LiZ WORKMAN

CREATIVE DIRECTOR

LIZ@LIZWORKMAN.CO.UK 07792 412122

CREATIVE DIRECTION

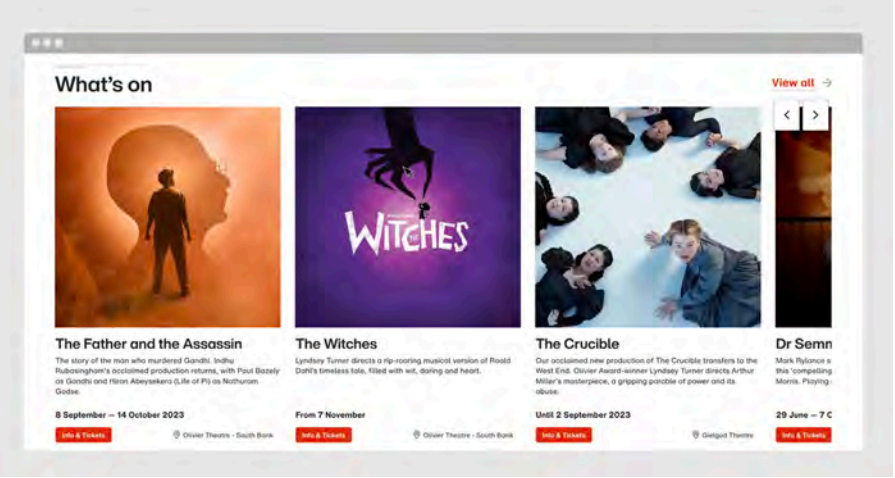
- Advertising campaigns: film, radio, print, digital
- Branded content: social, video, podcasts, website
- Agency and in-house team management
- Marketing collateral: print & digital
- Design management
- Product development & production

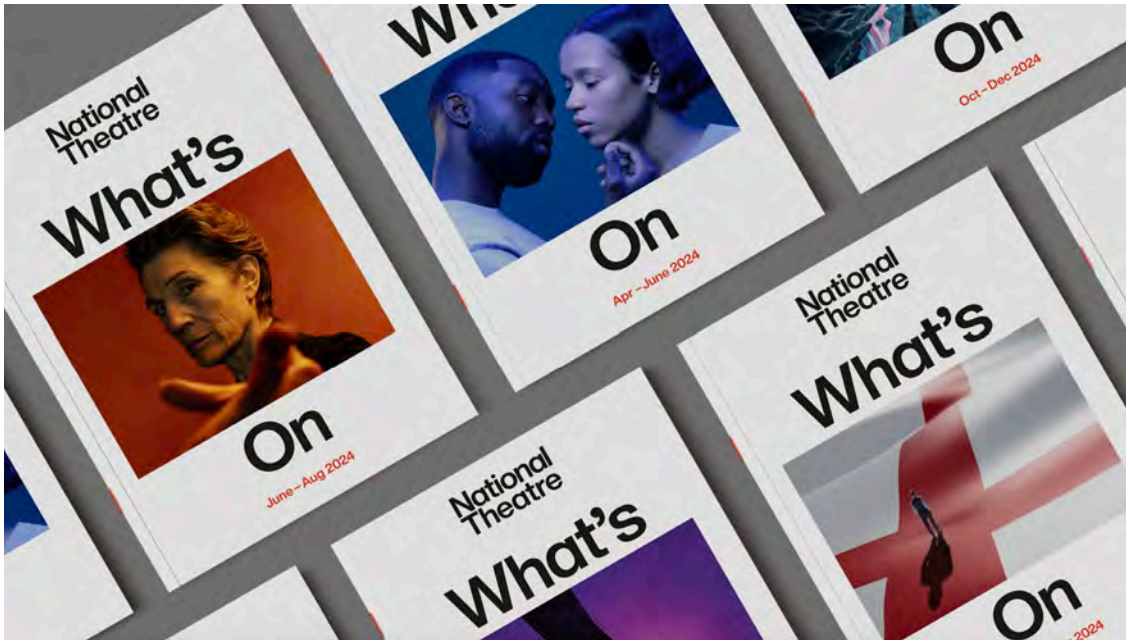
NATIONAL THEATRE – MASTERBRAND REFRESH 2022–3

Role: Creative direction, design leadership and brand strategy
Design: Graphic Design Studio, National Theatre

