



# Derrian Bradder | Graphic Design

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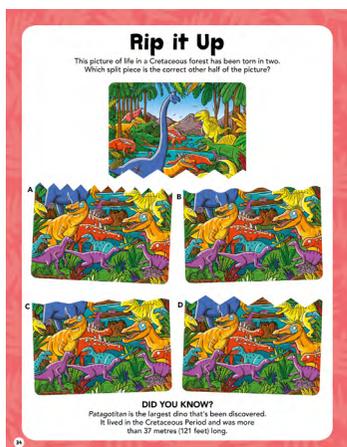
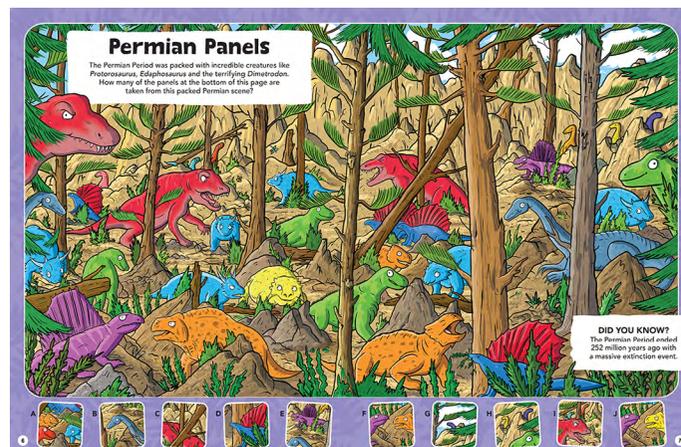
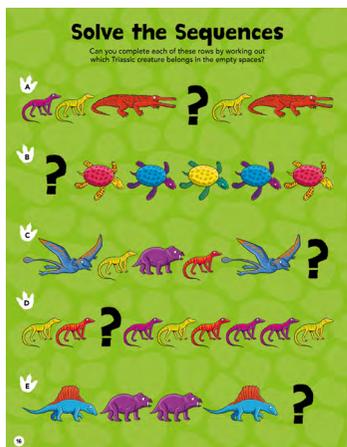
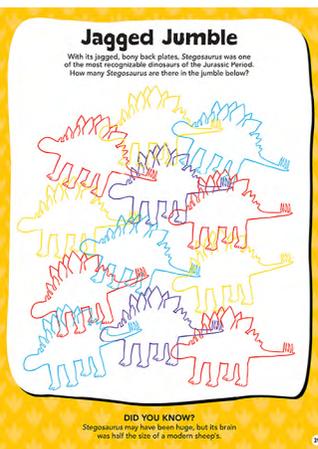
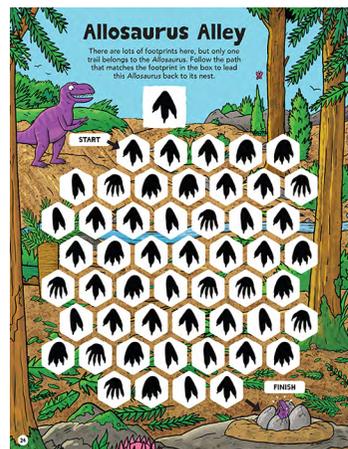
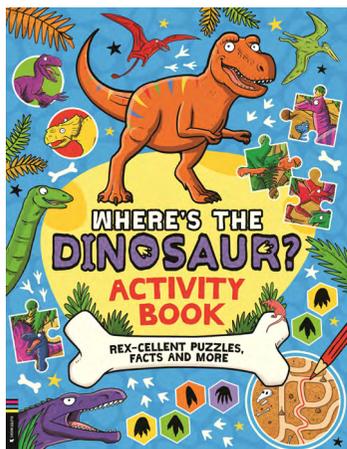
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## Derrian [ De-ree-un ]

An experienced senior designer with over a decade's experience in the publishing industry. Skilled in editorial design, children's non-fiction and graphic design. Strong arts and design professional with a BA (Hons) in Graphic Design. Yorkshire born and bred.







# Derrian Bradder

## Graphic Design

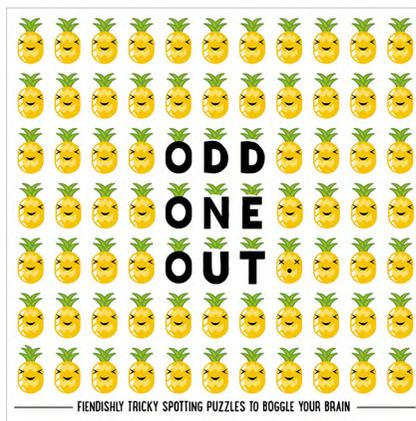
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### WHERE'S THE DINOSAUR? ACTIVITY BOOK ACTIVITY

I designed both the cover and full interiors for this title, using mostly reuse artwork to create the puzzles. A few new pieces of artwork were commissioned from the illustrator of *Where's the Dinosaur?* where needed.

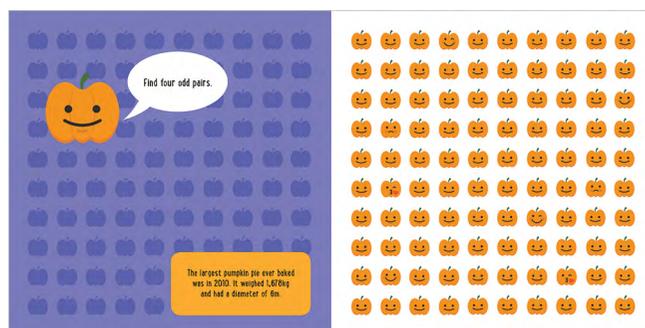
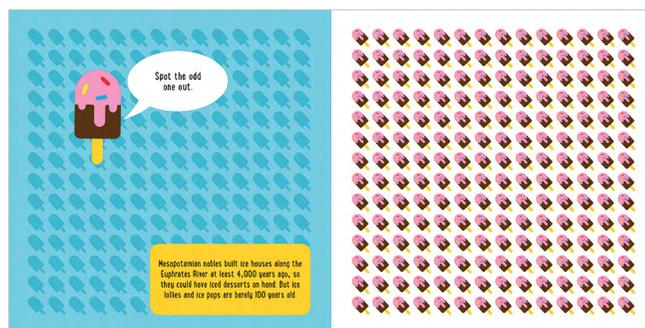
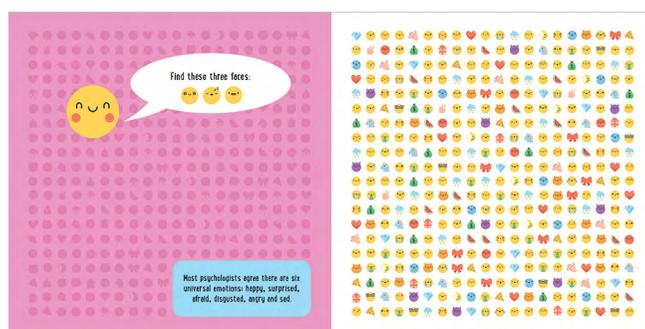


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## ODD ONE OUT ACTIVITY

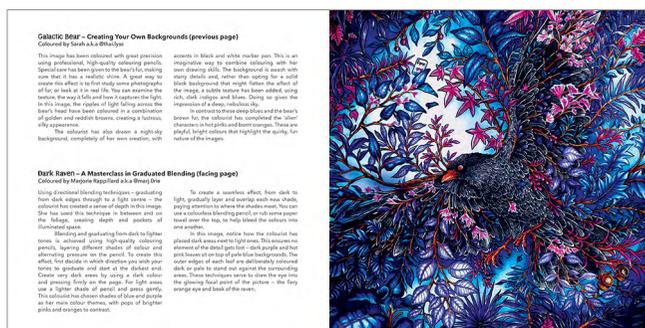
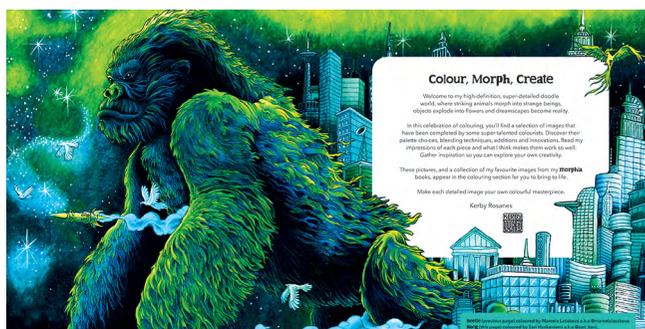
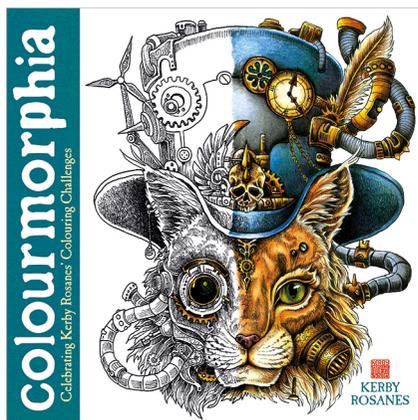
I created both the cover and full interiors for this title, using artwork sourced and adapted from Shutterstock to create the puzzles.

This was an incredibly fun title to work on, although I did go cross-eyed on a few occasions when testing it and trying to spot the differences I'd made!



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## COLOURMORPHIA (KERBY ROSANES) COLOURING

I designed both the cover and interiors for this title, using previously commissioned artwork from illustrator Kerby Rosanes.

This book is a 'greatest hits', as it were, of Kerby's most popular images from the bestselling *Morphia* series. We also included completed artworks produced by Kerby's fans, along with stylistic comments and opinions from Kerby. I retouched, cleaned and reworked the artwork where necessary.

I also worked on the follow up titles; *Kaleidomorphia*, *World of Colour* and *Colour Universe*. I have worked on almost all of Kerby's books over the last 8+ years and it's been incredible to watch his style evolve.



