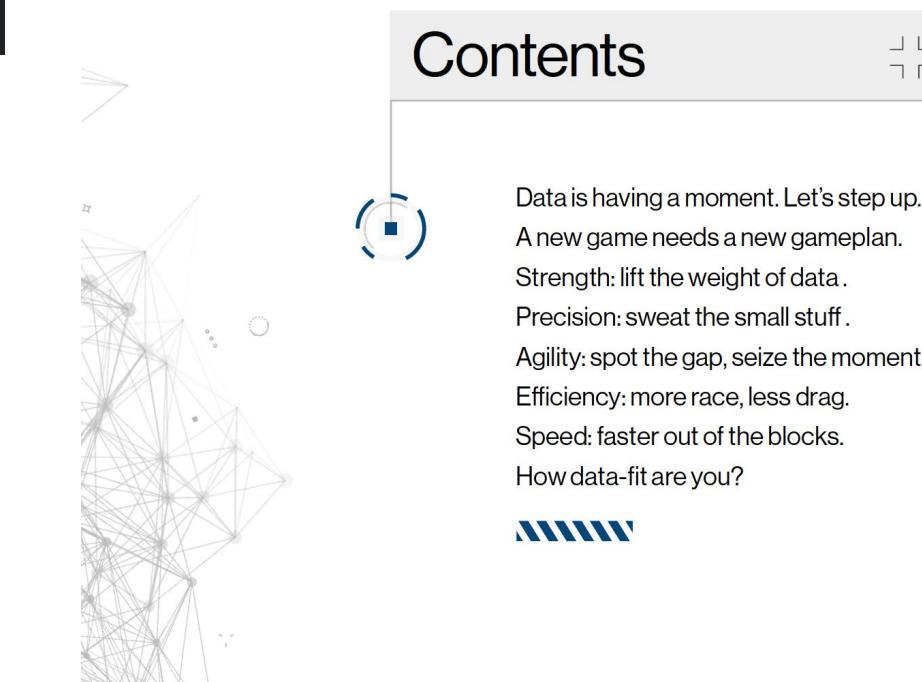
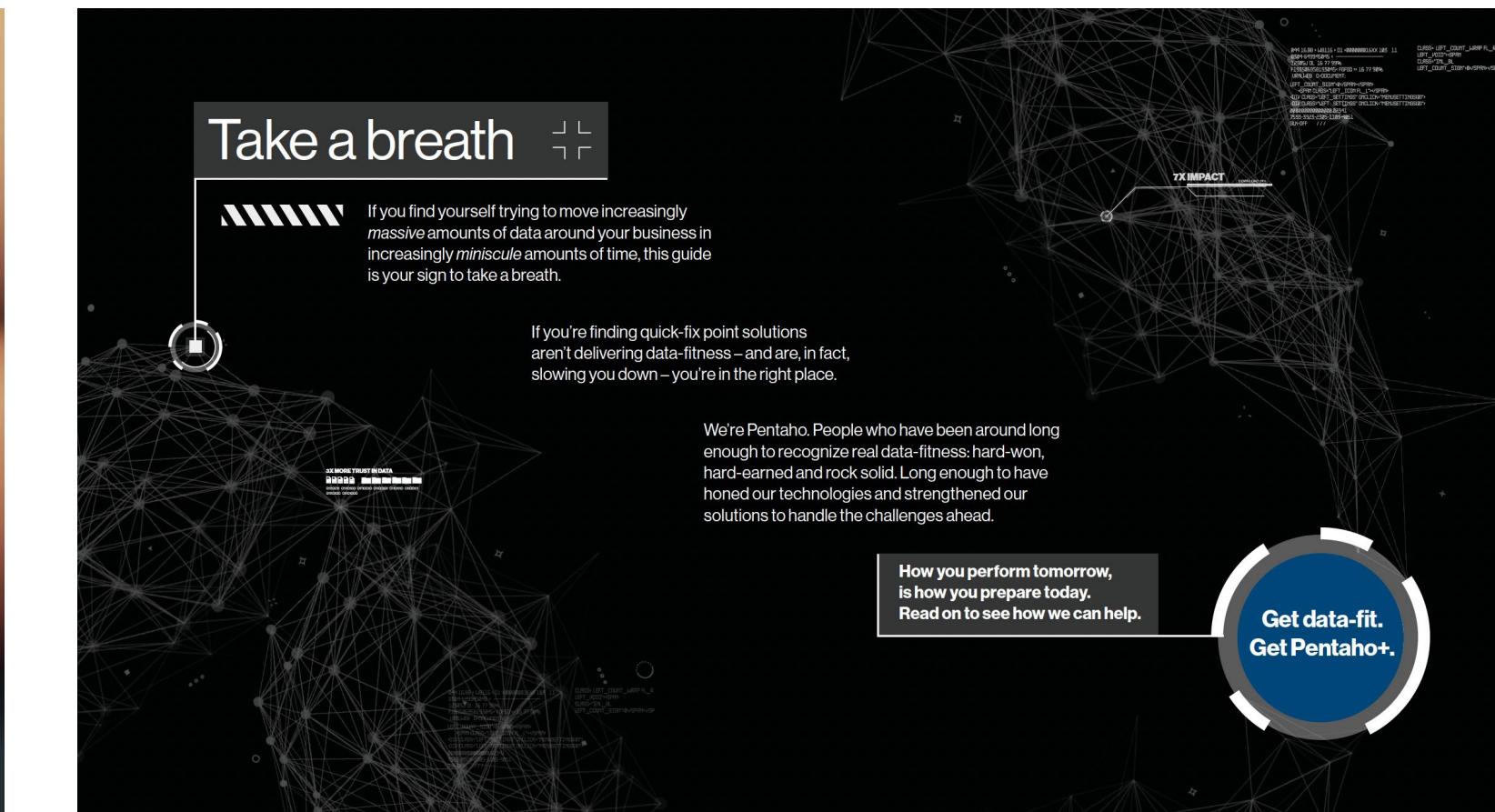
**Lenovo**

# EGUIDE - HITACHI



When artwork projects with interactive elements, every link is meticulously checked and rechecked to confirm it directs to the correct destination, whether it's within a document, to an external site, or across multiple platforms. I understand how critical it is for links to perform seamlessly, so I test them in various formats and devices to ensure consistency and reliability.