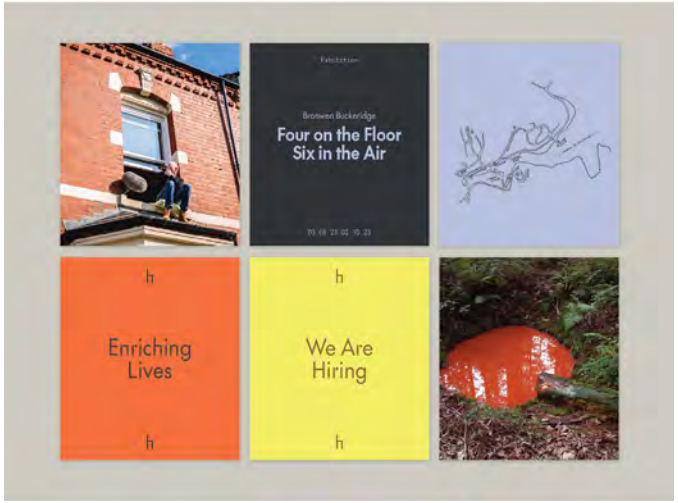
Working in-house to create a new graphic language and manage roll-out for the refreshed master brand including what's on guide, show posters, corporate stationary, website, building signage, motion graphic system and creating guidelines for brand photography.

NATIONAL THEATRE – MASTERBRAND REFRESH 2022–3





HARBOUR HOUSE – REBRAND 2023



Role: Creative direction and brand strategy
Design: Intercity Studio

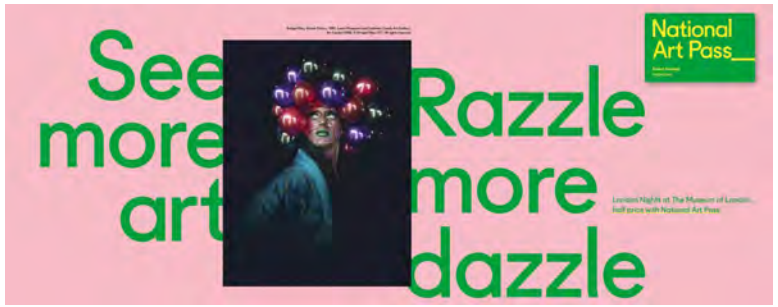
Rebrand and creating a new visual identity and website for a relaunch of an arts and wellbeing centre based in Devon. The brief was to create a friendly, bold identity that would signal the change to a contemporary arts programme while still being welcoming to local people.

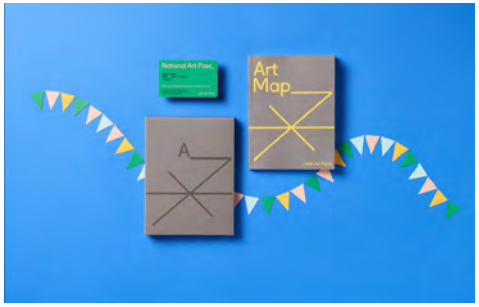
ART FUND – GO FURTHER WITH ART 2016–22

Role: Creative direction, brand strategy, rebrand implementation
Design: Art Fund in-house design studio
Agency: Wolff Olins

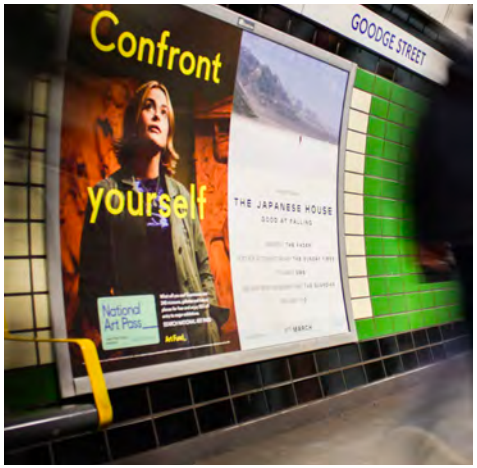
Rebrand and brand evolution for one of the UK's most vital national charities for art. Art Fund helps museums do what they couldn't do alone. They help the public see more, see differently, and have different kinds of experiences with art.

