

CREATIVE PORTFOLIO

ANDREA LIFTON

Graphic Design · Marketing

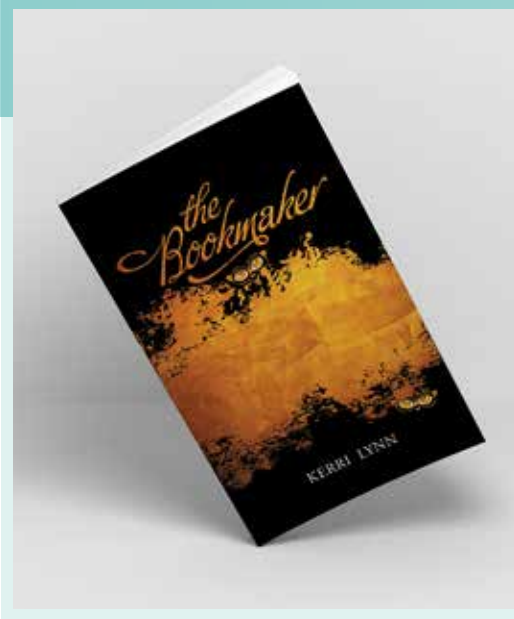
creativelift

CLIENT

Friesen Press



Option 1:
Quill pen on brown suede background.
(Assets below)



Option 2:
Ink splotch with little creatures peaking out.
(Assets below)



Option 3:
Ink splotch transforming into character.
(Assets below)



Book Design

Book

The Bookmaker

Years

2021

Cover and Interior Design

- The author wanted a cover that showed that the ink was alive. This book is the first in a trilogy and she wanted to use elements from both options one and three. The profile was modified to represent a character in the story and the quill was used on the chapter pages.

>> INDESIGN

>> PHOTOSHOP



Final Book



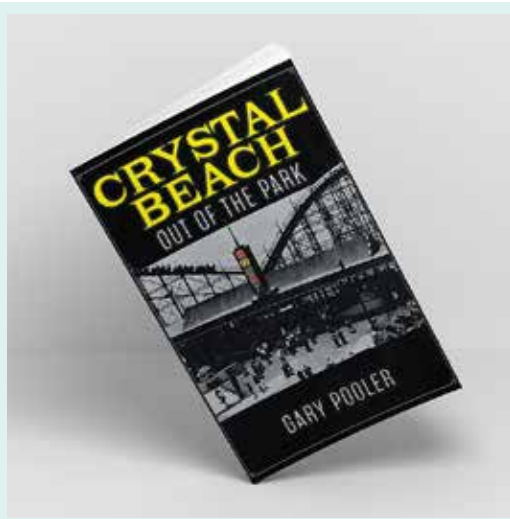
Anna's Tree 2021
» PHOTOSHOP/INDESIGN



Extra Ordinary 2021
» PHOTOSHOP/INDESIGN



Welcome to Martin House 2021
» ILLUSTRATOR/INDESIGN



Crystal Beach 2021 (Colourized Photo)
» PHOTOSHOP/INDESIGN



Treasure of Pearls 2021 (Layered Text)
» PHOTOSHOP/INDESIGN



Melting Pots 2021
» PHOTOSHOP/INDESIGN

Book Design

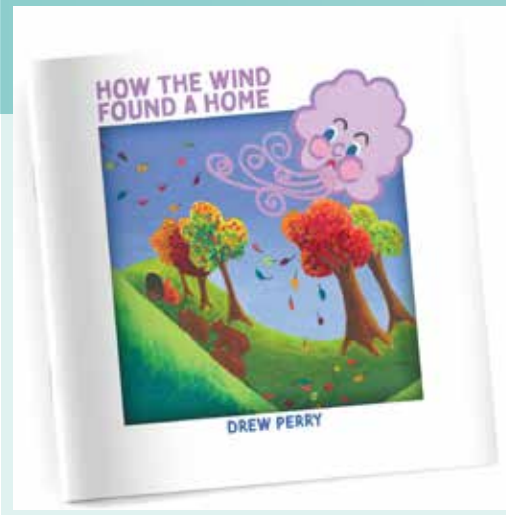
Cover and Interior Design

- » INDESIGN
- » ILLUSTRATOR
- » PHOTOSHOP





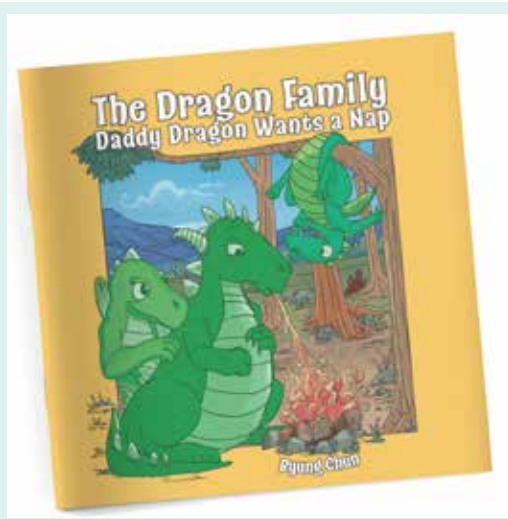
Option 1:
Layered illustration and added to the clouds.



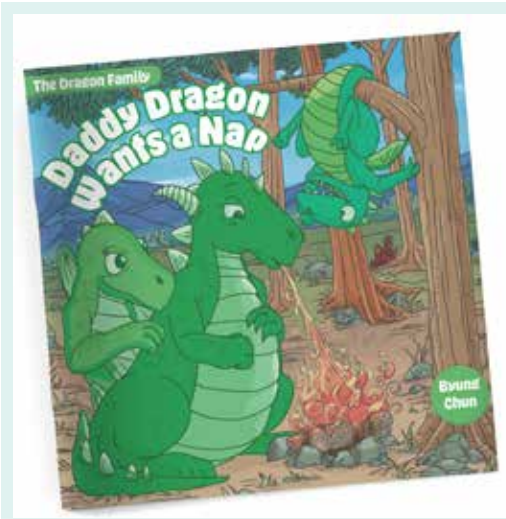
Option 2:
Layered illustration and added to the clouds.



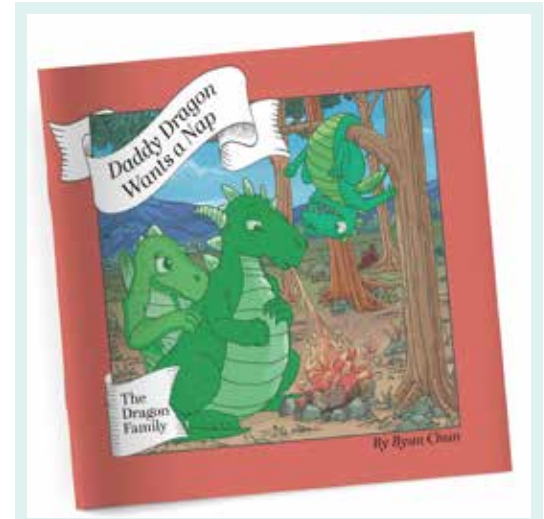
Option 3:
Author requested a framed option.



Option 1:
Layered illustration.



Option 2:
Expanded illustration.

