

REBECCA LENNON
DESIGNER
ARTWORKER
AVERAGE TASTE IN MUSIC

[HOME](#) [ABOUT](#) [CONTACT](#)

BRANDING

PROJECTS

ARTWORKING

ILLUSTRATIONS

DIGITAL

THIS IS AN INTERACTIVE PORTFOLIO, CLICK TO LEARN HOW TO NAVIGATE

WOAH!

ARE YOU CRAZY? THIS IS AN INTERACTIVE PDF!

(BUT FEEL FREE TO SCROLL THROUGH)

LEARN HOW TO NAVIGATE MY PORTFOLIO



INTERACTIVE PORTFOLIO - GUIDE

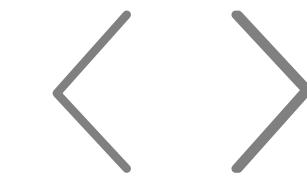


Icons to look out for:

These are clickable too



Closes the pop-up



Next and previous slide

Homepage

You're on this page

EASY RIGHT? CLICK HERE TO CLOSE THIS SCREEN

REBECCA LENNON - CV



Rebecca Lennon

Graphic Designer & Artworker

A LITTLE BIT ABOUT ME:

I have a very dynamic approach to work and adapt to changes in the environment quickly and efficiently. With my five years of agency experience and freelance practice I bring with me a constant positive attitude towards work, and strong communication skills. I am always willing to learn new practices and programs to help the team.

DESIGN SKILLS - CORE ADOBE SUITE



SKILLS

- BRAND IDENTITY
- ICON DESIGN
- PRINT AND DIGITAL ARTWORKER
- UI AND WEB LAYOUT DESIGN
- PRINT LAYOUT DESIGN
- ILLUSTRATION

PERSONAL SKILLS AND HOBBIES



EXPERIENCE AND EDUCATION - WHERE I'VE BEEN AND HOW I GOT THERE

IMMACULATE - CREATIVE ARTWORKER (2019-PRESENT)

Entering new territory as a creative artworker to broaden my understanding of the creative industry, getting my hands into all things print and digital first hand. Working along side a team of designers creating identities and expanding a creative onto multiple formats small and big, to symposium backdrops to hand out cards. My role here became vital, a final proofreader and artworker for pharmaceutical products, brochures and medical advertising. I very much enjoy this role, I do miss the more creative idea aspect, however I have gained so much knowledge to take me forward...

GLASSUP AND STOSKI - GRAPHIC DESIGNER (2017-2019)

G & S have a very wide client base in various different industries. Being part of a smaller multi-functional agency has shown me how important trust and communication is within a team. Here I was able to really express creativity, particularly when contributing ideas towards creating conceptual designs for rebranding university departments and yearly prospectuses. The continued rise in confidence from the team led to becoming project manager for a few start up businesses, developing and establishing their brand through the design of a brand identity, website, and printed advertisements.

ALEMBA - JUNIOR GRAPHIC DESIGNER (2015-2017)

During my time at Alemba I formed a solid foundation of print, digital and web design, whilst broadening my knowledge of the Adobe suite alongside new programs Sketch3 and Apple Motion. This solid foundation gave me the confidence to accept the responsibility of project lead on multiple occasions, and become a fundamental member of the design team that rebranded the company in 2017. During my second year I undertook the UI design for the company products, developing the iconography and visual style of the latest release of Alemba's product. I became responsible for designing and artwork the brochures, merchandise and exhibitions stands for events and trade shows, and using HTML to create follow up newsletter templates for external and internal communications.

AGENCY WORK EXPERIENCE (VARIOUS MONTHS BETWEEN 2012-2015)

- Sublime - Graphic Design Intern
- Pad Creative - Graphic Design Intern

EDUCATION (2012-2015)

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

EDUCATION (2010-2012)

- Strodes College
Graphic Design (A), Photography (B), BTEC Art (DD*)

BRANDING - MORE THAN JUST A LOGO

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



CLICK HERE TO VIEW MORE LOGO DESIGNS

LOGO DESIGN



LOGO DESIGN



FONDANT



Gameractive

thetuningstore.com



BRANDING - ROSEWOOD GARDEN MAINTENANCE

X

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



ROSEWOOD GARDEN MAINTENANCE - LEAFLETS



Rosewood
Garden Maintenance

A message from our 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**."

WE GUARANTEE TO REDUCE YOUR CURRENT GROUNDS MAINTENANCE COSTS

Call us today on **07393 821797** to book an appointment



WHY CHOOSE ROSEWOOD GARDEN MAINTENANCE?

- We are an established family run garden maintenance business based in Surrey, passionate horticulturists and proud to maintain outside spaces to ensure they always look their best and are admired all year round.
- We provide a full range of garden machinery and professional skills to make sure your gardens always project pleasure and happiness for your guests.
- Always reliable, competitive, and professional, our team of qualified gardeners guarantee to keep your gardens looking pristine throughout the seasons ensuring continuous flourishing blooms and shrubbery alongside immaculately maintained lawns.
- We offer a garden maintenance schedule to compliment your business and offer a highly competitive cost structure to make sure we reduce your current costs in addition to providing a first-class service.

We follow COVID-19 safety precautions in line with government guidelines, our teams adhere to social distancing at all times and are equipped with protective equipment in addition to offering contactless payment options.

Checkatrade **Yell** **Rosewood Garden Maintenance** **rosewood_garden_maintenance** **www.rosewoodgarden.co.uk**



Rosewood
Garden Maintenance

NEED HELP WITH YOUR GARDEN?

Call us today on **07393 821797** to book an appointment

Our team are here for you! We offer competitive rates whether you need regular garden maintenance or a one off tidy up.

We can:



Contact:

f Rosewood Garden Maintenance
@ Rosewood Garden Maintenance
e rosewoodgardeninfo@gmail.com
w www.rosewoodgarden.co.uk

We follow COVID-19 safety precautions in line with government guidelines, our teams adhere to social distancing at all times and are equipped with protective equipment in addition to offering contactless payment options.



ROSEWOOD GARDEN MAINTENANCE - BUSINESS CARDS



ROSEWOOD GARDEN MAINTENANCE - VAN



ROSEWOOD GARDEN MAINTENANCE - WEBSITE & SOCIAL MEDIA

The image displays the Rosewood Garden Maintenance website and its corresponding Instagram account. The website, viewed on a smartphone, has a clean, modern design with a green header and footer. It features a hero image of a garden, a 'Customer Satisfaction' testimonial, service icons for planting, pruning, lawn care, and consulting, and a newsletter sign-up form. The Instagram account, viewed on a laptop, shows a profile with 152 posts, 809 followers, and 2,092 following. Posts include 'Meet the Rosewood Team', 'How do I make my garden low maintenance?', 'Before and After' garden transformation photos, and a quote from Gertrude Jekyll. A red button at the bottom encourages users to visit the website.

CLICK HERE TO VISIT THE WEBSITE

BRANDING - FOREFRONT

X

Exploring the identity symbol



BRANDING - FOREFRONT

X

Chosen design colour exploration



BRANDING - FOREFRONT



Final brand identity



AT THE
FOREFRONT
OF GENE
THERAPY



BRANDING - MAVEN BJJ

X

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 - ARTWORKING



Large format printing



Basic tee and hoodie design



BRANDING - PATCH DESIGN - MAVEN BJJ



BRANDING - PATCH DESIGN - MAVEN BJJ



BRANDING - NEW LOGO DESIGN



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X

BRANDING - GENE THERAPY SUMMIT

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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