ART FUND BRAND IDENTITY, 2016–22





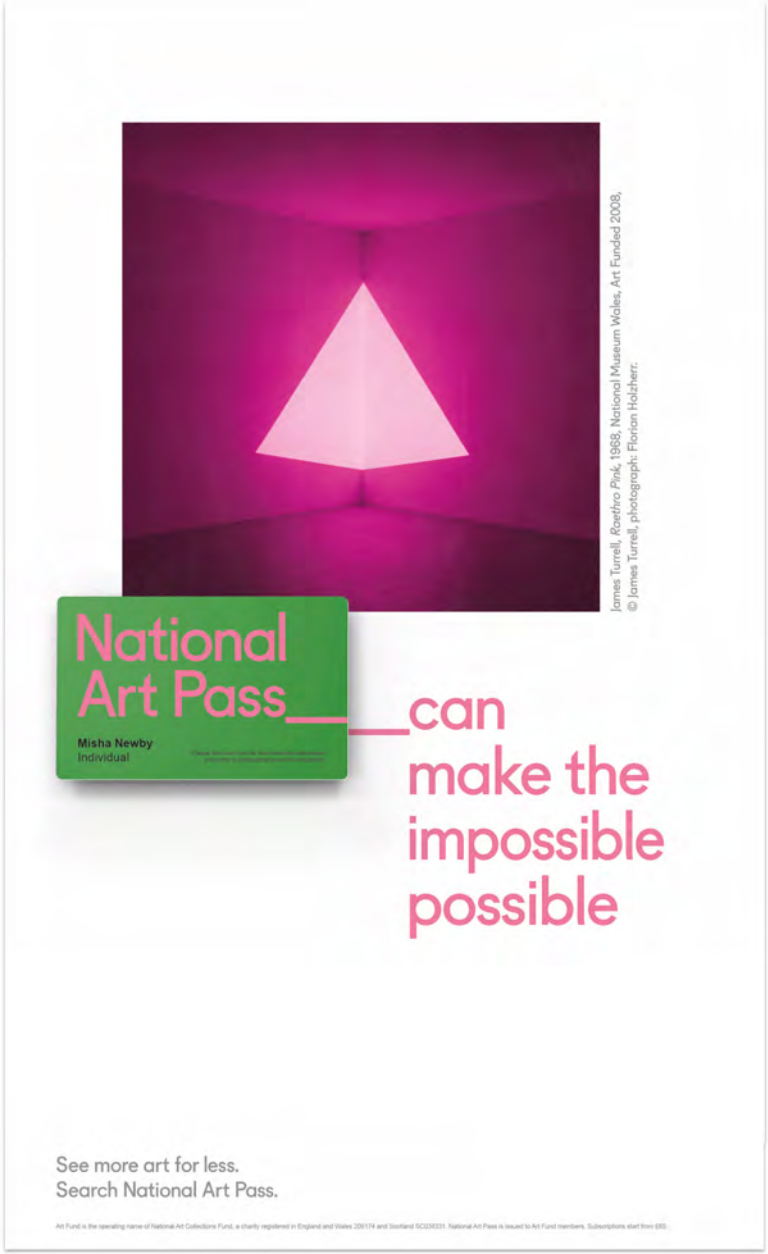
NATIONAL ART PASS ADVERTISING CAMPAIGN, 2021–22



Role: Creative direction and agency management
Agency: MullenLowe London

Cinema, radio, OOH, tube and rail poster campaigns to increase sales of the National Art Pass. These campaigns focused on people's emotional responses to seeing art and visiting museums. It resulted in a record 44% increase in sales in 2 years. .

NATIONAL ART PASS ADVERTISING CAMPAIGN, 2017



CROWD–FUNDING CAMPAIGN

Art Happens_

#SaveProspectCottage

PROSPECT COTTAGE NEEDS YOU NOW

Join the campaign to protect Derek Jarman's legacy, and inspire creativity in generations to come.

On the windswept shore of Dungeness, visionary artist Derek Jarman transformed a Victorian fisherman's hut into a sanctuary of art and imagination.

Prospect Cottage and its iconic garden stand testament to his defiant spirit, and have the potential to inspire artists and visitors long into the future.

But they are at risk. Help us raise £3.5 million to save Prospect Cottage, and secure its future as a centre of creative activity – for everyone.

Donate
artfund.org/prospect

Derek Jarman at Prospect Cottage, Dungeness © Geraint Lewis
National Art Collections Fund. A charity registered in England and Wales 209174, Scotland SC038331

Art Fund_

What's on | Supporting museums | Museum of the Year | Get involved | About us | National Art Pass | Search

Energise Young Minds | Art Happens | Our Art Partners | Student Art Pass | Leave a legacy

Get Involved > Art Happens > Prospect Cottage needs you now

Prospect Cottage needs you now

Art Fund

£3,818,602 raised
4,367 funders

Funded

Funded 31 March 2020

109% funded

Share

View all rewards

Details | Updates (21) | Funders (4367) | Comments (82)

A note on rewards: We are grateful for your patience while we produce the bespoke rewards offered as part of the #SaveProspectCottage campaign. These have faced significant delays during lockdown, as our suppliers have been working with a reduced workforce and capacity due to furlough and social distancing measures. We are working hard to get your rewards to you; please keep an eye on your inbox for updates. Thank you for your support.

