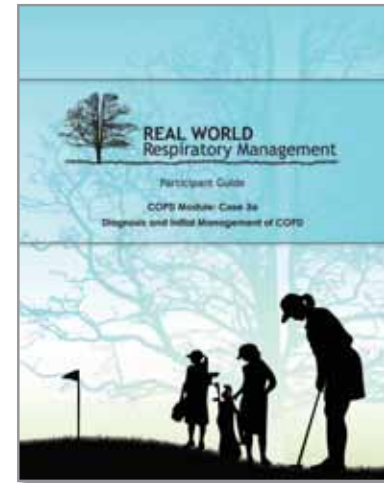
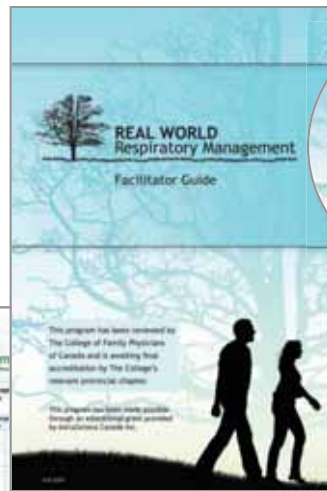




CATRIONA BERRY
catrionasplace@gmail.com

Real World Respiratory Management Continuing Education Program

2009-2010



Real World Respiratory Management – Instructors Module 2
Date: (month/year)

Assessment Objective

Before attending this session, please indicate your thinking regarding each educational objective.

Assessment Objective	Excellent	Good	Fair	Poor	Very Poor	Not Done
1. The program addresses the critical gaps in the knowledge area	5	4	3	2	1	0
2. The program was effective in using the knowledge provided to clinical practice	5	4	3	2	1	0

Key Topics

Key Topics	Excellent	Good	Fair	Poor	Very Poor	Not Done
1. The program addresses the critical gaps in the knowledge area	5	4	3	2	1	0
2. The program was effective in using the knowledge provided to clinical practice	5	4	3	2	1	0

COPD Module: Scenario 2a – COPD and Comorbidity Participant Guide

Learning Objectives

- Describe the following common symptoms associated with COPD and their impact on quality of life.
- Discuss the significance of smoking cessation in patients with COPD.
- Apply an algorithm to assist in the management of COPD exacerbations and prevention of relapses.
- Discuss the importance of the management of patients with COPD and comorbidity.

Case Presentation

Ms. Jones is a 70-year-old female with a 30-year history of smoking. She has been diagnosed with COPD and is currently on long-term therapy with a long-acting beta₂-agonist (LABA) and an inhaled corticosteroid (ICS). She has been experiencing an increase in her symptoms over the past few months.

Discussion Question

What is the most appropriate long-term management strategy for Ms. Jones?

Practice Reflective Exercise

Consider the COPD patients you identified in the case presentation. What resources do you use to determine the best management strategy for these patients?

Design / Illustrate / Layout Respiratory Education Program Material

A clinical education program that speaks to practical application in everyday patient life. Identifiable, clear packaging developed for presentation, five learning modules for participants and facilitators, invitations, evaluations, etc.

At My Best™ Children's Wellness Program Collateral

2007 - 2009



Learning Cards



Gate-fold Brochure



Poster

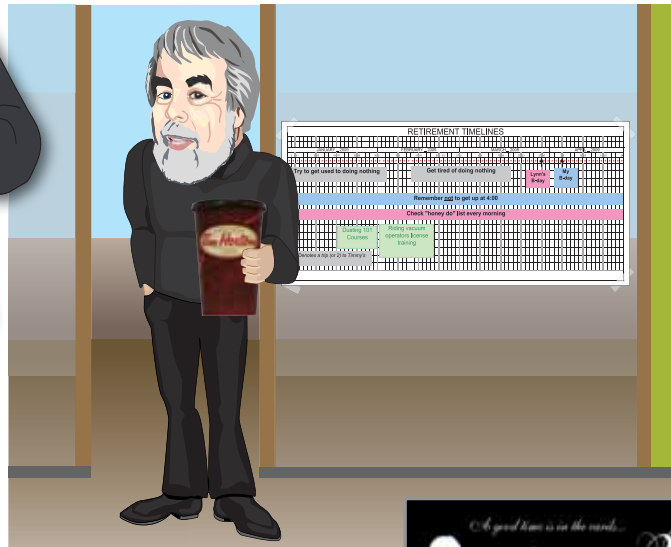
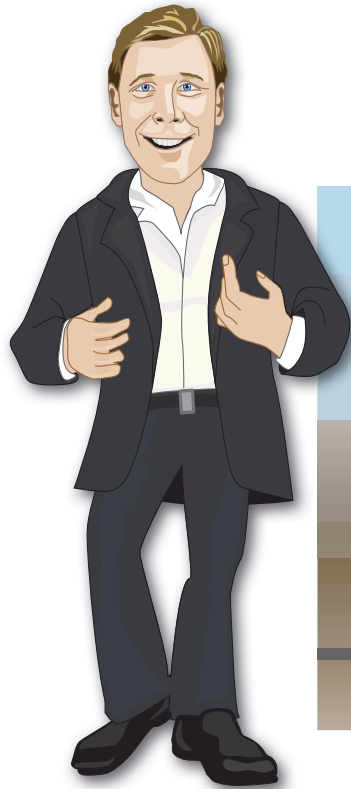
Design / Illustration / Layout of educational materials for children's wellness program.