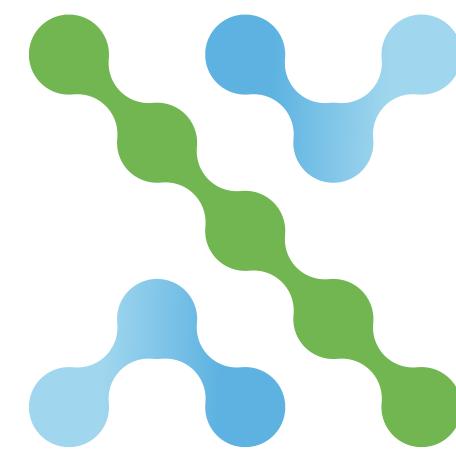
BRANDING - MOCK UP DESIGN



BRANDING - REIMAGENE EVENT



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 - MOCK UP DESIGN



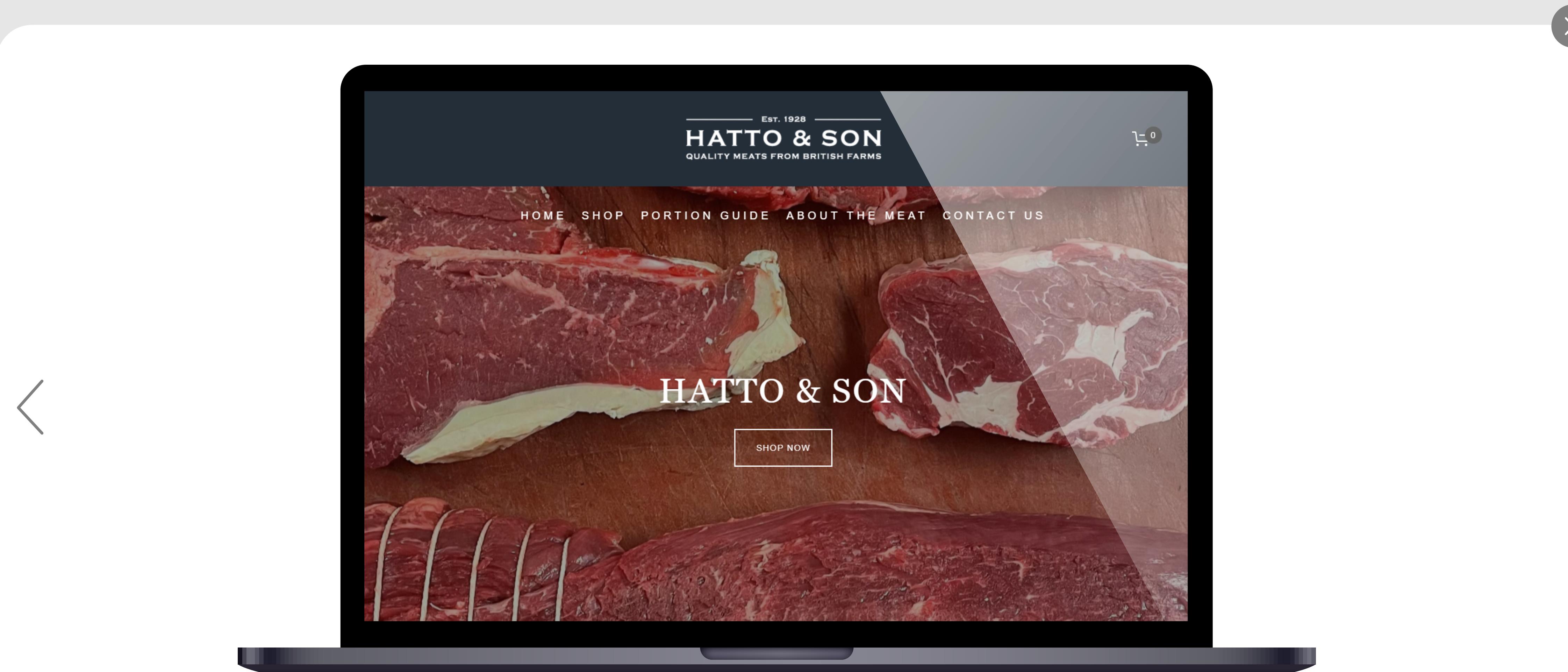
BRANDING - HATTO & SON

X

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

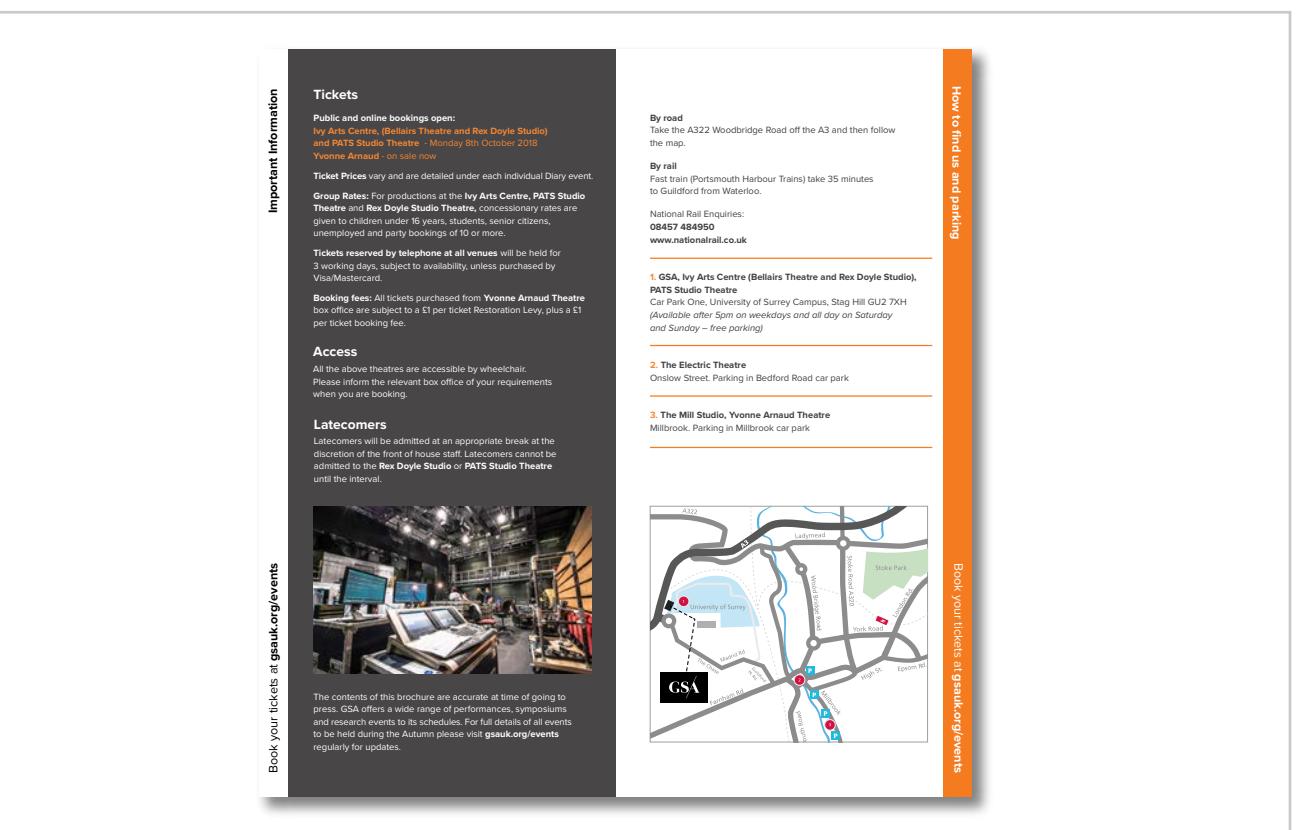
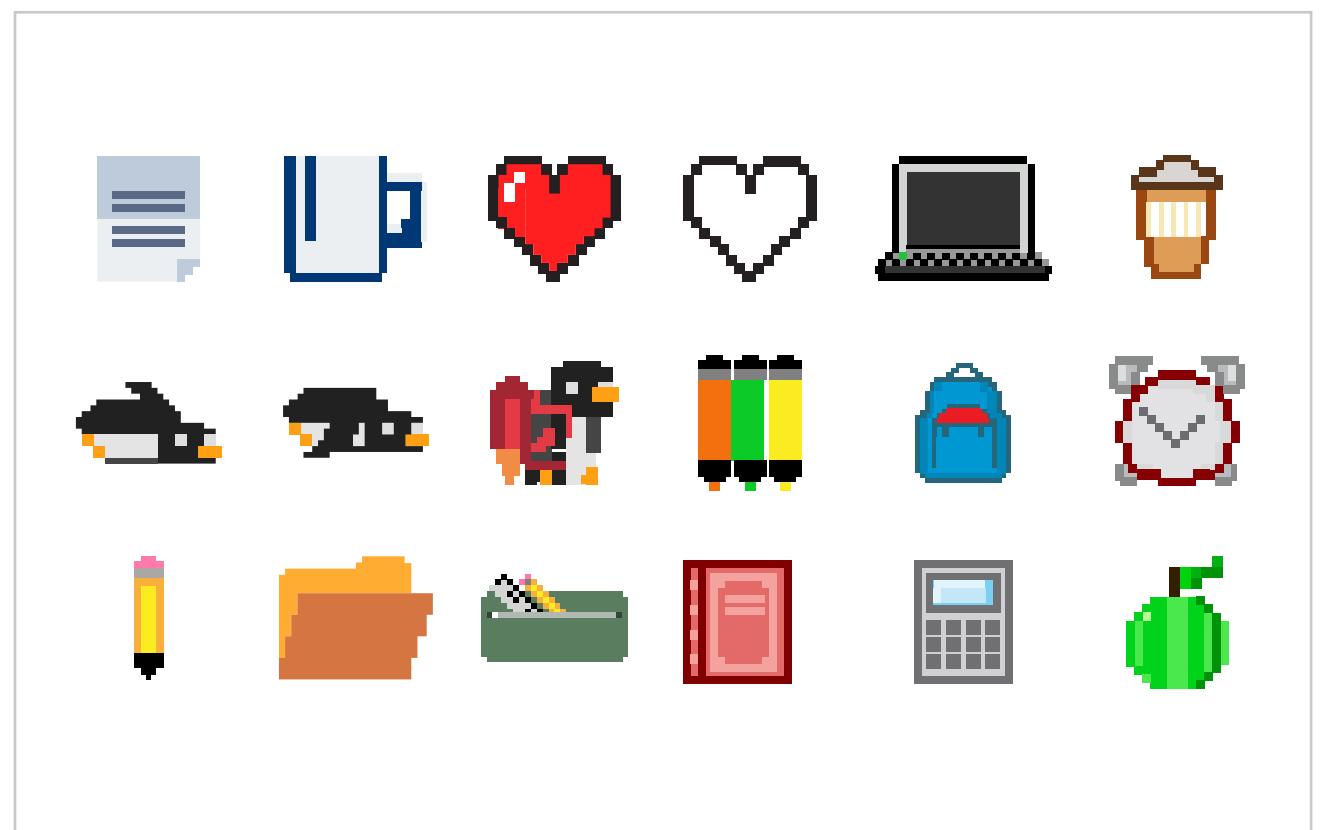
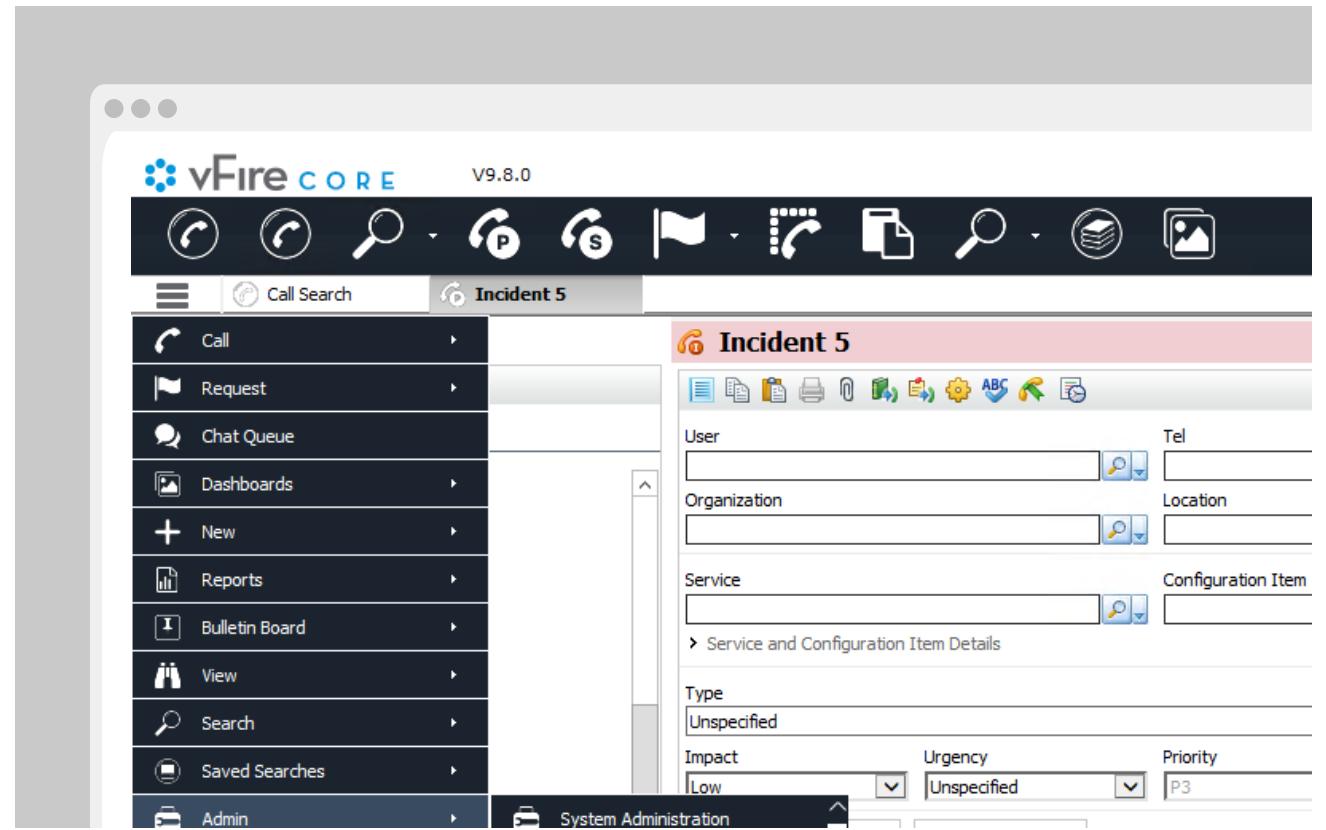