Join the campaign to protect Derek Jarman's legacy, and inspire creativity in generations to come.

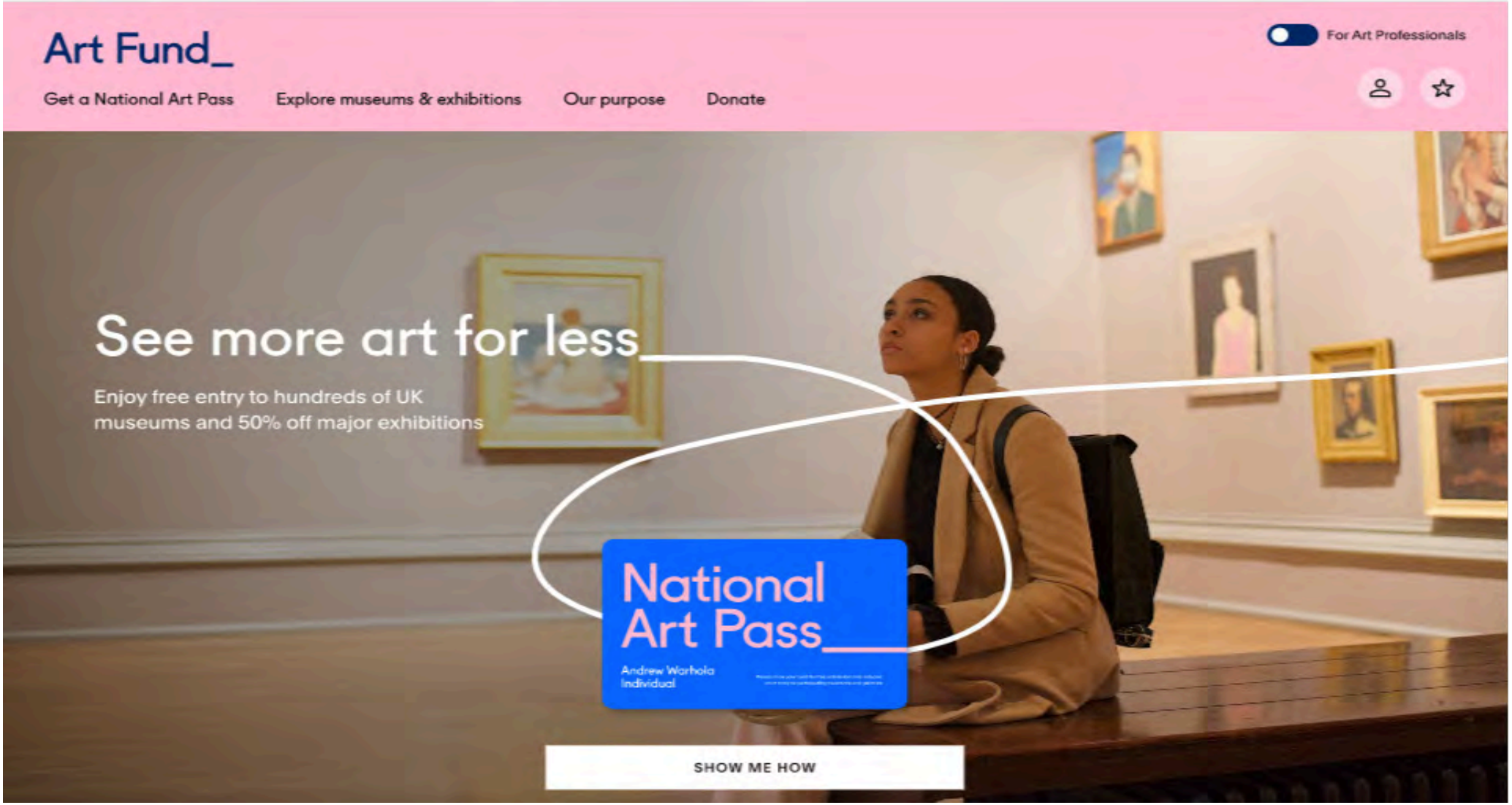
On the windswept shore of Dungeness, visionary British filmmaker, artist and activist Derek Jarman transformed a Victorian fisherman's hut into a sanctuary of art and imagination.

All rewards

Please note that rewards will be dispatched once the project is confirmed to go ahead.