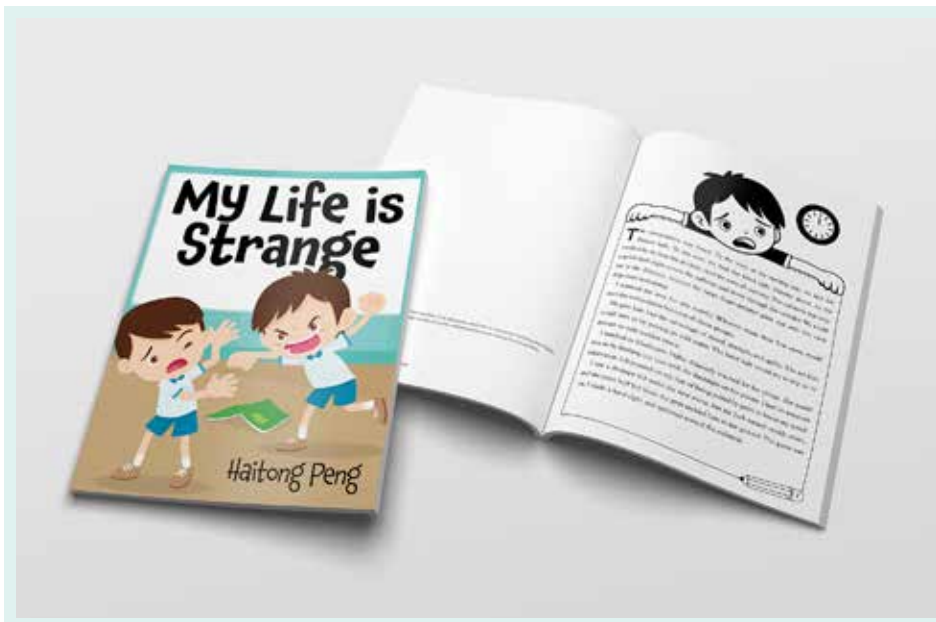
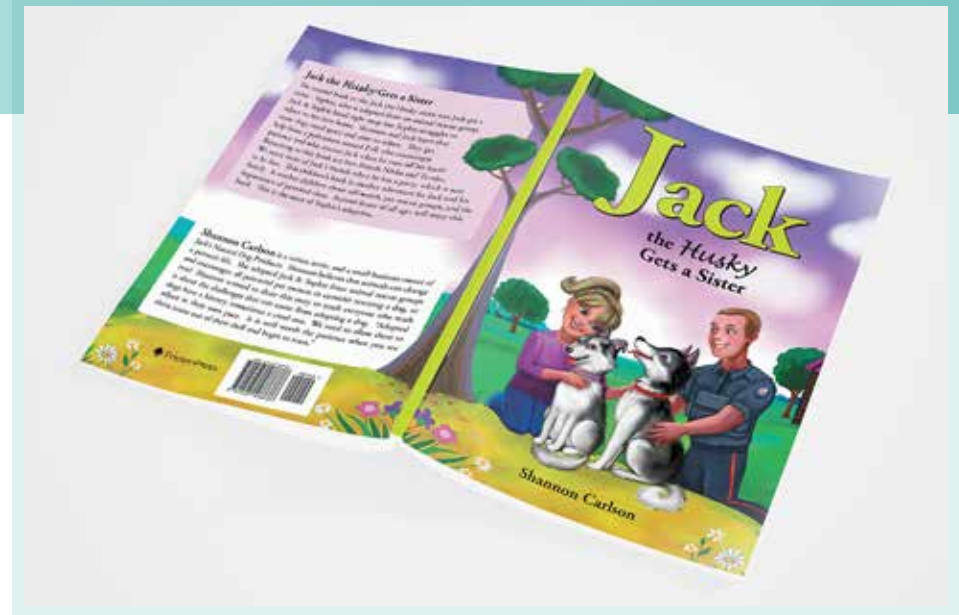


Option 3:
Added layered ribbons..

Children's Books

Cover and Interior Design

- >> INDESIGN
- >> ILLUSTRATOR
- >> PHOTOSHOP



Book Design

In Sickness and In Health

- The author requested designs using his snapshot of flowers, his tattoo, and a third option of my choice.

>> INDESIGN

>> ILLUSTRATOR

>> PHOTOSHOP



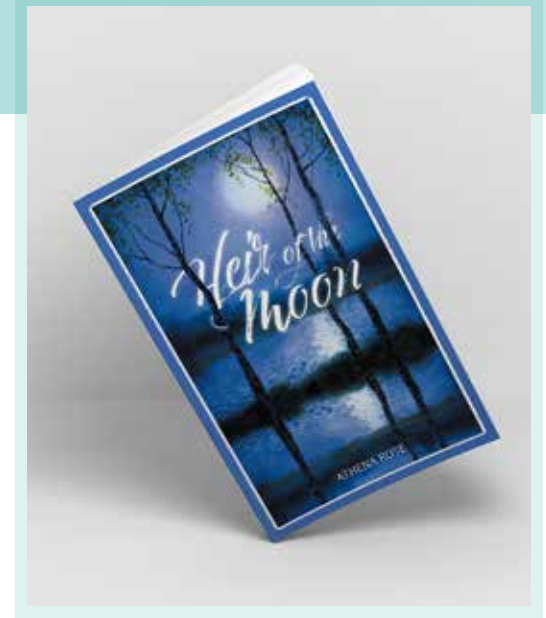




Option 1:
Stained glass window, moon larger, moodier.
(Asset below)



Option 2:
Starry night, mystical, silver lettering.
(Assets below)



Option 3:
Watercolour, layered text, moodier.
(Asset below)

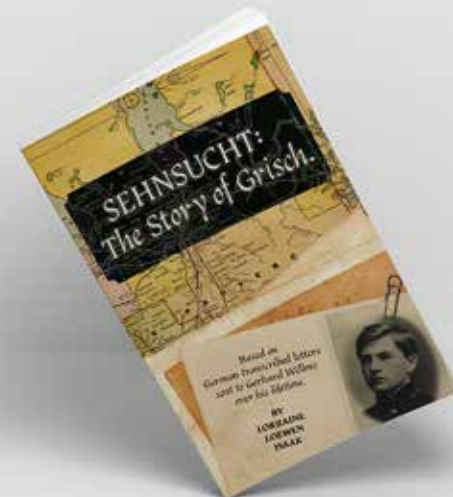
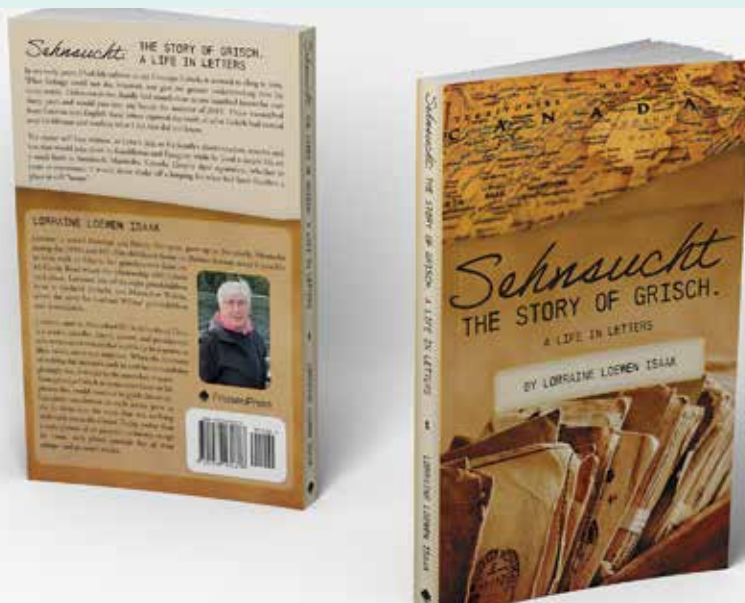


