

Brittany J. Rosario
The Versatile Writer

About the Versatile Writer



I graduated from Kennesaw State University with a B.A. in English & Professional Communications in December 2016. I am passionate about marketing, journalism, blogging, linguistic studies & creative writing.

I am known as “The Versatile Writer” because I can adapt to different areas of digital and print content creation based on my varied experience. From my mind’s eye to the keyboard, I’ve found that being a creator allows me to share an innovative perspective through multimedia elements such as art, writing, podcast, and video.

“Nothing is impossible, the word itself says [I’m possible]”
~ Audrey Hepburn ~

CONTENTS

Graphic Design & Marketing

Branding Style Guide
Typography Poster: Layout & Design
Musician Concert Posters
International Campaign Project

Journalism & Blogging

Lupe Fiasco Concert Coverage
Office of Student Advocacy
A Joy that is Move In Day
The Treasured Ones
Featured Blog Series

Linguistic Studies

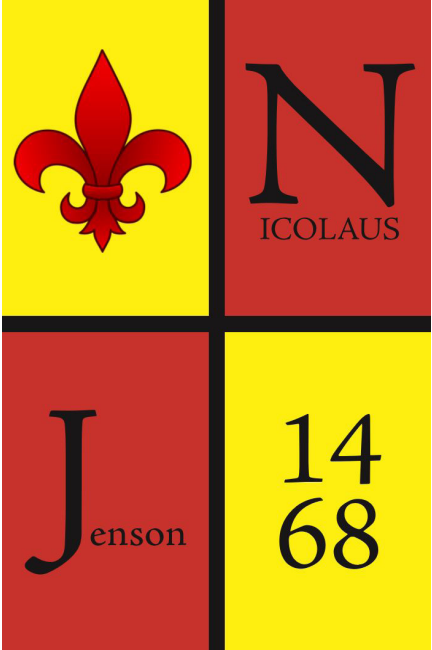
For The Love of English
Pragmatics in Digital Spaces
Patois: Language or Dialect?
British Accents: Phonetic Research

Creative Writing

Poetic Piece: "Rose"
Interactive Storyteller
Memento: Film Analysis
Born in Sin Series Excerpt

[Check out my Resume!](#)

Graphic Design &Marketing



This section of my portfolio displays my ability to combine the aspects of graphic design and marketing to professionally brand individuals & promote successful marketing campaigns on a global scale.

BRITTANY J. ROSARIO
THE VERSATILE WRITER
Personal Branding: Style Guide

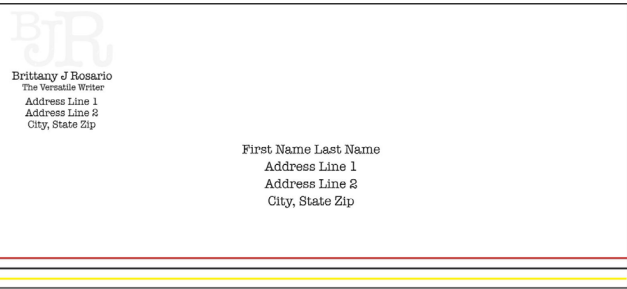
Letterhead



Business Card (front & back)