At My Best™ is a new in-school program developed by AstraZeneca Canada Inc. and Physical and Health Education Canada (PHE Canada) that brings physical activity, nutritional education and emotional well-being right into the classroom. Designed for children in Kindergarten to Grade 3, **At My Best™** will help children develop lifelong healthy habits.

The ultimate goal of **At My Best™** is to help every child thrive. To learn more, please visit www.atmybest.ca.

Various Digital Illustrations

2008



Computer illustration / Layout Design

Virtual Executives, holiday invitation.

Rendered using Adobe Illustrator CS2.

United Way of Peel Region – Chefs' Challenge Branding

2004-2008



Visual identity / Branding for United Way fund-raiser.

Branding was carried through to the years and modified using a new chef image with similar treatments for the background. Successful creation of brand recognition through all aspects of the publicity from invitations to magazine ad placement. Each successive year the event has sold out sooner.

Photography from a variety of royalty-free stock photo companies.

Project Briefing Week Theme Material

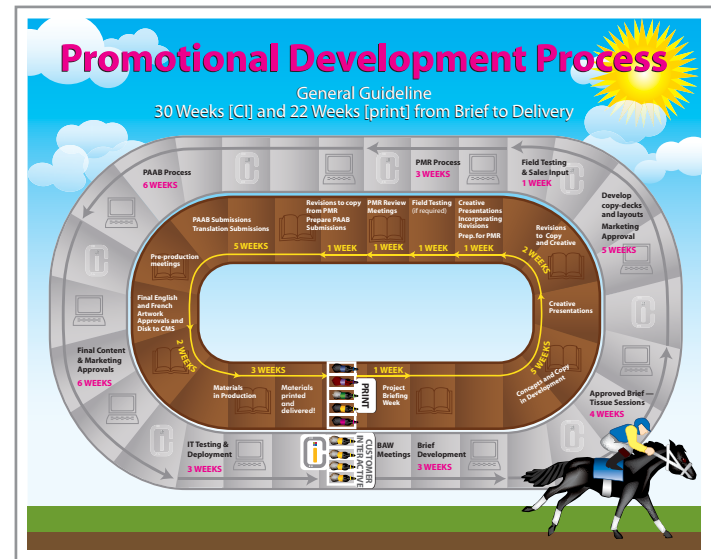
2008



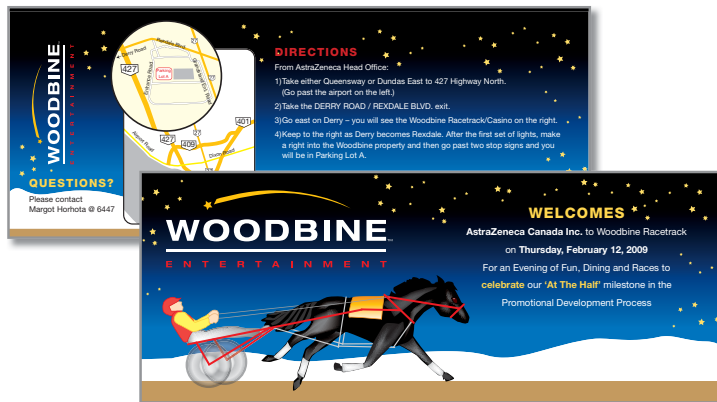
Teaser Invitation



Candy Wrapper



Process Map



Invitation



Brand Design / Illustration / Layout "We're off to the races" Theme

Excellent turn out for kick-off meetings and "At the half" celebration. The new graphics have helped to identify the process as an important part of meeting time lines for materials development.

Perspectives on the ESC/AHA.08 Meeting Branding

2008



Brand Design / Layout for an accredited continuing medical education event, working with the Canadian Cardiovascular Society.