Please **click here** to view  
the whole eGuide



# INFOGRAPHICS

These are previews of digital infographic pieces i've designed and artworked during my time at Twogether

The infographic features a red background with the Adobe logo in the top left corner. The main title, "Building an online storefront that fits.", is displayed in white bold text. Below the title, a subtitle reads, "Why it's time to bring IT and business objectives together." The central visual is a stylized illustration of a person interacting with a laptop screen that displays various colorful icons and data points, symbolizing the integration of IT and business objectives.

Please click on each design to view the whole infographic

In today's fast-paced business environment, where customer expectations are constantly changing, businesses need flexibility, faster time-to-market, and lower total cost of ownership (TCO). How do you ensure your e-commerce platform is supporting this change?

The infographic features a red background with the Adobe logo in the top left corner. The main title, "Go straight to the heart of customer needs.", is displayed in white bold text. Below the title, a subtitle reads, "Adobe Campaign gives you hyper-personalisation that delivers powerful results. Simply. Effectively. Efficiently." The central visual is a stylized illustration of a smartphone and a laptop screen, both displaying abstract patterns and data, with colorful lines and arrows suggesting data flow and personalization.

Get ready to raise your numbers.

Category	Value
30%	Green
41.5%	Blue

# EGUIDE - SERVICE NOW

**servicenow.**

# open

up a world of  
marketing possibilities

Partner Development Fund  
Activities Guide

Please **click here** to view  
the whole eGuide

**servicenow.**

PARTNER DEVELOPMENT FUND ACTIVITIES GUIDE

## CONTENTS

01		<b>How it works</b> You'll unlock a wealth of opportunities as part of the Partner Development Fund. Read on to discover how.
02		<b>The campaign briefing process</b> Together, we'll discuss your business goals and select the right activities to help you reach them.
03		<b>Funding your campaign</b> Understand the funding model and find out what you need to do to request funding.
04		<b>Business outcomes and marketing activities</b> Explore the wide range of marketing activities tailored to your business goals.
05		<b>Campaign measurement and reporting</b> We'll measure and report on the effectiveness of all these activities so you can be sure you'll achieve your objectives.
06		<b>Commitment</b> To get the most from the Partner Development Fund, there are a few things you'll need to commit to.
07		<b>Let's get started</b> Ready to go? All you need to do is log into the <b>Demand Center</b> , choose your activities, checkout and book your briefing call.

**servicenow.**

PARTNER DEVELOPMENT FUND ACTIVITIES GUIDE

### 01 How it works

You'll unlock a wealth of opportunities as part of the Partner Development Fund. Read on to discover how.

Firstly, the fund uses a co-investment model, which means that when you engage in any of the activities outlined in the guide, ServiceNow will match your investment up to a total of \$100,000. You can choose any of the activities set out in the pages that follow or you might want to use a combination. Together we'll be on hand to lend their marketing expertise and help you decide which activities will help you reach your business goals.

Everything you need to generate demand and grow your business is in this guide. All we need from you is your commitment.

**How we'll work**  
From initial consulting all the way through to planning, execution, and reporting, the Together team will guide you through your entire campaign and help you use the best marketing practices to achieve your goals.

**Step 1. Consult & plan**

- At your initial consultation you'll outline your objectives, budget, and goals
- We'll develop a campaign plan together
- If you already have a campaign plan we'll support you to add extra features

**Step 2. Identify the right content**

- Agree on campaign collateral and assets for your campaign

**Step 3. Execute campaigns & deliver leads**

- Carry out marketing activities and gain visibility into performance
- Deliver leads for nurture and follow-up (lead generation campaigns only)

**Step 4. Advise & report**

- We'll consult with you about lead follow-ups and reporting
- You'll get full campaign reporting from us

5

# INFOGRAPHICS - CYBERREASON

These are previews of digital infographic pieces i've designed and artworked during my time at Twogether



Please [click here](#) to view the whole infographic

# JUNIPER - EGUIDE

## Healthcare Opportunities

Powered by Juniper

The U.S. healthcare industry is expected to spend over \$400 billion on information technology next year. Hospitals, clinics, and pharmacies need reliable and secure infrastructure to connect clinicians, and staff with the patients who rely on them.

In this guide, you'll learn how healthcare decision makers are modernizing their networks and access resources to expand into the growing healthcare market.

**GET STARTED →**

Please **click here** to view  
the whole eGuide

## Healthcare market opportunity

Keeping today's healthcare delivery system up and running is a challenge. Providing a safe, secure, and reliable pipeline for the deluge of data generated every day is just the beginning. Connecting patients to the information they need to monitor and manage their own care bolsters positive outcomes.

To successfully expand into the healthcare market, technology resellers must first understand what decision makers need to provide the best experience for patients, clinicians, and staff.

These are top priorities for healthcare network decision makers:

- Accelerate information retrieval
- Increase collaboration
- Upgrade Wi-Fi connectivity
- Enable turn-by-turn directions
- Enhance staff and patient safety

### Simplify day-to-day management

- Integrate Wi-Fi, IoT, Bluetooth Low Energy (BLE)
- Provide asset location
- Reduce support burden
- Simplify network complexity
- Predict and resolve network issues
- Locate and track assets
- Reduce mean-time-to-repair (MTTR)

### Modernize network security

- Keep patient data secure
- Provide safe and secure connectivity
- Eliminate eavesdropping into medical records
- Find and stop botnet and ransomware attacks

With Juniper Networks, healthcare providers can seamlessly connect with patients and their devices across wired, wireless, and SD-WAN improving patient outcomes while keeping their data secure.

Let's see how →



## Juniper understands healthcare

Juniper Healthcare Solutions are ideal for medical provider groups of any size who need to:

- Reduce operational costs and IT burden with real-time insights from Mist AI.
- Enable personalized messages, notifications, and alerts to enhance patient experiences.
- Deliver maximum uptime and performance for Juniper cloud-connected healthcare applications.
- Protect sensitive patient information across the entire network with Juniper security solutions.
- Provide AI-driven assured patient connectivity with real-time wayfinding and guest Wi-Fi.