Envelope



BJR



Watermark:
Opacity: 5%

Linowrite
Adobe Jenson Pro

Professional Title
Degree/Major
Phone Number
Website Address
Social Media Tag

C = 0	C = 15	C = 0
M = 0	M = 100	M = 0
Y = 0	Y = 100	Y = 100
K = 100	K = 0	K = 0

Branding Style Guide

Title: Brittany J. Rosario, The Versatile Writer

Date/Year: May 2016

Medium: Adobe InDesign, Illustrator, Photoshop

COLOR THEME

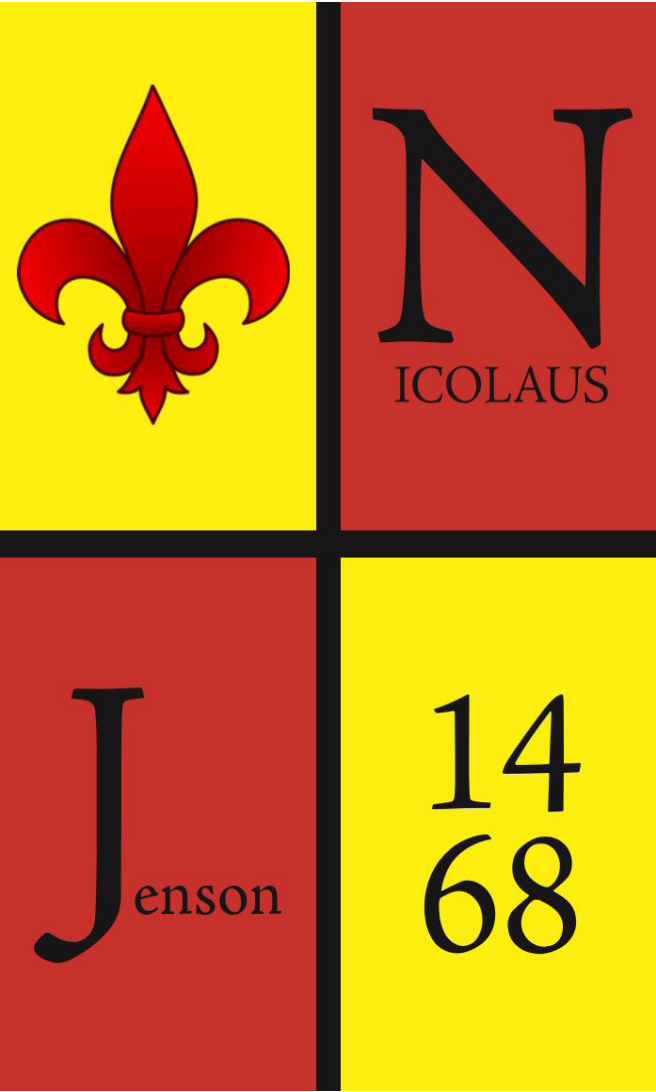
Within this branding style guide I chose the colors as a visual representation of the person I am. The Rosario heraldry flag uses the colors red, yellow, and black. So the design within the style guide has a historical component to it, as well. It is also based on the fact that I am multiracial: Spanish (yellow) Native American (red), and African American (black). Maintaining consistency within a brand is key so the CMYK [print] colors are listed by their numerical color value and can be easily translated to RGB [web].

TYPOGRAPHY

My logo was created using Linowrite, a free licensed font that has brought back the iconic letter style of a typewriter keyboard. I used Linowrite to represent the traditional methods of communication fusing with the concepts and innovation of current technology. The font used as body text is Adobe Jenson Pro, which I use because it's simple enough to remain invisible but unique enough to stand out. More information on Jenson Pro can be found on the Typography Poster: Layout & Design page.

LOGO DESIGN

When it comes to intersecting concepts of professional and personal branding, one must understand who they are as a person and what they want to accomplish in the professional world. I used my first, middle, and last initials along with a tagline because it is a visual distinction of who I am. In order to create brand consistency and clarity, logos and unique taglines are a way to remain uniquely recognizable in professional arenas.



JENSON

In October 1458, Nicolas Jenson was shipped, by King Charles VII to Mainz, to Germany so that he could learn the new art of printing. However, he returned to Venice, where he created his own Venetian typeface in 1468, based on upright calligraphic style and a local manuscript handwriting. His interest was equally in the spaces within and surrounding the letters as in the letter shapes themselves. The Jenson typeface is considered to be the best of the Renaissance era, marking the beginning of a 100-year shift away from Gothic to humanistic or roman typeface used across Europe.

In 1996, Adobe Jenson was first released as a multiple master font. It created a range of weights and optical sizes suitable for different text sizes. This font creation was intended to allow a gradual trend in styles from solid, chunky designs for caption-size small print to more graceful and slender designs for headings.

It is now sold in the standard OpenType font format under the name Adobe Jenson Pro. The family comes with 4 weights each in roman and italic, and 4 optical sizes. Supported OpenType features include Stylistic alternates, ligatures, proportional numbers, old style figures, small caps, subscripts and superscripts, ordinals, and swashes (italic fonts only).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+{}|":?\
P3D2, Brittany J. Rosario, Adobe Photoshop & InDesign, Spring 2016

Typography Poster: Layout & Design

Title: Jenson Pro Poster

Date/Year: April 2016

Medium: Adobe InDesign & Photoshop

HISTORICAL BACKGROUND

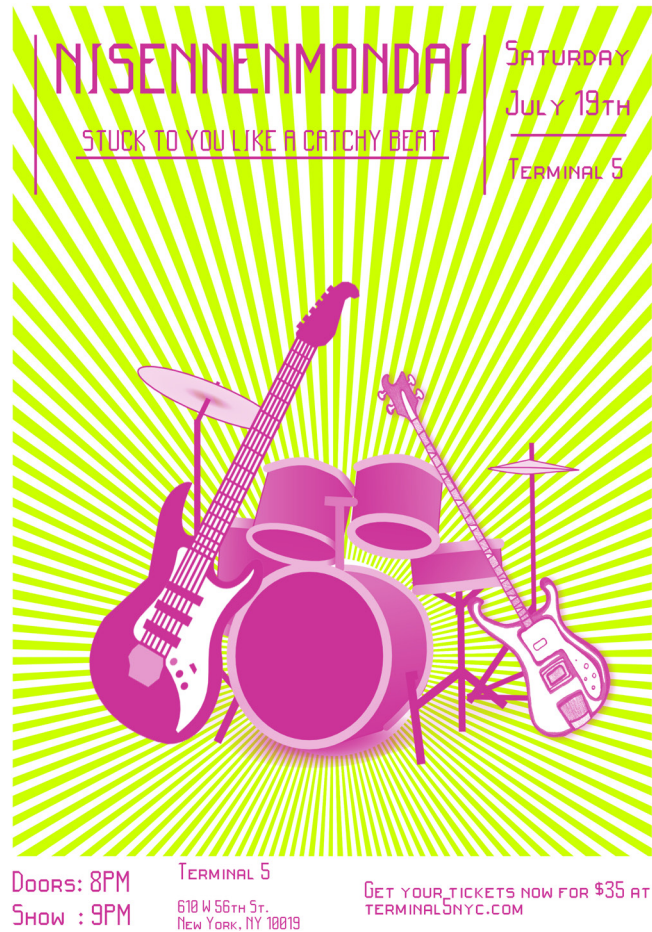
In October 1458, Nicolas Jenson was shipped, by King Charles VII to Mainz, to Germany so that he could learn the new art of printing. However, he returned to Venice, where he created a Venetian typeface in 1468, based on upright calligraphic style and a local manuscript handwriting. The Jenson typeface is considered to be the best of the Renaissance era, marking the beginning of a 100-year shift away from Gothic to humanistic or roman typeface used across Europe.