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## Grange Big Local: One Community 10 Years £1 Million

What a group of residents did with  
£1 million and what they learned

### Designing a fair system

We looked at different formats for running grant schemes, exploring what other Big Local projects had trialled and learned.

Rather than online voting (which favoured well-connected, digitally confident applicants) or presentation evenings (challenging for older and disabled residents), we decided on panel-based selection, including Partnership board members and previous grant recipients.

We recognize that online voting or presentation evenings may have been more democratic, but not necessarily fairer.

We decided to have fixed application rounds rather than rolling submissions because:

- 1 It allowed us to promote the scheme for fixed periods and spread the word more widely.
- 2 It felt fairer to judge the applications against one another.
- 3 It encouraged more new ideas and projects, rather than just attracting existing ones that were running out of money.
- 4 It meant we could allocate enough staff time to encourage people to apply and to help applicants. This led to a more diverse range of applications.
- 5 It was easier to make timely decisions, and people knew when they would hear back from us.
- 6 It stopped it from being first-come, first-served.

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"We're the guardians of the land, actively working to enhance and increase its biodiversity and habitats. We also provide a meeting area and space for events and learning for the benefit of the community. Setting up was a busy yet exciting time, and it's fair to say that Barnwood was created as, and still is, a happy organisation - nature has this effect on people!"

Elizabeth James, Partnership board member for GBL and Trustee for Barnwood HC

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## Fun Palaces and community festivals

In our setting-up period, we launched with a community festival, organised with the support of **Barnet Homes**, to draw people in, talk to them about their ideas, and provide a free community celebration.

Our second festival, in 2015, was in collaboration with **Art Against Noise**, on Brownswell Green. Our third was held at Bishop Douglass School, to ensure we were reaching people on the other side of the train tracks.

Then in 2017, we held our first Fun Palace in Oak Lane Open Space.

Fun Palaces were an idea first mooted by Joan Littlewood, the theatre director, back in the 1950s, to put culture in the heart of communities, and communities at the heart of culture.

They were reinvented in 2014 by author and director **Stella Duffy OBE**, as a weekend of grassroots action with the tagline "Everyone an Artist, Everyone a Scientist".

KAROL STREIC

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The easiest way to understand them is through their guidelines:

- 1 Anyone can hold a Fun Palace, anywhere, on any scale.
- 2 Fun Palaces are free - nothing for sale, except food, which we decided to fund in the last two, and no charges for activities.
- 3 Culture is whatever people want to learn or whatever people want to share. We had a fantastic mix of activities, including cognitive neuroscience, circus skills, calligraphy in Farsi and Gujarati, knitting, art, science experiments, magic tricks, storytelling, paper aeroplane building, drama, flower arranging, football, nature tables, table tennis, and beatboxing.
- 4 Fun Palaces are about having a go, being inspired and learning something new, rather than demonstration and performance.
- 5 Fun Palaces are for everyone, all ages and abilities.

They are messy, a little chaotic, and always completely joyful.

Our first Fun Palace was supported by a £1,500 grant from Barnet Council, and we are lucky to have had sponsorship from local estate agents as well.

Our final Fun Palace in September 2025 had £2,000 support from Boost Barnet.

What difference did it make?

"Like Stella Duffy, we believe that a Fun Palace is much more than a fete or festival. It is more than just a memory of an afternoon of fun. It is a space where people can share their passions, hobbies and culture. It is a place where people can connect with their neighbours and share experiences. It is a place where people are valued for helping, and for having the courage to try. And it is a place of ambition, and exchange of knowledge, as equals.

"Nobody judged whether the physics experiments of University College London were more worthy than the sleight of hand of Magic Girly, or the bagel-making by Michelle, from Margot Bakery, more interesting than building structures from lollipop sticks with the support of Alan and Blanca from Axcis Architects. From pressing apple juice with Roger Chapman, to clambering in and over one of Finchley Fire Station's engines, they just had fun having a go."

Julia Hines,  
Partnership board member

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### What did we do?

Working with Big Local Jarro, we formed a partnership with Northumbria University, and together we designed a pilot. We chose the team at Northumbria, headed by Professor Matthew Johnson, because of the depth of their experience in basic income, their lived experience of living on benefits, and the breadth and expertise of their team. We were clear that if we were to do this work, we needed to produce meaningful data, so their input was critical.

The first step was to define our values, and this became the memorandum of understanding with our partners - our guiding principles for this work and the basis of our way of working together.

Our plan was to give 15 people in the GBL area, and 15 in Jarro, a monthly sum of £1,600 for two years. We would match these people with a control group and focus on health and wellbeing outcomes.

Why £1600? We chose this amount because at the time it would lift most participants above Universal Credit thresholds, allowing us to see the difference in their lives outside of the stresses of the thresholds, sanctions, and conditions. It was also the sum chosen by the Welsh Government's trial into basic income for car leavers, meaning that comparisons could be drawn.

We chose a period of two years because we felt it would take a bit of time for people to trust the process, a little longer for health effects to be visible, and then a period before the end of the pilot when people would be worried about losing this income.

We chose the number of people we would study on the basis that it would be enough to give us a proof of concept and qualitative data, but a sum that we thought we could successfully fundraise.

### What happened next

When we published our pilot plan in June 2023, it went viral, nationally and internationally. Major news channels, broadsheet newspapers, LBC radio, media in Europe, the US and as far as New Zealand. Online, it featured everywhere from Grantham to LADbible.

Our favourite quote was from James O'Brien on LBC:

"I think this is staggering, actually, genuinely staggering... This to me may be one of the biggest stories of our time together. Potentially, in terms of the tree that is likely to grow from this relatively tiny seed."

The coverage created a "water cooler moment", with conversations happening in staff rooms and at school gates. It made local people feel as though their voices had been heard on a subject rarely discussed openly.

Sadly, we did not manage to raise the funds to run the pilot within the time we had available, but we did achieve something significant. We showed that a small community organisation could initiate a national conversation, with our residents' voices at the heart of it, through media coverage, when we were invited to City Hall and when the Economy, Skills and Culture Committee visited us in the area. We are part of an NIHR-funded piece of research into basic income, although not a pilot.

Most importantly, we made time and space where residents could question the status quo and imagine a different future.

We are very grateful to North Central London ICB, Barnet Council, Citizens Advice Barnet, London Capital Credit Union, Big Local Jarro, University College Hospital, Basic Income Conversation and Northumbria University for their support.

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## GRANGE BIG LOCAL - LEGACY BOOK REFERENCE

Grange Big Local: One Community • 10 Years • £1 Million  
What a group of residents did with £1 million and  
what they learned

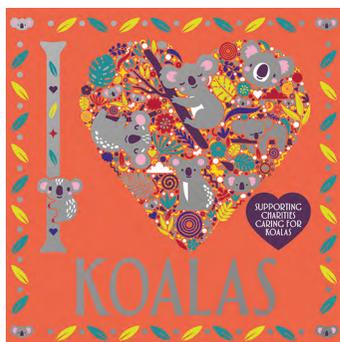
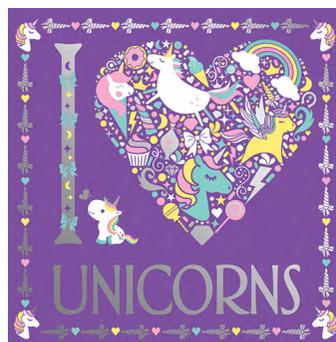
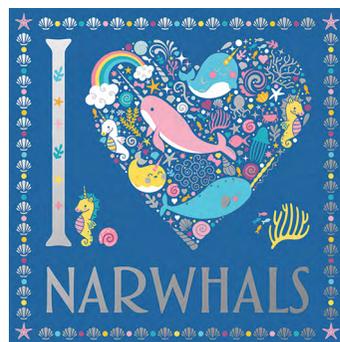
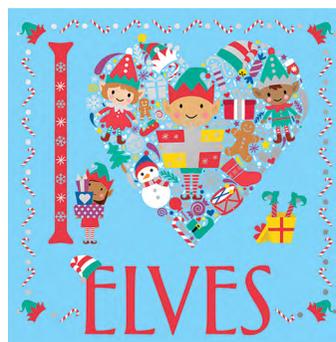
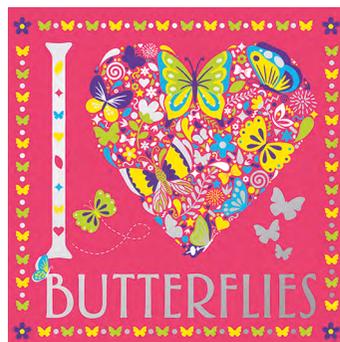
I was asked to create a legacy book for Grange Big Local - a resident-led, lottery funded community project working in a small pocket of East Finchley - sharing a reflective account of their ten-year journey as a Big Local project.

The client asked for a visual style that was accessible and easy to navigate, with an emphasis on the overall tone of the book being approachable, honest and not glossy.