Book Design

Cover and Interior Design

>> INDESIGN

>> PHOTOSHOP



Book Design

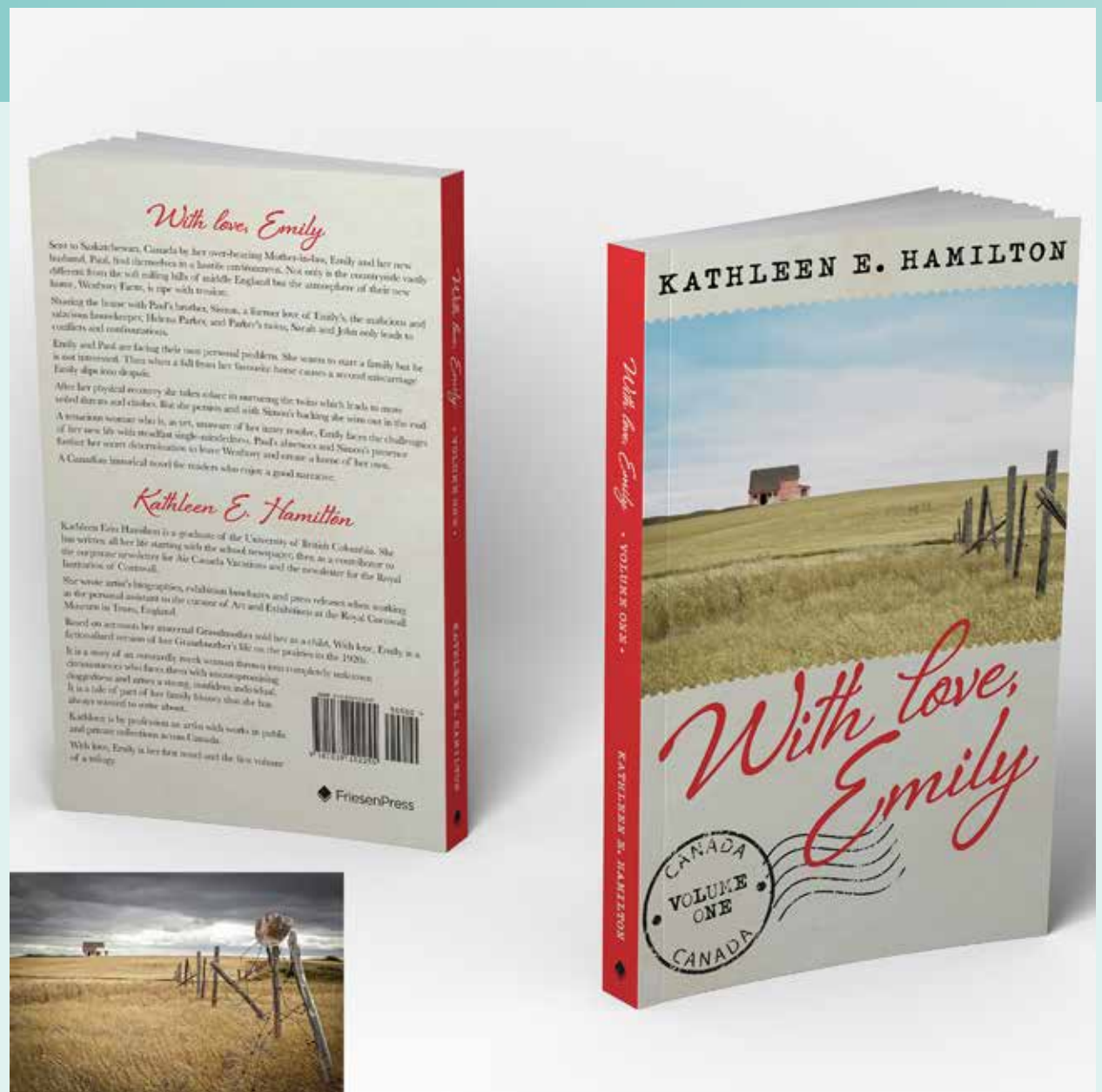
With love, Emily

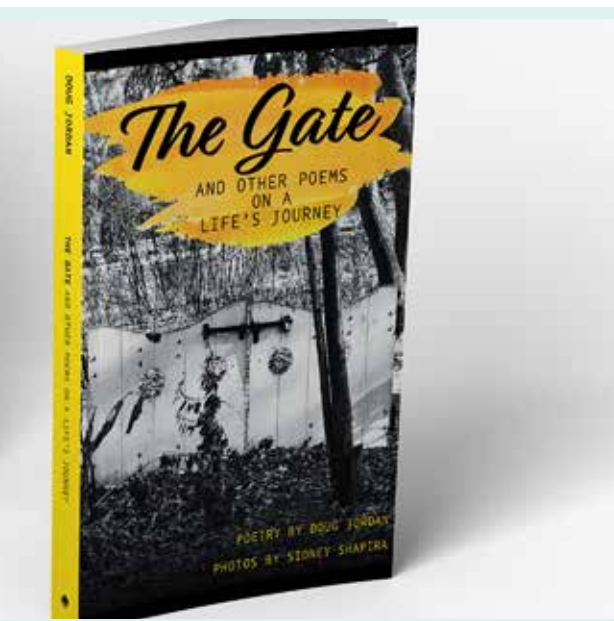
- The author had a specific request of a red farmhouse surrounded by growing wheat.