WEBSITE - HATTO & SON



CLICK TO VIEW THE FULL HATTO & SON WEBSITE

PROJECTS



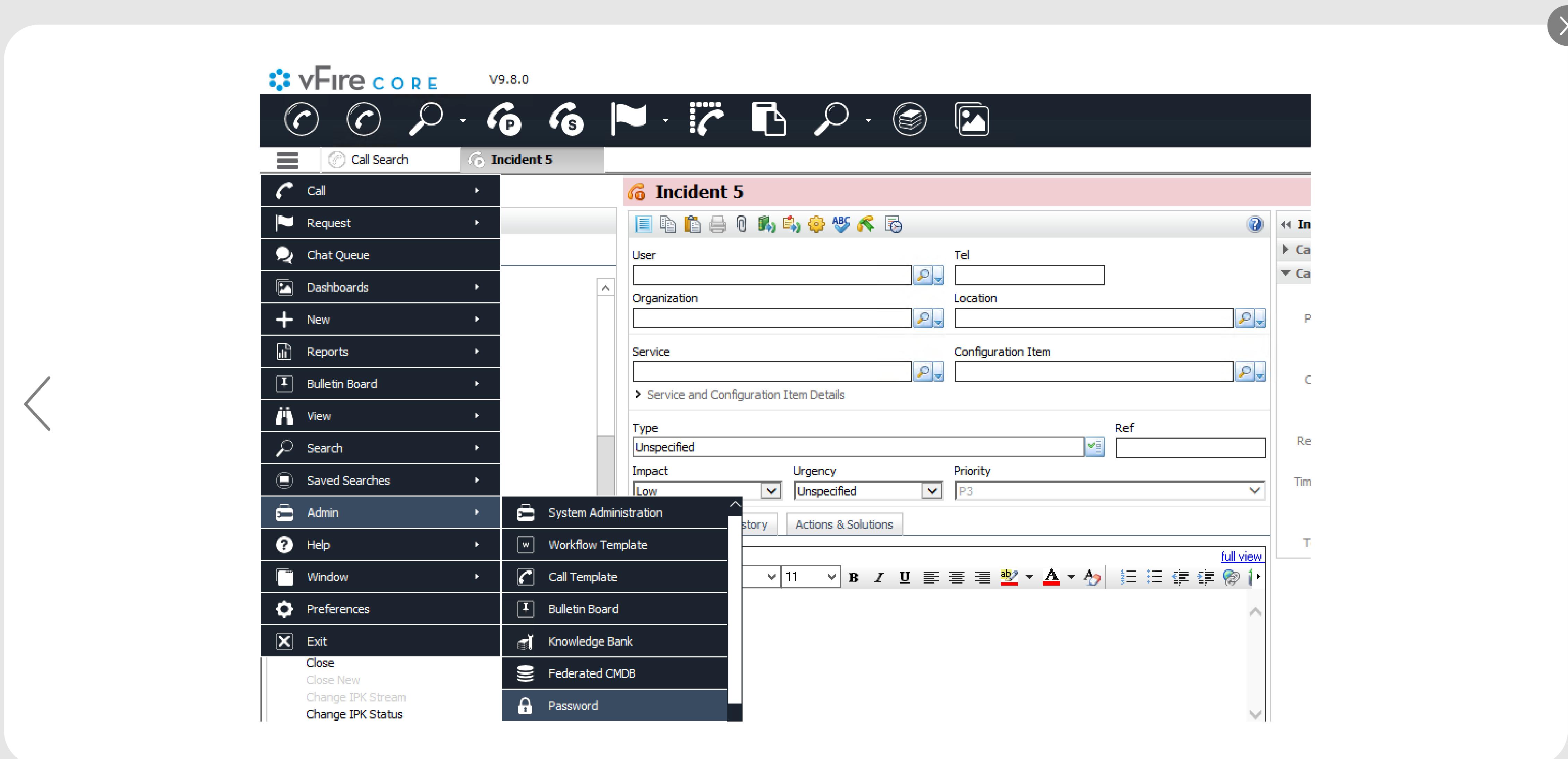
ICON SET-VFIRE



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.



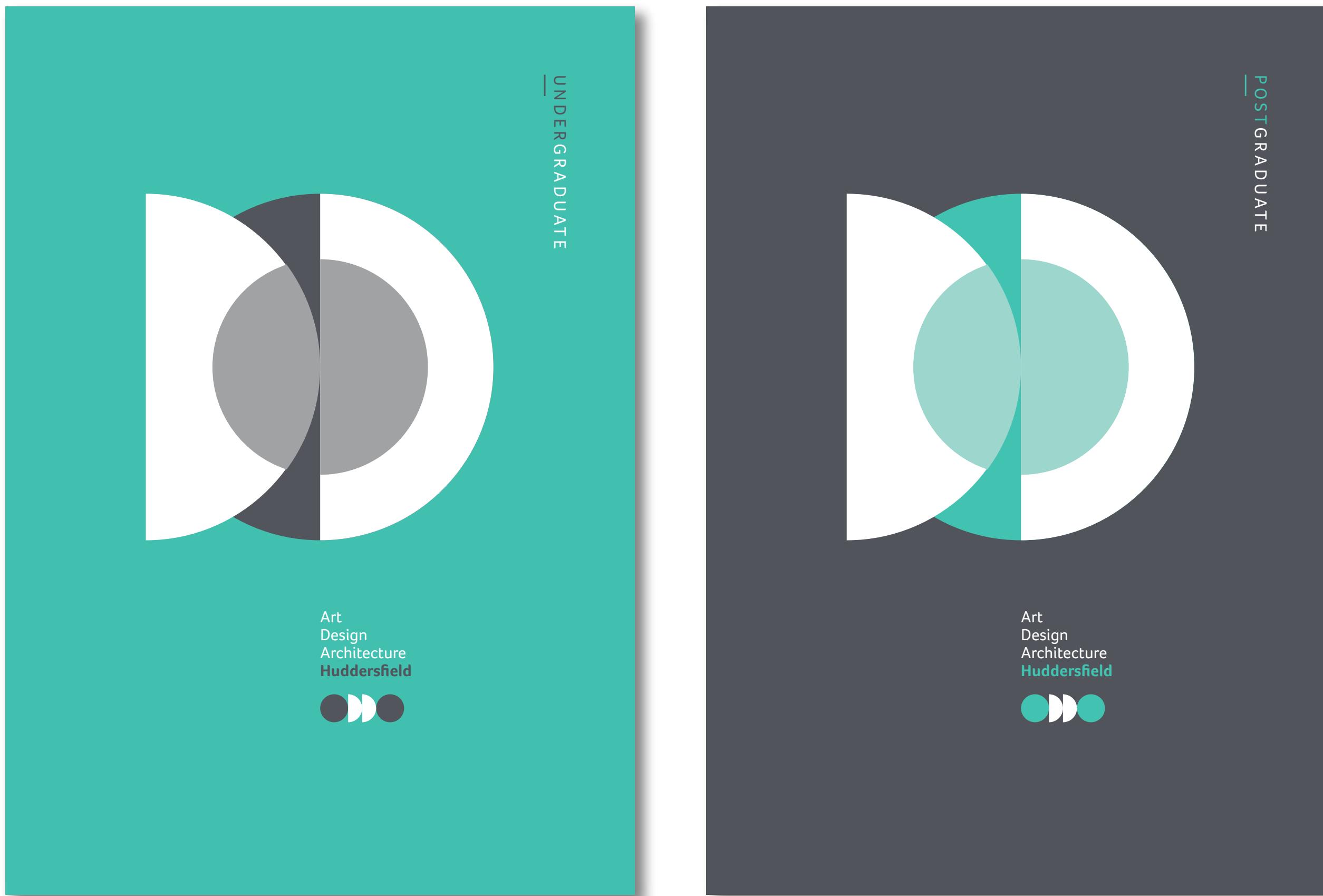
ICON SET-VFIRE



BROCHURE LAYOUT DESIGN

X

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 DESIGN



**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

VIEW THE BROCHURE ONLINE

BOATING ON THE THAMES



Working freelance in 2019, to create two advertisements for a London based Thames river boating company. A double spread for a brochure and a website banner based on existing illustrations and brand guidelines provided by the company.

 You don't have to break
the bank to sail away

The Willow Tree Short Break
3 nights *from* £411 *

* Lorem Ipsum oprogramowaniem przeznaczonym



BOATING ON THE THAMES



le boat
Who's on board?

Nivernais
14 nights in the heart of France
£4,570

You feel serenity wash over you when tying up at beautiful village of Vermenton to explore and then dine out at a lovely café.

The narrow streets and quaint shops in Vermenton entice you to trek and cycle, and perhaps to stop for a bite to eat. You've already enjoyed good times in lively Auxerre, a Gothic city with a soaring cathedral. Now it's time for some wine tasting in Tannay! Long a favoured stop on a Classic Nivernais Cruise boat hire in France, you're delighted with the village and its white wines!

Boats Available - Sleeps | Cabins | Bathrooms

	Sleeps	Cabins	Bathrooms
Royal Mystique	6	2	2
Countess	6	2	2
Tango	6	2	1
Corvette A	4	2	1
Corvette B	4	2	2
Vision 3	10	3	3
Magnifique	10	4	3
Caprice	6	2	2
Nautilia	10	4	2
Crusader	6	3	3
Clipper	6	2	2
Calypso	8	3	2
Elegance	6	3	3
Continente	6	3	3

Visit leboat.com for more details

Discover France

The Classic Nivernais Cruise

Highlights

Explore a grand Château The Château de Régennes in Appoigny is well worth visiting.