The full book can be viewed on my website, both as a downloadable PDF and as an embedded flipbook.  
[www.derrianbradder.com/grange-big-local-legacy-book](http://www.derrianbradder.com/grange-big-local-legacy-book)



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## I HEART SERIES COLOURING

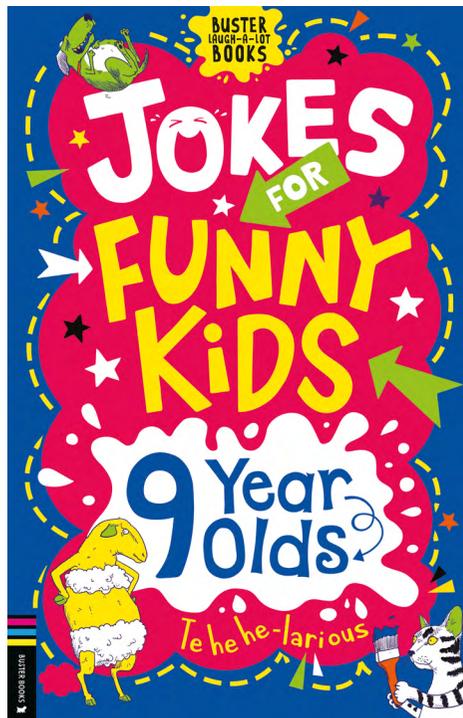
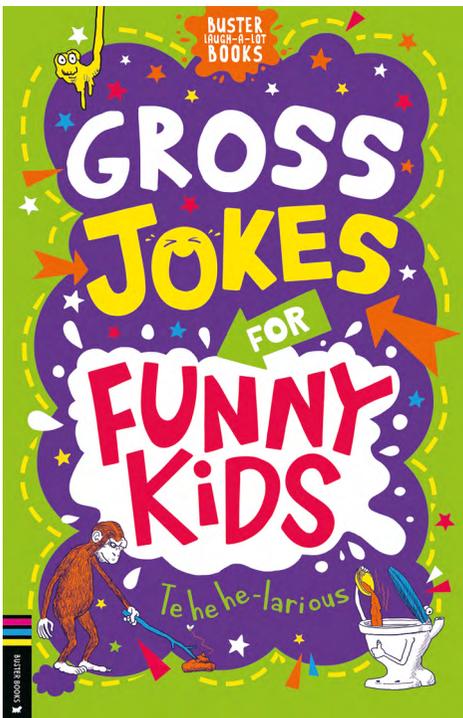
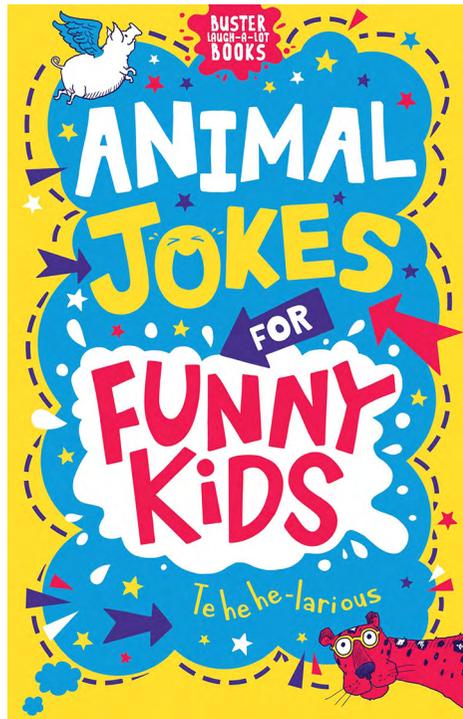
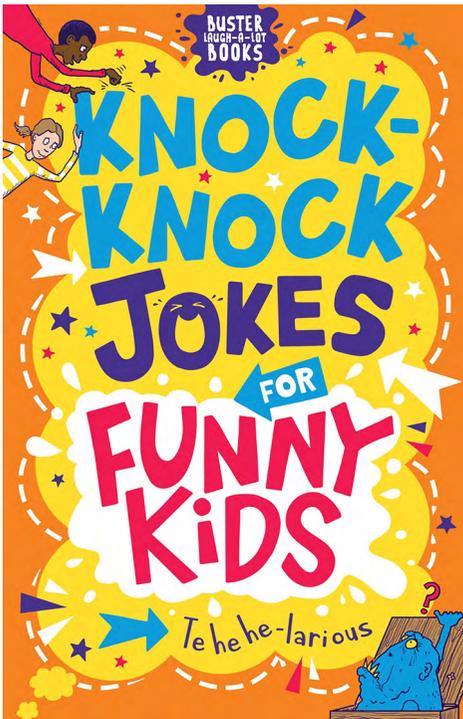
I worked on this series for several years as both the cover and spreads designer. Over the years I made it my own and always tried to go bigger and more detailed than the previous title.

The themes were often trend led, which meant a very quick turnaround. These covers have a foil finish.

The interior artwork is a mix of commissioned illustrations and images sourced from Shutterstock and amended by me. Working with the editor, we would discuss ideas for the content before sourcing artists and liaising with them, including giving feedback on rough samples.



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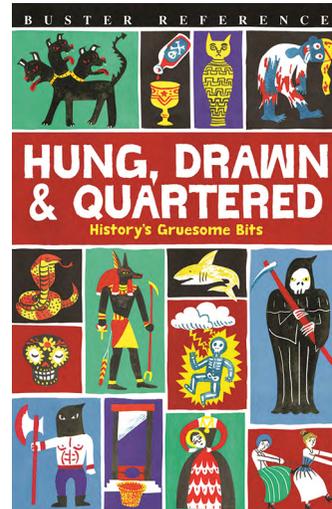
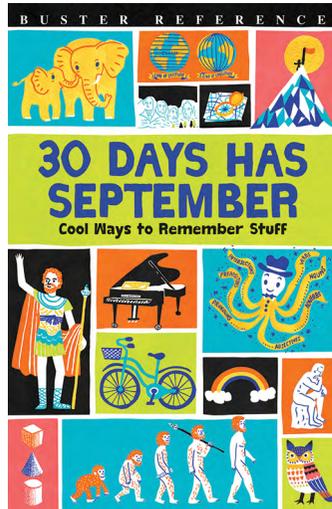
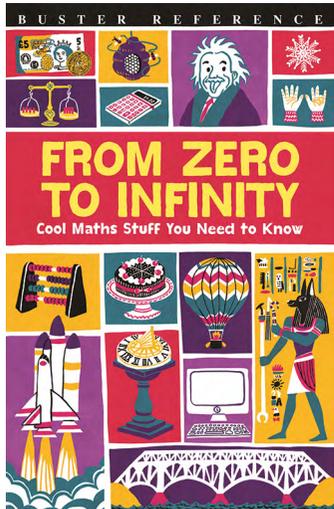
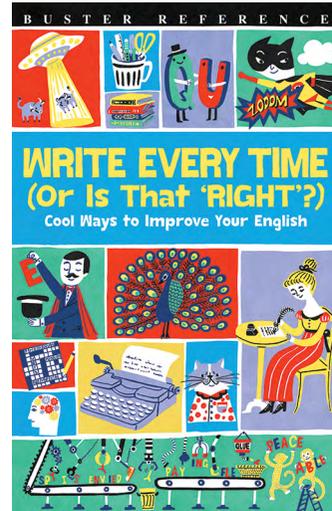
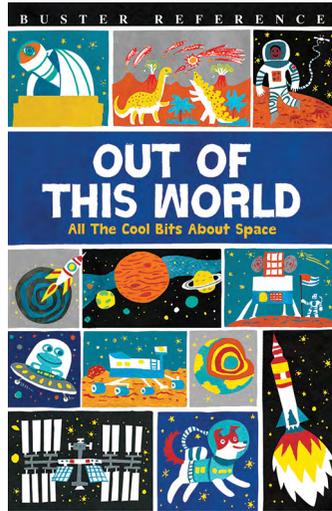
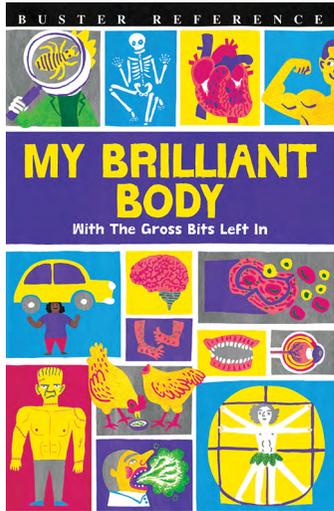
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### *BUSTER LAUGH-A-LOT BOOKS SERIES* JOKE BOOKS

The spot artwork was commissioned from an illustrator before being recoloured, and amended where necessary, in-house.



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# Derrian Bradder

## Graphic Design

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### BUSTER REFERENCE SERIES REFERENCE

These covers were created give a fresh look to an existing series. I used a limited colour palette to create a more sophisticated look whilst also keeping it fresh and current.

The artwork was commissioned from an illustrator before being recoloured, and amended where necessary, in-house.



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**LET'S CRACK THIS EGG MYSTERY!**

I WONDERED WHEN YOU WOULD MAKE THAT YOLK... I MEAN JOKE!

**EVIDENCE A CHICK HATCHED SAFELY**

1. Before it's born, a chick absorbs the yolk inside its egg. The yolk is made up of nutrients and proteins food for the growing baby bird. There's no spare yolk left behind by the time it hatches safely.
2. A hatching chick usually makes a hole out of the wider side of the egg. The broken edges of the egg will be jagged.
3. If a parent bird pushes the broken egg out to clear a nest, then the parts will be close to each other and the nest won't be far away. There might be a few or holes above the egg where the chick is!
4. If a parent bird pushes the broken egg out to clear a nest, then the parts will be close to each other and the nest won't be far away. There might be a few or holes above the egg where the chick is!

**A HATCHED EGG WILL BE CRISP AND CLEAN INSIDE**

**NO NEST NEARBY**

**SMALL SCATTERED PIECES**

**UNHATCHED EGG PUSHED OUT OF THE NEST!**

**CLUE**

If there are remains of yolk inside or around the egg, it's usually a sign of an attack because the chick hasn't absorbed all of the yolk.

**PRESENT AT CRIME SCENE**

- SOME YOLK
- SMALL HOLE ON THE SIDE OF THE EGG
- NO NEST NEARBY
- SMALL SCATTERED PIECES
- UNHATCHED EGG PUSHED OUT OF THE NEST!

Oh dear, our broken egg had none of these clues!



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## THE ANIMAL DETECTIVES REFERENCE

I designed the full interiors for this title, using commissioned artwork that I briefed. I created visual layouts of each spread for the illustrator to go alongside detailed briefs and reference images from the editor.

**LOCAL INTERVIEWS**

We decided to visit the Amazon Rainforest in Brazil to see the largest piece of evidence. We interviewed some of the local animals, but nobody admitted to littering...