SPA Award 2009 Congratulations AD Placement

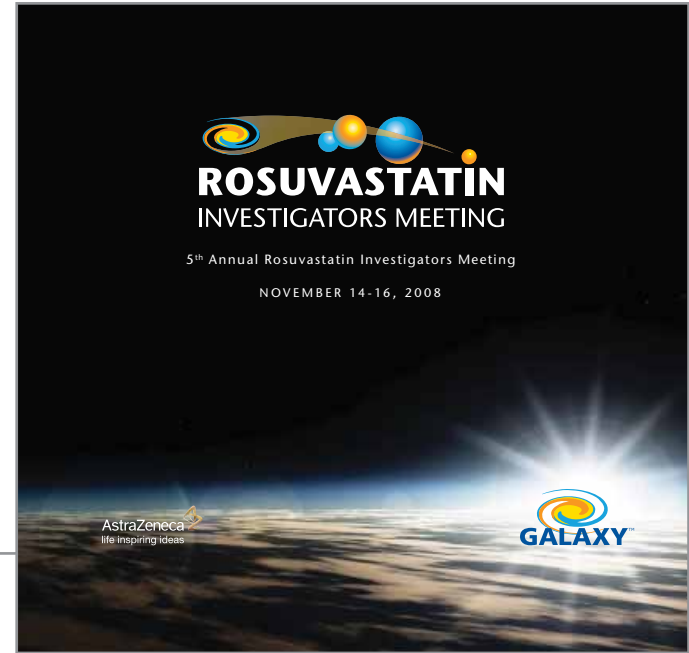
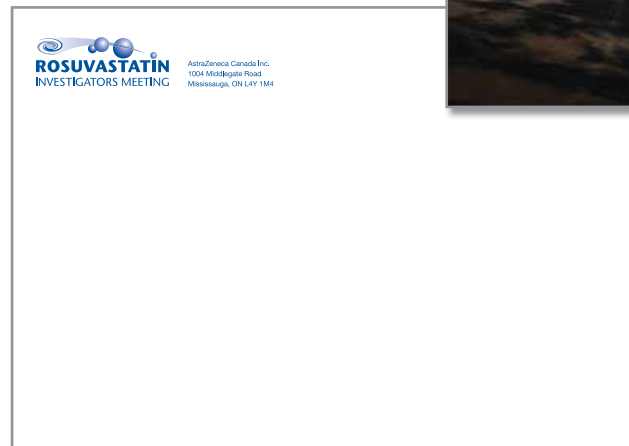
2009



Layout Design / Illustration for a congratulatory magazine page.

Rosuvastatin Investigators Meeting Branding 2008

2008

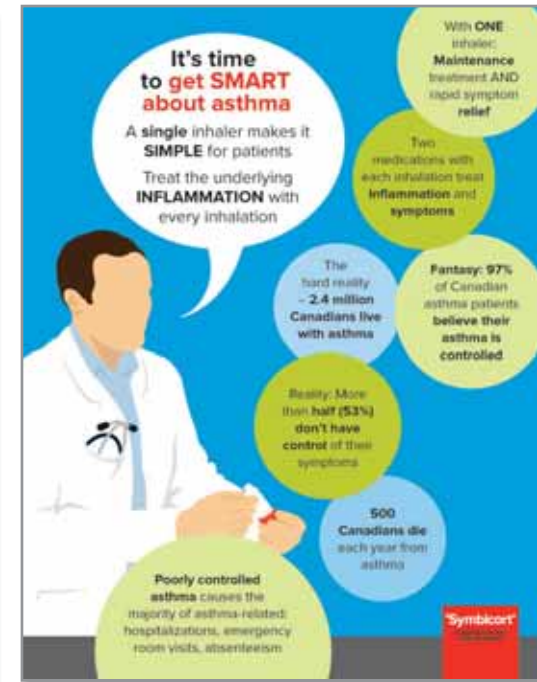
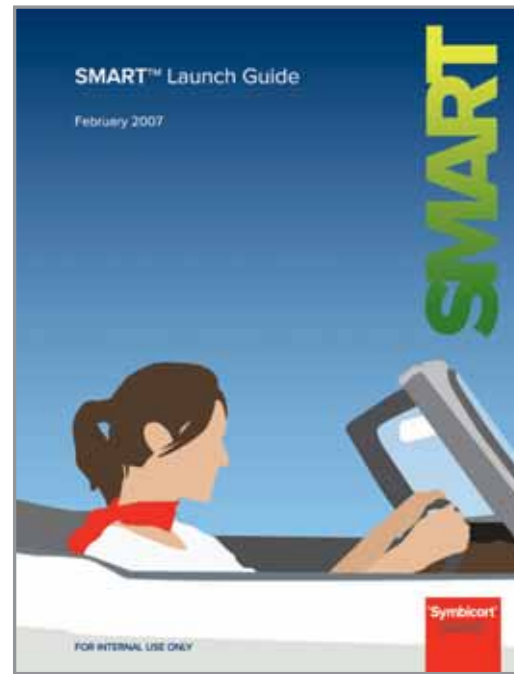


Catrina Berry — Graphic Design Portfolio • catrionasplace@gmail.com

Logo Design / Brand Design / Layout for a scientific meeting.