Amble in historic Auxerre The old quarter in Auxerre is filled with intriguing shops and cafés kids will love the Auxerre's Natural History Museum!

Angle for feisty trout Catch a tasty dinner at the trout farm in the former 11th-century Abbey de Crisenon in Pregilbert!

Explore cool medieval ruins The castle walls and tower at Château-Censoir are vestiges of the past that capture your imagination!

Browse in eclectic shops Medieval Chitry-les-Mines easily draws you into its charming embrace.

Jousting fun on the river Cheer and shout with excitement as you watch the summer river jousts in picturesque Clamecy!

Riding around Cycle along the canal banks and appreciate the sight of natural and quiet landscapes.



Your cruise details

Oneway: Migennes to Tannay, via Vermenton

Waterways Canal du Nivernais, River Yonne

Distance 100 km

Cruising time 28 hrs

Locks 50

Lock types Easy to operate locks with lock-keepers

Visit leboat.com for more details



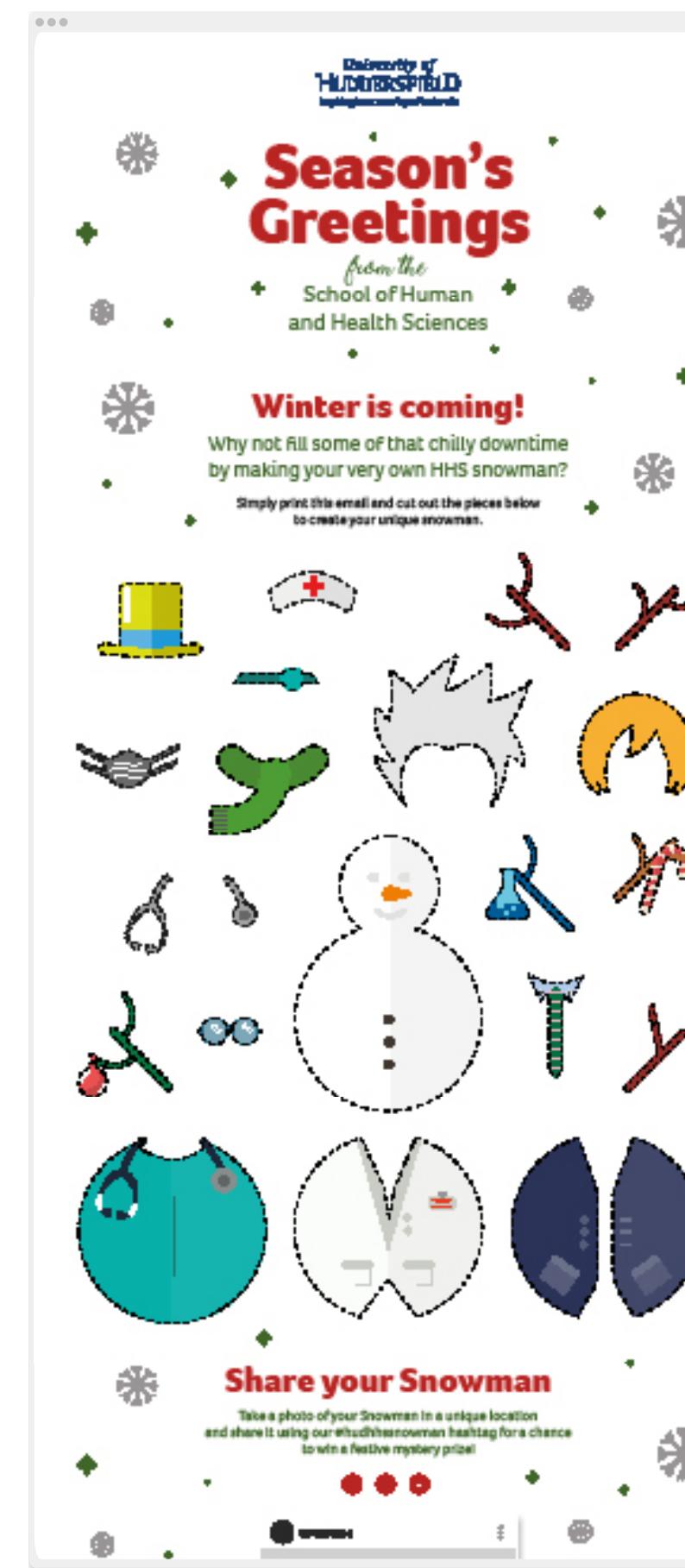
GAME ASSETS & ESHOT

X

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 ASSETS - ESHOT



UNIVERSITY OF SURREY SCHOOL OF ACTING



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 8th 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 Theatre** 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.



Book your tickets at gsauk.org/events

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 regularly for updates.

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

1. GSA, Ivy Arts Centre (Bellairs Theatre and Rex Doyle Studio), PATS Studio Theatre

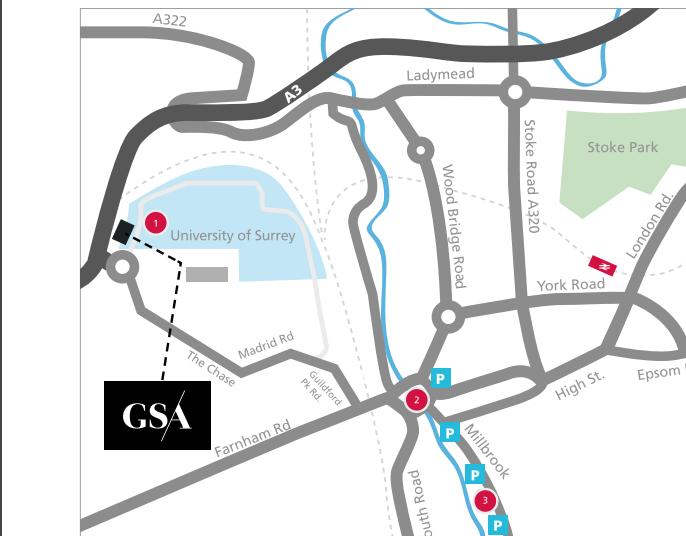
Car Park One, University of Surrey Campus, Stag Hill GU2 7XH
(Available after 5pm on weekdays and all day on Saturday and Sunday – free parking)

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

How to find us and parking



UNIVERSITY OF SURREY SCHOOL OF ACTING



November 2018

7 - 10 NOVEMBER

Tickets: £15 / concessions £13
Online: 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

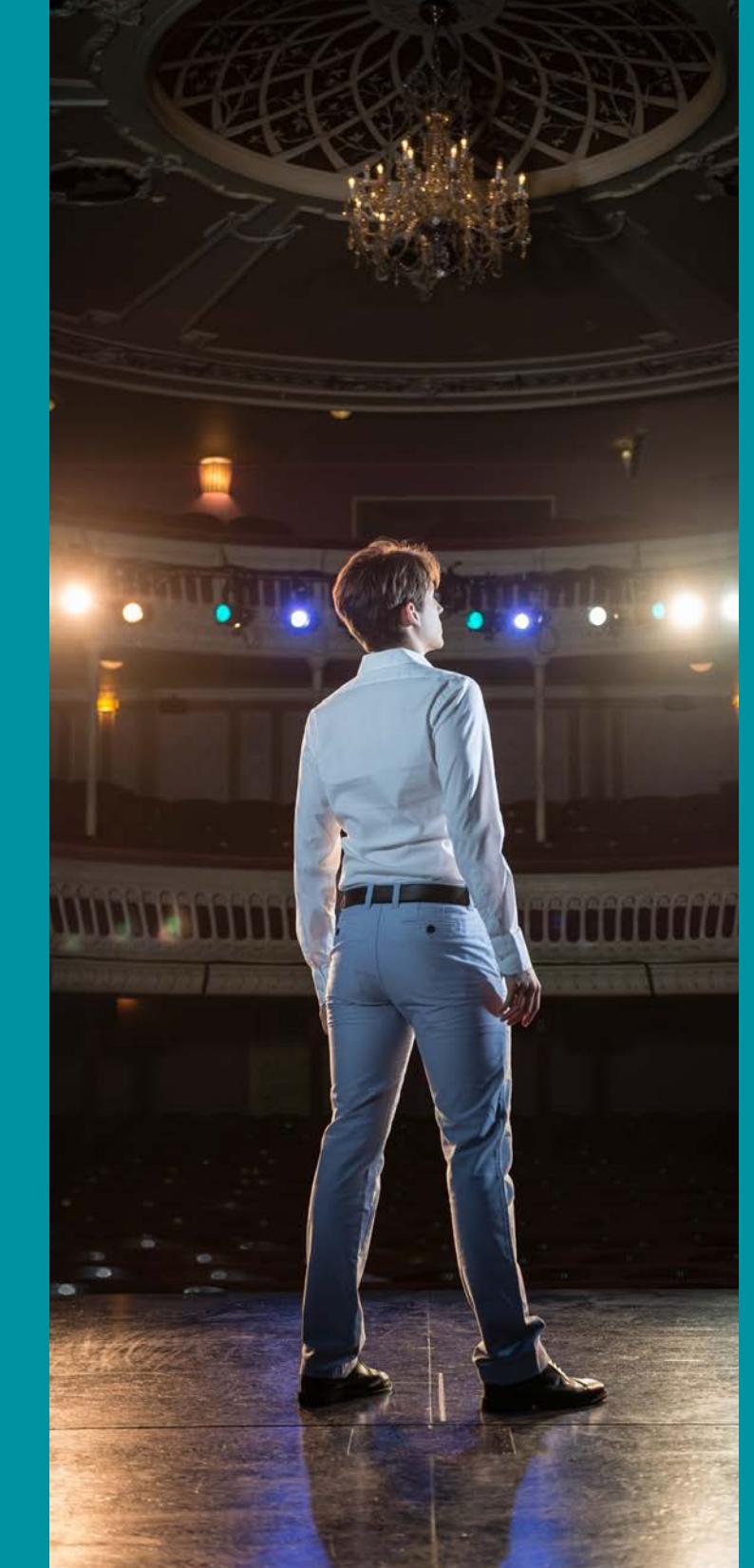
“
Old Razzle-Dazzle, Fit for a prince
”
New York Times

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)

For full details visit gsauk.org/events

A male performer in a white shirt and trousers stands on a stage, viewed from behind, looking towards a brightly lit stage area. The stage has a large chandelier and a circular ceiling light fixture.

