

D E S I G N



Jason Ruffell
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Designer / Photographer / Videographer
/ eLearning Professional

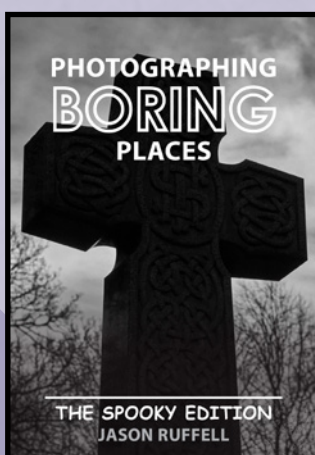
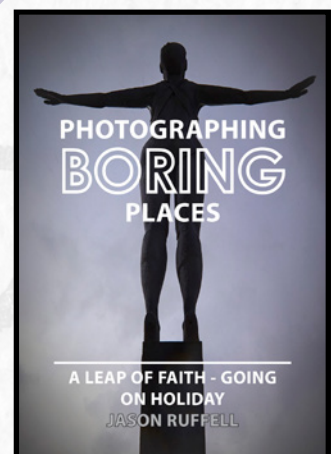
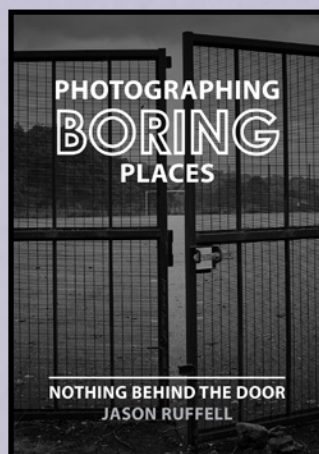
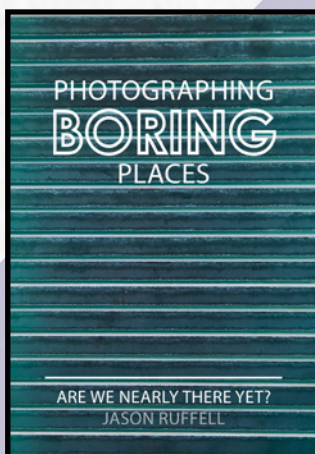
Design Work

I have over 12 years experience in print and design, primarily within the education and charity sectors. I have produced a wide range of books, brochures and leaflets in various sizes, finishes and print runs, from low-run digital products to 120,000 copies using the web-offset process. I have also produced graphics for display stands, 4 panel Nomadic, pull-up banners, street furniture, bus and tram sides as well as promotional items. I have also created advertorials and adverts for local and national press.

From 2001 to 2011 I was the Senior Designer / Web Designer for The Sheffield College and while my career took me on a different path I maintained my skill-set by undertaking freelance work. Prior to this role I was the production manager for Scottish Motor Trade publications, producing a monthly trade magazine distributed across Scotland and the North of England. I was also the picture editor for Inside Line magazine.

I am proficient in the Adobe Creative Suite and taught the basics of InDesign to Level 6, final year Marketing students at Sheffield Hallam University.

Templates have been developed to produce fully accessible PDF files direct from InDesign to meet the current legislation requirements.



Photographing Boring Places

A 'zine' exploring, the flip-side of hyper-reality. The mundane, boring... that could be exciting. All editions can be downloaded from www.jason-ruffell.co.uk

24pp, A6 'Zine'. 100 copies of each, printed by Instaprint.



IT AIN'T CONCRETE



IT AIN'T CONCRETE

Nothing is permanent. Concrete, that ubiquitous building material, essential but maligned, loved by Brutalists, accepted by many, loathed by some.

All the images come from cities from around the United Kingdom (I've visited 164 of 165). I have purposely left out images captured abroad. I have just been passing through. I can only see the environment from the eyes of a tourist.

I moved to Sheffield many years ago, having grown up in London. The environment was totally alien to me. Rows of towered housing, hills giving sites over the city which allowed one to see how green the city actually is. Something I never encountered in London. This would have to wait in Sharncliffe Hill in South East London or Alexandra Palace in the North to see London stretching out to the horizon. Sheffield is much more compact.