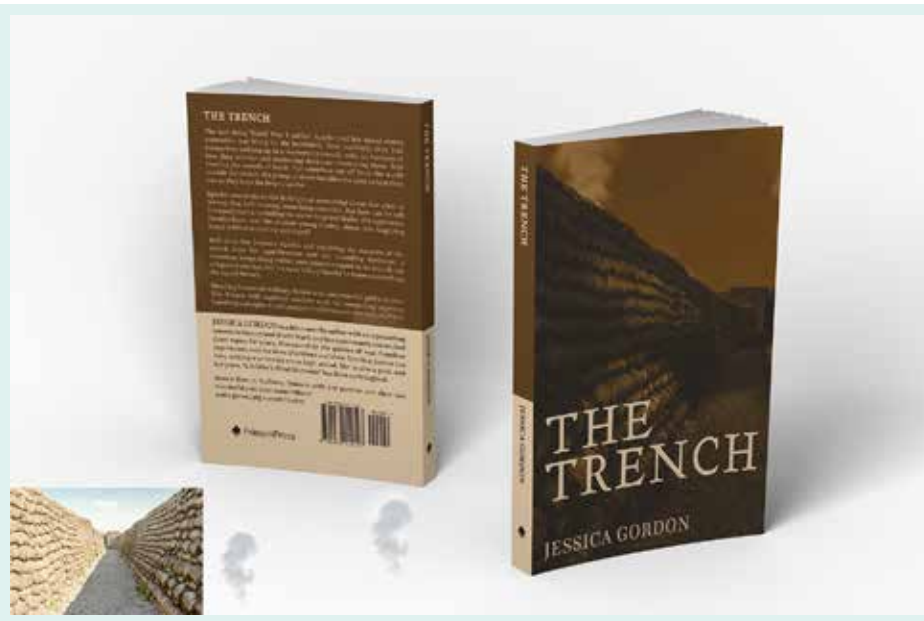
» INDESIGN

» ILLUSTRATOR

» PHOTOSHOP







Book Design

Cover and Interior Design

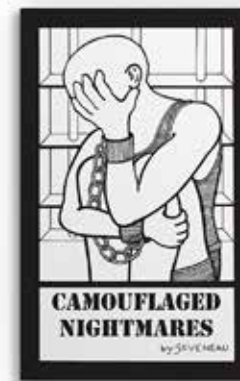
>> INDESIGN
>> ILLUSTRATOR
>> PHOTOSHOP



Book Design

Cover and Interior Design

- » INDESIGN
- » PHOTOSHOP

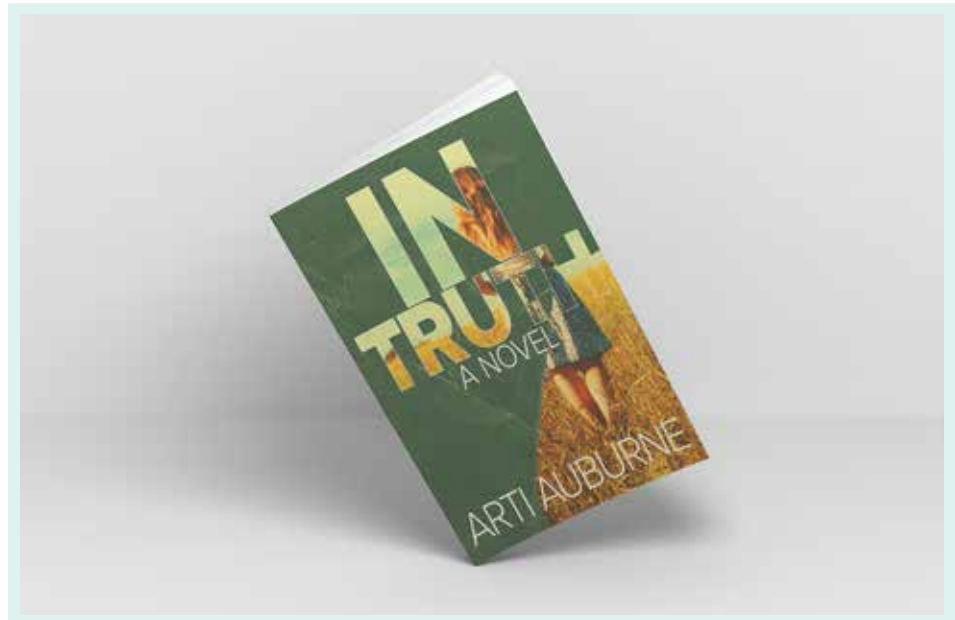
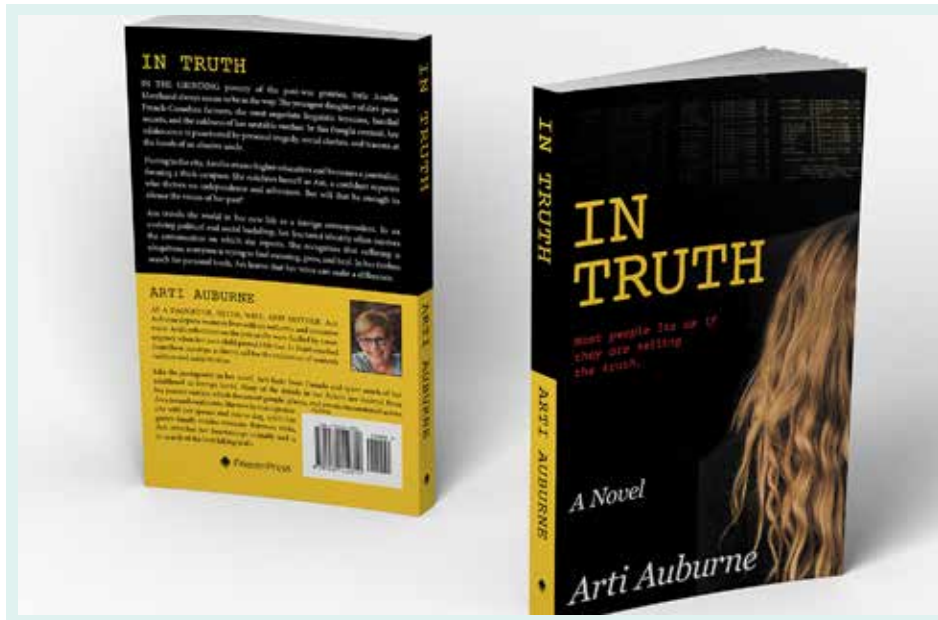
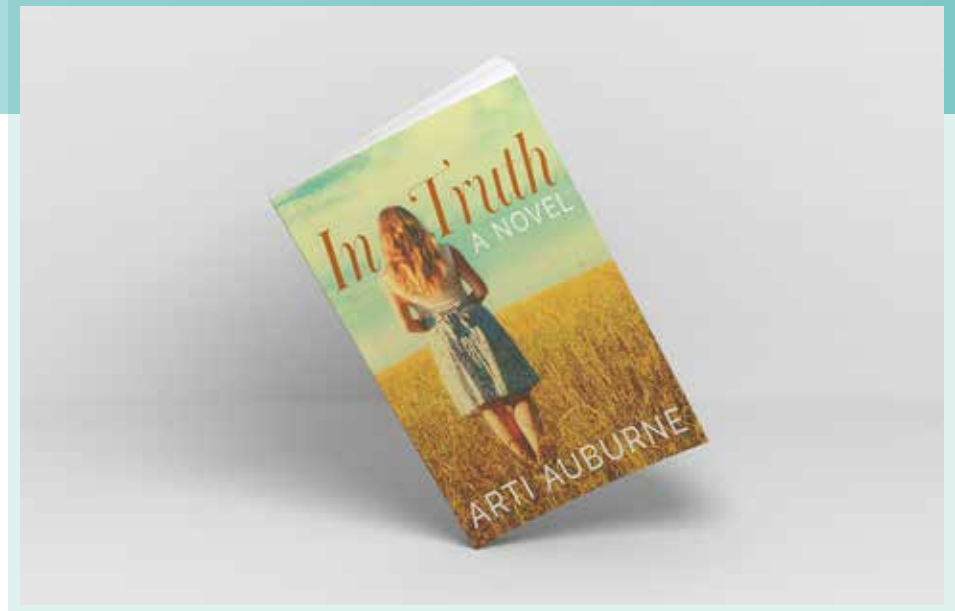


Book Design

Cover and Interior Design

» INDESIGN

» PHOTOSHOP





Anna's Tree 2021
» PHOTOSHOP/INDESIGN



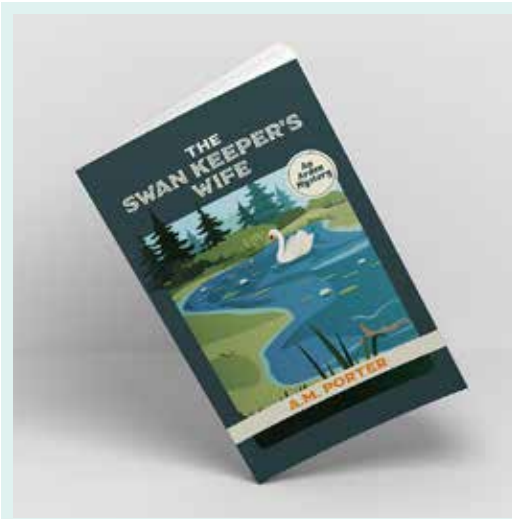
Extra Ordinary 2021
» PHOTOSHOP/INDESIGN