**INTERVIEW #1 SLOTH**  
Who would I have a giant monkey sack lying around? Do I look like I wear socks?

**INTERVIEW #2 MACAW**  
I've never seen that weird hole thing before. Honestly, why do animals make me so mad!

Then, we met an antater that gives us some very important information to work with. He was on the scene at the time of the crime.

I SAW SOTHA SLITHERING AWAY FROM THAT RUBBISH. SHE'S A GIANT ANACONDA SNAKE - AND I MEAN GIANT! IN WARNING YOU, YOU REALLY DON'T WANT TO MESS WITH HER.

The antater had given us a vital clue and now the anaconda was a strong suspect! Soon we had enough information to identify the mystery rubbish.

**SUSPECT PROFILE**

Anacondas are a group of snakes that live in water and on land in South America. The green anaconda is the world's heaviest snake, and the second longest. Females, such as Sofha, can grow up to 9m. That's longer than a bus!

**WHAT HAPPENED?**

1. All snakes, including anacondas, regularly shed their skin when they're growing and need a larger skin. The process is called ecdysis, or moulting.
2. When the snake is ready to shed, it stops eating and moving around as much, and its eyes go cloudy. Its body bulges up (fluid) in its body to loosen the skin.
3. The snake rubs up against something, such as a rock or tree, and wriggles out of its skin. It's only the top layer of skin that comes off, which it leaves behind, and the snake will have already grown a new layer of skin underneath.

It turns out that the 'hubs' found in South Africa and Australia also came from snakes local to those areas.

**SUSPECT PROFILE**

We researched our suspect and built up a fact file to see if we could find some conclusive proof. Here are our findings:

- Slime mould looks like a pile of sick and has the cheeky nickname 'voimt mould'. It reaches up the bacteria living on damp material, such as wood, and can be found in forest habitats all over the world.
- The slime mould moves slowly, spreading out to find new bacteria to feed on.
- It gradually gets bigger, joining up with nearby slime mould. It might grow as wide as 30 cm or more.
- It makes tiny spores that are blown about by the wind to land somewhere else and grow new sticky piles.
- There are roughly 1,000 different types of slime mould. It can be many colours, including white, yellow, orange or red.
- Drying up in hot weather is no problem for slime mould. It can stay dry for years and come back to life again once it gets damp.
- It may look gross, but it's harmless to animals and plants. Some worms and insects even eat it 'voimt'!

IT LOOKS LIKE SICK OR SCRAMBLED EGG BUT WAIT A MINUTE... THIS MYSTERIOUS EVIDENCE IS ADVE!

IT FEELS SPONGY WHEN I POK IT WITH MY SICK.

"IT DOESN'T REALLY HAVE EYES OR A MOUTH. OUR ARTIST ADDED THESE FOR FUN. THANKS, ARTIST!"

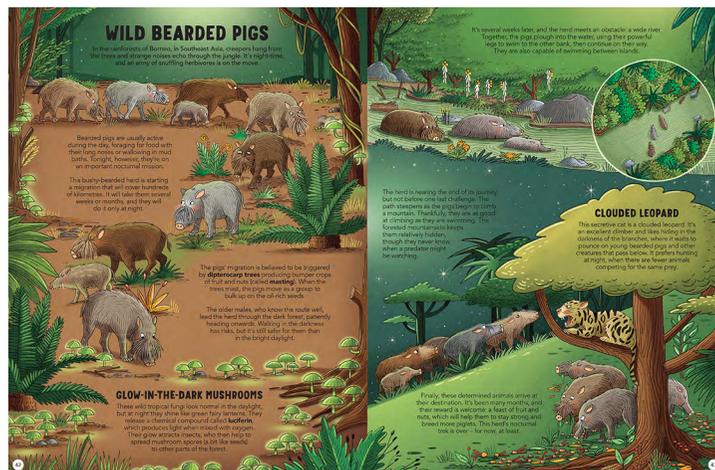
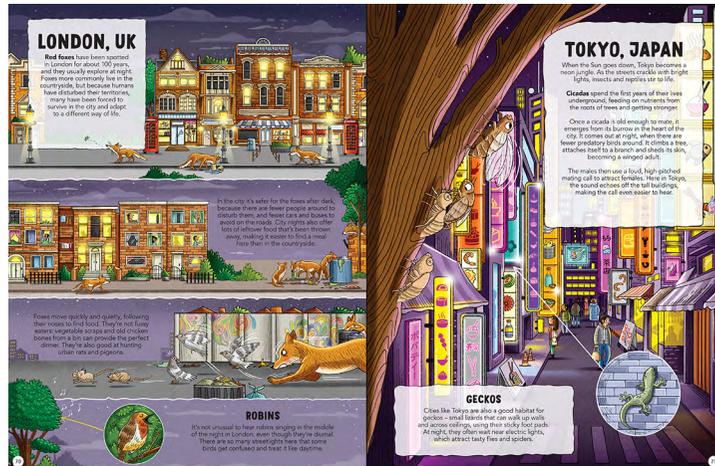
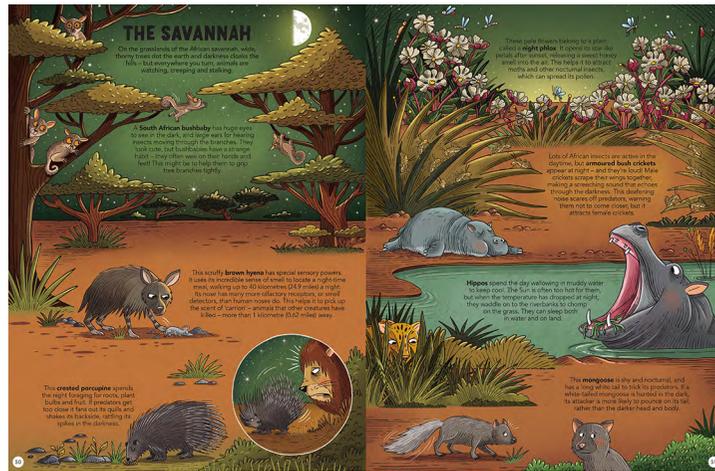
THE SPAT ISM'T SICK. WE'VE COME ACROSS THIS BEFORE. AND WE THINK IT'S ACTUALLY SLIME MOULD!

SOUNDS... DELICIOUS!

OOOOH!



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## THE WORLD AT NIGHT REFERENCE

I designed the full interiors for this title, using commissioned artwork that I briefed. I created visual layouts of each spread for the illustrator to go alongside detailed briefs and reference images from the editor.

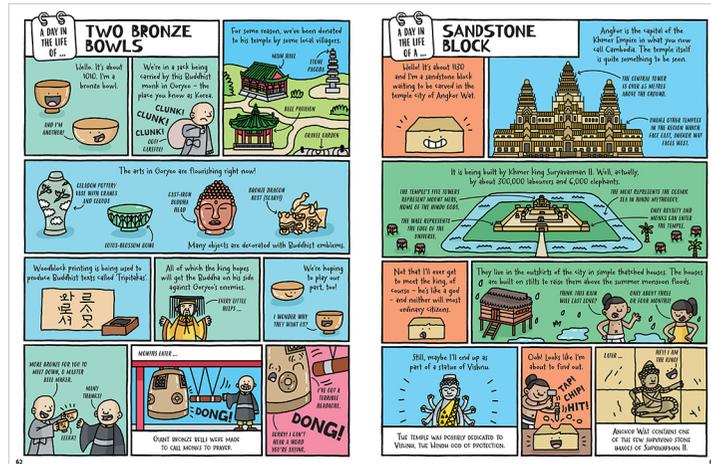
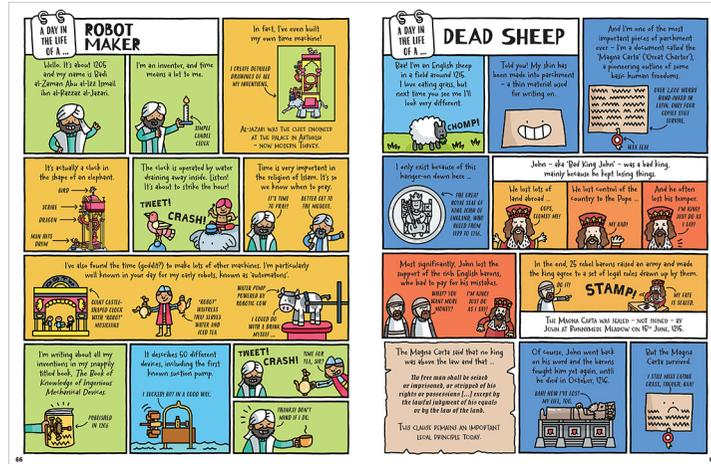
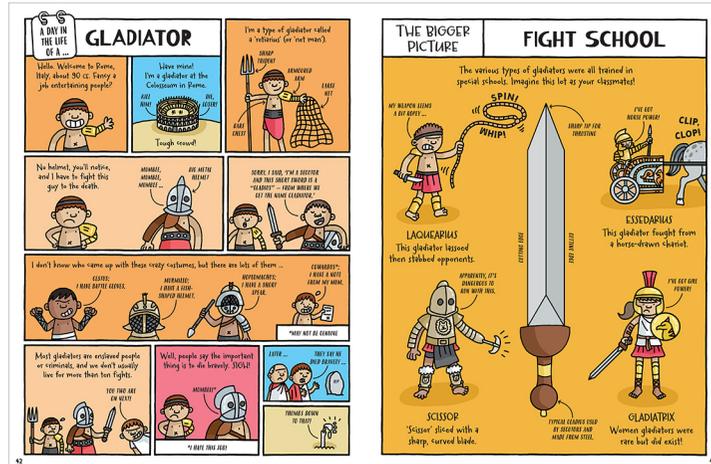


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## A DAY IN THE LIFE OF A CAVEMAN, A QUEEN AND EVERYTHING IN BETWEEN REFERENCE

The follow up title to *A Day in the Life of a Poo, a Gnu and You* (Winner of the Blue Peter Book Award 2021).