Travelling around the country, visiting most, if not all the cities in the United Kingdom it struck me how few older buildings Sheffield actually has.

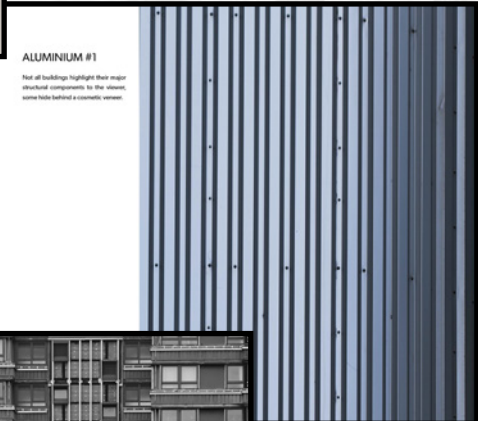
The castle was demolished during the English Civil War. Although remains exist below ground, almost, only place names indicate its existence. Castlegate and Wargate. Castle Market, which was built on the site has also been demolished. The original Town Hall and Law Courts, demolished, awaiting redevelopment.

Unlike many major towns and cities across the UK, Sheffield lacks an ancient heart. Its town centre is maligned. The streets follow ancient routes but the buildings that lined them have been replaced. There are buildings dating back to the middle ages, but they are few.



CONCRETE #1

It ain't concrete. Well, I guess this is. The facade of a tower block, that loathed by any means, just a large chunk of the ubiquitous building material.



ALUMINIUM #1

Not all buildings highlight their major structural components to the street, some hide behind a cosmetic veneer.



HOME #1

Lower town or better 'ten, tower blocks are homes to many. Early architectural utopian concepts giving way to purely practical concerns in housing as many people in a small square footing as possible. They have come to replicate issues with inner city living, concrete, steel and glass to blend rather than inequality and poverty/hate.

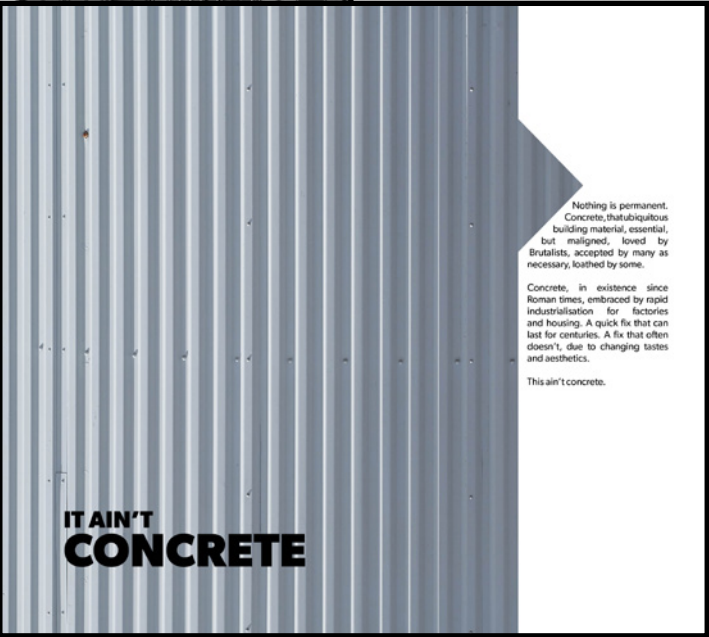
HOME #2

Homes sold here. After the Grenfell tower fire, architects had the duty to rethink all unsafe cladding. The cladding approved the crumbling concrete facade, more hidden error more under more fire resistant materials (light).

It Ain't Concrete

Documenting maligned architecture found across the UK. All photography and design work.

132pp, Hardback book. 240mm x 210mm, Satin finish.



IT AIN'T CONCRETE

Nothing is permanent. Concrete, that ubiquitous building material, essential, but maligned, loved by Brutalists, accepted by many as necessary, loathed by some.

Concrete, in existence since Roman times, embraced by rapid industrialisation for factories and housing. A quick fix that can last for centuries. A fix that often doesn't, due to changing tastes and aesthetics.