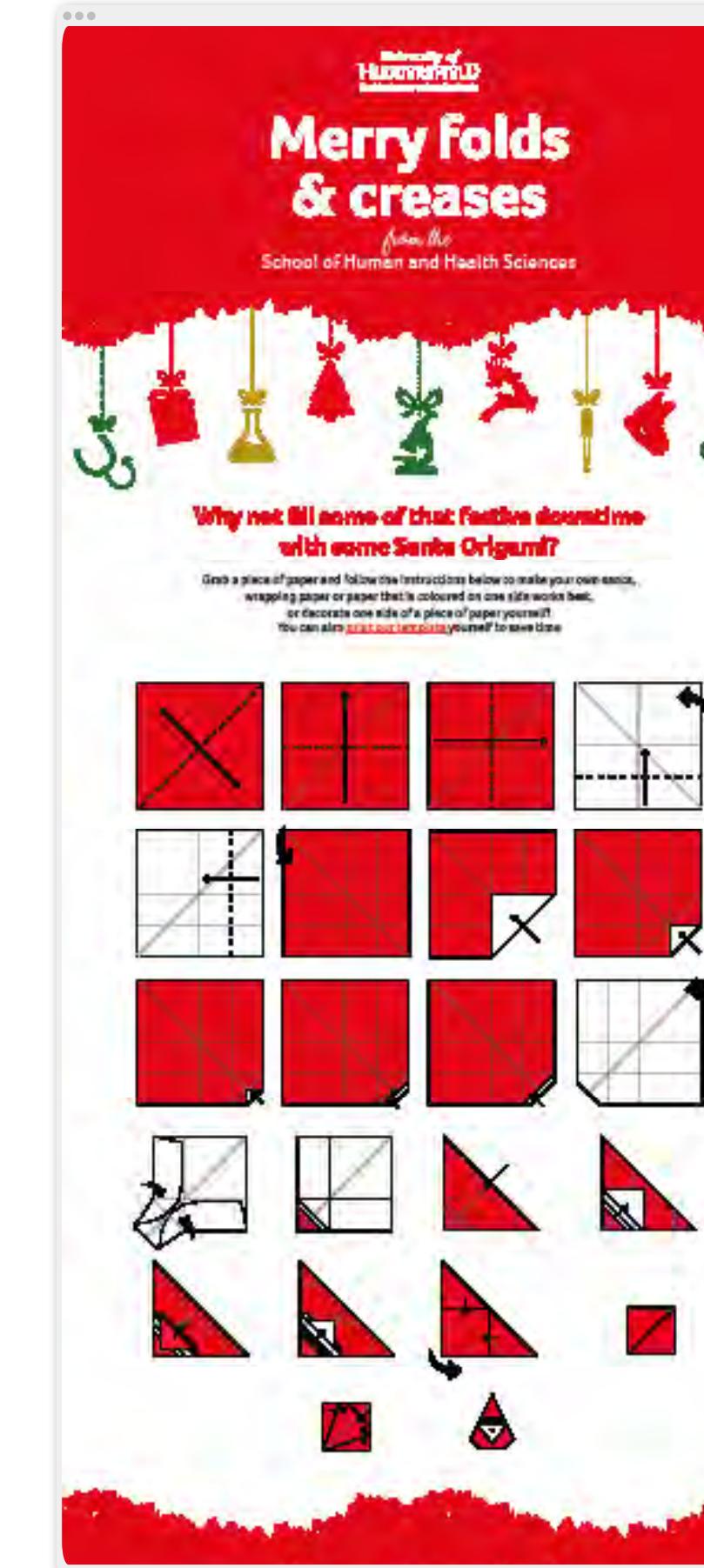


# GAME ASSET ICONS

Something a bit fun! A pixelated game needs pixelated assets. This was developed into a “Flappy Bird” style online game . A penguin would flap its way along the screen to collect pencils, bags, apples and try not to hit the wall! Along with the game, E-shots were designed as another element of fun on this release, see the next page for concept designs that went across to the client.



# GAME ASSET DESIGNS



# UNIVERSITY BROCHURE

The Guildford School of Acting showcase a considerable amount of student theatre productions throughout the year, each season an A3 programme is designed with information about each play. The programmes are usually 16-20 pages long and include more information and illustrated maps.

**Important Information**

**Tickets**

Public and online bookings open:  
**Ivy Arts Centre, (Bellairs Theatre and Rex Doyle Studio)** and **PATS Studio Theatre** - Monday 8 October 2018  
**Yvonne Arnaud** - on sale now

**Ticket Prices** vary and are detailed under each individual Diary event.

**Group Rates:** For productions at the **Ivy Arts Centre, PATS Studio Theatre** and **Rex Doyle Studio Theatre**, concessionary rates are given to children under 16 years, students, senior citizens, unemployed and party bookings of 10 or more.

**Tickets reserved by telephone at all venues** will be held for 3 working days, subject to availability, unless purchased by Visa/Mastercard.

**Booking fees:** All tickets purchased from **Yvonne Arnaud** box office are subject to a £1 per ticket Restoration Levy, plus a £1 per ticket booking fee.

**Access**

All the above theatres are accessible by wheelchair. Please inform the relevant box office of your requirements when you are booking.

**Latecomers**

Latecomers will be admitted at an appropriate break at the discretion of the front of house staff. Latecomers cannot be admitted to the **Rex Doyle Studio** or **PATS Studio Theatre** until the interval.



The contents of this brochure are accurate at time of going to press. GSA offers a wide range of performances, symposiums and research events to its schedules. For full details of all events to be held during the Autumn please visit [gsauk.org/events](http://gsauk.org/events) regularly for updates.

**How to find us and parking**

**By road**  
Take the A322 Woodbridge Road off the A3 and then follow the map.

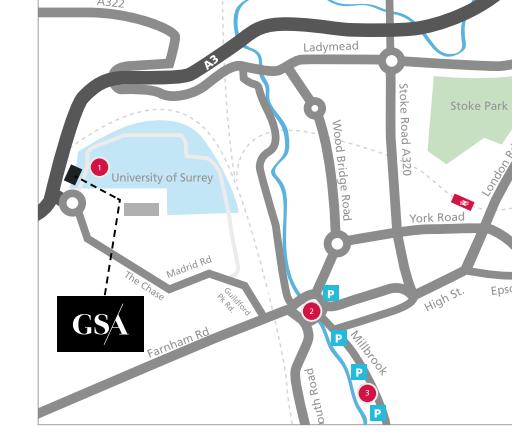
**By rail**  
Fast train (Portsmouth Harbour Trains) take 35 minutes to Guildford from Waterloo.