Donate without a reward (match funded)
2450 Funders

ART FUND WEBSITE REDESIGN, 2021-2



Role: Creative direction
Agency: MullenLowe Profero

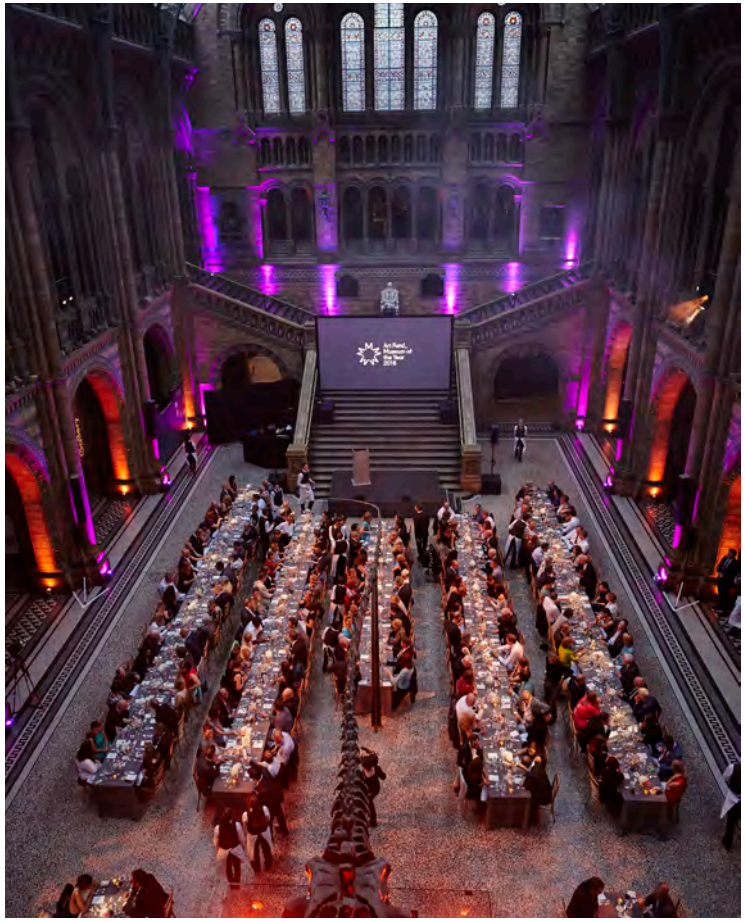
Working with UX and UI teams to first identify a set of 'golden journeys' that we wanted visitors to make on the site. I then worked on the visual language for each journey in a series of sprints, to make sure the new designs captured the spirit of Art Fund's brand while also adapting to the requirements of each audience group.

MUSEUM OF THE YEAR BRAND IDENTITY

Role: Creative Direction, brand strategy, event branding
Design: Art Fund, in-house design studio

Design of a new identity for the annual £100,000 prize to crown a Museum of the Year. The strategy centred on creating a design language that could surprise every year with consistent placement of logos and type to increase brand awareness.