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» ILLUSTRATOR/INDESIGN



Crystal Beach 2021 (Colourized Photo)
» PHOTOSHOP/INDESIGN



Treasure of Pearls 2021 (Layered Text)
» PHOTOSHOP/INDESIGN



Melting Pots 2021
» PHOTOSHOP/INDESIGN

Book Design

Book

The Bookmaker

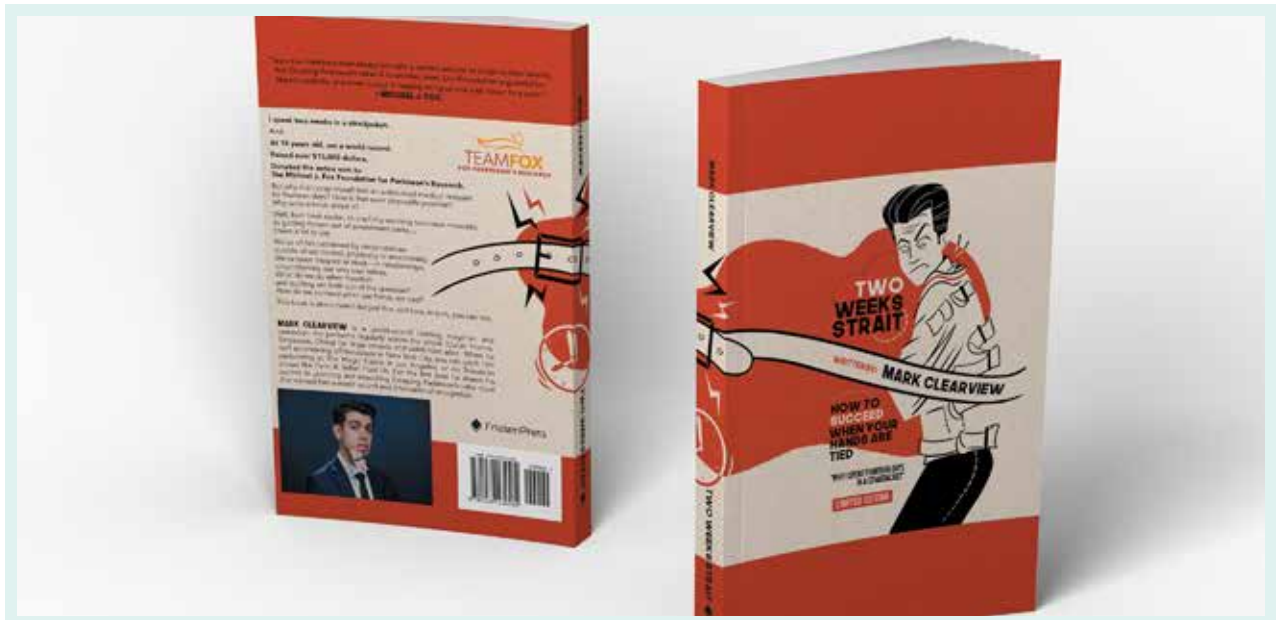
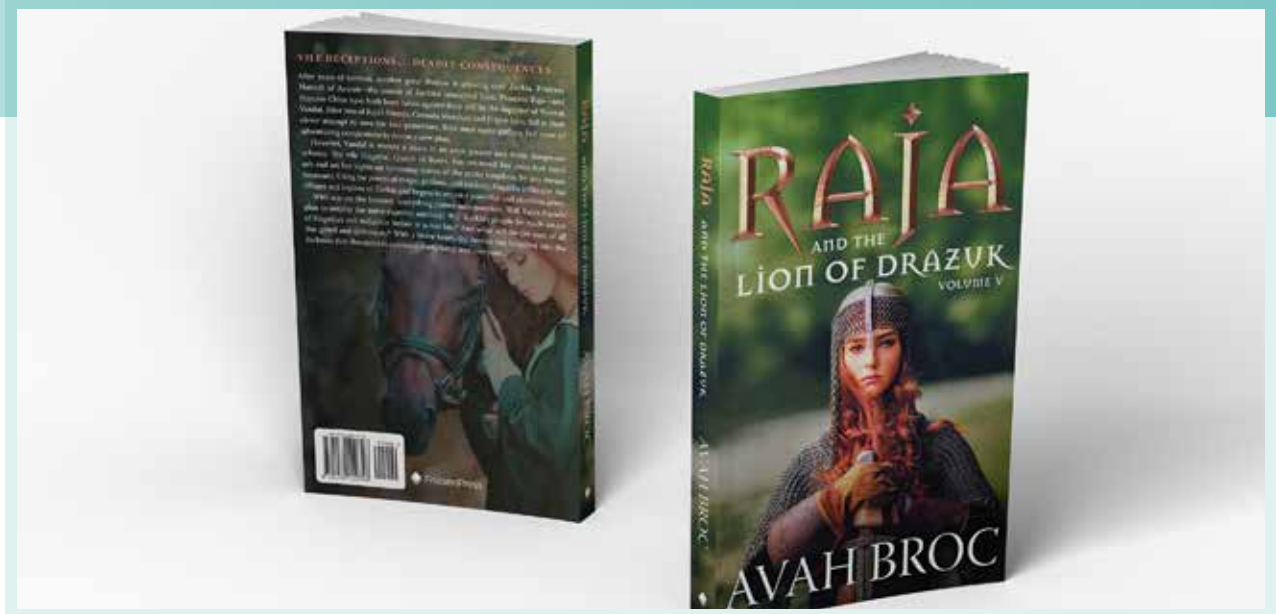
Years

2021

Cover and Interior Design

>> INDESIGN

>> PHOTOSHOP



CLIENT LIST

Anneal Learning and Design

Communicate™

Diversified Leisure Services

InnerActive Leadership Associates

JB Music Therapy

Momentum Calgary

Publications

Client

Momentum Calgary

Years

2018 - 2019

Modules

Created 60 Modules for 4 departments to standardize all of Momentum's learning resources.

- Developed a standardized format.
- Imported all materials into InDesign.
- Created all corresponding graphics.
- Modules ranged in length from 13 to 115 pages.

>> INDESIGN

>> ILLUSTRATOR







Client

Momentum Calgary

Years

2018 - 2019

Graphics

Graphics for Momentum modules and corresponding PowerPoint presentations.

- Created over 1,500 images.
- Separate files for both RGB and CMYK.
- Each file layer labeled.
- Image catalogue.

>> ILLUSTRATOR



Publications

Client

JB Music Therapy

Year

2019

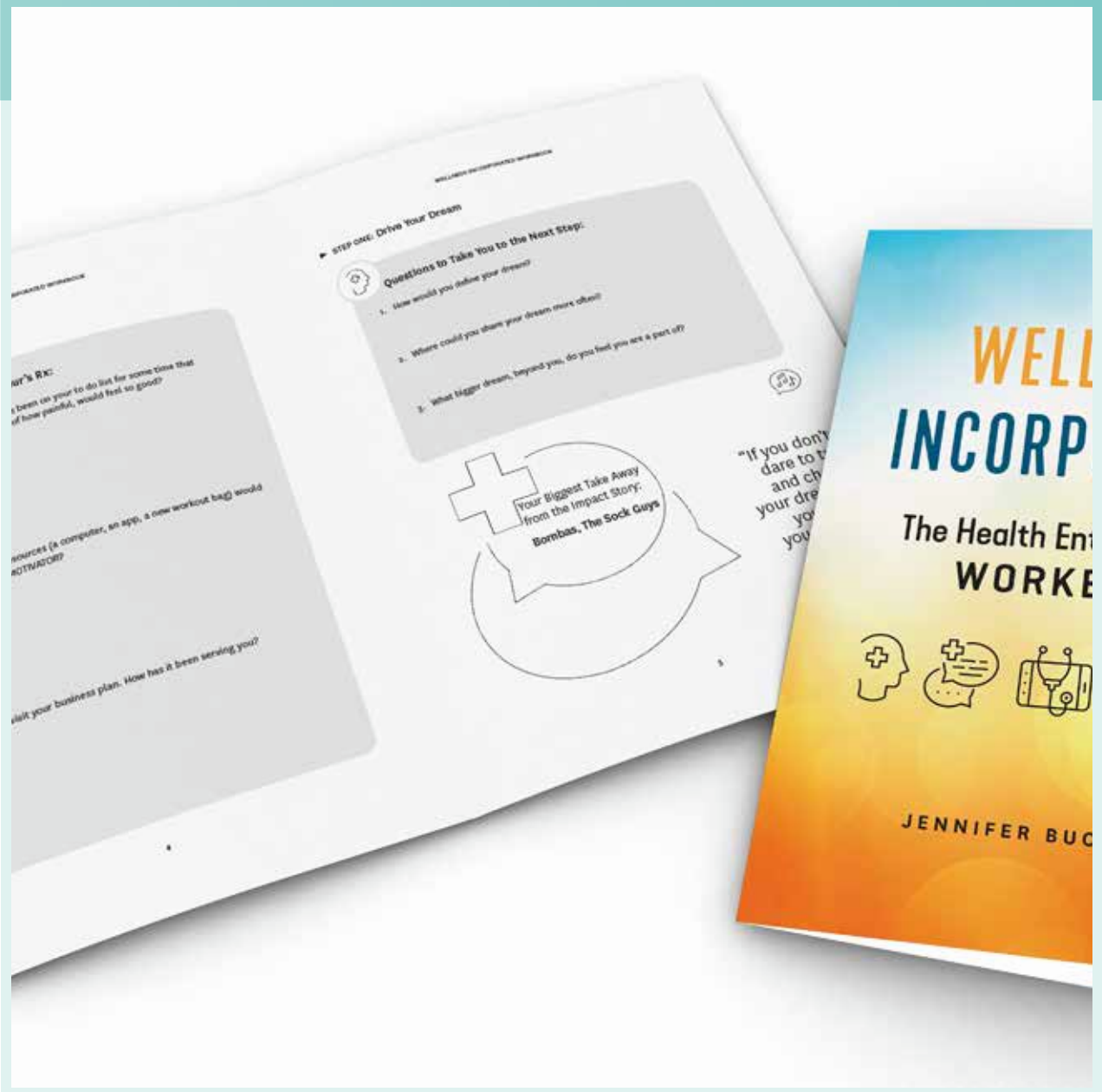
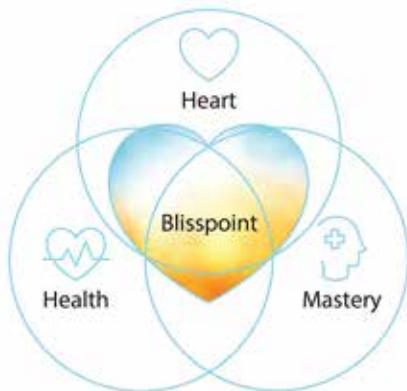
Workbook

Interior and Cover Design

- Imported all materials into InDesign.
- Created fillable PDF.
- 36 pages.