This ain't concrete.





Rain Cats

Becky Whitcombe
(Vocals, Violin)

Alain Anastacio
(Acoustic Guitar, Bass)

Didier Bonneau
(Electric Guitar)

Daniel Anastacio
(Sound Production, Programming)

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With thanks to Jason Ruffell for artwork and design.

Rain Cats Ocean Songs

1. Ocean Song
2. Enemy
3. Erosion
4. Remedy

Ocean Song

We are dromedars
Floating, drifting, never touching
hands.
Up and downers
Turning spinning, never
understand.
I have seen you
Somewhere on the dark horizon
I have been there
Once before.

In the distance
Shapes are forming, colours
coming round.
There's a whisper
Something's breathing, bringing
back the sound.
I have known you
Somewhere you are swimming
and me
I have been here
Once before.

The land's long gone
A long way from
The place where
We went wrong
Lost to the sea
You might see me
Somewhere must be
The ocean song

You are quiet, my alone
You are coming home
I've been waiting for so long
to see you free.

I have wanted
Calling, hiding, trying to find
your name.
Nothing's granted
Nothing's certain, nothing is
the same.
Love is drowning
Swim towards me, slowly,
darling.
We have been here
Once before.

The land's long gone
A long way from
The place where
We went wrong
Lost to the sea
You might see me
Somewhere must be
The ocean song

Erosion

Why are you
Sounding so strange?
Voice on the phone.
Same as every day
Who, where you
Hang up the phone.
Does my breath in the air seem
Frozen in stone?

Erosion over time
Constant motion's on the one's side
Emotion's on the one's side

Chasing taller old time
Seems so far ahead of us
Running faster now
But further behind
I was never good at
concentration.
It's all dissolving
Closing time.

Why yesterday
Did the sun shine on my face
Like an alien star?
Thought I knew
Which planet we were
living on.

Maybe yours is one too far.
Erosion over time
Constant motion's on the
one's side.
Emotion's on the one's side
Erosion over time
Emotion's on the one's side
Chasing taller old time
Seems so far ahead of us
Running faster now
But further behind
I was never good at
concentration.
It's all dissolving
Closing time.

Words we don't speak, when alone
Faces we no longer see
Something that happens in the air
Something is no longer there.
You need to cut me away
Therapy's gone that we play
Something is following me
Hooping a remedy.

Burn the house down, now
And bring out the knives
Catch me again
If you want me alive.
The end was left open
But still I can't see
Where have you gone
Without me?

tell them to take me away
Family's done in a day
If you want cry, cry about
Don't keep your world in a
cloud.
Put the toys back in the box
Away with the candles and
clocks.
Something is killing to me.
Hooping a remedy.

I'm not sure
I have any third more
I don't know
What you wanted me for
You left the light on
But still I can't see
Where have you gone
Without me?

