

# Tim Gravestock BA hons

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British national

## Key Skills

Adobe CS4/QuarkXPress  
Photo-real illustration  
Typographic design  
Photography  
Art direction

Client facing  
Design for print  
Print handling  
Print buying  
Design for web

## Additional skills

Event management  
Stage management  
Stage design  
Stage set build  
Full drivers licence

## Work Experience

### Freelance Graphic Design - (June 1980 - Present)

**1987 - 2010 Book jackets:** Typographic design and illustration on behalf of The Penguin Group, Pan MacMillan, Random House, Transworld, Thomas Nelson, and currently, MacMillan Caribbean Writers. I have diverse experience in this field which includes adult fiction titles such as Perry Henzell's 'Power Game' and Marlon James' 'John Crow's Devil' (both MacMillan), travel/adventure with Redmond O'Hanlon in 'Congo Journey' and 'Trawler' (Penguin Group), non-fiction titles - 'The Knife Man' and 'The Female Brain' (Transworld), 'The Secret Ring' and 'The New Russians' (Random House). For Thomas Nelson I created covers for various educational key stage 2 science texts and for a series of drama scripts.

**1986 - 2011 Magazine Illustration** for The London Magazine, Cosmopolitan, Best, B Magazine, Martial Arts Today, In Britain, Geo (Italy), Welt Der Wunder, TV Sehen und Horen, TV14 (Hamburg). I have made regular cover contributions to New Scientist and most recently 'The Gulf', a monthly newsstand business comment and analysis magazine based in Bahrain. Subject matter has varied greatly and I have had to grasp an understanding of everything from the Y generation to quantum theory. Illustrating the concept of déjà vu was a tough one.

**2000 - 2010 Web Design:** I have built and maintained sites in Dreamweaver for myself and a number of clients involved in interior design, music, and voice training, utilising CSS, sound, and Adobe Flash animation where applicable. Additionally, I designed e-marketing flyer campaigns for The Futures Theatre Company to accompany their touring 2008 show 'Hitting Home' and HarmonieBand's Autumn 2010 tour.

**1985 - 2002 Classical Music:** Design, illustration, art direction and preparation for print of music packaging including boxed sets, records, CD booklets and supporting promotional material such as magazine advertising, posters and brochures for leading artists at Virgin Classics, EMI, Decca International, The Philharmonia Orchestra, and for The Barbican Celebrity Recitals series. My promotional Decca poster for Vladimir Ashkenazy was exhibited in 'The Art of Selling the Song' at the V&A (1991)

**1981 - 1995 Magazine Design:** All aspects of magazine design/illustration, preparation for print and liaison with printers for both, mechanical artwork, and digital production. I have extensive experience of designing large volumes of text.

**1981 - 2010 Print Production:** Initially I learned about typography and print on the letterpress at Watford School of Art where, during my Foundation year, I designed, illustrated, printed and published a hardback, limited-edition book 'Kubla Khan' (1977). In my early career I worked with cut and paste artwork, it was essential then to have good skills in casting-off type and in marking-up text for typesetters. I am now confident in producing print-ready PDF files. Throughout my career I have worked directly with printers (Offset Litho and Silk Screen), discussing ways to get the very best results. I have a good knowledge of print processes and am comfortable in dealing with all aspects of print including the inspection of on-press proofs.

**1984 - 1987 Marketing:** Preparing photo-quality airbrushed visuals, designs, and creating camera-ready artworks for a wide range of marketing materials for Mini Metro, The Rover Group, Chattertons and Duckhams.

**1980 - 2011 Publicity:** My first professional commission was to produce a set of four posters for The National Portrait Gallery, London, designed to distinguish it from The National Gallery next door. I continued to work with the gallery to produce educational materials and flyers and posters for major exhibitions including 'Hallelujah Handel', 'The Sporting Thirties' and 'Elizabeth II'. I continue to design publicity for arts-based events.

### Additional Work Experience

**2004 Event Manager** for 'Undercurrent', a live electronic music event that took place at Trinity Buoy Wharf in London's Docklands. The event included a sonic boat trip from and back to the West End. As manager I was responsible for the smooth running of the event, obtaining an entertainment licence/insurance, liaising with the site manager and support crew, arranging sound and lighting personnel, publicity, stage, bar, box office, ushers, boat and crew, pier fees, on-site security, ensuring that everyone involved was happy, knew what they were doing and, above all, were in the right place at the right time. After the event I received an email from site manager John Burton that read *"Thank you Tim, your professionalism and attention to detail was much appreciated by all concerned"*.