National Rail Enquiries:  
**08457 484950**  
[www.nationalrail.co.uk](http://www.nationalrail.co.uk)

**1. GSA, Ivy Arts Centre (Bellairs Theatre and Rex Doyle Studio), PATS Studio Theatre**  
Car Park One, University of Surrey Campus, Stag Hill GU2 7XH  
(Available after 5pm on weekdays and all day on Saturday and Sunday – free parking)

**2. The Electric Theatre**  
Onslow Street. Parking in Bedford Road car park

**3. The Mill Studio, Yvonne Arnaud Theatre**  
Millbrook. Parking in Millbrook car park



**Book your tickets at [gsauk.org/events](http://gsauk.org/events)**

**November 2018**

**7 - 10 NOVEMBER**

**Tickets:** £15 / concessions £13  
**Online:** [gsauk.org/events](http://gsauk.org/events)  
**Tel:** 01483 686876  
**At the theatre:** 10am – 6pm Mon-Fri

**BELLAIRS THEATRE, IVY ARTS CENTRE**  
BA Musical Theatre

**Pippin**

Book by **ROGER O. HIRSON**  
Music and lyrics by **STEPHEN SCHWARTZ**  
Originally produced on the Broadway stage by **Stuart Ostrow**  
Directed on the Broadway stage by **Bob Fosse**  
2013 Broadway revival directed by **Diane Paulus**

**“Old Razzle-Dazzle, Fit for a prince**  
**“**  
**New York Times**

This song and dance spectacular from the composer of **Wicked** was a massive box office success both in the early 1970's and again on its revival in 2013. **Pippin**'s timeless themes resonate with every young person struggling with the need to be completely fulfilled and are just as relevant to today's generation. Schwartz's songs are served up in style in this fabulous winner of four Tony Awards including Best Musical Revival.

**“massively, almost overwhelmingly entertaining – its stunning theatrical impact is evident from the first notes**  
**“**  
**Hollywood Reporter**

Choreographer **Phyllida Crowley Smith**

Presented by arrangement with **Music Theatre International (Europe)**

**Pippin**



**Book your tickets at [gsauk.org/events](http://gsauk.org/events)**

Please **click here** to view  
the whole Brochure



## Merry Christmas from Rosewood!

We're winding down for Christmas here at Rosewood, and we'd like to take this opportunity to say a big thank you to all of our clients! 2024 has been a year of growth for us, with the addition of 3 new team members and a continued expansion into commercial services - we're excited to see where the New Year takes us.



## Christmas Jumper Day Success!

Thank you to everyone who donated to our Christmas Jumper Day efforts for Save The Children! We really enjoyed taking part and we managed to raise £80

We're sure you'll agree that the team looked very festive in their Christmas Jumpers, all in aid of Save The Children to ensure children in the UK and around the world are kept safe, healthy and strong



Look out for our Christmas countdown on social media, with our twist on the '12 days of Christmas'... from a garden lovers perspective!



## Thank you for your donations so far!

We have raised £65 so far in the run-up to Christmas Jumper Day! A massive thank you to everyone who has donated. We will be sporting our best Christmasy knits in aid of **Save The Children on the 12th of December**, to ensure children in the UK and around the world are kept safe, healthy and learning.

To Donate £5 text



Or



We're excited to launch our Christmas Hamper Competition, giving you the chance to **WIN** a Luxury Springtime Hamper filled with £300 worth of gardening goodies!

Guaranteed to deliver a burst of colour for the upcoming spring season, this is the perfect present for the keenest of gardeners, whether it's a gift for someone special or a well-deserved treat for yourself.