I designed the full interiors for this title, using artwork commissioned from an amazing illustrator, Jess Bradley. This title was so much fun to work on – between the great illustrations and the hilarious text, there was also lots to learn.

I have since designed the follow up title in this series – *A Day in the Life of Fossils, Fire and Other Fantastic Finds*.



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## K-BEAUTY

Jisoo, Jennie, Rosé and Lisa use an eight-step skincare routine in the morning and a ten-step skincare routine in the evening to keep their skin looking healthy and beautiful.

It's an extensive routine but Korean skincare is all about layering to nourish the skin. Each step has its own significant role in keeping skin looking glowing and dewy.

**Step 1: Wash face with water**  
First thing in the morning, skin is cleansed with water. Water removes the impurities that settle on the face overnight.

**Step 2: Toner**  
Hydration is the key to flawless, radiant skin without a toner. Skin can become dry and dehydrated. Toner is also used to balance the skin's pH levels.

**Step 3: Essence**  
Essence is a cross between a toner and a serum. It's great for hydrating the complexion and giving a youthful appearance.

**Step 4: Ampoule**  
An ampoule is a super-charged serum with a higher concentration of active ingredients. It's perfect for when the skin is having a crisis – an ampoule gives it the boost it needs.

**Step 5: Serum**  
Serum targets specific skin concerns such as dehydration or red, dull-looking skin.

**Step 6: Eye cream**  
An eye cream is applied to protect and hydrate the delicate eye area. It also reduces any puffiness around the eyes that can be caused by lack of sleep.

**Step 7: Moisturizer**  
A soothing moisturizer is used in a light layer across the skin for long-lasting, all-day hydration.

**Step 8: Sunscreen**  
Sunscreen protects the face from UV rays, which can cause dark spots and wrinkles to develop.

**Step 1: Oil-based cleanser**  
An oil-based cleanser is used to remove the build-up of dirt and makeup that may be on the face.

**Step 2: Double-cleansing**  
A water-based cleanser gently removes the oil residue and water-based impurities from the day.

**Step 3: Exfoliate**  
Using a gentle enzyme exfoliator removes the dead skin cells. The girls only do this step once a week as over-exfoliation can be harsh on the skin.

**Step 4: Toning**  
Toning happens in the evening as well as in the morning as it provides a base layer of hydration, making the skin more amenable to what's about to go next.

**Step 5: Essence**  
Essence is used after a toner to add another layer of hydration before the serum is applied.

**Step 6: Ampoule**  
Ampoules are used again before bed to help firm and hydrate tired-looking skin and to add hydration and radiance.

**Step 7: Serum**  
A healing facial night serum means night-time glowing skin in the morning.

**Step 8: Sheet mask**  
The girls routinely use sheet masks before going to bed to keep their skin moist and supple.

**Step 9: Eye cream**  
An eye cream is applied again to continue the protection and hydration of the delicate eye area. Eye creams can also help minimize dark circles.

**Step 10: Moisturizer**  
Night is an essential time to renew the skin and using a moisture barrier bed cream creates softer, more hydrated skin the next day.



# Derrian Bradder Graphic Design

www.derrianbradder.com

## BLACKPINK (100% UNOFFICIAL) UNOFFICIAL FAN GUIDE

I designed the full interiors for this title, using artwork adapted from Shutterstock and photographs, from initial concept through to final design.

I absolutely loved working on this title and had a lot of fun doing it. I love the type of design I was able to create and the freedom I had with it. Since completing this title I have been requested to give several others the 'BLACKPINK treatment' in some fashion.

## COMING TOGETHER

When Jisoo, Jennie, Rosé and Lisa debuted as a group in 2016, they captured the attention of people all around the world. Since then, they have gone from strength to strength, breaking world records and making history. Before their next, the girls had their own individual successes, but when they came together they created such powerful, inspirational music that they never looked back.

The group's first job was to decide on a band name, one that sent out a powerful message to the world. First came the girl's unique choice – BLACKPINK – makes a statement on femininity today. The colour pink is commonly associated with femininity so, by combining pink with the darkest colour there is, black, the band was subtly undermining this stereotype.

The group's label, YG Entertainment, believed that the name conveyed how these four strong and intelligent women embodied not only beauty but also great talent. As Jennie puts in the opening lines of 'Ddu-Du-Du-Du', "I may look sweet, but I don't act like it".

BLACKPINK were the first girl group to air on a debut under YG Entertainment. Before them, 2NE1 had sold 5.5 million records and were one of the most successful and popular girl groups in South Korea. To do this, BLACKPINK remain the agency's only girl group and are currently managed by Jung Bo-kyung.

**BLACKPINK IN YOUR AREA**  
BLACKPINK IN YOUR AREA  
BLACKPINK IN YOUR AREA  
BLACKPINK IN YOUR AREA  
BLACKPINK IN YOUR AREA  
BLACKPINK IN YOUR AREA

**QUICK QUESTION**  
What are the big three K-pop agencies in South Korea?

**DID YOU KNOW?**  
In 2019, BLACKPINK performed on James Corden's 'The Late Late Show'. The talk-show host thought they were brilliant and turned his Twitter into a fan account for the day.

## ROSÉ'S DREAMY WORDS

"Enjoy working on your dream, there's nothing better than that."  
"I will practise harder and become a great singer."  
"It's such a privilege to have a dream."

**WHAT DO THE GIRLS SAY ABOUT ROSÉ?**  
Rosé is mysterious and has a unique sense of humour, which the other girls love. Although she appears shy at first, she likes to laugh in other bandmates' jokes, and Blinks insist that Rosé is an extrovert.

**JENNIE**  
"Rosé is so pretty when she sings and plays guitar at the same time. You will never find this kind of charming voice in Korea."

**LISA**  
"Rosé is the same age as me, and she is my best friend! When I'm with her, I can discuss my problems with her, and there is a big part of me that relies on her as well."

**TEN FACTS ABOUT ROSÉ**

- Rosé loves to cook and once said that "tears come to my eyes when I eat really good food".
- In 2014, Rosé shared her bucket list with fans. It included wanting to dance with her dad at her wedding.
- Rosé believes in the healing power of music. "I search for music I like or interviews by artists I like on YouTube. Watching those videos has a healing effect."
- Rosé has a special talent – she can talk even if her mouth is closed.
- Rosé hates jikkbal – a Korean dish containing pig's trotters.
- Rosé has a wide range of hobbies, including drawing, playing the guitar and riding her bicycle.
- Rosé's favourite pizza is topped with pineapples.
- Rosé likes watching movies, but only ones with happy endings.
- Rosé owns a freshwater parrot fish called Jip-hwang, which means 'orange' in Korean.
- Rosé is a Christian and regularly attends church.



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## GET THE SHOT

**1. FIND AN UNUSUAL PERSPECTIVE**  
Photographing through a window can offer many benefits, chiefly being able to shoot strangers from a slightly removed point of view. It can be a useful way to get a taste for street photography, in order to stand out from the crowd.

A photographer should aim to shoot unusual images which can't be easily copied. This photo was shot from inside a famous diner that served fantastic hoodlums. The diner, along with the lettering on the window, is now gone, making this photo even more special.



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**2. PROVIDE INTEREST FROM FRONT TO BACK**  
In the foreground of this image, there is the wording on the window that gives a sense of location. Behind that is the man walking past, and the buildings are in the background. The best images are ones that provide interest at various levels, from the foreground to the background.

**3. CROP THE IMAGE**  
Cropping is one of the easiest techniques for you to direct the viewer's focus to a specific point of interest in the image. This image is almost square in format, so your eye is immediately drawn to the focus of the photograph.

On a phone, cropping is as simple as copying a photo and selecting the built-in photo editor, then choosing from the preset crops – 16:9 gives a cinematic look, or a classic square format to help focus your image.

### EXPERT TIP

Shooting with a great camera is always going to help your photographs, but for street photography a camera phone is just as sharp a tool. A smartphone has two main benefits over a traditional camera: one, you'll usually have it with you, and two, phones aren't as conspicuous, so you might not feel so self-conscious getting it out and snapping away. This also helps if you want subjects to remain unposed and unaware of your presence.

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Be inspired to capture the great outdoors, from **huge** landscapes to **macro** shots.



### PORTRAITS AREN'T JUST FOR HUMANS

It is possible to create striking portraits of animals, plants and fungi. Take time to find your model, understand the light you are working with, explore different angles, take test shots, and remember to try both colour and monochrome.

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### COLOUR LIKE ONLY NATURE CAN

Never give up on the hope of finding something to photograph, even during the coldest and shortest winter days. Turn a grey landscape into an opportunity to make something contrast and show, like this bright yellow fungus.



### BE AT ONE WITH TREES

Trees are a great subject to use as part of your composition. Whether you capture them close, to highlight their texture and lines, or from afar, they make excellent subjects. Often their natural symmetry helps balance a landscape image.



### LOOK FOR INSPIRATION INDOORS

Not everyone has access to wide open spaces. House plants are a part of nature that most people have easy access to. They make fantastic subjects since they can be so varied in shape, colour and size. What's more, you can practice your nature photography without leaving home.

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## IN THE FRAME

### THE RULE OF THIRDS

The 'rule of thirds' is one of the fundamental compositional rules of photography. To follow the rule of thirds, imagine your frame divided into thirds horizontally and vertically, creating a grid with nine parts, just like a game of noughts and crosses.

Placing key elements along these grid lines will help to create a natural-looking composition where the focal element is pleasingly off-centre.

To help with composition, most cameras and phones will have an option in the camera settings to display this grid.

As you become more experienced, this element of photographic composition becomes second nature, and something you will be able to apply without a second thought.

The rule of thirds can be seen as a guideline rather than a strict, never-to-be-broken edict. Rules can sometimes limit creativity and exploration, and it is partly through breaking the rules and making mistakes that you can discover new avenues for creativity.



It is partly through breaking the rules and making mistakes that you can discover new avenues for creativity.

