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# DESIGNER OF THE YEAR

REBECCA BURRELL *SUNDAY MAGAZINE*

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## REBECCA BURRELL

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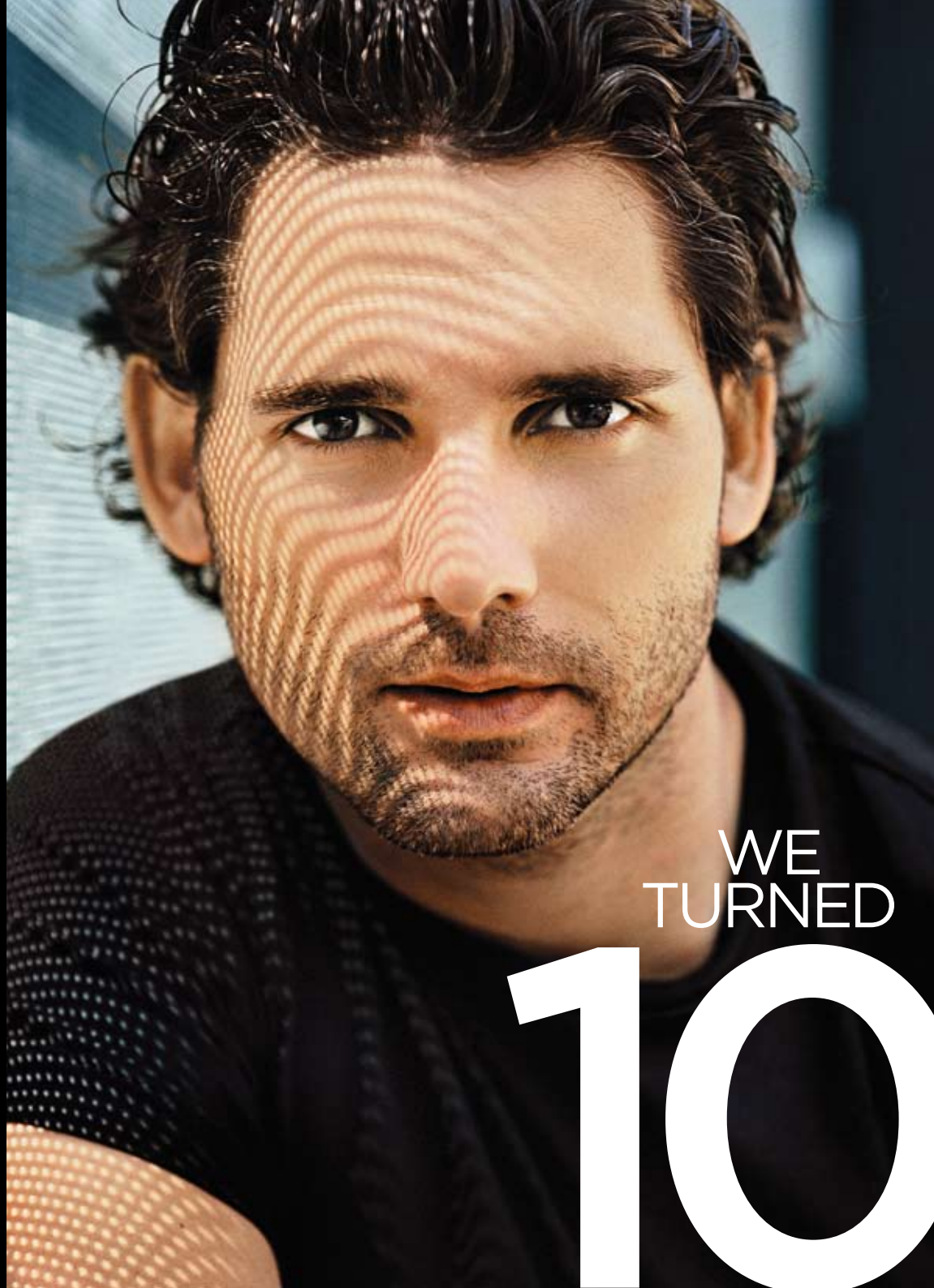
## EMPLOYMENT

**2006 to present** Art director,  
*sunday magazine*  
**2004 – 2006** Deputy art director,  
*sunday magazine*  
**2003 – 2004** Freelance art director, *Fairfax*  
**2000 – 2003** Art director, Pacific Magazines  
**1998 – 2000** Deputy art director,  
ACP Magazines  
**1996 – 1998** Designer, Murdoch Magazines  
**1994 – 1996** Junior designer, Text Media