MODERN DAY

It is now sold in the standard OpenType font format under the name Adobe Jenson Pro. The family comes with 4 weights each in roman and italic, and 4 optical sizes. Supported OpenType features include Stylistic alternates, ligatures, proportional numbers, old style figures, small caps, subscripts and superscripts, ordinals, and swashes (italic fonts only).

LAYOUT & DESIGN

Considering that this typeface comes from the Renaissance era, I decided that I would use the colors of my family heraldry flag to show my presence as the designer. The minimalistic design aspects I chose have a deeper conceptual meaning from a historical standpoint to my own personality as a content creator.



Musician Concert Posters

Title: John Coltrane Poster

Date/Year: October 2015

Medium: Adobe InDesign & Photoshop

This poster was created to capture the timing between what is happening now and what was happening in February 1965 when the studio album, A Love Supreme, was produced. A Love Supreme is a jazz album that was recorded and performed by John Coltrane, a tenor saxophone player and inspiring musician of the time. The album features tracks that combine modal jazz (shades of blue) and free jazz (vibrant shades of gold, pink, and purple) to create an innovative, yet adaptable, sound that people still enjoy today.

Title: Nisennenmondai Poster

Date/Year: December 2015

Medium: Adobe InDesign & Photoshop

Nisennenmondai is a Tokyo based instrumental band, who formed in 1999 and named themselves after the popular Japanese phrase for "Y2K bug." The band consists of three powerfully talented women: Sayaka Himeno on the drums, Masako Takada on guitar, and Yuri Zaikawa on bass guitar. They produce music on their own record label, Bijin Record. The instrumental music can be described as both krautrock and post punk, where we see elements of raw sound, repetition, layers of delay and distortion, and a consistent layer of bass. The visual design of this poster embodies those elements in order to attract attention to the trio.



Re-engagement Kit Folder

- TERMS & CONDITIONS
1. Portea Vouchers are not redeemable for cash
 2. The referrer can gain the discount only if the referred registers with Portea and uses his / her first service
 3. The referred has to use his / her first service during limited time promotion.
 4. In all communication with Portea, the referrer has to mention his / her Portea ID / mobile number and reference code **REFERMY15**



Re-engagement Kit Referral Voucher



Re-engagement Letter



Re-engagement Kit Brochure

International Campaign Project

Title: Portea Medical: Re-engagement & Engagement Kits

Date/Year: June-August 2015

Medium: Adobe InDesign, Illustrator, Photoshop

COMPANY BACKGROUND

Portea Medical is the leading home health care pioneer in Southeast Asia. The company provides services that are essential to maintaining a healthy community and will lead to the exponential growth within Portea's brand from one country to the next. These at home medical services include, but are not limited to, attentive caregivers, world class nursing, and specialized physiotherapy.

WORK EXPERIENCE

As the marketing consultant, I was able to coordinate a 2 month marketing campaign project that required:

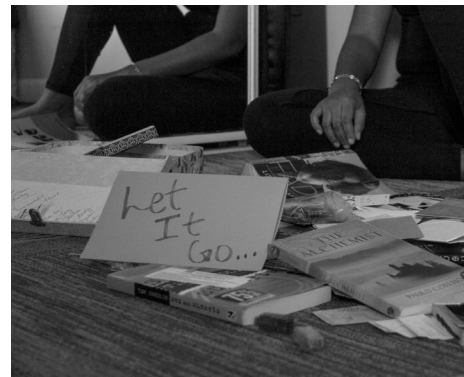
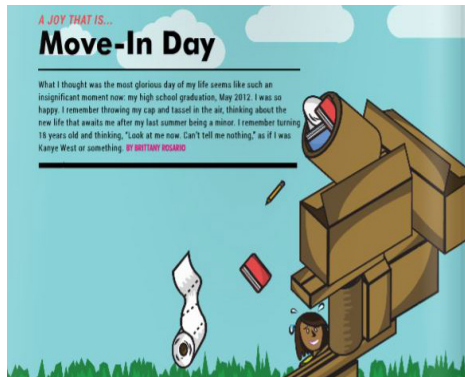
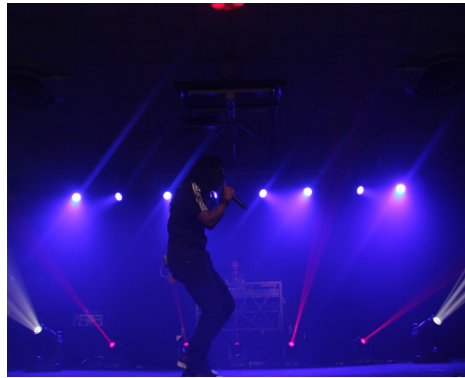
- marketing research, surveying, and analysis
- public interaction on a local and global scale
- producing existing customers re-engagement kits & potential customer engagement kits