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## HOW TO TAKE AMAZING PHOTOS REFERENCE

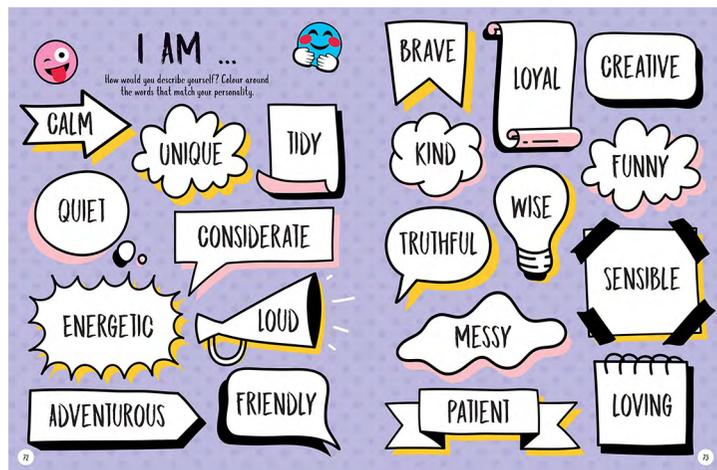
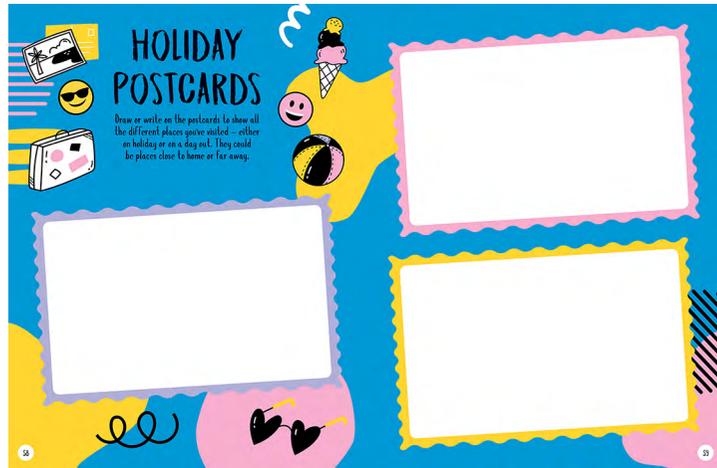
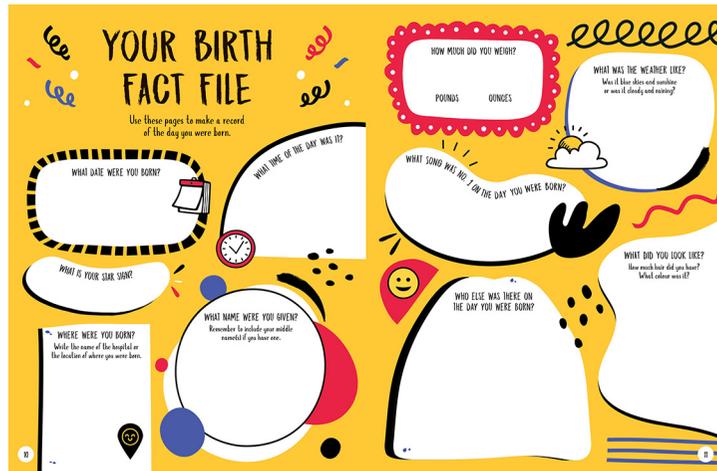
I designed the full interiors for this title, using photographs by Nicholas Goodden, from initial concept through to final design.

I used a clean and minimalist graphic treatment to showcase the photos and make the guide easy to follow.

Photographs © Nicholas Goodden



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# Derrian Bradder Graphic Design

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## THE STORY OF ME ACTIVITY BOOK

A fill in activity book all about the reader and their life.

All of the interior artwork was created by me using artwork adapted from Shutterstock, with a limited colour palette throughout.



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### All About Me ...

Fill in the fact file about you below.

Date: ..... Time: ..... Place: .....

My name is .....

My nickname is .....

My birthday is on .....

Right now I'm ..... years ..... months and ..... days old

The place I was born is called .....

My star sign is .....

The members of my family are .....

My best friend is called .....

My school is called .....

I have ..... pet(s) called .....

My favourite colour is .....

Signed .....

### ... And My Unicorn

Fill in the fact file about your unicorn below.

Date: ..... Time: ..... Place: .....

My unicorn's name is .....

My unicorn's gender is .....

My unicorn's birthday is on .....

My unicorn's star sign is .....

The colour of my unicorn's coat is .....

The colour of my unicorn's mane is .....

The colour of my unicorn's horns is .....

My unicorn's special markings are .....

My unicorn's favourite food is .....

The place I met my unicorn was .....

My unicorn lives .....

What makes my unicorn special is .....

I love my unicorn because .....

Signed .....

### A Week Full of Unicorns

If you could have a week of school and just fill it with unicorn-themed activities, what would your perfect week look like? Would you go searching for unicorns with your best friend? Maybe you'll throw a glittery unicorn party or bake a rainbow cake. It's for a unicorn? Whatever you decide to do, don't forget to have fun!

<p><b>Monday</b></p> <p>What will you do? .....</p> <p>How long will it take? .....</p> <p>Where will it take place? .....</p> <p>What will you need? .....</p> <p>Will you be doing it alone or with a friend? .....</p> <p>What will you wear? .....</p> <p style="text-align: center;">☆</p>	<p><b>Thursday</b></p> <p>What will you do? .....</p> <p>How long will it take? .....</p> <p>Where will it take place? .....</p> <p>What will you need? .....</p> <p>Will you be doing it alone or with a friend? .....</p> <p>What will you wear? .....</p> <p style="text-align: center;">☆</p>
<p><b>Tuesday</b></p> <p>What will you do? .....</p> <p>How long will it take? .....</p> <p>Where will it take place? .....</p> <p>What will you need? .....</p> <p>Will you be doing it alone or with a friend? .....</p> <p>What will you wear? .....</p> <p style="text-align: center;">☆</p>	<p><b>Friday</b></p> <p>What will you do? .....</p> <p>How long will it take? .....</p> <p>Where will it take place? .....</p> <p>What will you need? .....</p> <p>Will you be doing it alone or with a friend? .....</p> <p>What will you wear? .....</p> <p style="text-align: center;">☆</p>
<p><b>Wednesday</b></p> <p>What will you do? .....</p> <p>How long will it take? .....</p> <p>Where will it take place? .....</p> <p>What will you need? .....</p> <p>Will you be doing it alone or with a friend? .....</p> <p>What will you wear? .....</p> <p style="text-align: center;">☆</p>	<p><b>Saturday</b></p> <p>What will you do? .....</p> <p>How long will it take? .....</p> <p>Where will it take place? .....</p> <p>What will you need? .....</p> <p>Will you be doing it alone or with a friend? .....</p> <p>What will you wear? .....</p> <p style="text-align: center;">☆</p>
<p><b>Sunday</b></p> <p>What will you do? .....</p> <p>How long will it take? .....</p> <p>Where will it take place? .....</p> <p>What will you need? .....</p> <p>Will you be doing it alone or with a friend? .....</p> <p>What will you wear? .....</p> <p style="text-align: center;">☆</p>	<p><b>Sunday</b></p> <p>What will you do? .....</p> <p>How long will it take? .....</p> <p>Where will it take place? .....</p> <p>What will you need? .....</p> <p>Will you be doing it alone or with a friend? .....</p> <p>What will you wear? .....</p> <p style="text-align: center;">☆</p>

### Would You Rather?

Read each of the magical choices below and make a decision. Would you rather ...

have the wisdom of an ancient unicorn? <input type="checkbox"/> OR have the energy of a young unicorn? <input type="checkbox"/>	have a horse for the rest of your life? <input type="checkbox"/> OR have a unicorn for a week? <input type="checkbox"/>
be able to make rainbows appear? <input type="checkbox"/> OR be able to make clouds disappear? <input type="checkbox"/>	have the power to heal humans? <input type="checkbox"/> OR have the power to heal animals? <input type="checkbox"/>
be as kind as the kindest unicorn? <input type="checkbox"/> OR be as clever as the cleverest unicorn? <input type="checkbox"/>	travel back in time to see unicorns in the past? <input type="checkbox"/> OR travel forward in time to see unicorns in the future? <input type="checkbox"/>
meet a unicorn who can rap? <input type="checkbox"/> OR meet a unicorn who can sing? <input type="checkbox"/>	eat marshmallows for lunch? <input type="checkbox"/> OR eat popping candy for dinner? <input type="checkbox"/>
beat a unicorn in a running race? <input type="checkbox"/> OR beat a unicorn in a swimming race? <input type="checkbox"/>	have a unicorn fancy dress outfit? <input type="checkbox"/> OR have a unicorn onesie? <input type="checkbox"/>
learn about nothing but unicorns at school? <input type="checkbox"/> OR be taught your usual lessons by a unicorn? <input type="checkbox"/>	have the unicorn's power of super hearing? <input type="checkbox"/> OR have the unicorn's power of super sight? <input type="checkbox"/>
join a team of unicorns in a game of basketball? <input type="checkbox"/> OR join a team of unicorns in a game of football? <input type="checkbox"/>	have eyes that change colour depending on your mood? <input type="checkbox"/> OR have hair that changes colour depending on the weather? <input type="checkbox"/>
go for tea in the Land of Unicorns? <input type="checkbox"/> OR have six unicorns join you for tea at your house? <input type="checkbox"/>	write a book about unicorns? <input type="checkbox"/> OR have a unicorn write a book about you? <input type="checkbox"/>



# Derrian Bradder Graphic Design

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## MY UNICORN AND ME ACTIVITY BOOK

A fill in activity book about unicorns. 90% of the interior artwork was created by myself using artwork adapted from Shutterstock, with the other 10% being commissioned illustrations.



