Amateur Gardening Art Editor

Started as a freelance designer in August 2005 with a promotion to Art Editor a year later. The title enjoyed a consistent rise in sales during my employment which was mainly down to great content, attractive and accessible layouts, a constant monitoring of market trends, and strong branding of the title.

Daily responsibilities included prioritising workloads, finding and promoting individual strengths within a team, and establishing productive working relationships. As Art Editor, I was expected to continuously evolve the brand which involved working closely with the Editor and Group Art Director. Market research (mainly through focus groups and reader surveys) was used to evaluate the readership's perceptions. This research would culminate in the introduction of new page grids that could be easily used by all members of staff.

Redesigning Brands

After analysing market research, my design team would work closely with Editorial Departments to restructure the title, covering everything from the



content running order to signposting, colourways, layouts and fonts.

During my time at Time Inc, I worked on many other titles assisting Art teams to help interpret their own market research and fine-tune their design approach accordingly. I enjoyed the challenge of adapting to a variety of different briefs, as each title had its own unique set of objectives.

Web design

Also tasked with the creation of the title's WordPress website, using styles and themes that were closely related to the magazine.

I eventually left Time Inc in August 2017 to start my own graphic and web design business. I gained a vast amount of experience in print and web design during my time with them.





| Anne's 5 golden rules for growing cucus | | | | |
|---|--|--|--|--|
| | Not too cold Most cacti are happy to overwinter just above freezing, so aim for a minimum temperature of 45F (7C). While light is low, keep them diy | Minimal watering Cacti need no water between October and late March From March, water regularly whenever the composi- whenever the composi- using a cactus ferriliser for handsome, healthy planes. | Pot on When a plant fills its container, move it on to a slightly larger pot, preferably in spring. Use dry compost and do not water for 1-2 | Some growers repot during winter, after which plants are left dry until their normal spring watering. Use cactus compost or John Innes and grit or coarse sand. Top dress with grit or small stones. |
| ····· | | | | 17 NINE 2017 AMATEUR CARDENING |

Gardening Week





it eas

Making



4 Tease out the roots, especially ones circling the pot. Place in its hole and firm in to smash air nockets



Boosting a tired border in six easy steps

4 Rep



Buying plants

6 nght

Feeding special: N AG is devoted to plant fee

Keeping your borders in order

Simple maintenance tips to get the best from your bed