# ARTWORKING

**ARTWORKING FOR PRINT**

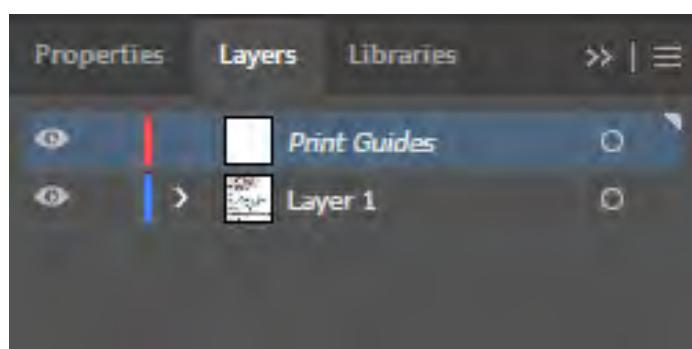
**DIGITAL ARTWORKING**

# PRINT PDF ARTWORK & QC CHECKLIST

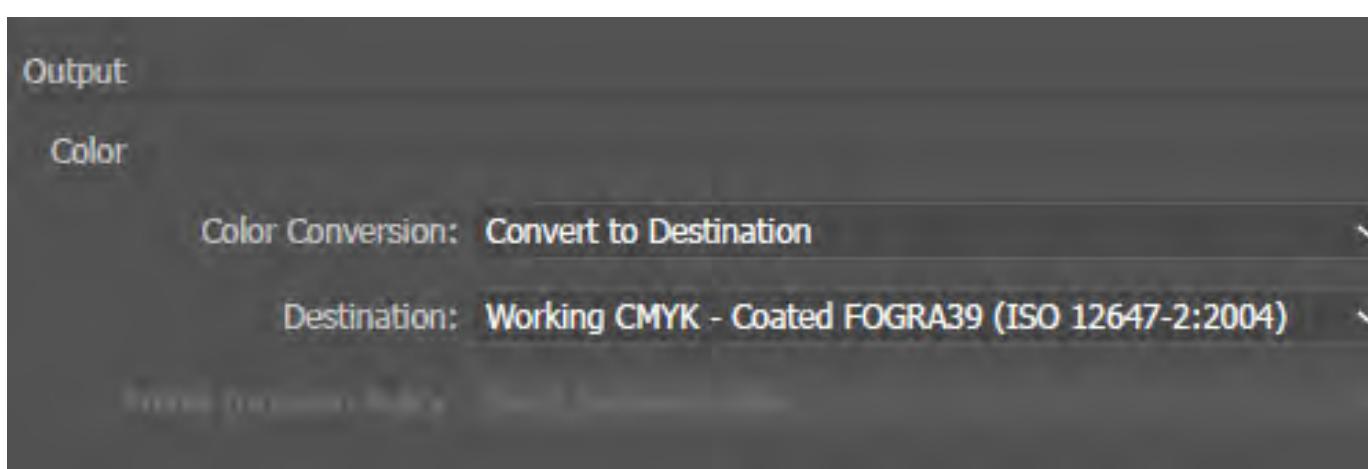
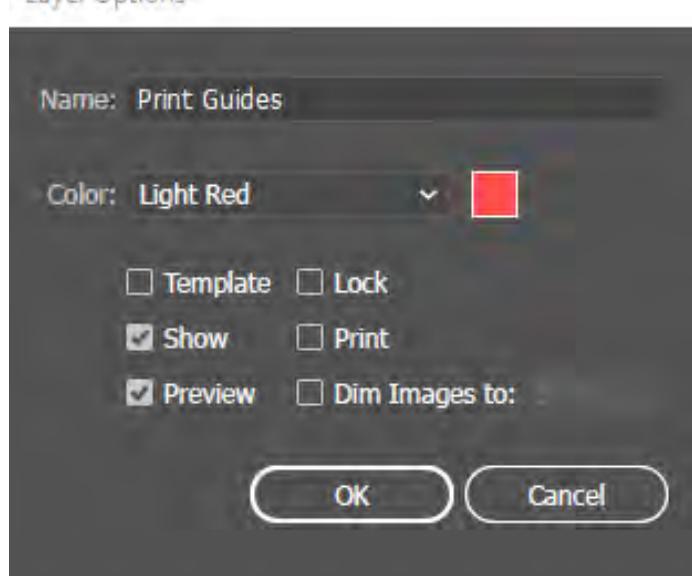
General Layout		FA	QC	Typography		FA	QC	Graphics/images		FA	QC	Preflight		FA	QC
Naming convention is correct and _FA added.		<input type="checkbox"/>	<input type="checkbox"/>	Check fonts are correct. (Find and delete unused/wrong & shouldn't be in the file).		<input type="checkbox"/>	<input type="checkbox"/>	Images are minimum 300dpi at 100% size (dependent on spec given).		<input type="checkbox"/>	<input type="checkbox"/>	If your artwork is in InDesign, make sure Preflight is not showing any errors.		<input type="checkbox"/>	<input type="checkbox"/>
Dimensions match document set up.		<input type="checkbox"/>	<input type="checkbox"/>	Tracking / Leading / Spacing is correct and consistent. (Check guidelines for any specifics).		<input type="checkbox"/>	<input type="checkbox"/>	Exclusion zones around logos – consult relevant brand guidelines.		<input type="checkbox"/>	<input type="checkbox"/>				
Bleed is correct (3mm usually sufficient).		<input type="checkbox"/>	<input type="checkbox"/>	Stylesheets (Para & Chara styles) have been checked and are clean and tidy, with new ones created as necessary.		<input type="checkbox"/>	<input type="checkbox"/>	No graphics stretched, ie. same percentage horizontally and vertically.		<input type="checkbox"/>	<input type="checkbox"/>				
Layout looks good: – Do all elements line up? – Is the content within margins? – Is there a grid used?		<input type="checkbox"/>	<input type="checkbox"/>	Stylesheets are logically named and in a simple heirarchial order (e.g. H1, H2, H3, SubHead, Intro, Body, Bullets etc).		<input type="checkbox"/>	<input type="checkbox"/>	No graphics / images are embedded and / or have been copied and placed.		<input type="checkbox"/>	<input type="checkbox"/>				
Margins and/or columns checked and consistent.		<input type="checkbox"/>	<input type="checkbox"/>	Overrides have been checked and cleared / minimised where appropriate.		<input type="checkbox"/>	<input type="checkbox"/>	Check if images need to be or have been purchased. Cross reference the Google Doc sheet and add to it as necessary – flag with Client Services if anything needs purchasing.							
Document intent is correct (Print).		<input type="checkbox"/>	<input type="checkbox"/>	Spelling language checked. <input type="radio"/> UK <input type="radio"/> US <input type="radio"/> Other (translations).		<input type="checkbox"/>	<input type="checkbox"/>	What licence do the images have: <input type="radio"/> Client has Own License <input type="radio"/> Licensed to Client <input type="radio"/> Licensed to Twogether ONLY Images licensed to Twogether cannot be supplied.		<input type="checkbox"/>	<input type="checkbox"/>				
Transparency blend space (CMYK).		<input type="checkbox"/>	<input type="checkbox"/>	Spell checked.		<input type="checkbox"/>	<input type="checkbox"/>								
Clear any custom page sizes and/or rotations.		<input type="checkbox"/>	<input type="checkbox"/>	Check hyphens, 'en dashes' and 'em dashes' are used correctly and consistently.		<input type="checkbox"/>	<input type="checkbox"/>								
Check for text frames used as backgrounds/ shapes. Convert to graphic or unassigned object.		<input type="checkbox"/>	<input type="checkbox"/>	Double spaces checked and deleted as necessary. Replace with 'white space' where appropriate.		<input type="checkbox"/>	<input type="checkbox"/>								
Layers		FA	QC	Print specs		FA	QC	Housekeeping		FA	Sign-off		File name:		
Are layers used correctly? Fix and label as necessary (e.g. Background, Artwork, Images, Text etc).		<input type="checkbox"/>	<input type="checkbox"/>	Does the job have a specific print spec and/or print profile? <input type="radio"/> Yes <input type="radio"/> No		<input type="checkbox"/>	<input type="checkbox"/>	File name:		<input type="checkbox"/>	(FA) Artworker				
Layers have logical names.		<input type="checkbox"/>	<input type="checkbox"/>	Has this been checked?		<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	(QC) Studio check				
Delete all unused and hidden layers.		<input type="checkbox"/>	<input type="checkbox"/>	Have any cutter guides been created? <input type="radio"/> Yes <input type="radio"/> No (supplied or not required)		<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>					
Colours & swatches		FA	QC	Check they are set to a spot colour with overprint and 0.5pt stroke.		<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>					
CMYK / SPOT values are checked against guidelines, (convert and/or import swatches from brand central as necessary).		<input type="checkbox"/>	<input type="checkbox"/>												
Do colours have appropriate names rather than just values (check guidelines).		<input type="checkbox"/>	<input type="checkbox"/>												
Delete all unused colours.		<input type="checkbox"/>	<input type="checkbox"/>												

If you are unsure of anything to do with the job, however small it may seem, please make sure it is flagged.  
**FINISHED ARTWORK** can only be released once it has been QC'd by Head of Artwork or another Senior Artworker).