ACCOMPLISHMENTS & RESULTS

The fast paced environment required me to produce focus group presentations geared towards the four cities of service in Malaysia: Kuala Lumpur, Ipoh, Johor Bahru, and Penang. I also converted the presentations into an organized marketing report, which includes an appendix of further information such as:

- calling scripts for the call center
- notes that develop customer engagement
- short term & long term marketing goals

Journalism & Blogging



As a journalist & blogger, I have written and published print and web articles in the KSU Lifestyle Magazine, as well as, on my own website in the form of blog series. Through this experience, I could balance being informative and unbiased, analyze issues in the world, and share stories with readers in a creative way.

Lupe Fiasco: Concert Recap [web]



Photos by: Brittany J. Rosario

On Friday, October 14th, KSU Live hosted one of the best Homecoming Concerts of the decade, featuring Kali J, Jaye Newton & DJ Scream! The venue changed from the Fifth Third Bank Stadium on the Kennesaw Campus to the basketball gymnasium on the Marietta Campus. There were some issues that students said they had with getting tickets, but if you made it out you already will agree that this was the concert of the year on campus.

The performer this year was Lupe Fiasco, who is an American rapper, record producer, and entrepreneur. He rose to fame in 2006 following the debut of his album, Lupe Fiasco's Food & Liquor. He also performs as the frontman of rock band Japanese Cartoon under his real name, Wasalu Muhammad Jaco. As an entrepreneur, Fiasco is the CEO of 1st & 15th Entertainment.

*Read More Online at ksulifestyle.com/author/brosario/

Office of Student Advocacy [web]



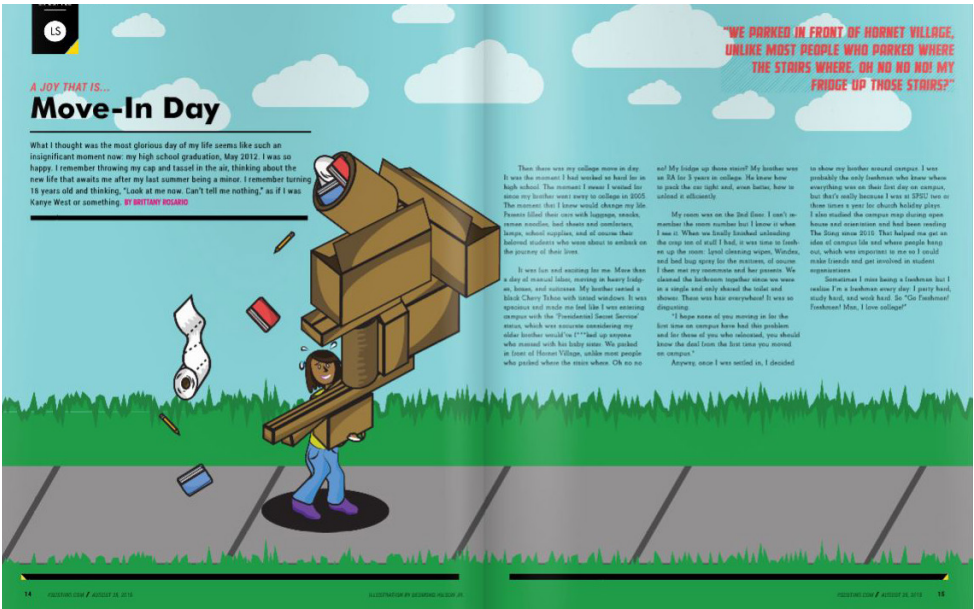
Photos by: Brittany J. Rosario

In January 2016, the Office of Student Advocacy was founded, in the words of President Papp, in order to “address student concerns regarding campus civility, student welfare and other issues that may compromise the culture of belonging at KSU.” The purpose of the Office of Student Advocacy is to serve as a critical component in upholding values of the institutional mission. The office is a space where students can come to share concerns and matters that are important to them and find resources available to them for making a change.