>> INDESIGN

>> ILLUSTRATOR



Publications

Client

JB Music Therapy

Years

2013, 2015 - 2016

Book Design

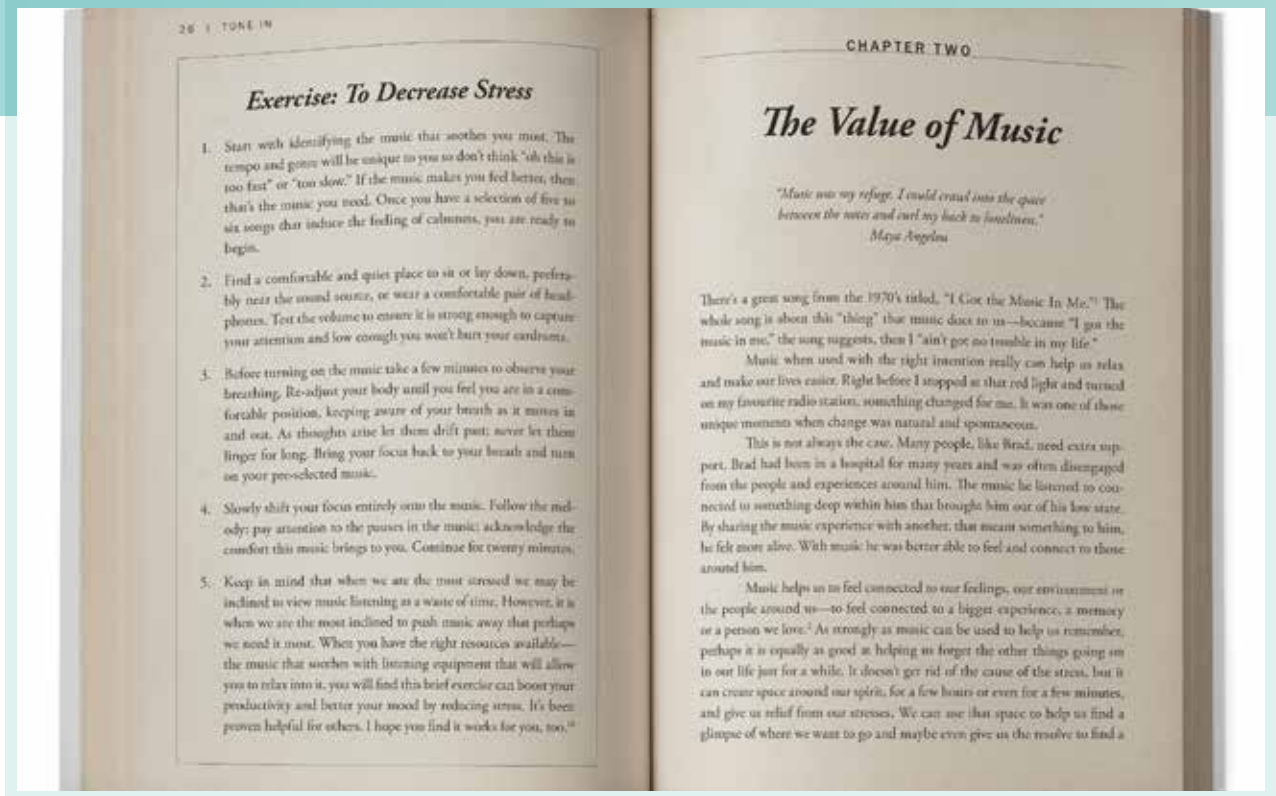
Interior and Cover Design

- Imported all materials into InDesign.
- 1st Edition 2013, 2nd Edition 2016
- 170 pages.

» INDESIGN

» ILLUSTRATOR

» PHOTOSHOP



Comments

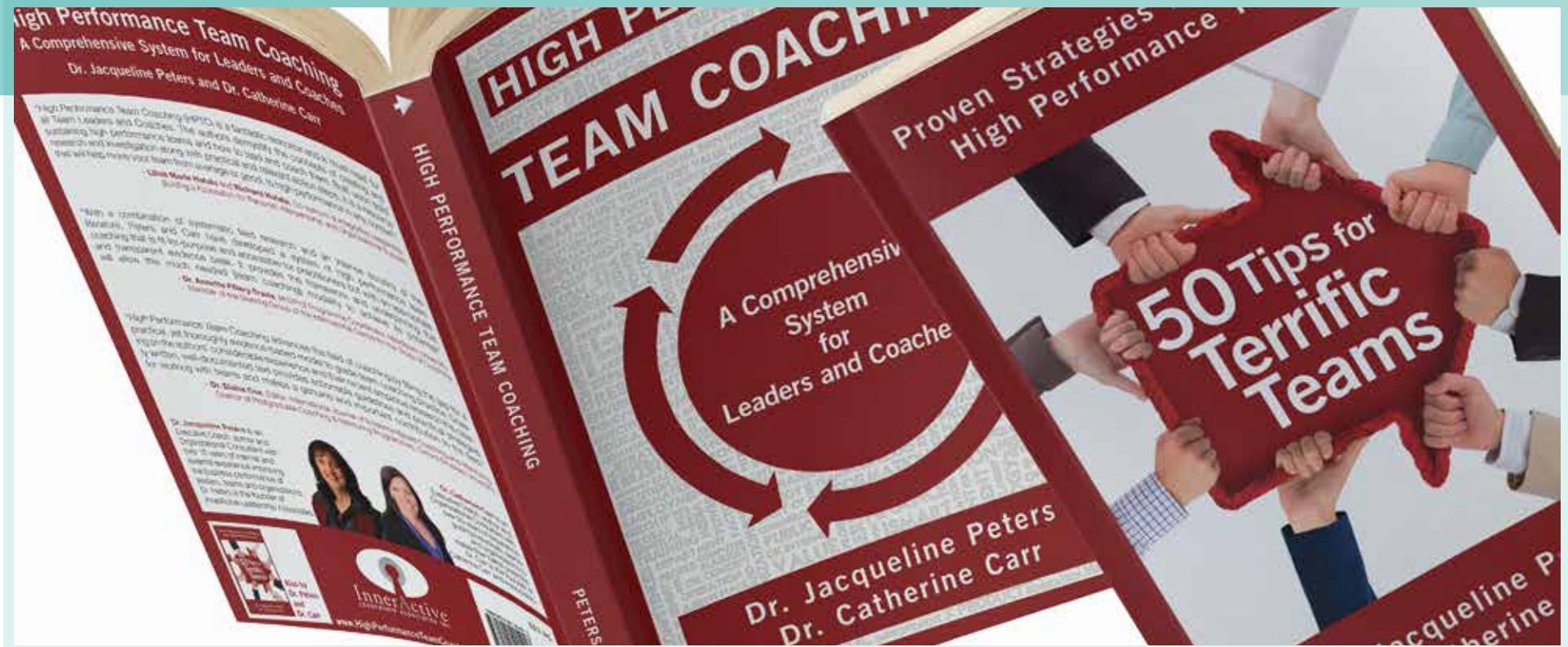
I am thrilled with the work and the collaborative approach Andrea takes with my company. She asks all the right questions pertaining to our image and the people we serve, not to mention the ever-evolving programs we provide. The work she has done (creating my book, logo, brochures, in-frequent publicity flyers, newsletters) has generated a tremendous amount of business for us. As music therapists we are highly creative but also aim to be recognized as professional health care workers. Andrea captures these two sides in everything she creates for us. I would recommend her to any small business owner.

-Jennifer Buchanan, President, JB Music Therapy

“







Client

InnerActive Leadership Associates

Year

2013

Book Design

Interior and Cover Design

- Imported all materials into InDesign.
- Created all corresponding graphics.
- 98 and 148 pages.