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### BEACH BEASTS

237-201 MILLION YEARS AGO  
The Earth was very hot during the late Triassic Period and there were huge deserts. In this dry landscape, animals would flock to water.

**PLACERIAS** uses its back and hula to search and crawl its way through rocks and low-growing plants. **FIND 3**

**TERRESTRIUSUCHUS** has an amazingly long tail, which is twice the length of its head and body combined. **SPOT 6**

**DESMATOSUCHUS** is covered in sharp spikes and staid armor to protect it from any grazing predators who fancy a snack. **FIND 5**

**TANYSTROPHUS** likes to hang out by the edge of the water where it can use its long neck to catch fish. **SPOT 2**

**PETEIOSAURUS** lives by the beach, where it spends its time hunting large and crawling. **SPOT 4**

**PLACOCHELYS** is one of the first ever turtles. It has a flat, scaly shell. **SPOT 3**

**RUTIODON** looks a lot like the coodles of today, but if you are brave enough to take a closer look, you'll see that its mouth is between its eyes, rather than on the tip of its snout. **FIND 4**

**ARIZONASAUROS** uses its fancy tail to send long distance signals to other dinosaurs. **FIND 2**



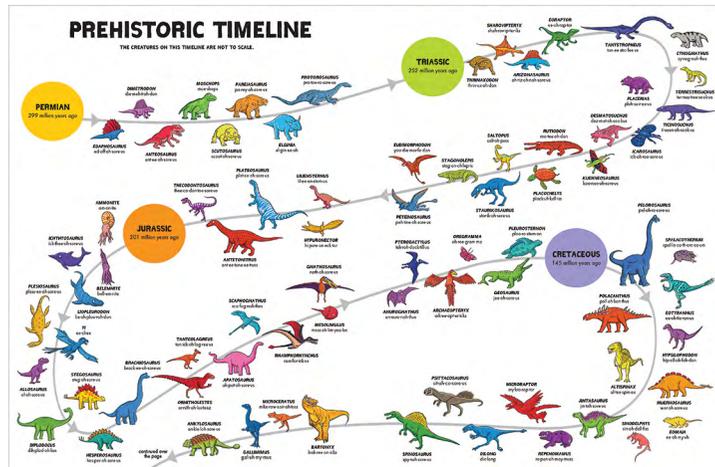
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## WHERE'S THE DINOSAUR? SEARCH BOOK

This title is part of the hugely successful *Where's the ...?* series, although it is aimed at a younger audience. This was a very enjoyable title to work on and I'm not embarrassed to admit, educational.

The artwork was commissioned from an illustrator, and tweaked by myself where necessary. I created the timeline you can see part of on the left, using the character sheets of all the dinosaurs.



### IN THE SKY

164-145 MILLION YEARS AGO  
Coastal cliffs were perfect for the fish-eating flying reptiles that lived in the late Jurassic Period. These reptiles were much like modern-day sea birds.

**SCAPHGNATHUS** has excellent eyesight, which is very bad news for its prey. **FIND 4**

**RHAMPHORHYNCHUS** has a diamond-shaped nodule on the end of its tail, which helps keep it stable when flying. **SPOT 2**

**ANUROGNATHUS** is the smallest of the flying reptiles known as pterosaurs. It mainly hunts insects like damselflies. **FIND 4**

**GNATHOSAURUS** has a spoon-shaped beak and teeth on sharp or needles. **SPOT 3**

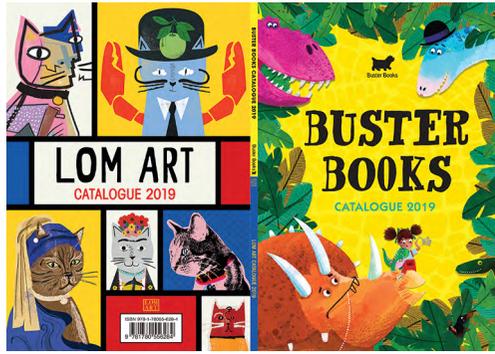
**PTERODACTYLUS** has a name that means "winged finger" because its wings are attached to its long fourth finger. **SPOT 2**

**ARCHAEOPTERYX** is covered in feathers and is about the size of a crow. **FIND 5**

**OREGRAMMA** looks a lot like the falcon of today. **FIND 6**



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## CATALOGUES MARKETING MATERIAL

I created yearly catalogues for the Buster and LOM Art imprints.



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## MAGAZINE ADVERTS (VARIOUS) MARKETING MATERIAL

I am able to create a variety of marketing material, but magazine adverts are something I frequently work on. I enjoy working on these as it often gives me a chance to create designs for our other imprints – although I love working in the children's imprint, it is nice to try my hand at something new.

Four adverts for two different imprints – MOM Books and Buster Books.



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Piece together this fantastical tiger puzzle, created by epic doodler, **KERBY ROSANES**



**KERBY ROSANES** LOM ART

FROM THE BEST-SELLING COLOURING BOOK, **animorphia**

With 1,000 colourful pieces, this jigsaw provides hours of entertainment.

ISBN 9781912785407  
Pub: 26/11/20 • £14.99  
For ages 14+

**animorphia** Tiger in the Night

www.mombooks.com/lom Michael O'Mara Books @OMaraBooks @lomartbooks



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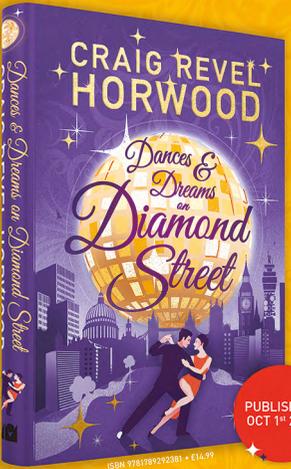
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Three adverts for three different imprints – LOM ART, MOM Books and Buster Books.

In London's vibrant, colourful Camden, meet the residents of **Diamond Street**, rough diamonds one and all, as they work, play and dance their way towards their dreams.



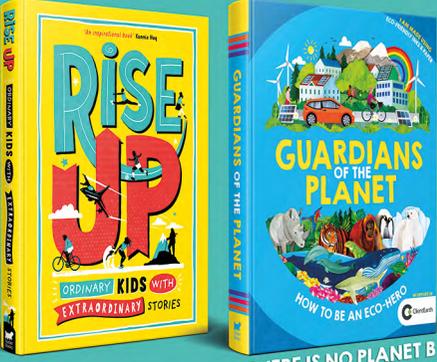
**CRAIG REVEL HORWOOD**  
*Dances & Dreams on Diamond Street*

PUBLISHING OCT 1<sup>st</sup> 2020

INTRODUCING THE FAB-U-LOUS DEBUT NOVEL FROM  
**Craig Revel Horwood**

www.mombooks.com Michael O'Mara Books @OMaraBooks @mombooks

**INSPIRE YOUNG MINDS**



**RISE UP**  
ORDINARY KIDS WITH EXTRAORDINARY STORIES

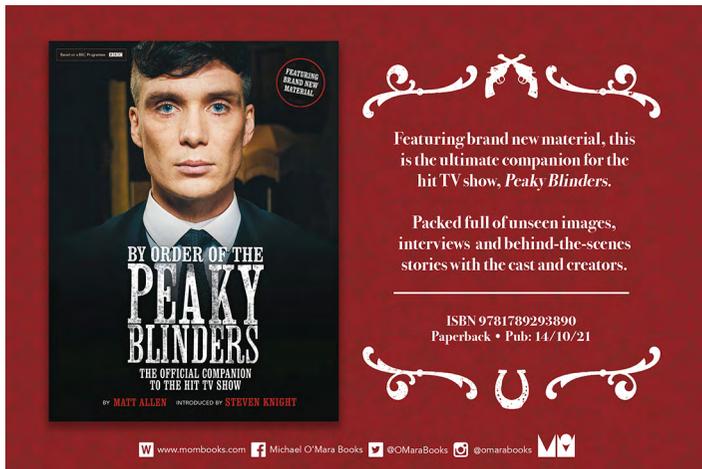
**GUARDIANS OF THE PLANET**  
HOW TO BE AN ECO-HERO

THERE IS NO PLANET B

www.mombooks.com/buster @BusterBooks Buster Books



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Three adverts for two different imprints – MOM Books and Buster Books.



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# Derrian Bradder Graphic Design

www.derrianbradder.com

## A DAY IN THE LIFE OF A POO, A GNU AND YOU - PLAYING CARDS

MARKETING MATERIAL

A set of trading cards which were sent to schools to tie in with the publication of the book.

**A DAY IN THE LIFE OF A ... POO**

**HUMAN BODY**

DON'T FLUSH ME JUST YET ...

What am I?  
I'm mostly leftover food waste, water and bacteria.

Did you know?  
What you eat has a big effect on how smelly I am.

Every day ...  
Some lucky poos get turned into fertilizer for crops.

**A DAY IN THE LIFE OF A ... HEART**

**HUMAN BODY**

I'M PUMPED TO MEET YOU!

What am I?  
I'm an organ made of tough, muscular tissue.

Did you know?  
I've been beating since before you were born.

Every day ...  
I send blood on a 19,000 km trip around your body.

**A DAY IN THE LIFE OF A ... TONGUE**

**HUMAN BODY**

LET'S TALK!

What am I?  
I'm a sensory organ. I hang out in your mouth.

Did you know?  
I can recognize five distinct food tastes.

Every day ...  
I help you speak and swallow your food.

**A DAY IN THE LIFE OF A ... RAINBOW**

**EARTH AND SCIENCE**

OOH, PRETTY COLOURS

What am I?  
I'm a colourful arc that forms in the sky.

Did you know?  
My many colours are known as a 'spectrum'.

Every day ...  
People say you'll find a pot of gold at the end of me.

**A DAY IN THE LIFE OF A ... TOADSTOOL**

**EARTH AND SCIENCE**

I'M CUTE BUT DEADLY

What am I?  
I'm a type of fungus that you MUST NOT eat.