I decided to interview Nicole Phillips, the head of the office. Ms. Phillips plays the part of an impartial party who listens to students, gives them advice and honest feedback based on the situations that affect them, and makes informal inquiries to provide referrals and service to students. If you haven’t already had the pleasure of meeting her, she has worked at KSU for 12 years in the Department for Student Development as the assistant director of the multicultural student retention services, and as the associate and interim director of student development. Among her most notable contributions to KSU is her and started the African American Male Initiative Program at KSU in 2005.

*Read More Online at ksulifestyle.com/author/brosario/

A Joy that is Move In Day [print]



Photo/Layout by: Desmond Hilson Jr.

What I thought was the most glorious day of my life seems like such an insignificant moment now: my high school graduation, May 2012. I was so happy. I remember throwing my cap and tassel in the air, thinking about the new life that awaits me after my last summer being a minor. I remember turning 18 years old and thinking, “Look at me now. Can’t tell me nothing,” as if I was Kanye West or something.

Then there was my college move in day. It was the moment I had worked so hard for in high school. The moment I swear I waited for since my brother went away to college in 2005. The moment that I knew would change my life. Parents filled their cars with luggage, snacks, ramen noodles, bed sheets and comforters, lamps, school supplies, and of course their beloved students who were about to embark on the journey of their lives.

*Read More Online at issuu.com/readthesting/docs/thestingaugust2015_web (p. 14)

The Treasured Ones [print]



Photo by: Desmond Hilson Jr.

September 24th, 2014. That marks the day I lost the gray Lego piece that meant so much to me. I looked for it. I cried about it. I almost lost my temper and threw my phone over it. Now I know what you're thinking, "All of that over a Lego piece? You have got to be kidding me." But it wasn't any ordinary child's building block.

The piece was a Lego necklace pendant. It was small and grey with a matching piece that when joined together made a heart. I got it for my boyfriend and me in February 2014 for Valentine's Day. We both wore it every single day. Whenever somebody noticed it and asked me why I had a Lego piece around my neck, my face would light up as I would explain to them the reason.

*Read More Online at issuu.com/readthesting/docs/the_sthing_february_2015_web (p. 15)

Featured Blog Series

Finding Authenticity



Advertising in northwestern culture body shames women whether they are plus size, slim, or otherwise. Body diversity is a trending issue in social media content where hateful comments are made against women; some of those who are even fighting for body positivity campaigns and equality.

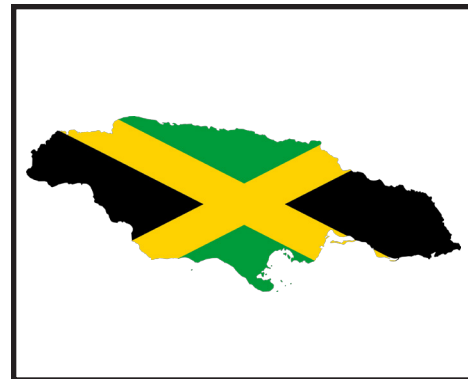
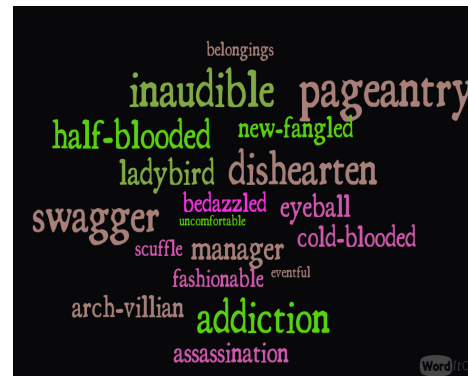
The purpose of this blog series is to take a deeper look at the evolution of the female body image and find out why social media is the cause to both a negative and positive effect in the community of women who interact with it; from anorexia and cosmetic surgery to finding the path to self-love and confidence.

The Strongest Links



This blog series was created with the purpose to display the progression of my ideas and collective understanding of small group communication theories and concepts. From one chapter of my life to the next, I shared my experience in groups that I've encountered both past and present. Through these collaborative environments, I learned how to create positive and useful small group communication through leadership, different types of management, and networking skills.

Linguistic Studies



This section displays linguistic research that studies theoretical foundations and practical grammar usage around the world, functional grammar as a tool to show fluency within discourse communities, and writing conventions in digital spaces.