**1992 - 1993 Stage Designer/Manager** for The Bi Ma Dance Company - two separate productions. My role included set-build, working with theatre technical staff to enable a smooth get-in/get-out, ensuring that the stage

was safe and that the set conformed to fire regulations, liaising closely with the lighting designer, choreographer and dancers to present a show of the highest professional standard.

### **Senior Designer - David Rose Design and Media, Watford, Herts (Jan 1999 - July 1999)**

As it was small agency, everyone at DRD&M had to pitch-in and contribute to projects across the board when necessary. During my time there our major ongoing clients were Hewlett Packard Formula One, Herts Film Link, and West Herts College. Though I worked on projects for each of these and more, my main responsibility was the re-branding of West Herts College. A strong typographic style was essential and imaging had to target the three main potential student groups: Further Education (16 - 18), Higher Education (18+), and Part Time Courses (any age). I designed and produced full-colour print-ready artwork and art-directed the photo shoot for prospectus in each sector. The FE prospectus, the largest, was highly illustrative and required a great deal of team input. It was a requirement that the brand could translate into black and white for press advertising across the County. A spin-off from this was a month-long bus advertising campaign for an amalgam of Herts colleges seeking to increase their collective student intake. I produced the designs, illustrations, and artwork for both interior panels and large adhesive posters for the bus sides. We also produced supporting A5 flyers and an animated incentive competition web site. I was somewhat amused to see an interior panel still in place on a local bus four years later.

As senior designer I was responsible for overseeing the work of one or sometimes two in-house designers and to nurture their talents, discussing ways to improve and excel. When I left I believed my junior had gained the confidence and ability to take on my role as senior and recommended her for the job.

My leaving present to DRD&M was a re-brand of the company itself. This took the form of a strong vector based constructivist black and white typographic logo suitable for print, signage, and Adobe Flash animation.

#### **Reason for leaving:**

*Although I enjoyed my time with David Rose I stood down to allow my wife to take up a full-time job opportunity in Japanese-English translation and television subtitling, something she had set her heart on doing. I took on the full-time care of our two young children. I continued to work for David from my home-office on a freelance basis when required.*

### **Education**

#### **University:**

**BA honours Graphic Design - 2:1 (1977-1980)**

Central School of Art and Design, London

#### **School:**

**Bushey Hall School, Watford (1975-1976)**

• A level Art

#### **Foundation Course in Art and Design (1976-1977)**

Watford School of Art

#### **St Albans School, St Albans (1969-1975)**

• Seven O levels

### **Achievements**

I was one of the founding members of 'The Peeled-Eye Shop' - an online photo gallery. We exhibited as a group in London at the Association of Photographers Gallery, The Affordable Art Fair and at The Conningsby Gallery.

I served as a parent governor at Central Primary School, Watford from 2003 until 2007 during which time I redesigned the school grounds to incorporate a much needed ball park, a fenced raised decking area for the nursery children and a designated staff car park. To achieve this I had to work closely with the head teacher, the governing body, Watford Borough Council and the contractors who carried out the works. Inevitably I was also roped-in to design the school website, prospectus, stationery, and marketing brochure.

### **Hobbies & Interests**

I have a great interest in analogue photography working mostly in medium-format black and white. I have developed a number of themed series on Yahoo Flickr over the last couple of years. The longest running series 'Another Day On Earth' pairs images with short literary extracts. At the end of the year I created a very short Adobe Flash animation based on the series. A new, longer animation is in the pipeline.

I enjoy music of all types, but particularly 'modern jazz' players such as Eberhard Weber and Terje Rypdal, and the experimental music of Meredith Monk. Classical guitar music, Carl Orff, Philip Glass, Beethoven, and the songs of Kurt Weill are also great favourites.

I cannot resist word puzzles, my favourite being The Guardian cryptic crossword.

When time allows I enjoy a good book. Recent reads are Iris Chang's 'The Rape of Nanking', Mark Haddon's 'A Spot of Bother', 'Bukowski: New Poems Book 4' and Che Guevara's 'Bolivian Diary'.

I like to cook fresh food daily and am equally happy with a recipe book or just making it up as I go along.

### **References**

Available on request