## TERTIARY EDUCATION

**1991 – 1994** Bachelor Design/Environmental  
Studies (University of Canberra)

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WE  
TURNED

10

## BACKGROUND STATEMENT 10TH BIRTHDAY ISSUE

We celebrated 10 years of *sunday magazine* in 2007 with our biggest issue ever. I took the opportunity to make a number of design changes throughout to keep the magazine fresh and to ensure it is constantly evolving. No two issues are the same! The simple, strong combination of unisex fonts, the best photography and clean design helps layouts to stand out against an ad ratio of around 50 per cent. I also started to commission regular illustrations and photo montages to add another dimension to our pages; despite tight turnarounds and overseas commissions, they are now an integral part of the design. On the cover, featuring Eric Bana, I limited the type to make the image as impactful as possible and introduced a special azure blue pantone that has since been used across all trade communications.

**OCTOBER 14, 2007**





BACKGROUND  
STATEMENT  
*KELLY ROWLAND*

Former Destiny's Child and now solo artist Kelly Rowland was in town on a whirlwind promotional tour and was keen to work with *sunday magazine*. Usually with 'internationals' we arm-wrestle over how much time we can get but in this instance, Kelly was happy to have the 'full treatment' of cover, four-page fashion and profile. She was an absolute delight, needing little encouragement to dance and sing for the camera. I came up with a colour palate of chocolate, gold, cream and hot pink, and chose to design with shots that reflected her happy-go-lucky vibe, culminating in one of our strongest fashion spreads and covers to date. **JULY 20, 2008**



JULY 20, 2008

# sunday

TELEGRAPH  
MAGAZINE

## ROCK & ROWLAND

WHY EVERYBODY WANTS  
TO BE IN THE KELLY GANG

IS THE  
GRASS  
REALLY  
GREENER  
IN BYRON  
BAY?

HOW  
TO MAKE  
MUSIC,  
SWEET  
MUSIC

DONNA  
HAY'S SAGE  
ADVICE

+ Matthew White | Pete Murray | Sophie Lee | Jonathan Cainer



BACKGROUND STATEMENT *THE WIGGLES*



When I was told we had access to The Wiggles and were going to shoot them, I nearly had a heart attack. I can't put people in coloured skivvies on the cover! So we didn't. Shot in an inner city props warehouse, complete with circus carousel, the location was private and expansive. The guys were fun and happy to be shot out of character. We wanted a 'usual suspects' style line-up and chose black suits instead of primary colours. The juxtaposition of sombre poses with the fun of the merry-go-round put The Wiggles in a new context that appealed to young and old alike. **SEPTEMBER 2, 2007**





**BACKGROUND  
STATEMENT**  
*MISCHA BARTON*

Despite a near miss when Mischa got stuck in Anzac Day traffic, the Hollywood celeb turned up to our cover shoot on time... and cheery. We shot in an inner city studio and she was decidedly un-divalike, happily wearing the clothes we'd chosen and eating lunch with the team. I wanted a sophisticated look; Mischa is known as a fashionista, so I wanted to move away from her usual 'girl next door' styling. With simple props and dresses chosen for their style and subtle colour palette, the shots turned out so well we ran them over six pages. On the cover I chose to pick out the pink theme which gave a truly girly -yet at the same time sophisticated - feel which summed up Ms Barton to a T.

# sunday

MAY 18, 2008

TELEGRAPH MAGAZINE

ROGER THAT:  
CAN R-FED GET  
HIS MOJO BACK?

CLOWNING  
AROUND WITH  
CIRCUS OZ

KATE WALSH  
TURNS A  
HOSPITAL  
CORNER

## HIT & MISCHA

THE PERILS OF BEING AN 'IT GIRL'



JAY LAGA'AIA + SHAREEN JOEL + AKMAL SALEH + RACHAEL WEISS + WIL ANDERSON



## BACKGROUND STATEMENT COVERS

The cover is the strongest element of our brand and, as we compete with many other inserts each week, we need to stand out. We have a strong masthead and simple typography, and I stick to basic cover design principles (mostly tight crops) to achieve a strong, eye-catching cover every week. Our covers are a combination of local talent and international celebrities. International studio images require publicist's approval and I often wait until our final deadline to ensure I get the best pics. I also spend many hours colour correcting to make sure our images are first class. Each cover is a labour of love; I vary the colour palettes and font families to ensure the finished package is an accurate reflection of the personality involved and that each is different to the last. And that all happens 50 times a year!