For the Love of English

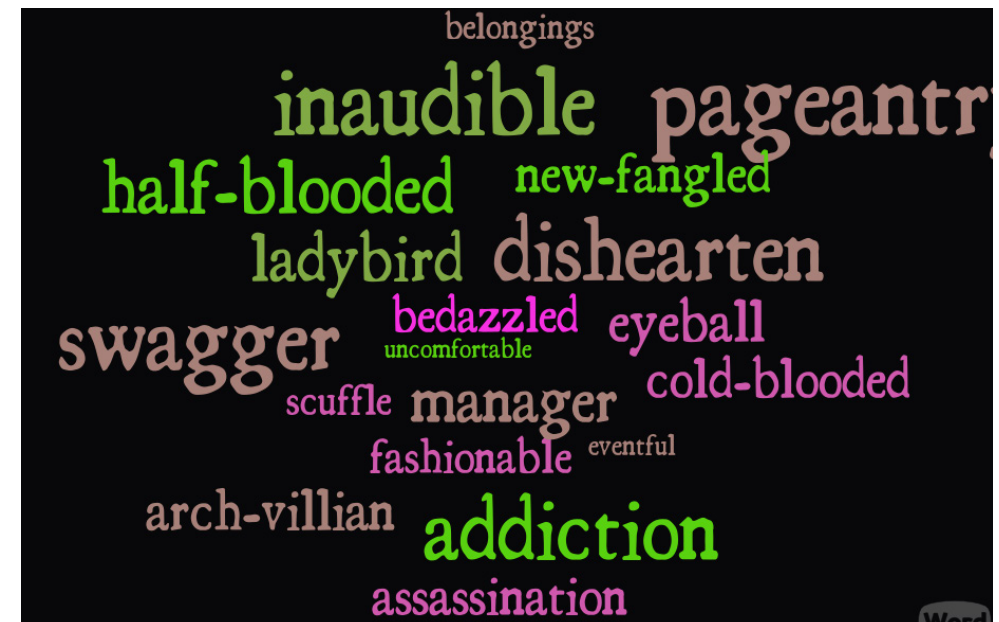


Photo created using Word It Out by: Brittany J. Rosario

This blog series focuses on a fun, new way of looking at the parts of English that I love, you love, and we love. I give an informative perspective on the history of English words created by Shakespeare, importance of rhetoric in everyday language usage, and the purpose of social media and enjoying the entertainment of taking selfies.

At the beginning of the grammar course, I thought I was going to be learning about corrective grammar, spelling, sentence structure, and all the boring parts of English that most people don't think about, let alone enjoy. So you could only imagine the smile on my face when I got to the class and found out we would be talking about an assortment of awesome material like rhetoric, social media, history of English, dialects and accents, and speech writing.

Read this Blog Series on my website at: brittanyjrosario.com

Pragmatics in Digital Spaces



Photo provided by flickr: Creative Commons

As a way of displaying my ability to use multi-modal elements, I put together a vlog to discuss the importance of pragmatics in digital spaces.

The video highlights key information on the usage of hashtags on social media, how text message language can be misread, and the new concept of emoji's becoming its own form of communication through visuals rather words, in order to explain how we can use pragmatics in digital spaces to communicate more effectively in our daily activities.

To watch this video you can go to my portfolio site at:
brittanyjrosario.com/linguistic-studies/grammar-vlog/ OR

Go directly to the Youtube Video at youtu.be/9XTaMcZBG2U

Patois: Language or Dialect?



Photo provided by Google: free to use images

Patois was developed in Jamaica when slaves were brought from Africa to the island. The language started as a coded dialect that slaves created as their own form of English so that the slave owners wouldn't understand what they were talking about. The attractive, yet confusing dialect has grown into a language of strong culture and creates pride in the people of Jamaica. Until this day it is a uniting force between Jamaican people all over the world.

Rumors have been spread by various ethnic people who say Patois isn't considered an 'official language'. However, Jamaicans will say otherwise. If the argument is that Patois is just a form of English, then how is it really a Creole language? There are varying forms of Creole across the Caribbean which causes people to believe that Patois should be viewed as a dialect, not a language. Interviews were conducted to clear up the rumors and assumptions that people have about the Jamaican language and culture.

Interested in learning more?
Go to brittanyjrosario.com/linguistic-studies/study-1-patois/

British Accents: Phonetic Research



Photo provided by Google: free to use images

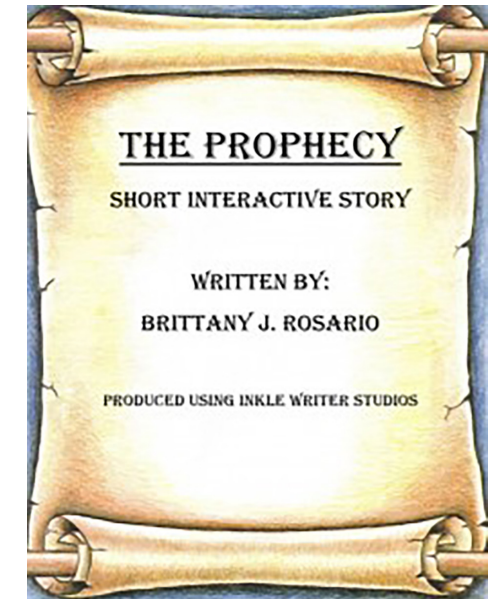
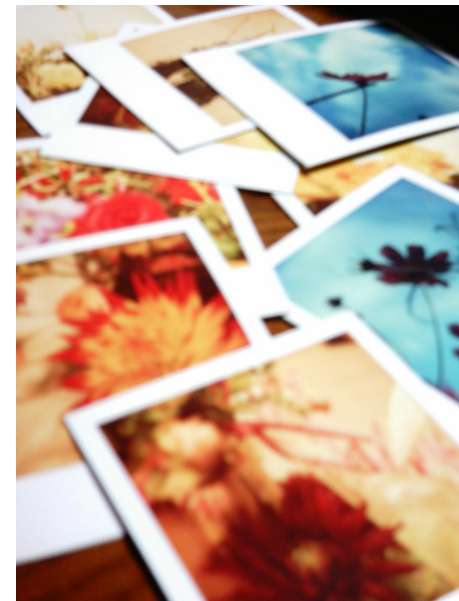
I absolutely love how wherever you go in the world, accents can be sectioned off by region based on enunciation, letters being dropped, and a certain tenacity for the way things are stated, questioned, & expressed.