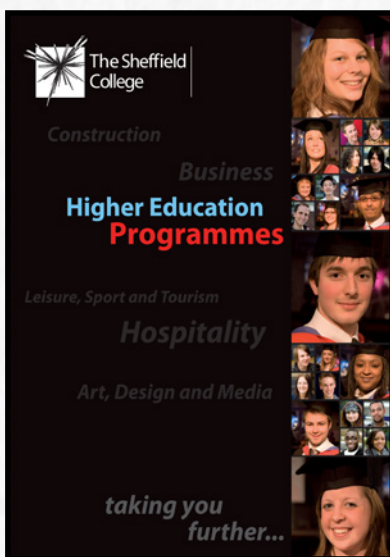
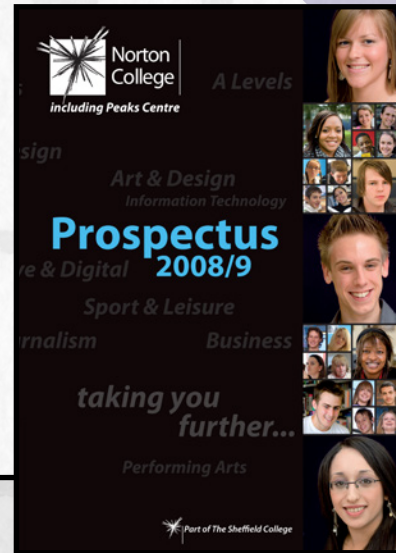
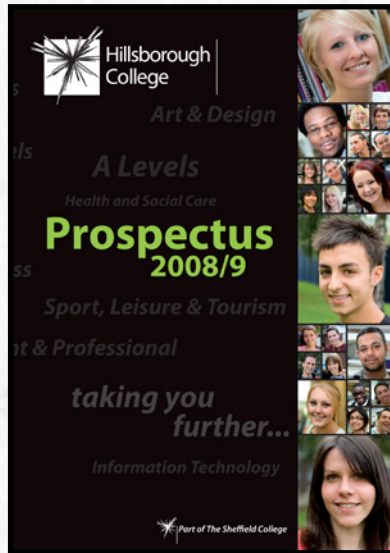
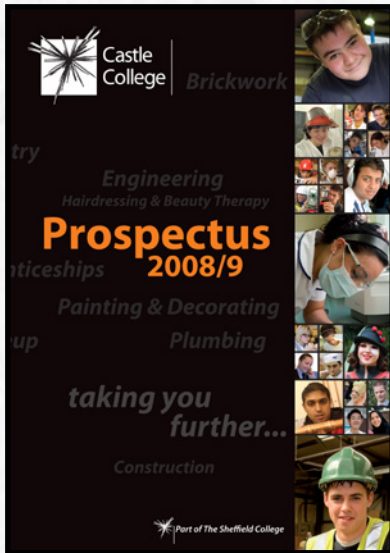
In this world
You make your choices.
I can't climb inside
All your voices.
You're away
You're away from me
You are my only enemy.
You are my only enemy.

In this world
We made our choices.
I can't climb inside
All your voices.
You're away
You're away from me
You are my only enemy.
You are my only enemy.

You throw the fire right
on at me
I don't hear a sound
It's only hours later
That the blood is found.
You live just down the bar bed
Many, many miles.
And even if I stay
You're not here.
You never really were.

Rain Cats EP

Jewel Case, CD and Booklet
artwork. All photography and
design work.



Prospectus

Prospectus for each college plus Higher Education courses. 64pp, silk. 6,000 copies of each, printed by Northend Fine Print.

Higher education prospectus, 240mm x 210mm, perfect bound. 64pp silk.

Choices - Part-time prospectus

A5, 148pp, perfect bound, 80,000 copies, printed by Belmont Press. 4pp, evaluation questionnaire insert.

A4, 80pp, stitched, 120,000 copies, printed by Pindars. 4pp application form insert.-





Folders

Oversize A4 folders with cut-out flap, UV laminate to outer face. 6,000 copies of each, printed by B&B Press.

14-16 Programmes

A5 brochure. 24pp gloss. Printed by Northend Fine Print. Illustrations by Jim Connelly.

College Newsletters

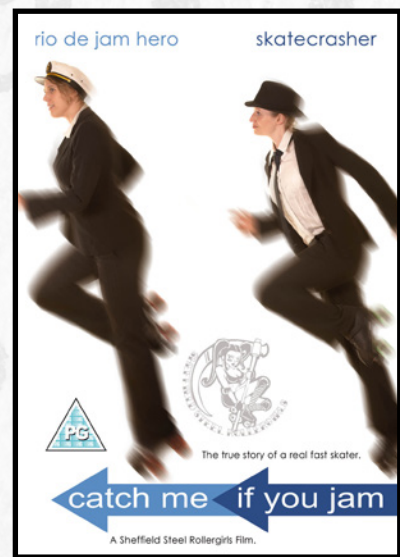
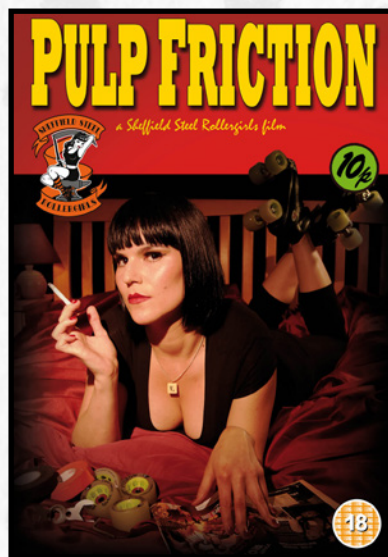
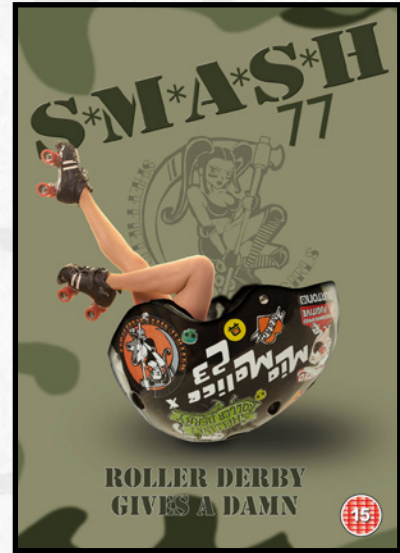
A4 newsletter. 12pp silk. Printed by AKS Print & Design.