Did you know?  
Mould and yeast are also types of fungi.

Every day ...  
I absorb lots of nutrients from the forest floor.

**A DAY IN THE LIFE OF A ... SUNFLOWER**

**EARTH AND SCIENCE**

HERE COMES THE SUN!

What am I?  
I'm a plant that can grow 3-4 metres high.

Did you know?  
I start off life as a stripy seed.

Every day ...  
I follow the Sun, east to west, to absorb its light.

**A DAY IN THE LIFE OF A ... GNU**

**ANIMAL KINGDOM**

IT'S PRONOUNCED 'NOO', ACTUALLY

What am I?  
I'm a type of large, African antelope.

Did you know?  
I'm a 'herbivore'. I only eat plants and grass.

Every day ...  
I'm on my guard against lions that want to eat me.

**A DAY IN THE LIFE OF A ... SEA JELLY**

**ANIMAL KINGDOM**

I'M A JELLY, BUT DON'T EAT ME!

What am I?  
I'm a Moon jelly. I'm found in oceans worldwide.

Did you know?  
Water makes up about 95% of my body.

Every day ...  
I use venomous tentacles to catch my dinner.

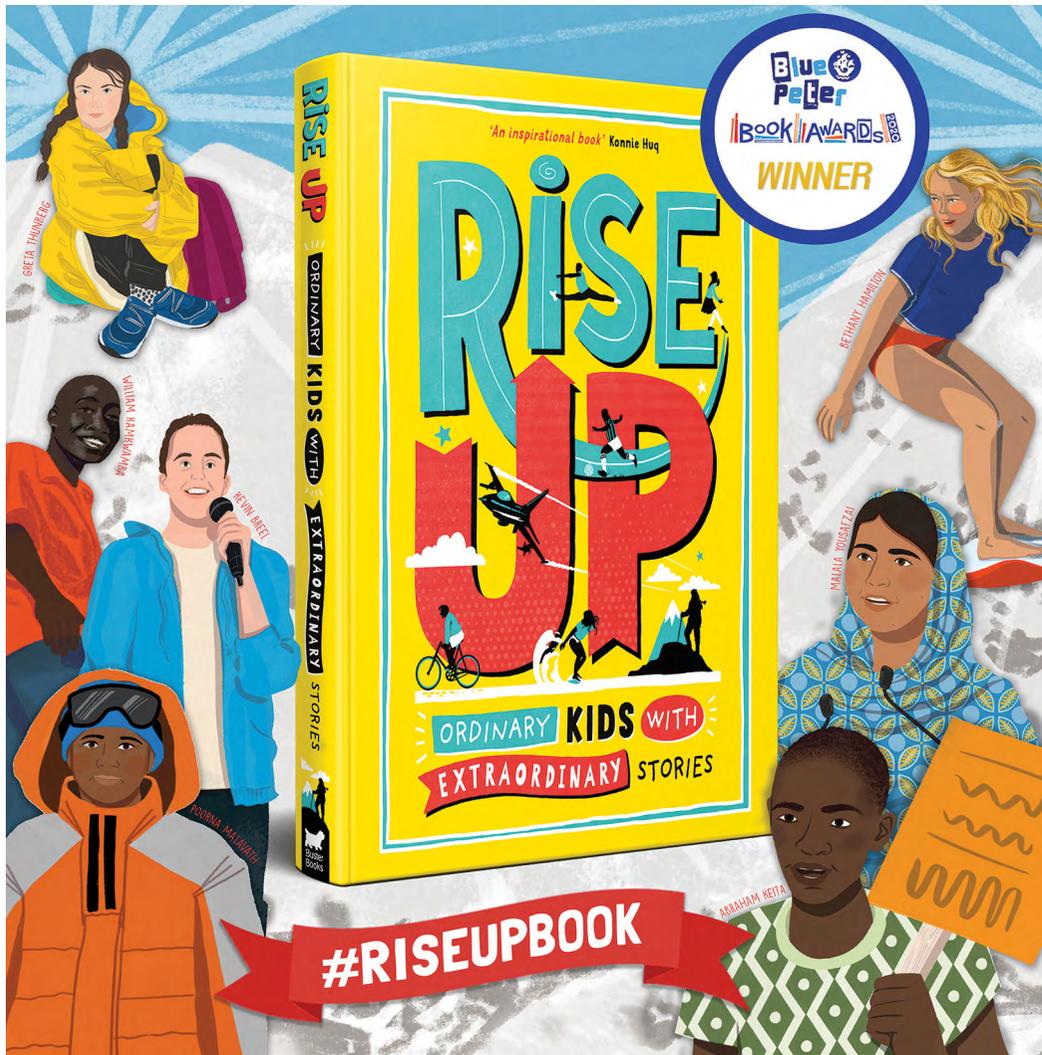
**A DAY IN THE LIFE OF A POO, A GNU AND YOU**

A LAUGH-OUT-LOUD GUIDE TO LIFE ON EARTH

WRITTEN BY MIKE BARFIELD  
ILLUSTRATED BY JESS BRADLEY



www.derrianbradder.com



# Derrian Bradder Graphic Design

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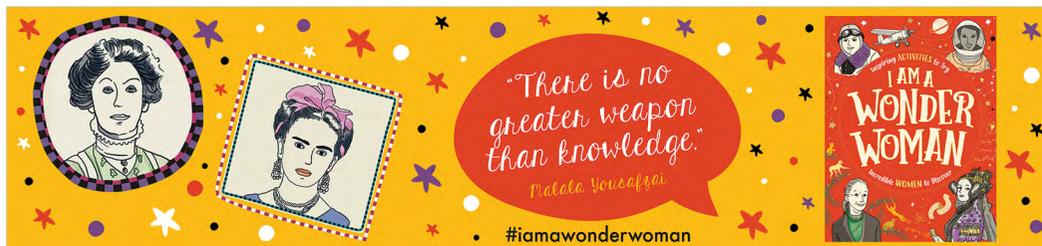
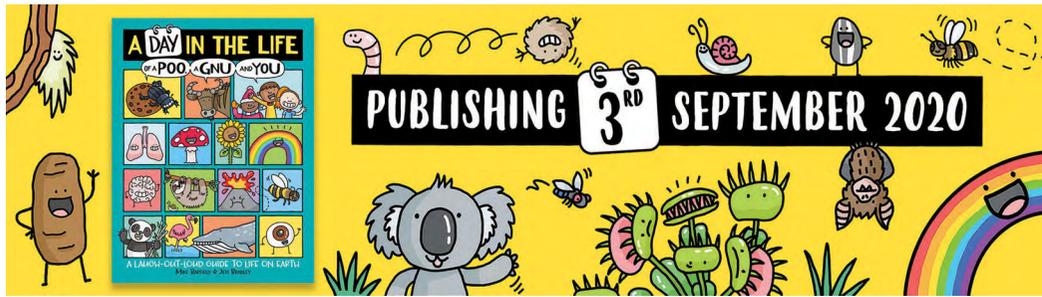
## RISE UP MARKETING MATERIAL

Email and Twitter banner for Christmas 2019.

Announcement for the book being named the winner of the Blue Peter Book Award 2020.



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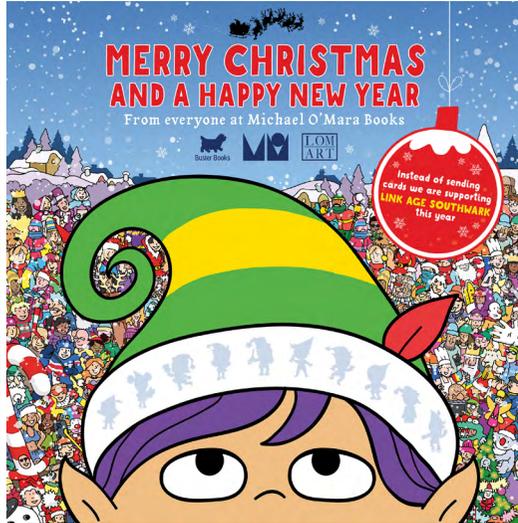
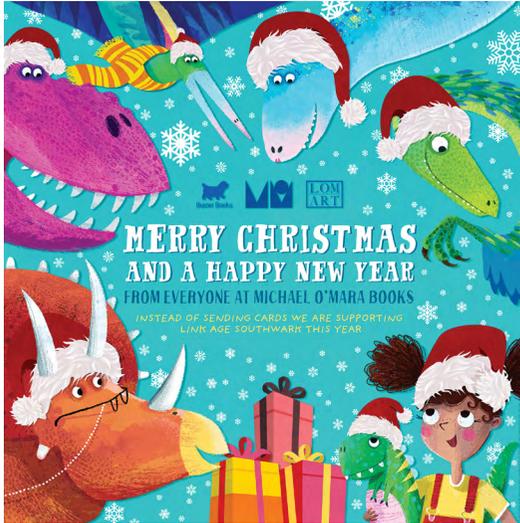
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EMAIL AND WEBSITE BANNERS (VARIOUS)  
MARKETING MATERIAL



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## CHRISTMAS CARDS & SOCIAL MEDIA (VARIOUS) MARKETING MATERIAL

Each year I design the company Christmas card and social media assets (banners, quote cards, Christmas logo)



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## TYPOGRAPHIC SONG POSTERS PERSONAL WORK

I first started making these designs when my husband was looking for song lyric prints of our favourite bands for our home but couldn't find exactly what he was looking for – he tasked me with it and I couldn't stop!

Frame mockup by Nidia Dias via [www.psdmockups.com](http://www.psdmockups.com)  
LINK - <https://www.psdmockups.com/free-poster-psd-mockup-loft-floor-scene/>



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## WEDDING STATIONERY

PERSONAL WORK

My dream personal design project – our wedding stationery!  
Each design has raised spot UV on both sides.

**Shown:**

- Save the Date card – front and back
- Wedding website card to accompany invitation – front and back

**Not shown:**

- Formal invitation
- Sticker to seal envelope



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