In 1912, there was an obvious divide of social/economic classes in England. The upper class were wealthy individuals who spoke with a Received Pronunciation or “the Queen’s English” accent. The lower class consisted of poor people who spoke in a less proper, Cockney accent. These two particular British accents could be observed through the lens of media in the film, *My Fair Lady*, which is based on a playwright written by George Bernard Shaw, *Pygmalion*.

In this study, I explore the differences between a Cockney accent and Received Pronunciation using examples from both *Pygmalion* and *My Fair Lady* as a framework to display how societal class influenced the two well-known British accents.

Want to find out if “The Rain in Spain stays Mainly in the Plain”?
Go to brittanyjrosario.com/linguistic-studies/study-2-british-accents/

Creative Writing



Born in Sin: Novel Series Excerpt

I am a naturally abstract and artistic person so creative writing comes easy to me. I could sit at my surface all day writing about the things that come to my mind’s eye and transferring them into poems, stories, and film analyses.

Turn the page to read some excerpts of my work.

Poetic Piece: “Rose”

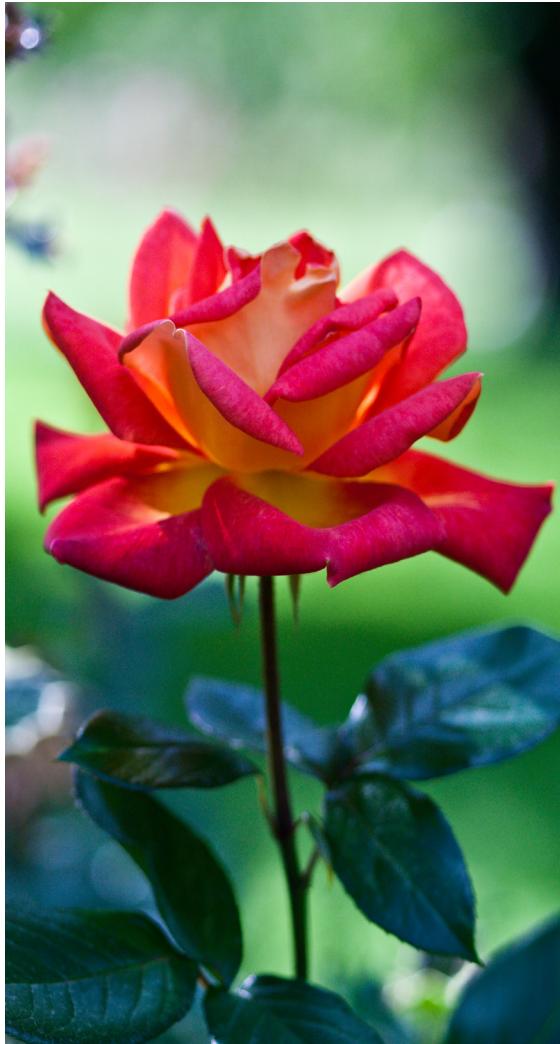


Photo provided by flickr: Creative Commons

Beautiful cherry lips
That speak of truth and love
Meant to drive any being crazy
But not meant to be touched
No need for a “do not disturb” sign
Your thorns say everything that you need not
Do not bother a peaceful soul
If you can’t give it water, and sunlight
Do not bother a hurt heart
If you cannot give it healing
Do not bother Rose
She has no mercy in protecting herself
In order to stay alive
Because remember she speaks volumes in
silence
“I may be beautiful but do not try to pick me
Because if you separate me
From my place of happiness
I will die....
I am meant to be admired...
Not picked...
Do not touch
Because you and I both will regret it...”

Read More Online at brittanyjrosario.com/creative-writing-art/poetry-pieces

The Prophecy

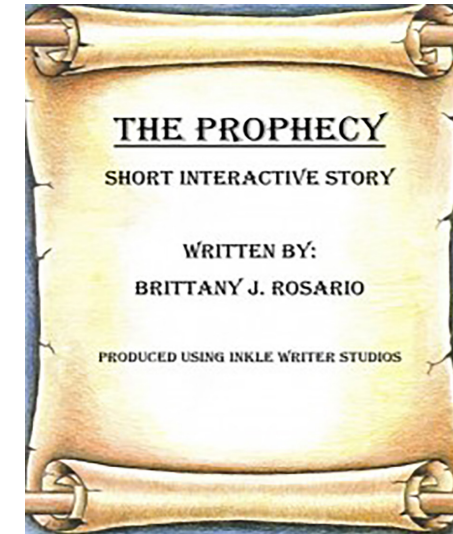


Photo created by: Brittany J. Rosario

Originally magical beings were the most powerful beings in the universe. Until one day when their magic was stolen by a man who claimed to be a warlock but wasn't. He stole their rarest gems and herbs used to make all types of potions. The magical beings who possessed non-potion dependent powers fought back. But they were killed when the man invented his own cloaking mechanism and defense; the Siren, a gorgeous 3 headed female upper body human, lower body serpent who charmed her prey with soothing lullabies of death.