>> INDESIGN

>> ILLUSTRATOR

Comments

Excerpt from 50 Tips for Terrific Teams

We are so appreciative of our graphic designer, Andrea Lifton, who provided many great ideas and had an enthusiastic, collaborative, and patient approach to our many changes and requests.

“

Publications

Clients

Diversified Leisure Services 2015
Anneal Learning and Design 2016

Booklets

Interior and Cover Design

- Imported all materials into InDesign.
- Created corresponding graphics.
- 27 and 54 pages.

>> INDESIGN

>> ILLUSTRATOR



Publications

Project Name

Commusicate™

Year

2019

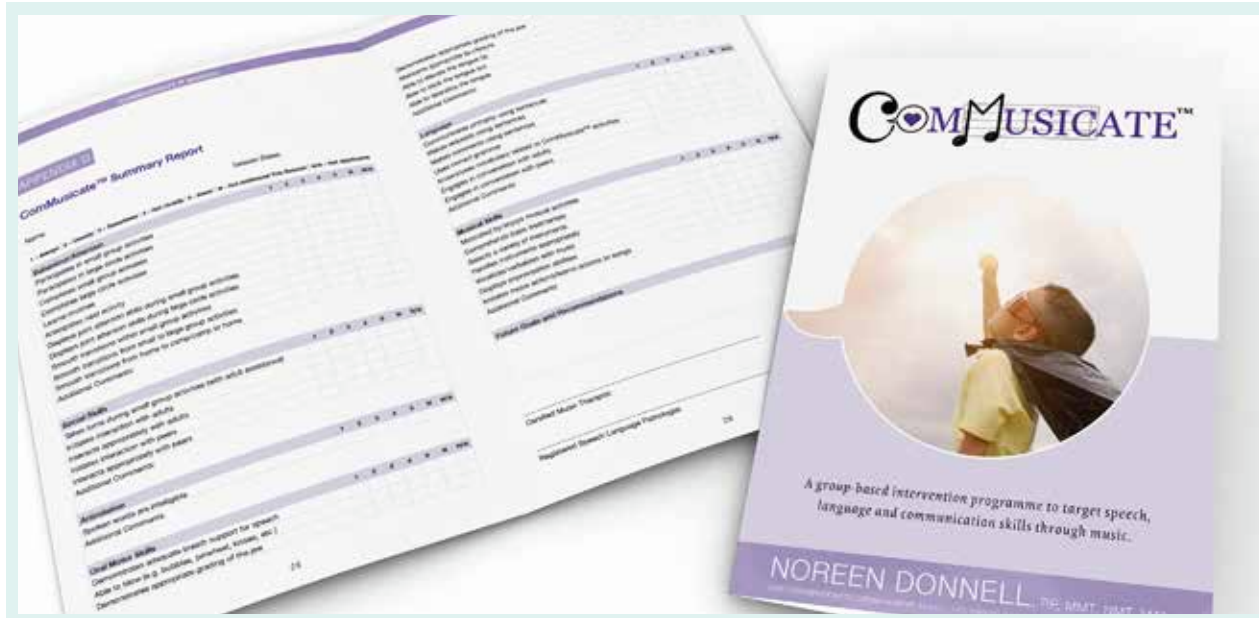
Booklet

Interior and Cover Design

- Imported all materials into InDesign.
- Created all corresponding graphics.
- 35 pages.

>> INDESIGN

>> ILLUSTRATOR



COMMUSICATE™ DATABASE														
	Social Skills			Early Communication Skills			Language Skills						Speech Skills	
	Initiating	Responding	Sharing	Joint Attention	Imitation	Nonverbal	Receptive			Expressive			Phonology	Fluency
Communication														
Initiating														
Responding														
Sharing														
Joint Attention														
Imitation														
Nonverbal														
Language														
Receptive														
Expressive														
Phonology														
Morphology														
Syntax														
Pragmatics														
Fluency														
Speech														
Initiating														
Responding														
Sharing														
Joint Attention														
Imitation														
Nonverbal														
Summary Report														
Communication														
Language														
Speech														
Notes														

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Publications

Client

JB Music Therapy

Year

2006

Children's Book & CD

Interior and Cover Design

- Converted illustrations to digital format
- CD Covers
- 16 pages.