Pippin

Book your tickets at gsauk.org/events

VIEW THE LEAFLET ONLINE

EQUITEQ - FRONT COVER



Equiteq is a leading global investment bank. We worked very closely with the team to create personal, detailed infographics. Released twice a year.



EQUITEQ - SPREAD EXAMPLE



Regional review

Growth in M&A in North America, while deal flow in other regions fell; Cross-border deal flow as a proportion of M&A contracted but remains high in APAC, as well as Europe.

! High-profile cross-border acquisitions across the knowledge economy are common and enable foreign buyers to penetrate new markets, gain new clients and grow revenues with existing global accounts. See [Tip 4](#) in the back for our perspectives on incorporating international buyers into your sale process.

Figure 5 Regional M&A review

The map shows regional M&A activity with the following data points:

- North America:** 1,193 deals, \$20.0m total value, up 5% from last year. Deal size: \$8.9m. Revenue multiple: 0.9x, EBITDA multiple: 10.4x. % Cross-border deals: 16%.
- Europe:** 933 deals, \$8.9m total value, down 8% from last year. Deal size: \$8.9m. Revenue multiple: 1.0x, EBITDA multiple: 9.3x. % Cross-border deals: 29%.
- Asia Pacific (excl. Australia & NZ):** 187 deals, \$6.2m total value, down 24% from last year. Deal size: \$6.2m. Revenue multiple: 0.7x, EBITDA multiple: 12.8x. % Cross-border deals: 29%.
- Rest of the World:** 91 deals, \$10.0m total value, down 29% from last year. Deal size: \$11.3m. Revenue multiple: 0.4x, EBITDA multiple: 8.2x. % Cross-border deals: 42%.
- Australia & NZ:** 98 deals, \$11.3m total value, down 14% from last year. Deal size: \$11.3m. Revenue multiple: 0.6x, EBITDA multiple: 6.6x. % Cross-border deals: 26%.

Cross-border deal flow is structurally higher in APAC and Europe, highlighting the global nature of knowledge-intensive services M&A. Some knowledge-intensive services firms are looking to pivot their global businesses to a more local model, as economic nationalism across the world rises. This was observed through a dip in cross-border M&A.

Cross-border deals accounted for 22% of all deals (down from 28% last year). The proportion of all deals above \$10m in value that are cross-border rises markedly.

Note: Deal sizes and valuation multiples are median figures for the respective region.

12 Market overview The Knowledge Economy Global M&A Report 2018

Equity market performance

The Equiteq Knowledge Economy Share Price Index ended the year up 8% touching new highs; There were large variations in performance across segments.

- The Equiteq IT Services Share Price Index** rose 22%, boosted by the stellar performance of a variety of players including Virtusa Corporation and Hexaware Technologies.
- The Equiteq Human Resources Share Price Index** achieved strong gains of 20%. There were notable increases in the share prices of a range of players including Robert Walters and Manpower Group.
- The Equiteq Engineering Consulting Share Price Index** increased by 5%. RPS Group and Arcadis were strong performers.
- The Equiteq Media Index** contracted by 2%, with the major media networks - WPP, Publicis Groupe, Omnicom Group, The Interpublic Group and Dentsu - experiencing falling share prices.
- The Equiteq Management Consulting Index** fell by 8% with large fluctuations in the share prices of major players like Huron and Navigant Consulting.

Figure 6 Equiteq Knowledge Economy Share Price Index

The chart tracks the share price index over time, showing significant volatility. Key events marked on the timeline include:

- A. May 7:** Estimations of the result of the French Presidential Election second round announced.
- B. Jun 8:** UK General Election ends in hung parliament.
- C. Sep 24:** Angela Merkel wins fourth term in German elections.
- D. Dec 19:** Congress approves Republican tax plan in the US.

Figure 7 Equiteq Knowledge Economy Share Price Index (2008 to 2017)

The chart compares the Equiteq Knowledge Economy Index with the S&P 500 and other industry indices during the global financial crisis and the European debt crisis period. The legend includes:

- Management Consulting (orange line)
- IT Services (dark blue line)
- Engineering Consulting (light blue line)
- Human Resources (green line)
- Media Agencies (purple line)
- S&P 500 (grey dashed line)
- Equiteq Knowledge Economy Index (yellow line)

Note: The Equiteq Knowledge Economy Share Price Index is the only published share price index which tracks the listed companies within the knowledge economy. You will be able to receive further information on the index and its performance by joining Equiteq Edge at [equiteq.com/equiteq-edge](#). The index is continually revised to consider new listed companies and to remove businesses that are no longer relevant in each quarter.

© Equiteq Advisors Ltd. 2018 Market overview 13

DIGITAL

HTML EMAILS

WEBSITE DESIGN



HTML EMAIL LAYOUTS



How I design a HTML email

- 600px or 700px, this can change project to project dependant on client request.
- Header image, the first thing seen so needs to be impactful, but not too tall and dominant
- Header text, eye-catching copy, bold and eye catching
- Body copy, a minimum of 10pt used throughout, obvious external links, use of typography to bring out important aspects of the message
- Styled buttons to match brand guidelines, call to actions to grab their attention
- Consistent use of the iconography through the project in the main body of the email



FOR A
LIFE
ON DEMAND

#LifeBeyondHIV

CATCH UP ON FOR A **LIFE** BEYOND HIV

Dear [FIRSTNAME SURNAME]

We are delighted to inform you that all 'FOR A **LIFE** BEYOND HIV' session recordings, complete with audience Q&As, are available for you to catch up on at your leisure via the **On Demand** section of [LBHIV.com](#).

ON DEMAND

Log in now to watch (or re-watch!) our excellent co-Chairs Professor Cristina Mussini, Suzanne de Munnik and Susan Cole guide us through....



LEARNING

FOR A **LIFE** BEYOND HIV

- Dr Christoph Spinner setting out the priorities that should be high on the HIV agenda for 2021 and beyond, followed by Dr Sanjay Bhagani identifying the short- and long-term effects that COVID-19 had on HIV care



INNOVATION

FOR A **LIFE** BEYOND HIV

- Dr Giovanni Guaraldi discussing how people with HIV can seek to achieve lifelong good health, ahead of a panel discussion with Dr Ignacio Pérez-Valero, Oksana Panochenko and Tamás Bereczky highlighting the multiple factors which can play a role in optimising the health of people living with HIV

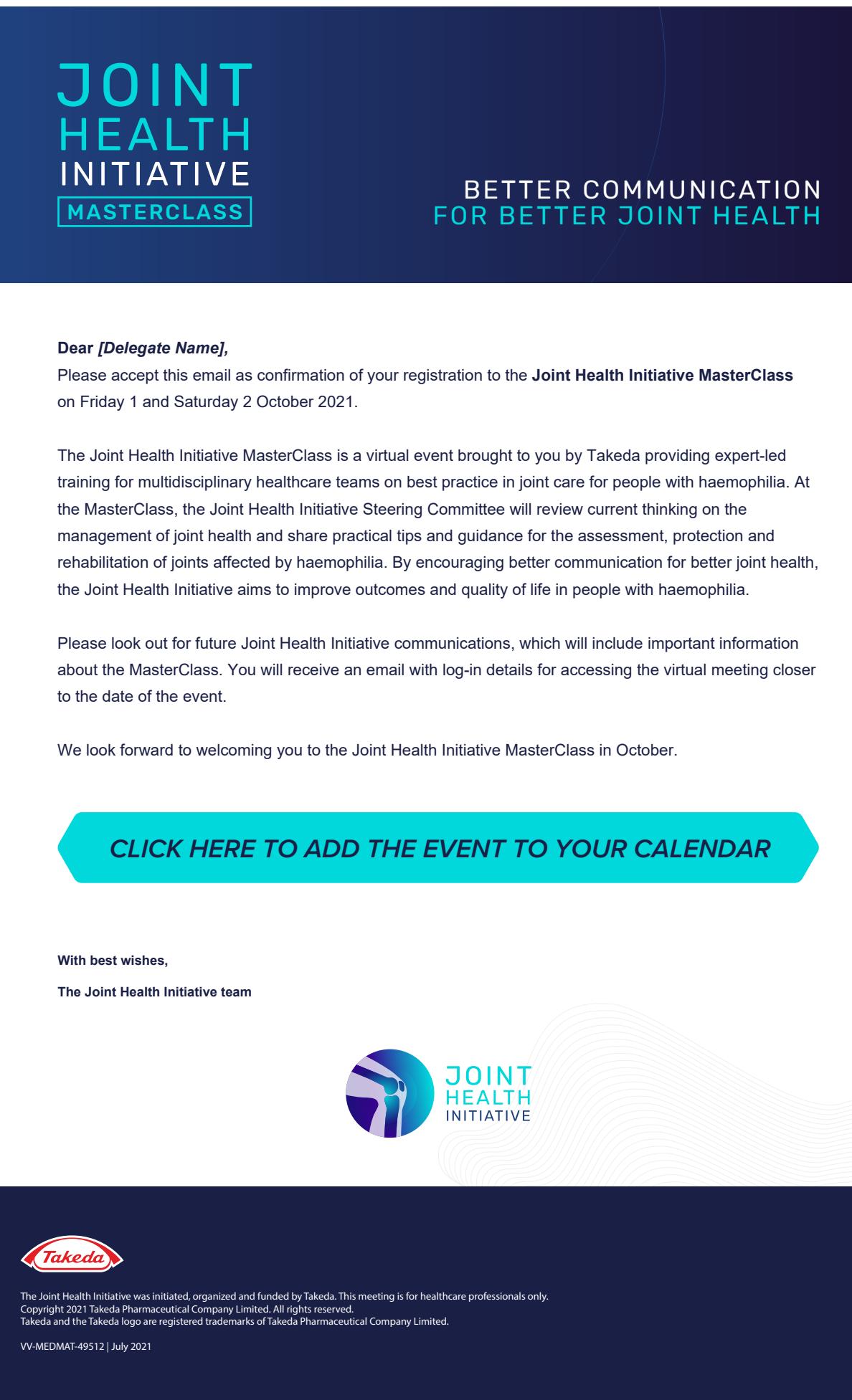
Dr Maria Jose Fuster and Dr Michelle Gazzola from the University of Valencia



HTML EMAIL LAYOUTS



Using elements of the concept
to create a visually appealing
HTML email layouts.



JOINT HEALTH INITIATIVE MASTERCLASS

BETTER COMMUNICATION FOR BETTER JOINT HEALTH

Dear [Delegate Name],
Please accept this email as confirmation of your registration to the **Joint Health Initiative MasterClass** on Friday 1 and Saturday 2 October 2021.