# PRINT ARTWORKING CHECKLIST



Intricate details for artwork for print, to make sure you and your printer are on the same level



Having a good understanding of the processes of artworking is essential, choosing the correct print settings and conversions, preflighting all artwork to make sure nothing slips through.

Name	Process Plates	Process Cyan	Process Magenta	Process Yellow	Process Black	Total Area Coverage
Process Plates						13%
Process Cyan						9%
Process Magenta						10%
Process Yellow						0%
Process Black						32%
						Total Area Coverage

Sample Size: Point Sample  
Total Area Coverage: 280 %  
Page has Transparency: No  
Transparency Blending Color Space: None

Preflight

- Profiles: Default
- Results
- Standards
- Digital printing and online publishing:
  - Digital printing (B/W)
  - Digital printing (color)
- PDF analysis
- PDF fixups:
  - Convert all pages into CMYK images and preserve text information
  - Convert all pages into RGB images and preserve text information
  - Convert fonts to outlines
  - Flatten annotations and form fields
  - Flatten transparency (high resolution)
- PDF/A
- PDF/UA
- PDF/X
- Further Options

Analyze Analyze and fix

# DIGITAL ARTWORKING CHECKLIST

General Layout	FA	QC	Typography	FA	QC	Graphics/images	FA	QC	Preflight	FA	QC
Naming convention is correct and _FA added.	<input type="checkbox"/>	<input type="checkbox"/>	Check fonts are correct. (Find and delete unused/wrong & shouldn't be in the file).	<input type="checkbox"/>	<input type="checkbox"/>	Images are minimum 144dpi at 100% size (dependent on spec given).	<input type="checkbox"/>	<input type="checkbox"/>	If your artwork is in InDesign, make sure Preflight is not showing any errors.	<input type="checkbox"/>	<input type="checkbox"/>
Dimensions match document set up.	<input type="checkbox"/>	<input type="checkbox"/>	Tracking / Leading / Spacing is correct and consistent. (Check guidelines for any specifics).	<input type="checkbox"/>	<input type="checkbox"/>	Exclusion zones around logos – consult relevant brand guidelines.	<input type="checkbox"/>	<input type="checkbox"/>			
Layout looks good: – Do all elements line up? – Is the content within margins? – Is there a grid used?	<input type="checkbox"/>	<input type="checkbox"/>	Stylesheets (Para & Chara styles) have been checked and are clean and tidy, with new ones created as necessary.	<input type="checkbox"/>	<input type="checkbox"/>	No graphics stretched, ie. same percentage horizontally and vertically.	<input type="checkbox"/>	<input type="checkbox"/>			
Margins and/or columns checked and consistent.	<input type="checkbox"/>	<input type="checkbox"/>	Stylesheets are logically named and in a simple heirarchial order (e.g. H1, H2, H3, SubHead, Intro, Body, Bullets etc).	<input type="checkbox"/>	<input type="checkbox"/>	No graphics / images are embedded and / or have been copied and placed.	<input type="checkbox"/>	<input type="checkbox"/>			
Document intent is correct (Web).	<input type="checkbox"/>	<input type="checkbox"/>	Overrides have been checked and cleared / minimised where appropriate.	<input type="checkbox"/>	<input type="checkbox"/>	Check if images need to be or have been purchased. Cross reference the Google Doc sheet and add to it as necessary – flag with Client Services if anything needs purchasing.	<input type="checkbox"/>	<input type="checkbox"/>			
Transparancy blend space (RGB).	<input type="checkbox"/>	<input type="checkbox"/>	Spelling language checked. <input type="radio"/> UK <input type="radio"/> US <input type="radio"/> Other (translations).	<input type="checkbox"/>	<input type="checkbox"/>	What licence do the images have: <input type="radio"/> Client has Own License <input type="radio"/> Licensed to Client <input type="radio"/> Licensed to Twogether ONLY Images licensed to Twogether cannot be supplied.	<input type="checkbox"/>	<input type="checkbox"/>			
Clear any custom page sizes and/or rotations.	<input type="checkbox"/>	<input type="checkbox"/>	Spell checked.	<input type="checkbox"/>	<input type="checkbox"/>						
Check for text frames used as backgrounds/ shapes. Convert to graphic or unassigned object.	<input type="checkbox"/>	<input type="checkbox"/>	Check hyphens, 'en dashes' and 'em dashes' are used correctly and consistently.	<input type="checkbox"/>	<input type="checkbox"/>						
Layers	FA	QC	Double spaces checked and deleted as necessary. Replace with 'white space' where appropriate.	FA	QC	Interactivity	FA	QC	Sign-off	FA	QC
Are layers used correctly? Fix and label as necessary (e.g. Background, Artwork, Images, Text etc).	<input type="checkbox"/>	<input type="checkbox"/>	Line endings – look out for widows / orphans and generally bad line endings.	<input type="checkbox"/>	<input type="checkbox"/>	If there is a contents check all the links go to the relevant pages?	<input type="checkbox"/>	<input type="checkbox"/>	File name:		
Layers have logical names.	<input type="checkbox"/>	<input type="checkbox"/>	Page numbering, is this correct – content page numbering is consistent with the actual pages.	<input type="checkbox"/>	<input type="checkbox"/>	Check PDF has bookmark navigation – add as necessary.	<input type="checkbox"/>	<input type="checkbox"/>	(FA) Artworker		
Delete all unused and hidden layers.	<input type="checkbox"/>	<input type="checkbox"/>	Scan the copy, highlight any issues, e.g. grammar, punctuation. Check it makes sense.	<input type="checkbox"/>	<input type="checkbox"/>	Check all hyperlinks are working and go to the correct destination	<input type="checkbox"/>	<input type="checkbox"/>	(QC) Studio check		
Colours & swatches	FA	QC				Check any rollovers effects and show/hides for glitches.	<input type="checkbox"/>	<input type="checkbox"/>			
RGB values are checked against guidelines. (Import swatches from brand central as necessary).	<input type="checkbox"/>	<input type="checkbox"/>				Buttons have simple, relevant names e.g. "learn-more-btn-p3" or cta-btn-p8"	<input type="checkbox"/>	<input type="checkbox"/>			
Do colours have appropriate names rather than just values (check guidelines).	<input type="checkbox"/>	<input type="checkbox"/>							If you are unsure of anything to do with the job, however small it may seem, please make sure it is flagged.		
Delete all unused colours.	<input type="checkbox"/>	<input type="checkbox"/>							FINISHED ARTWORK can only be released once it has been QC'd by Head of Artwork or another Senior Artworker.		