MUSEUM OF THE YEAR EVENT BRANDING

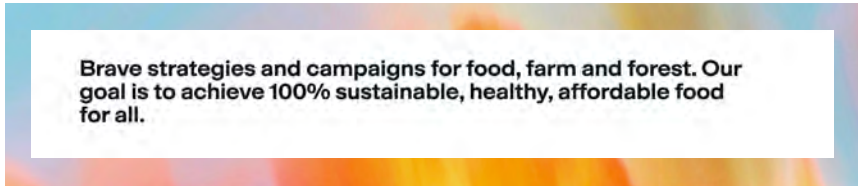


PRODUCTS, MAGAZINES, PRINT, PACKAGING

BRANDING

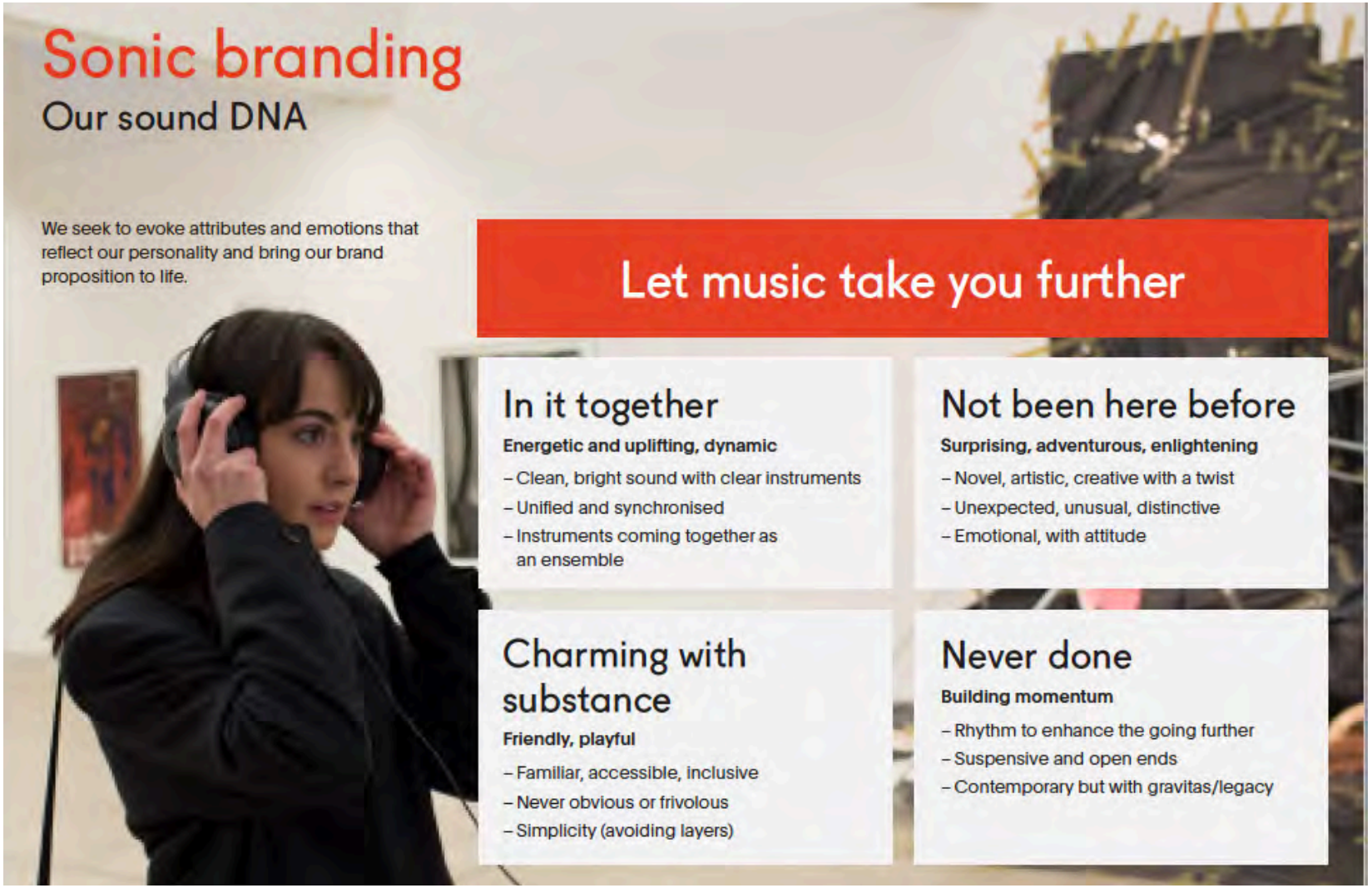
- Strategy, vision, values, & personality
- Brand guidelines: creation & revision
- Defining sound & motion guidelines
- Audience personas
- Competitor research
- Rebrand implementation
- Staff and stakeholder engagement

MADRE BRAVA – NAMING AND BRAND STRATEGY, 2022



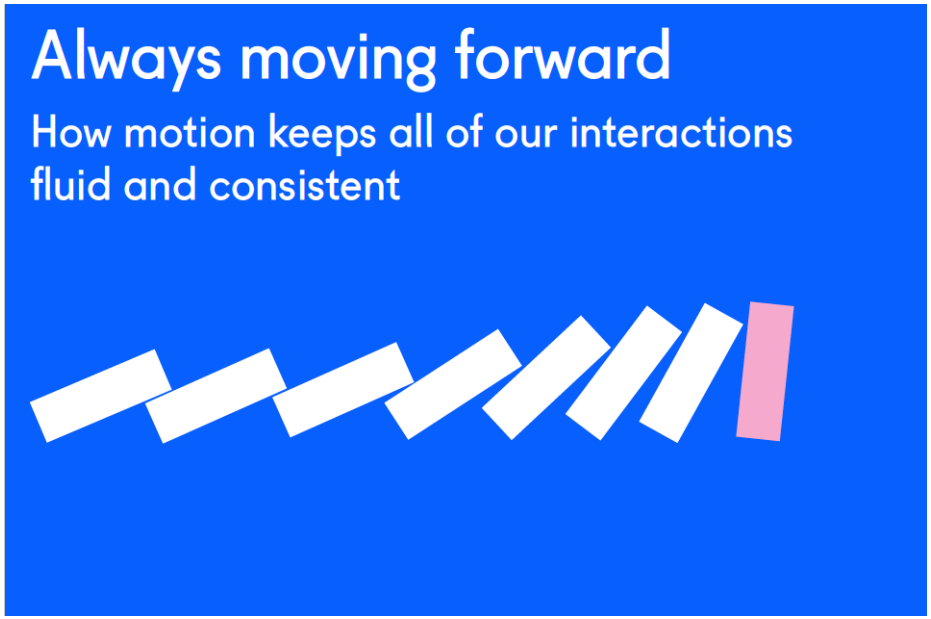
Role: Naming and brand strategy
Design: B.A.M

Naming and brand strategy for a new environmental advocacy and campaigning NGO based in London, Brussels and Colorado. The brief was to come up with a name and visual identity that would stand out in the male-dominated environmental sector.