The Joint Health Initiative MasterClass is a virtual event brought to you by Takeda providing expert-led training for multidisciplinary healthcare teams on best practice in joint care for people with haemophilia. At the MasterClass, the Joint Health Initiative Steering Committee will review current thinking on the management of joint health and share practical tips and guidance for the assessment, protection and rehabilitation of joints affected by haemophilia. By encouraging better communication for better joint health, the Joint Health Initiative aims to improve outcomes and quality of life in people with haemophilia.

Please look out for future Joint Health Initiative communications, which will include important information about the MasterClass. You will receive an email with log-in details for accessing the virtual meeting closer to the date of the event.

We look forward to welcoming you to the Joint Health Initiative MasterClass in October.

CLICK HERE TO ADD THE EVENT TO YOUR CALENDAR

With best wishes,
The Joint Health Initiative team

 **JOINT HEALTH INITIATIVE**

 **Takeda**

The Joint Health Initiative was initiated, organized and funded by Takeda. This meeting is for healthcare professionals only.
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VV-MEDMAT-49512 | July 2021



These two example are styles of
header images used throughout the
launch

FOREFRONT - WEBSITE CONCEPTS

HOMEPAGE

The homepage features a dark background with a network of glowing blue and purple dots. In the center, there's a white rectangular area containing a video player interface. A young man in a light blue shirt is shown from the chest up, pointing towards a large play button icon. To his left, text reads "WELCOME HOW TO MAKE THE MOST OF THIS EVENT". To his right, the main title "AT THE FOREFRONT OF PATIENT OUTCOMES" is displayed in large, bold, white and teal letters. Below the title are four call-to-action buttons: "WATCH LIVE SESSION" (teal), "ABOUT PATIENT OUTCOMES" (light teal), "VIEW THE AGENDA" (purple), and "SPEAKER BIOGRAPHIES" (dark purple). At the bottom left, it says "Brought to you by NOVARTIS". At the bottom right, there are links for "RESET YOUR PASSWORD | SEND FEEDBACK" and some small legal text.



FOREFRONT - WEBSITE CONCEPTS

HOMEPAGE

The homepage features a dark background with a network of glowing blue and purple dots and lines, suggesting a digital or scientific theme. At the top, there's a purple navigation bar with white text: 'HOME' (highlighted), 'AGENDA', 'SPEAKERS', and 'LIVE SESSION'. A small circular icon with a stylized hand and DNA helix is positioned next to the 'HOME' text. In the top right corner, a timer displays 'LIVE SESSION STARTS IN 00:10:35'. The main content area has a large, bold title 'AT THE FOREFRONT OF NEXT MEETING' in white and yellow. Below it is a video player window showing a man speaking, with the text 'WELCOME HOW TO MAKE THE MOST OF THIS EVENT' and a large yellow play button icon. To the left of the video, there's a yellow button with a speech bubble icon labeled 'CHAT WITH ATTENDEES'. On the right side, there are four purple buttons with icons: 'ABOUT NEXT MEETING TITLE' (with a double arrow icon), 'WHAT IS AT THE FOREFRONT OF GENE THERAPY' (with a hand icon), 'VIEW THE AGENDA' (with a calendar icon), and 'SPEAKER BIOGRAPHIES' (with a person icon). At the bottom left, it says 'Brought to you by' with the Novartis logo. The bottom right contains small text: 'RESET YOUR PASSWORD | SEND FEEDBACK', 'This is a non promotional meeting which is being provided as a service to patients and medicine, organised and funded by Novartis Gene Therapies.', 'Date of preparation: March 2021 | MED-CON-XXX000-00000-XX 03/2021', and '©2021 Novartis Gene Therapies.'

X



FOREFRONT - WEBSITE CONCEPTS



HOMEPAGE

The homepage features a large banner with a man pointing to a play button, with the text "WELCOME HOW TO MAKE THE MOST OF THIS EVENT". Below the banner is a large, bold title "AT THE FOREFRONT OF GENE THERAPY". The navigation bar includes links for HOME, AGENDA, SPEAKERS, and LIVE SESSION. A live session timer shows "LIVE SESSION STARTS IN 00:10:35". The footer includes Novartis branding and a "CHAT WITH ATTENDEES" button.

LIVE SESSION STARTS IN 00:10:35

AT THE FOREFRONT OF GENE THERAPY

WELCOME HOW TO MAKE THE MOST OF THIS EVENT

WATCH LIVE SESSION

ABOUT PATIENT OUTCOMES

WHAT IS AT THE FOREFRONT OF GENE THERAPY

VIEW THE AGENDA

SPEAKER BIOGRAPHIES

CHAT WITH ATTENDEES

Brought to you by NOVARTIS

RESET YOUR PASSWORD | SEND FEEDBACK

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FOREFRONT - WEBSITE CONCEPTS



MEETING PAGE

The screenshot displays a meeting page for 'AT THE FOREFRONT OF GENE THERAPY'. At the top right, a blue bar indicates a 'LIVE SESSION STARTS IN 00:10:35' and an 'ON DEMAND' option. The main content area features a large teal box with the text 'This session will be starting in:' and a digital timer showing '00: 00 : 10 : 35' with labels for Days, Hours, Mins, and Secs. To the right is a 'SPEAKER' profile for 'NAME SURNAME' with a placeholder bio. Below the speaker profile is a 'HIDE BIO' button. Further down, there's a section titled 'ABOUT PATIENT OUTCOMES: AT THE FOREFRONT OF GENE THERAPY' with a long block of placeholder text. On the left side, there's an 'ASK A QUESTION' form with a text input field and a 'SUBMIT' button. At the bottom, there's a 'THE AUTUMN SERIES' section with a 'NEW TITLE: AT THE FOREFRONT OF GENE THERAPY' placeholder, a 'CHAT WITH ATTENDEES' button, and navigation arrows. The footer includes 'Brought to you by NOVARTIS' and links for 'RESET YOUR PASSWORD | SEND FEEDBACK'.



LIFE BEYOND HIV - WEBSITE CONCEPT



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We use cookies to give you the best possible experience on our website.

Choose which cookies to allow
Show details | Privacy policy | Essential only | Allow all

LOBBY **SPEAKERS** **ON DEMAND** **RESOURCES**

WATCH SESSIONS ON DEMAND

ABOUT OUR SPEAKERS

WATCH ON DEMAND

FOR A LIFE BEYOND HIV

FOR A LIFE BEYOND HIV was a non-promotional and educational virtual congress funded and organised by Gilead Sciences which ran between May through June 2021 and is now available to watch on demand.

This 7-week event brought world-leading HIV specialists, nurses and other healthcare professionals together with members of the community from across the globe to share and learn in the same environment.

Sessions include a mix of plenary and panel discussions, as well as masterclasses tailored to specific attendee groups, and are organised around our four **LIFE** pillars: **LEARNING**, **INNOVATION**, **FELLOWSHIP** and **EMPOWERMENT**.

FOR A LIFE BEYOND HIV provides approximately 7 hours of CPD-accredited learning, comprising a mix of educational session types co-created by a faculty of international experts. If you have any questions about the event, please contact foralifebeyondhivquestions@dnainc.com

LEARNING FOR A LIFE BEYOND HIV

Reflecting upon achievements to date, and learning from one another to understand the different challenges, barriers, and constraints we face collectively and individually in the fight against HIV

INNOVATION FOR A LIFE BEYOND HIV

Looking at the progress achieved towards reducing gaps in the cascade of care, and exploring the innovative solutions that can take us ever closer to zero new HIV infections, zero AIDS-related death and the complete eradication of HIV stigma

FELLOWSHIP FOR A LIFE BEYOND HIV

Providing education through collaboration to move further towards ending AIDS as a global public health threat, examining the specific groups in society that are disproportionately affected by HIV and exploring strategies to help them

EMPOWERMENT FOR A LIFE BEYOND HIV

Exploring a future where people living with HIV are empowered and enabled to live their best lives; examining some of the wider issues and their potential solutions in order to achieve lifelong good health

YOUR FEEDBACK IS IMPORTANT we're interested to hear what you have to say about this event so we can make the next one even better! Please [click here](#) to let us know your thoughts

#LifeBeyondHIV | RESET YOUR PASSWORD | SEND FEEDBACK

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GILEAD

LIFE BEYOND HIV **GILEAD**

LOBBY **SPEAKERS** **ON DEMAND** **RESOURCES**

WATCH ON DEMAND

05 MAY **12 MAY** **19 MAY** **26 MAY** **02 JUN** **09 JUN** **16 JUN**

LEARNING – Wednesday 5 May 2021

Session objectives: LEARNING for a LIFE Beyond HIV
Reflecting upon achievements to date, and learning from one another to understand the different challenges, barriers, and constraints we face collectively and individually in the fight against HIV

Click the title below to access this session On Demand

PLENARY SESSION
The 2020s: A decade to live beyond HIV
As we look back on the work achieved so far and the progress we have made in improving the lives of people living with HIV, our Co-chairs Cristina Mussini, Susan Cole and Suzanne de Munck look at to strive for a LIFE Beyond HIV

Co-chairs: Cristina Mussini, Suzanne de Munck, Susan Cole

PLENARY SESSION
2021 and beyond: Setting our priorities to meet evolving needs
Dr Christoph Spinner examines the policies and strategies we need to be focusing on and developing globally to achieve our goal of ending AIDS as a public health threat by 2030. Critically, we will examine the lessons that are learned and discuss potential solutions for overcoming them.

PLENARY SESSION
The world after COVID-19: How do we ensure no-one is left behind?
Dr Sanjay Bhagani examines the global response to COVID-19 and the effect it has had on HIV services. Crucially, he and Cristina Mussini will discuss the issue of preparedness and how we must be better prepared for the next global catastrophe.