## RESPONSIBILITIES

CREATE PRINT READY  
ARTWORK AND PACKAGE  
FOR PRINTER OR THE CLIENT

PROACTIVELY  
TRAFFIC-MANAGE  
WORKLOADS

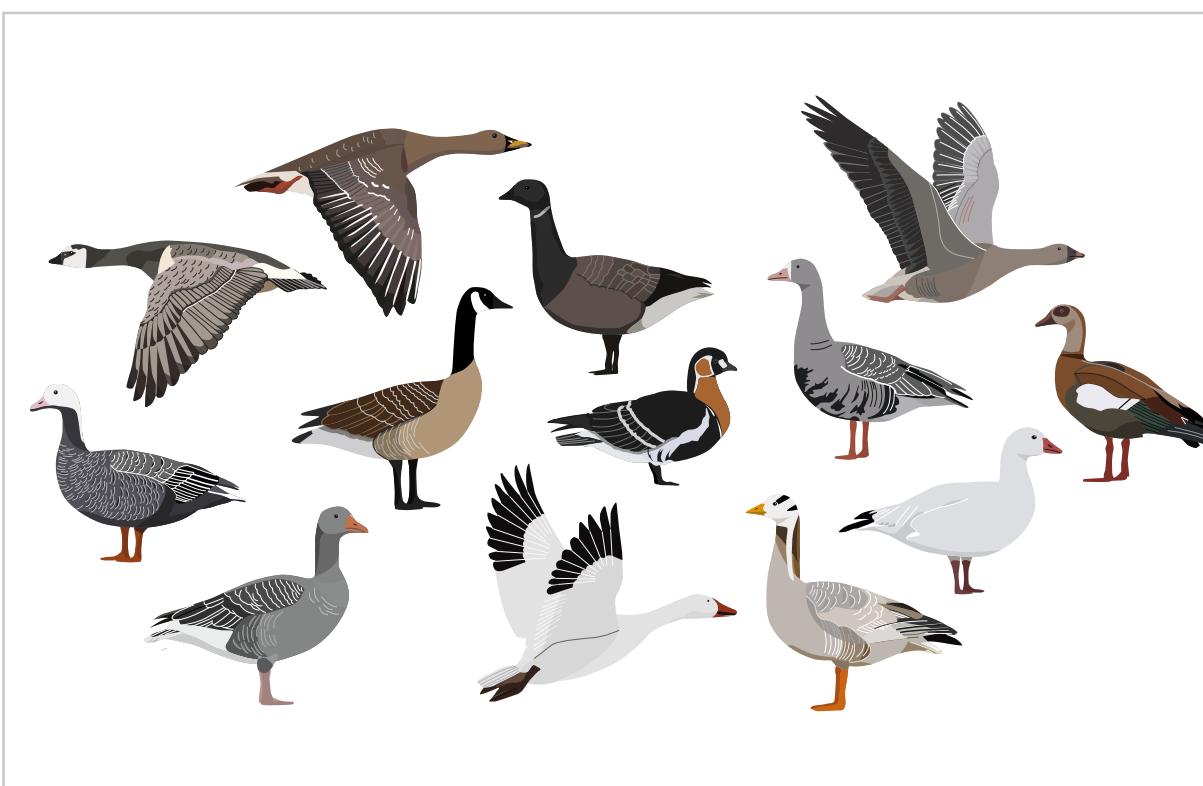
CREATE DIGITAL CONTENT,  
INCLUDING VIDEO, FOR THE  
WEBSITE & SOCIAL MEDIA

ADAPT MARKETING  
MATERIALS CREATED BY  
OTHER PARTIES

DAY-TO-DAY PRODUCTION OF  
INTERNAL AND EXTERNAL  
MARKETING MATERIALS.

UNDERSTANDING OF, AND ABILITY TO CREATE IMPACTFUL  
CONTENT FOR DIGITAL PLATFORMS - CREATIVE PRODUCTION  
OF HTML EMAIL LAYOUTS & GIFS