>> INDESIGN

>> ILLUSTRATOR

>> PHOTOSHOP



CLIENT LIST

Beans Animal Communication

ChiroMotion

InfoPrag Integration Solutions

InnerActive Leadership Associates

JB Music Therapy

Jenny Bee's Cupcakes

Kim's Pet Care

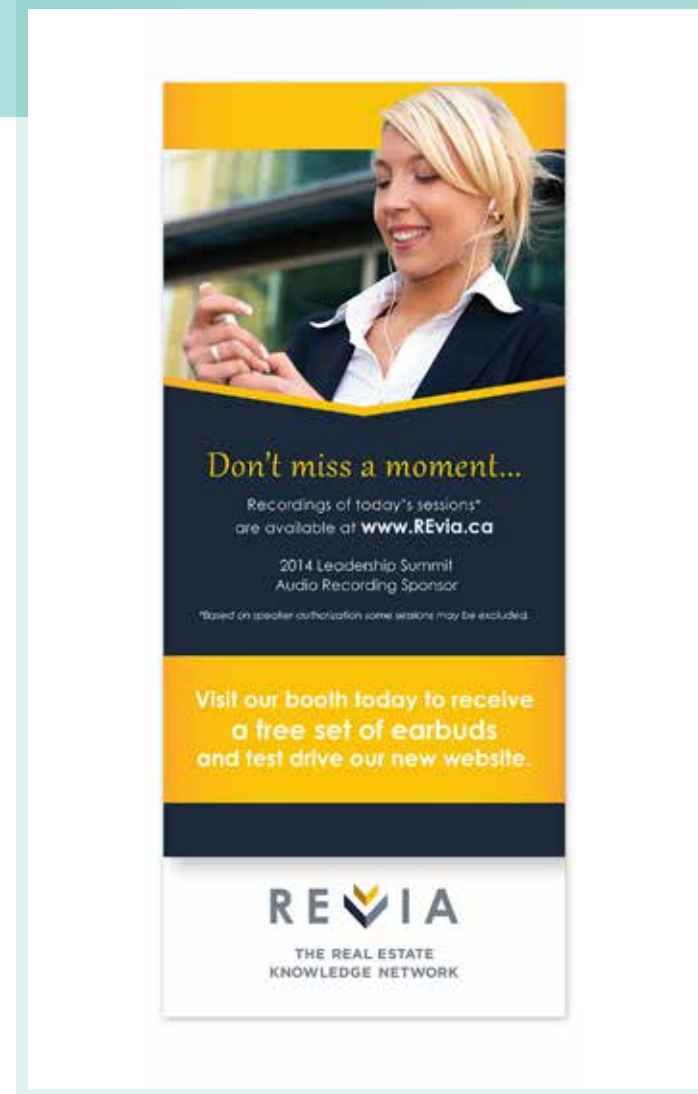
Lyn Thompson, Author

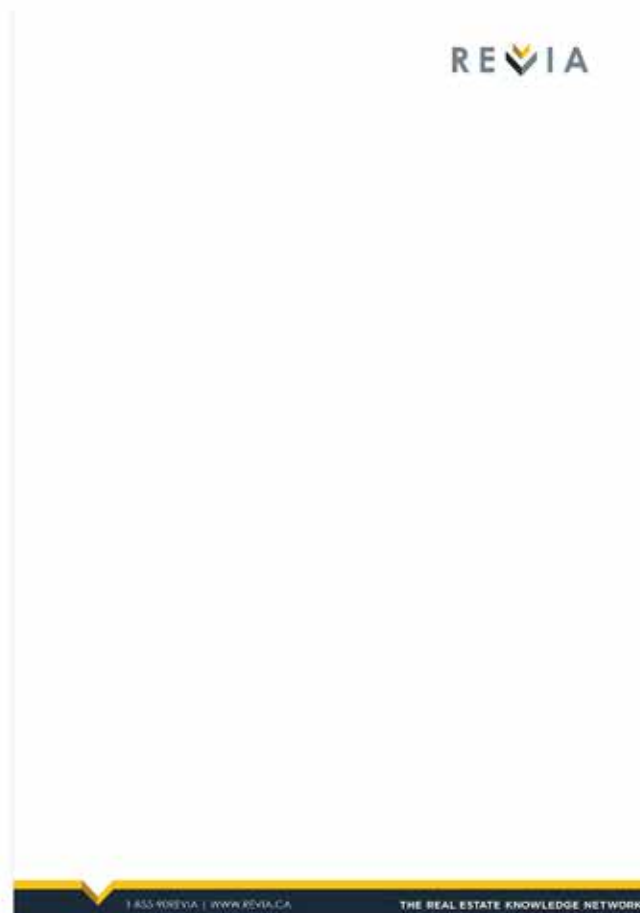
REVIA The Real Estate Knowledge Network

Robin Parsons Consulting & Facilitation

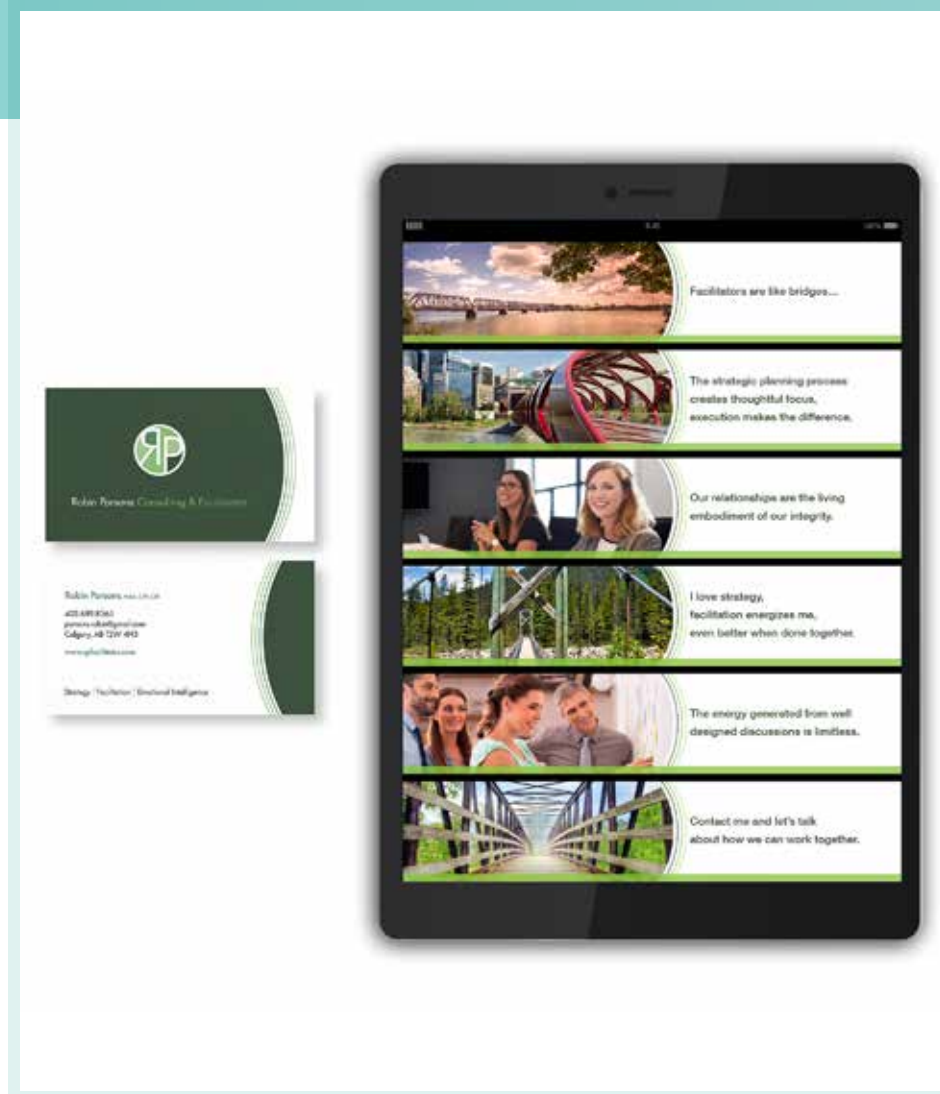
Robust Renovations

Smart Fit Personal Training





REvia The Real Estate Knowledge Network 2015
» ILLUSTRATOR



Robin Parsons Consulting & Facilitation 2016
» ILLUSTRATOR



InfoPrag Integration Solutions 2013
» PHOTOSHOP

Logo Design

Clients

Cornerstone Music Cafe 2017

Jenny Bee's Cupcakes 2017

>> ILLUSTRATOR





Lyn Thompson 2014
» PHOTOSHOP



ChiroMotion 2015
» ILLUSTRATOR



JB Music Therapy 2009
» PHOTOSHOP



InfoPrag Integration Solutions 2015
» ILLUSTRATOR



Kim's Pet Care 2019
» ILLUSTRATOR



Robust Renovations 2015
» ILLUSTRATOR



JB Music Therapy 2017
» PHOTOSHOP



Robin Parsons 2016
» ILLUSTRATOR



InnerActive Leadership Associates 2013
» ILLUSTRATOR



REVIA 2015
» ILLUSTRATOR



Smart Fit Personal Training 2012
» ILLUSTRATOR



Beans Animal Communication 2020
» ILLUSTRATOR

CLIENT LIST

Beans Animal Communication
Canadian Association of Music Therapy
ChiroMotion
DROP Manufacturing
Famous 5 Foundation
InnerActive Leadership
Mount Royal University



Print Material

Client

Beans Animal Communication

Years

2018 - 2020

Trade Show Materials

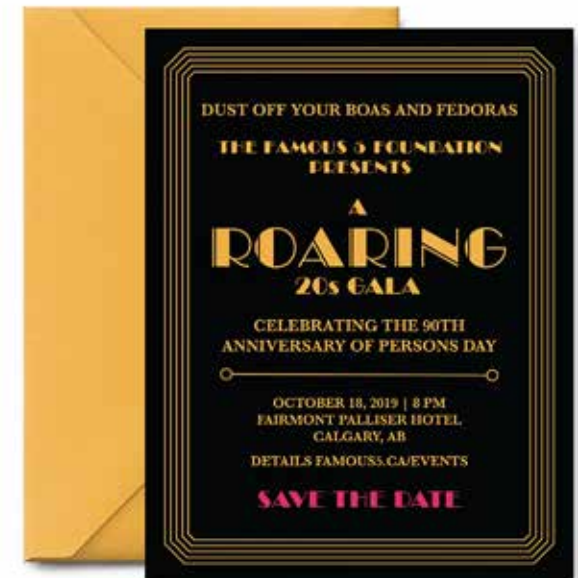
- Design of two retractable table top display units.
- Thank you cards designed to include a polaroid of your pet taken onsite. The cards work with both portrait and landscape photos. Printed with white ink on yellow card stock with matching envelopes.
- Business cards.

>> ILLUSTRATOR





Mount Royal University 2015
» ILLUSTRATOR



Famous 5 Foundation 2019
» ILLUSTRATOR

Print Material

Client

InnerActive Leadership Associates

Years

2013-2015

Promo Sheets

- Marketing materials were created for the launch of Jacqueline's newest book.

>> ILLUSTRATOR

>> PHOTOSHOP



“

Andrea was able to envision the possibilities for our “Good Grief” booklet from the beginning of the project. She presented our team with several creative, poignant layouts and then worked with the staff to to ‘focus-in’ on a style. Andrea’s skills included excellent graphic design development and knowledge of how the design would be interpreted by the wider audience.

Working with Hospice Calgary over an extended period, Andrea was able to help prepare a book template that was then used in presentation to potential funders. When funding was secured, Andrea then worked within the established budget to complete the project.

Andrea’s work is so creative and beautiful – she energized our team with her ideas, capability and personal attention to detail. We highly recommend Andrea, particularly for not-for-profits who need to be assured that excellence can occur within the scope of a tight budget!

- Sarah Walker, Executive Director, Hospice Calgary Society