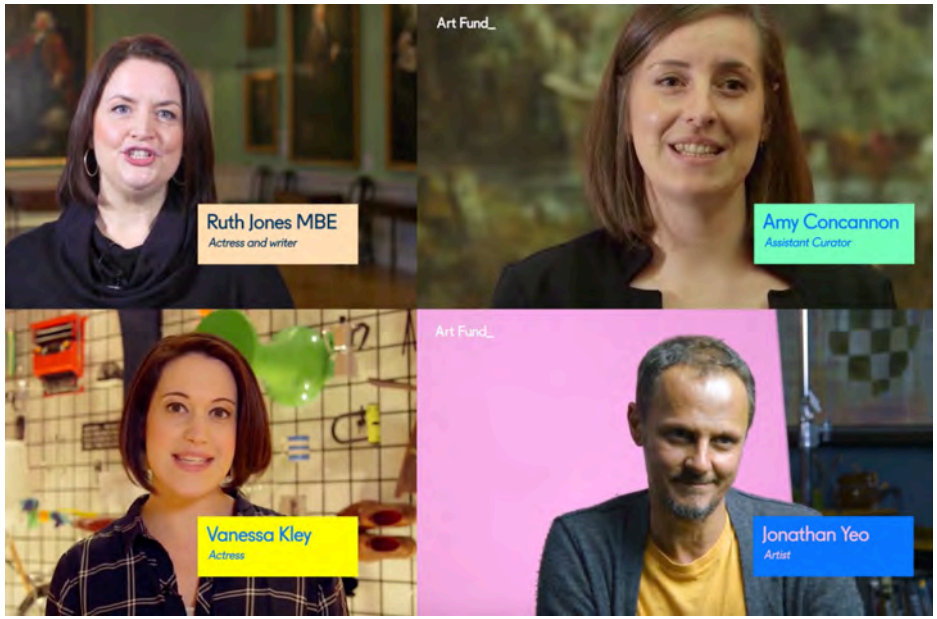


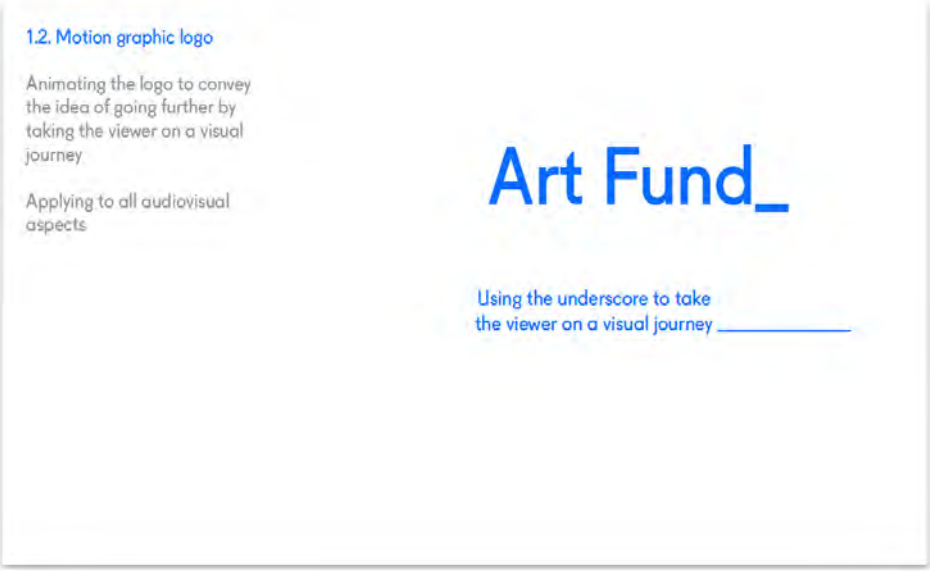
Role: Creative Director, sonic branding strategy
Agency: Dadada

I wanted to strengthen Art Fund's brand through a transmedia approach to content. Working with a sound agency to define Art Fund's sound resulting in an audio logo and guidelines for music and voice that could be translated to advertising video, social and digital assets. Combining these with new guidelines for motion so both the sound and animation worked as one.