Closing remarks
Summary of today's topics and teaser for next session.
Presented by: Cristina Mussini

#LifeBeyondHIV | RESET YOUR PASSWORD | SEND FEEDBACK

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LIFE BEYOND HIV **GILEAD**

LOBBY **SPEAKERS** **ON DEMAND** **RESOURCES**

SPEAKERS

Arda Karapinar
Founder and President, Red Ribbon Istanbul, Turkey
[View Bio](#)

Bruce Richman
Founding Executive Director, Prevention Access Campaign's Undetectable = Untransmittable (U=U), United States
[View Bio](#)

Catarina Esteves
Nurse, Cascais Hospital, Portugal
[View Bio](#)

Charlie Hughes
HIV Clinical Nurse Specialist and Research Nurse, Shetland Teaching Hospitals NHS Foundation Trust, UK
[View Bio](#)

Arda Karapinar
Founder and President, Red Ribbon Istanbul, Turkey
[View Bio](#)

Bruce Richman
Founding Executive Director, Prevention Access Campaign's Undetectable = Untransmittable (U=U), United States
[View Bio](#)

Catarina Esteves
Nurse, Cascais Hospital, Portugal
[View Bio](#)

Charlie Hughes
HIV Clinical Nurse Specialist and Research Nurse, Shetland Teaching Hospitals NHS Foundation Trust, UK
[View Bio](#)

Professor Christoph Spiner
Consultant Physician and Head of the HIV and Infectious Disease Unit, University Hospital Zurich, Switzerland
Teaching Professor in Internal Medicine, Technical University of Munich, Munich, Germany
[View Bio](#)

Professor Cristina Mussini
Head of Department of Infectious Diseases and Tropical Medicine and Professor of Infectious Diseases, University of Modena and Reggio Emilia, Modena, Italy
[View Bio](#)

Ferenc Bagyinszky
Project Manager, AIDS Action Europe, Berlin, Germany
[View Bio](#)

Gareth Thomas CBE
Welsh Rugby Legend, TV Personality, Influential Speaker & Educator
[View Bio](#)

Professor Giovanni Guaraldi
Associate Professor of Infectious Disease, University of Modena and Reggio Emilia, Italy
[View Bio](#)

Professor Hans-Jürgen Steinbrink
Professor of Internal Medicine, Infectious Diseases, VIVA-C Study Center Hamburg, Germany
[View Bio](#)

Dr Ignacio Pérez-Valero
Consultant Physician of Internal Medicine, La Paz University Hospital, Madrid, Senior Clinical Researcher, IDPAZ Research Institute, Madrid, Spain
[View Bio](#)

Ivan Dimev
Founder and Chairman, Single Step Foundation and CEO, Bulgarian Entrepreneurship Center, Bulgaria
[View Bio](#)

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ARTWORKING



ARTWORKING FOR PRINT

DIGITAL ARTWORKING



PRINT ARTWORKING - PROCESS



Ticking boxes, making sure your artwork is optimal for print, making sure guidelines have been met and sizes are correct.

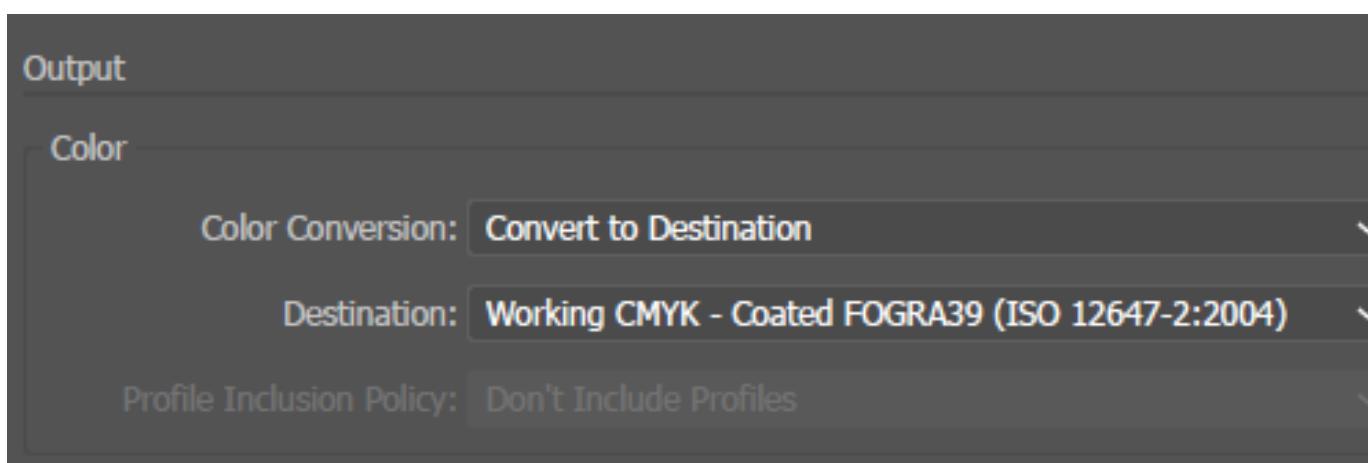
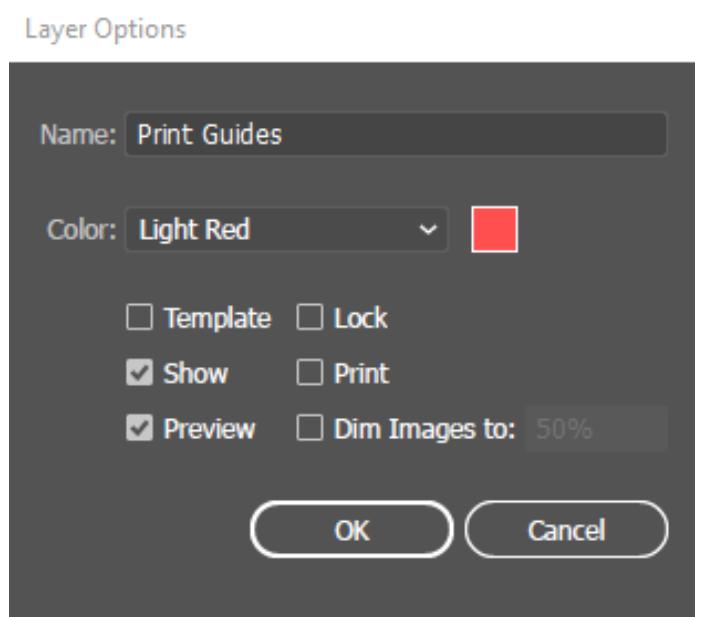
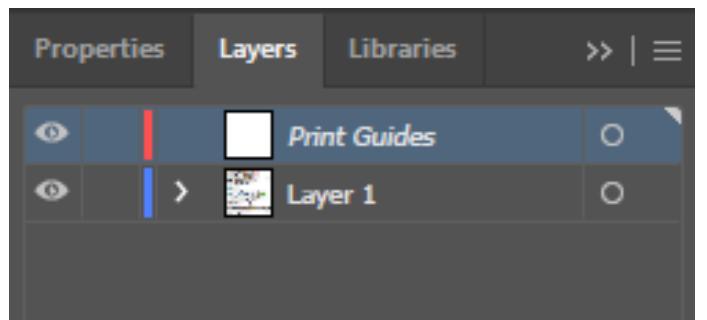
Below is a list of boxes I need to check before sending anything to print

Example Checklist

- | | | |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------|--------------------------------------------------------------|
| <input type="checkbox"/> Document CYMK | <input type="checkbox"/> Image 300ppi minimum | <input type="checkbox"/> Run spot colour separations if used |
| <input type="checkbox"/> Spellcheck and Proofreading | <input type="checkbox"/> Spot UV or embossing layers | <input type="checkbox"/> Overprint |
| <input type="checkbox"/> Suitable and consistent font size | <input type="checkbox"/> Crop/Bleed/Registration marks | <input type="checkbox"/> Spot colours VS Brand Guidelines |
| <input type="checkbox"/> Consistent font throughout | <input type="checkbox"/> Correct image license | <input type="checkbox"/> Document size |
| <input type="checkbox"/> Typography standards
(double spaces, hyphens,orphans) | <input type="checkbox"/> British English or American English | <input type="checkbox"/> Preflight final artwork in acrobat |



PRINT ARTWORKING - PROCESS



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.

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

The composite screenshot displays the following components:

- Top Left:** A 'Properties' panel showing a layer named 'Print Guides'.
- Middle Left:** A 'Layer Options' dialog box for 'Print Guides' with the 'Show' checkbox checked.
- Bottom Left:** An 'Output' panel with 'Color Conversion' set to 'Convert to Destination'.
- Center:** A 'Separations' panel showing ink coverage percentages:

Name	Percentage
Process Plates	13%
Process Cyan	9%
Process Magenta	10%
Process Black	0%
Total Area Coverage	32%
- Right Side:** A 'Preflight' panel with sections for 'Digital printing and online publishing' (which optimizes for digital printing by converting all colors to grayscale) and 'PDF fixes' (which includes options like 'Convert to CMYK', 'Convert to RGB', 'Flatten annotations', etc.).

DIGITAL ARTWORKING - PROCESS



More often than usual projects are going online, so make sure everything is perfect! Whether it's for your phone or a HTML email, you don't want to see mistakes on a digital billboard on the M3...

Below is a digital artworking checklist

Example Checklist



- | | | |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Document RGB | <input type="checkbox"/> Image 150ppi minimum | <input type="checkbox"/> Font size 10pt minimum |
| <input type="checkbox"/> Spellcheck and Proofreading | <input type="checkbox"/> HTML Email-600/700px width | <input type="checkbox"/> Suitable image alt text |
| <input type="checkbox"/> Suitable and consistent font size | <input type="checkbox"/> Emails tested through email platform | <input type="checkbox"/> Images saved as RGB |
| <input type="checkbox"/> Consistent font throughout | <input type="checkbox"/> Correct image license | <input type="checkbox"/> File size |
| <input type="checkbox"/> Typography standards
(double spaces, hyphens,orphans) | <input type="checkbox"/> British English or American English | <input type="checkbox"/> File type |

ARTWORKING-MY PRIMARY 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**

ARTWORKING



More than just preparing files

A massive role as my time as an artworker has involved working on editing documents that have already had the creative and design signed off. We then use the rules of the client to **implement a far stricter layout.**

Headlines, body copy, logos and imagery should all be working together in a way that respects the client's brand guidelines and the print specifications.