The man found a way to combine science with the magic and make himself the most powerful magical being alive. He then built a town of his own, Jacobson Town. Over the course of 500 years the town has transformed into a city of wealthy business owners who rule by means of money, power, and family lineage. The current heirs, the Jacobson's, are collecting a monopoly of businesses and have banished all tribespeople from the city. The tribes received a prophecy from Natalia, their sacred messenger, that a potential savior will arrive on the 1st day of the 7th month born from the ancestors of the Ruby tribe.

Are you that savior? Will you help the tribe's get their power back? Will you lead the rebellion against those selfish bastards who took your ancestors magic? OR will you fight your way to the top of the corporate ladder doing whatever it takes to be the next best thing?

Play this interactive story at writer.inklestudios.com/stories/v32j

Memento: Film Analysis



Photo provided by flickr: Creative Commons

This is an excerpt from my blog series, *The Film Keeps Rolling*, which is a collection of analyses and critiques of the most iconic and interesting films of the 20th century.

What if I told you a story about how my significant other was stripped of their dignity and respect because of unwarranted sexual activity committed by complete strangers then was murdered by those same individuals? Crazy story right? Then I tell you about how I have short term memory lose but it's not amnesia and I'm on a hunt for these killers, seeking vengeance for my wife? BUT! I tell it to you backwards with completely confusing details here and there and all sorts of broken links between information that are eventually resolved and explained to you, yet you're still puzzled after the story is over... Oh, did I mention I take Polaroid pictures of everything along the way and write notes on them just to remember? By the look on your face, I guess not. I also tattoo my body with facts and clues that I think are important. I forgot that detail...

Now, how do you feel about me as a narrator? Maybe you'd think of me how most viewers think of Leonard Shelby, the main character and narrator of Memento, as an "unreliable narrator". This is a term that was coined by Wayne C. Booth in 1961, which he defined as a "narrator in literature, film, or theater, whose credibility has been seriously compromised." Having an unreliable narrator in a film can cause intrigue, thrill, and confusion for the audience. Writers also use this device to reveal the differences in scene perception versus scene reality. With unreliable narrators we question the truth and actively engage with the story to find it.

However, it is not always a desired role in storytelling because an unreliable narrator can distance the audience due to the lack of supporting evidence and trust in the narrator's role. So be careful as a writer in how you decide to use this literary device in storytelling. It could lead to a thought provoking film like Memento or not.

Read More Online at brittanyjrosario.com/category/engl3180-film-as-literature/

Born in Sin: Novel Series Excerpt

Only the Beginning to a New End

As the raindrops run fast down the glass surface of the window, a lightning bolt strikes and thunder roars. A gust of wind howls as the rain begins to grow heavier outside. A beautiful woman walks through the corridor of the grey brick mansion. She has long auburn hair tied down her back into a thick braid decorated with gems and flowers. Her feet gently tap against the floor as the train of her light blue dress kisses the back of her heels with every step she takes. She waves her open palms in front of the balcony door handles. The doors open slowly.

The rain begins to blow inside, landing on her as she begins to walk outside. A butler is graced by her presence when he walks up to her holding a silver tray with a clear cover over two flowers; a red tulip and a pink carnation are floating inside of the casing.

He bows and interrupts briefly, "your majesty?"

She turns around and smiles at him. Her perfect teeth are shown when she smiles ear to ear and her caramel skin glows ever so radiantly from the darkness of the storm. He pulls the cover away from the flowers swiftly.

"Thank you," she takes the flowers from the tray and snapping her fingers three times.

The rain stops.

The clouds begin to clear.

The sun is shining once more.

The woman plucks the petals of both flowers and throws them over the white railing of the balcony into the freshly cut green grass. The petals fade into the ground and blossom into a bush of red tulips and pink carnations in their place. She walks back inside delighted at her creation.

A tall olive complexioned man with thick wavy light brown hair walks up to her in navy blue and silver knight armor. He smiles and bows after taking his helmet off in respect for her.

He then leans in to embrace her.

"It has been so long your highness," he says into her ear. "How have you been?" She laughs pulling away from the heartfelt embrace, "Jahn you are a silly man for sure. You don't have to call me 'your highnesses.' We are friends for goodness sakes. We are equals."

She gestures for him to relax, "Please call me by my name."

He nods, "Yes. Of course, Lenna."