Always moving forward
How motion keeps all of our interactions fluid and consistent

7 Questions with...

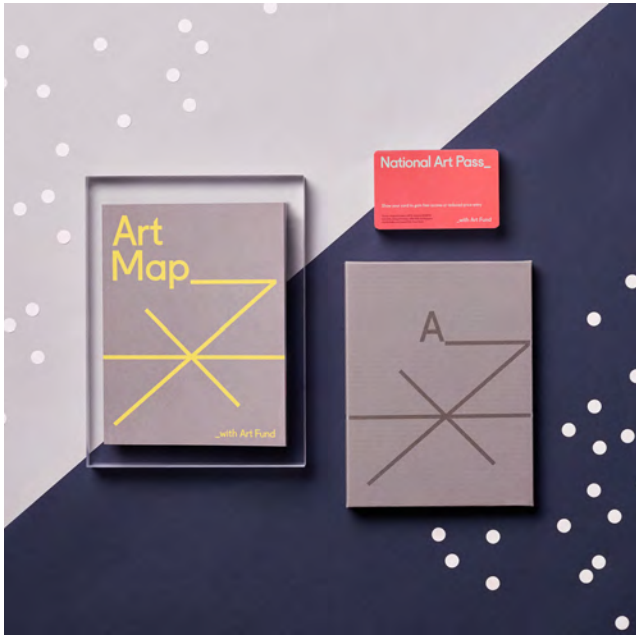

Ruth Jones MBE
Actress and writer
Art Fund_
Amy Concannon
Assistant Curator
Vanessa Kley
Actress
Art Fund_
Jonathan Yeo
Artist


1.2. Motion graphic logo
Animating the logo to convey the idea of going further by taking the viewer on a visual journey
Applying to all audiovisual aspects
Art Fund_
Using the underscore to take the viewer on a visual journey

BRAND PHOTOGRAPHY

- Defining photography brand style
- Art direction of shoots
- Commissioning & briefing photographers
- Working with agents, stylists and models
- Copyright negotiations

BRAND STYLING AND PRODUCT PHOTOGRAPHY

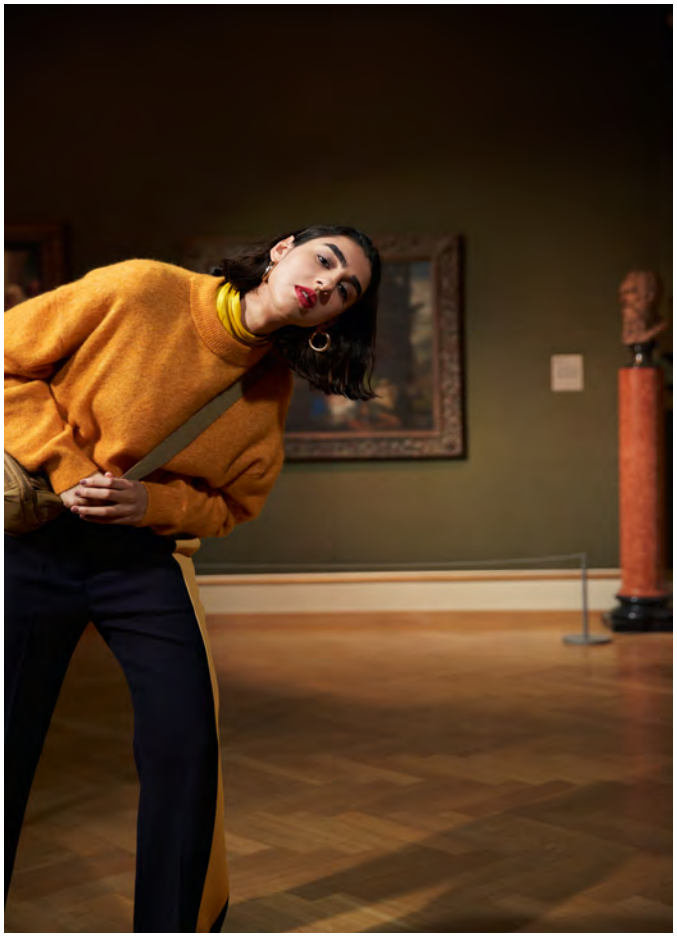


LIFESTYLE PRODUCT SHOOTS

STUDIO PORTRAITS FOR ANNUAL REPORT BY SPENCER MURPHY

MUSEUM OF THE YEAR STUDIO PORTRAITS BY RANKIN

NATIONAL ART PASS ADVERTISING SHOOT BY EWAN SPENCER



THANK YOU

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