CONSISTENCY



PROOFREADING

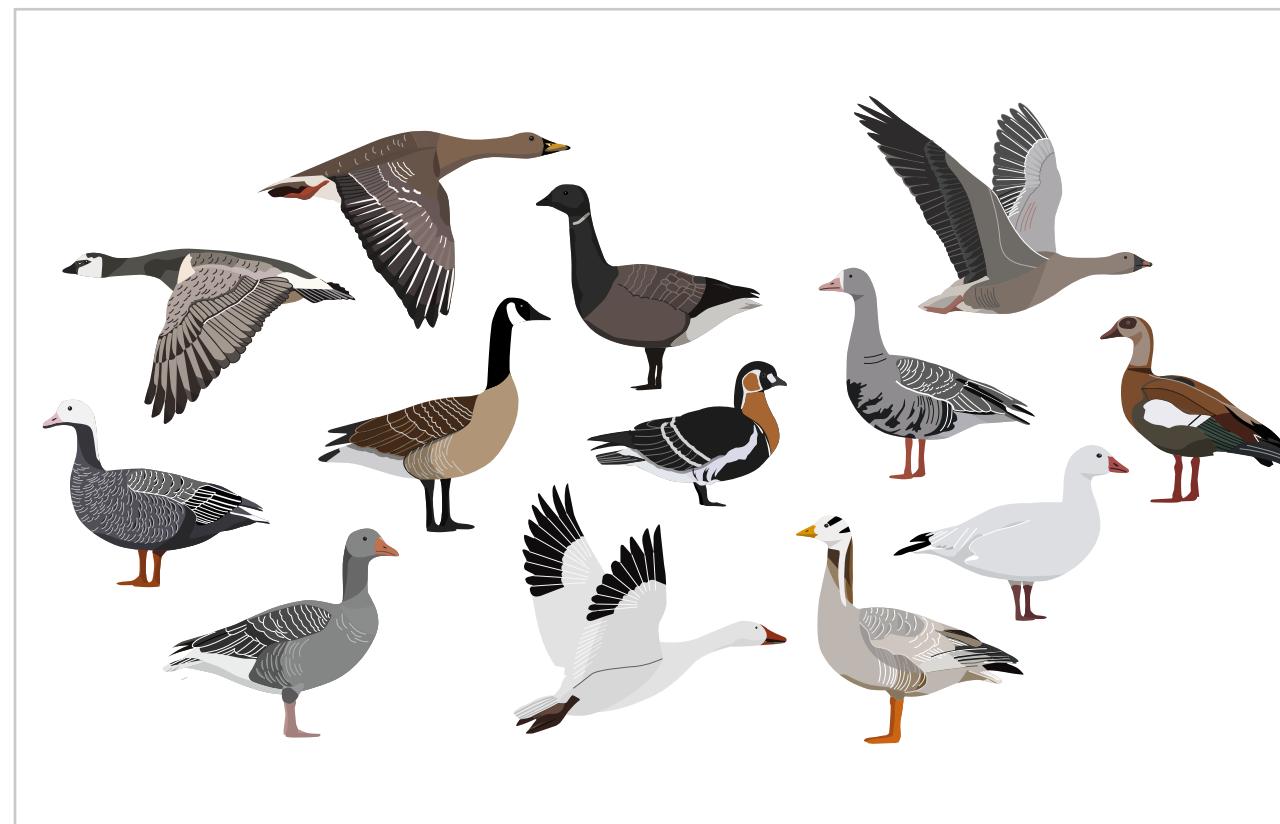


TESTING

ILLUSTRATIONS



<



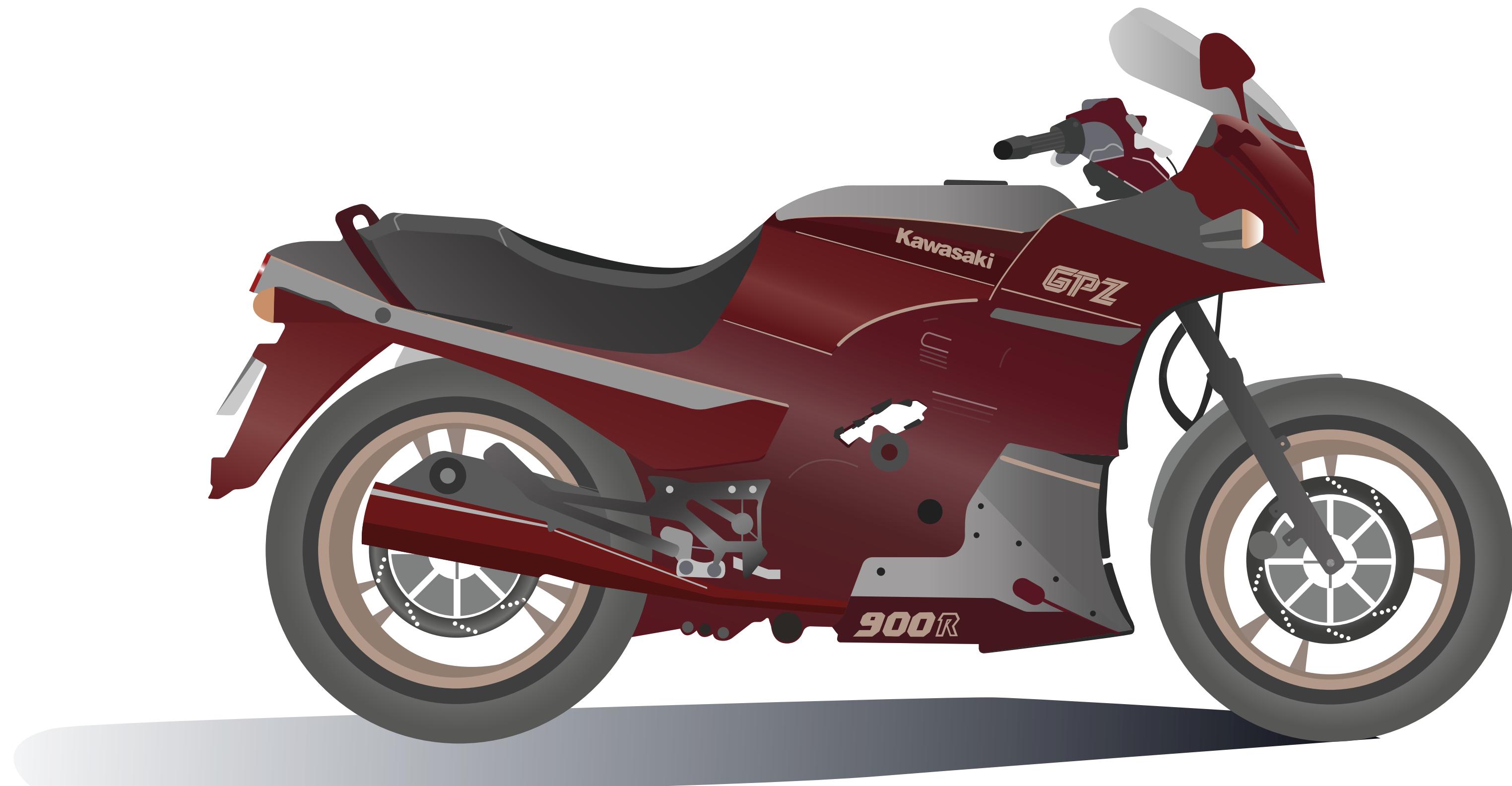
ILLUSTRATIONS - MAZDA MX5



X

>

ILLUSTRATIONS - MOTORBIKE



ILLUSTRATIONS - ROSEWOOD VAN

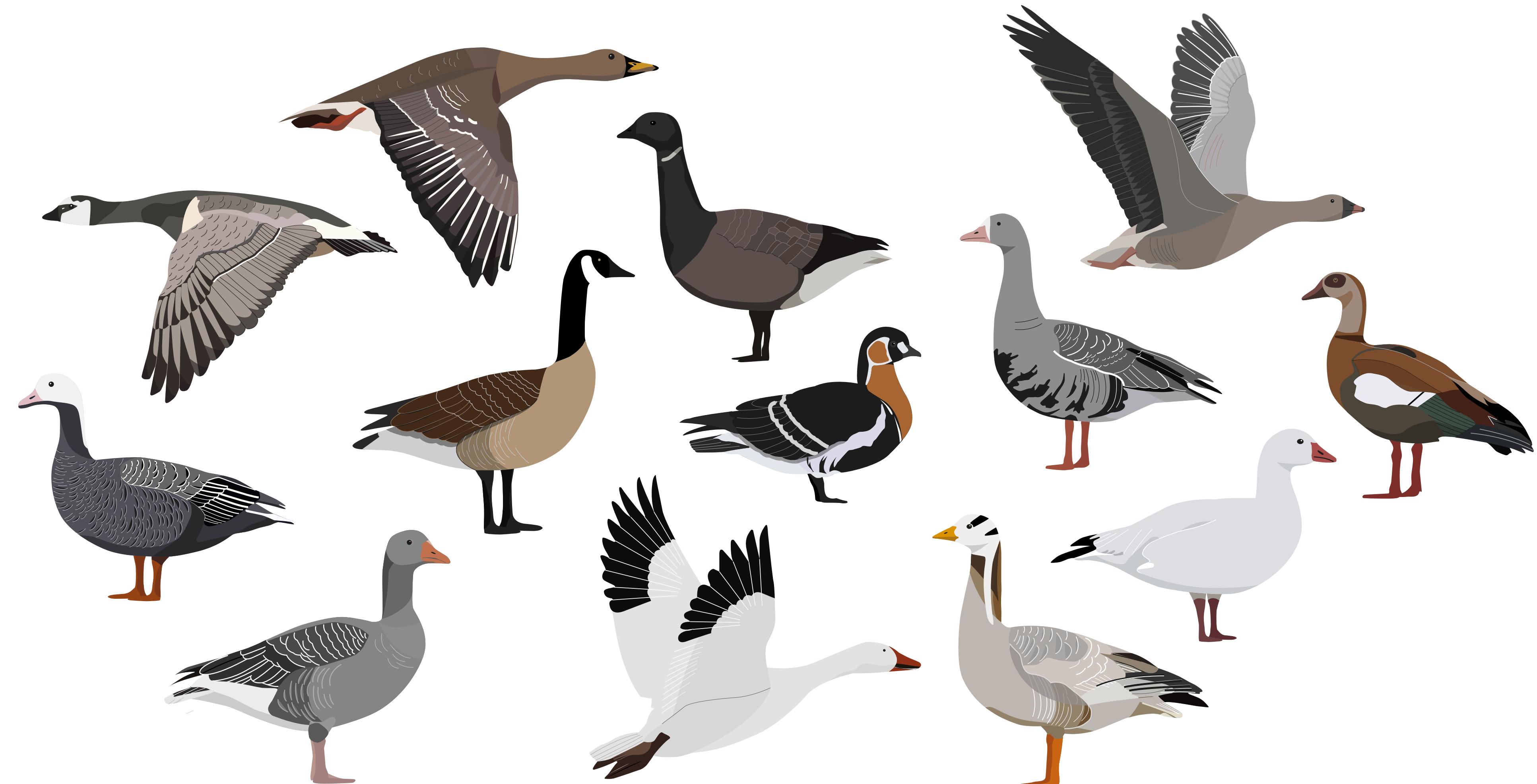


ILLUSTRATIONS - SMALLER ROSEWOOD VAN



X

ILLUSTRATIONS - BIRDS



ILLUSTRATIONS - SHOES



ILLUSTRATIONS - PUBS



X

CONTACT ME



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