# ILLUSTRATIONS

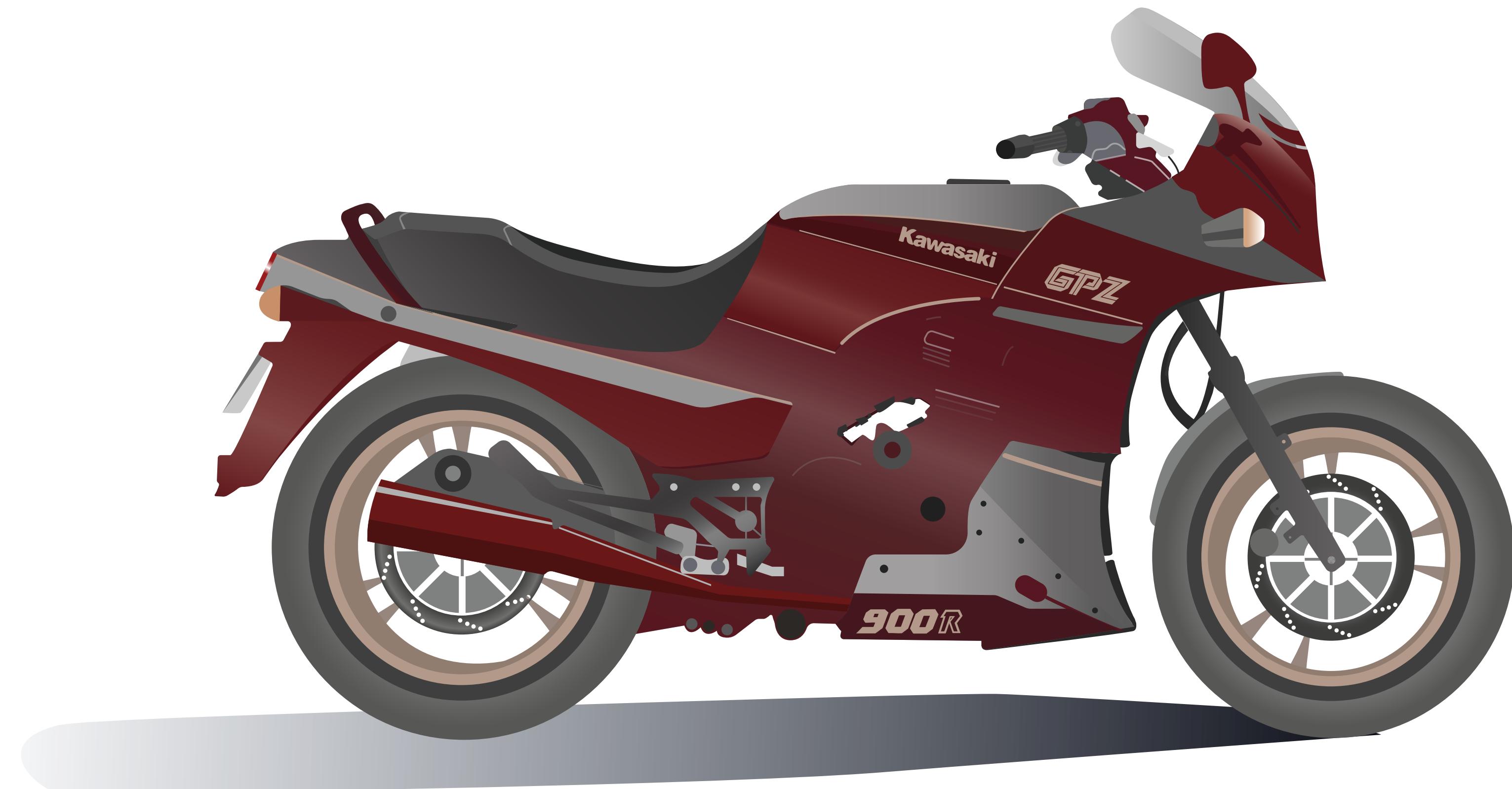


## ILLUSTRATIONS



<

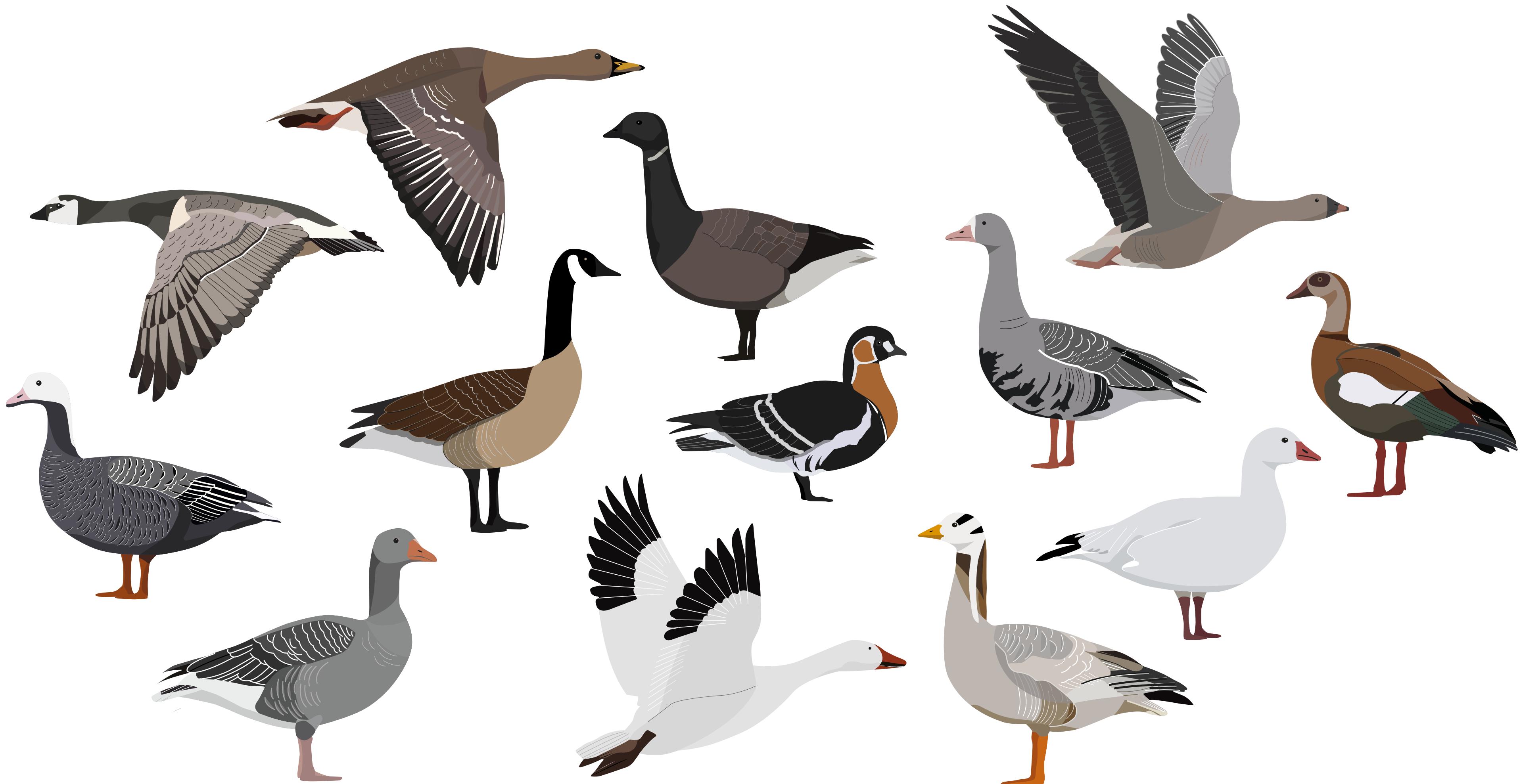
# ILLUSTRATIONS



## ILLUSTRATIONS



## ILLUSTRATIONS



# ILLUSTRATIONS



## CONTACT ME

Thank you for taking the time to explore my portfolio! I hope you enjoyed viewing my work as much as I enjoyed creating it. If you have any questions, opportunities, or just want to connect, please feel free to reach out—I'd love to hear from you!

**Email:** rjalennon@gmail.com

**Phone:** 07398 176866

**Linkedin:** [linkedin.com/in/rebecca-lennon/](https://www.linkedin.com/in/rebecca-lennon/)