College overview brochure

26pp, brochure, 236mm x 190mm, Satin finish. 5,000 copies, printed by Northend Fine Print.





"SHEFFIELD COME IN ... YOUR TIME IS UP"
ROLLER DERBY IS HERE AND IT'S TOE-CURLINGLY GOOD"

★★★★★

#1 RIVA STX
 #2 MS MOLL
 #3 SIEGE-YA-LATER
 #4 MARIANNE FATIHKILL
 #5 KITTY FANGTASTIC

Trackcutting

From the skaters of Smashdance

Reel Girls Calendar

A calendar parodying famous film posters, plus accompanying postcards. All photography, retouching and design.

Calendar

28pp, A4, Satin. 1,000 copies.
 Printed by B&B Press.

Postcards - 16 Designs

2pp, A5, Satin. 1,000 copies.
 Printed by B&B Press.



Various

Programmes for Sheffield Steel Roller Derby games and a series of postcards from the first Roller Derby World Cup.

Programmes

24pp, A5, Satin. 500 copies of each. 8 produced in total.

Postcards - 16 Designs

2pp, A5, Satin. 1,000 copies. Printed by B&B Press.



Welcome to Block Around the Clock!

Well, he-hop-a-lula, it is great to have you here for what promises to be a swell day.

There's roller derby, market stalls, merchandise, bar and cupcakes plus a free circus corner with face painting, hula hoops and photo booth!

Don't forget to get your raffle tickets - the main prize is a £50 alpharooms.com holiday voucher and all money raised goes to our charity, Bluebell Wood Children's Hospice.

This limited edition programme is chock-a-block full of derby-goodness. You've got a schedule of today's events, an introduction to roller derby, some extra tactics and penalties to look out for, SSBG news, the line ups of those skating today and everyone's favourite, the featured skater interviews. They are just dreams.

So grab a cupcake or a beer and get ready for a lovely day out.

Go Go xx
Founder and Chair

Contents www.sheffieldsteelrollergirls.com

| | Page |
|---------------------------------|------|
| Schedule of Events | 4 |
| The Teams | 5 |
| What is Roller Derby? | 6 |
| What's Happening on Track? | 7 |
| Latest News... 2012 so far | 8 |
| Crucibelles vs Dame Busters | 10 |
| Skater Profiles | 12 |
| All Stars vs Bombshell Bruisers | 14 |

ASR logo
Event cover by Christopher Jenkins, Autism Comics
www.facebook.com/asrnews



Various Newsletters

Fairshares Institute

8pp, A4, matt. Printed by in-house at Sheffield Hallam University. 1000 copies.

Business Gateway

8pp, A4, Satin. Printed by B&B Press. 1000 copies.

ILT Gateway

4pp, A4, Satin. Printed by B&B Press. 1000 copies.

Magazines

Scottish Motor Trade and Inside Line





Baked to Perfection calendar

A3, 14pp, spiral bound with hook. All photography and design.
1,000 copies, printed by B&B Press.

Contact

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