Symbicort® SMART™ Launch Campaign

2007



Layout Design / Illustration

Awareness campaign consisted of a number of pieces, including posters, a launch manual, game cards, etc. The message and new visuals were communicated effectively resulting in a higher than usual recall of the SMART message.

Faslodex® Product Launch Material – Detail Aid

2006



Photography: AstraZeneca Global
Copy: Faslodex Product Monograph, Brand Team

Layout and Format Design for launch material directed at Sales Representatives and Doctors to illustrate a new breast cancer treatment. Establish brand recognition and promote education around product use. Can be used as a detail aid or a leave behind.

Versatile, user friendly piece that can be inserted into a related folder. It holds a printed prescribing information sheet that can be removed for easy reference. The non-standard size and shape differentiates it from other pieces.

Girl Guides of Canada, Multi-Lingual Brochure

2005



Photography:
Girl Guides of Canada

Copy: Amanda Farion,
Girl Guides of Canada

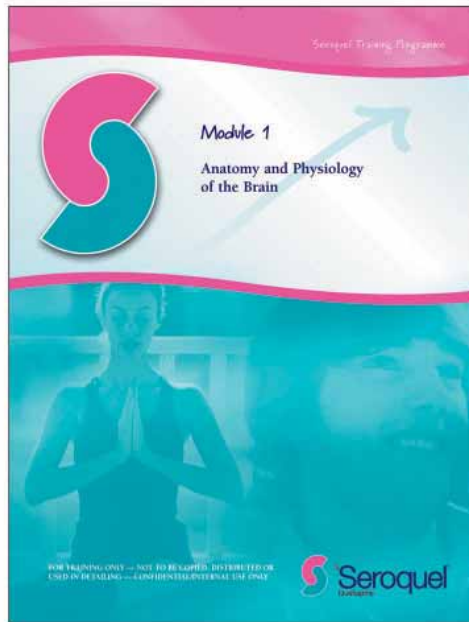
Design / Illustrate a cost-effective brochure that would appeal to Southern Ontario's diverse community. To be customized for a variety of environments, including cultural community centres, schools and trade fairs.

Three-fold brochure with inserts in different languages. Inserts were printed as needed on stock of a different colour for each language.

Client was so happy with the look and feel of the piece that they are going back to print enough to use across Ontario as well as in the initial area that it was ordered for.

Seroquel® Training Modules 1-4

2005



Anatomy and Physiology of the Brain		MODULE 1
Table of Contents		
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1.2.2 Regions of the Brain	6	
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MODULE 1 Anatomy and Physiology of the Brain

1.2.1 Cranial Cavity

The brain is housed within the **cranium**, or skull (Figure 1.2). While not a component of the brain itself, the skull provides a protective capsule for the mass of tissue within.

Figure 1.2: Brain

CRANIUM
The bones of the head that enclose and protect the brain.

MENINGES
Three thin, protective membranes that cover the brain and spinal cord. Consists of dura mater, arachnoid mater, and pia mater.

GLIOME TASTIC
The interstitial, leptomeningeal, and meningeal layers of the three meninges surrounding the brain and spinal cord.

WHICH IS THE MIDDLE?
A capsule (skull) membrane forming the middle of the three meninges, or coverings of the central nervous system.

PIA MATER
The innermost layer of the three meninges covering the brain and spinal cord.

In the cranial cavity, the brain is surrounded by 3 layers of tissue, the **meninges**, which also serve to protect the brain from injury. The meninges include the following layers (see Figure 1.3):

- **dura mater** — outermost layer next to the cranium
- **arachnoid mater** — middle layer
- **pia mater** — innermost layer next to the nervous tissue

Branding / Layout Design / Art Direction

Rebrand American Training Modules to reflect Canadian Branding and revised content. Four volumes of varying lengths were redesigned and re-set. Ultimately a more attractive and user-friendly set of training manuals was produced.

Copy: AstraZeneca US, revised by Joe Willis, Training Specialist.

MetaSyn 5 - Tab Detail Piece and Programme Collateral

2004



Design / Layout of a bilingual holder for information that needed to be accessed easily and quickly by sales representatives. A pocket holder with sliders containing the information, flip over for the second language.



Design / Layout of binder covers, cd labels, packaging folders. Consistent, colourful branding

KD'S Gummy Candy Packaging

2001



Package Design / Illustration for a line of gummy candy. Incorporate existing company logo.

Hand-drawn illustrations and bright colours. Art built in specials for screen printing on plastic. For the Canadian marketplace — packaging bilingual. Each type of candy used a different base package colour for differentiation. The line was expanded as more candy types were developed for distribution.