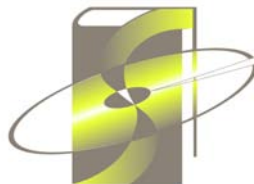
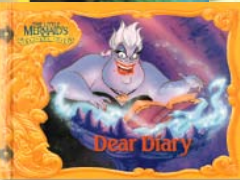
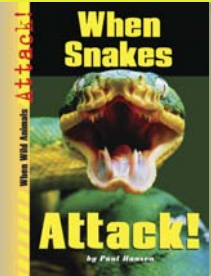
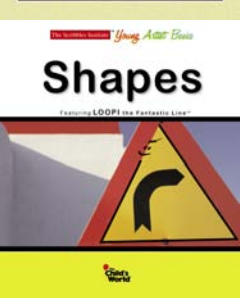
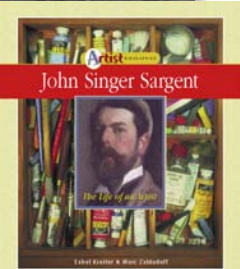
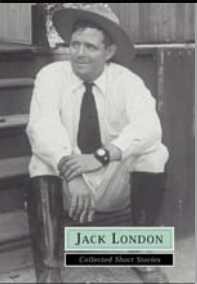
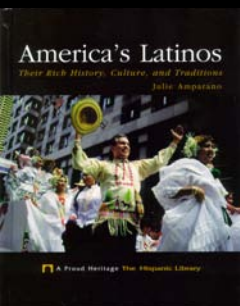




*Thank you for taking the time to view our portfolio. On the following pages, you will find a partial selection of titles we have produced for publishers since 1989—20 years! Feel free to contact us if you would like to see more samples or have questions about our services. We look forward to becoming your Creative Spark.*

*Simply click on the title on the contents page that you would like to see or browse the pages by using the navigation arrows in Adobe Acrobat.*





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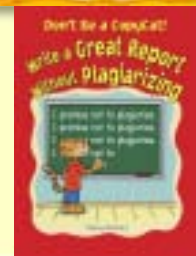
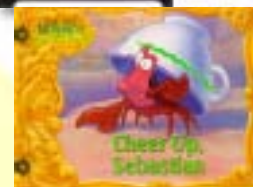
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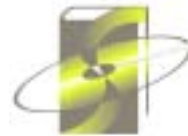
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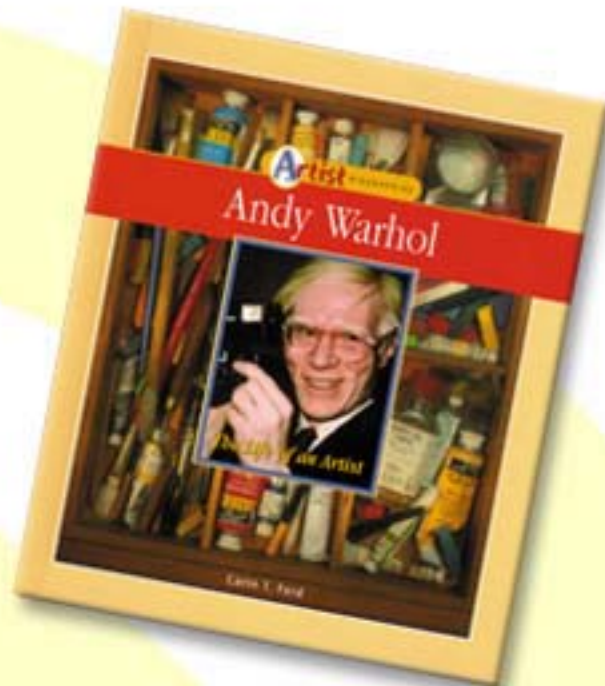
# *Book Series for Grades 1-3*



The Creative Spark was hired by Enslow Publishers to create biographies of 20th-century American artists for elementary school readers, grades 3–4. Each title explores the life and work of the artist and includes examples of his or her art. Books are full-color and contain a chronology, a glossary, a further reading list, Internet resources, and an index.

*Services provided:*

- Concept development
- Editorial direction
- Design
- Layout
- Indexing
- Film preparation
- Proofreading





# Big Machines At Work



The Child's World, Inc., an educational publisher, wanted to produce a new series of full-color, 24-page books about large construction equipment. They were on an extremely tight schedule and needed help. The Creative Spark came to the rescue and coordinated the entire project. Each book in this informative collection describes the basics of a machine, how it works, and its fundamental parts. Big Machines includes several six-book subseries: Transportation Machines, Rescue Machines, Farm Machines, Sports Machines, and Military Machines.

## *Services provided:*

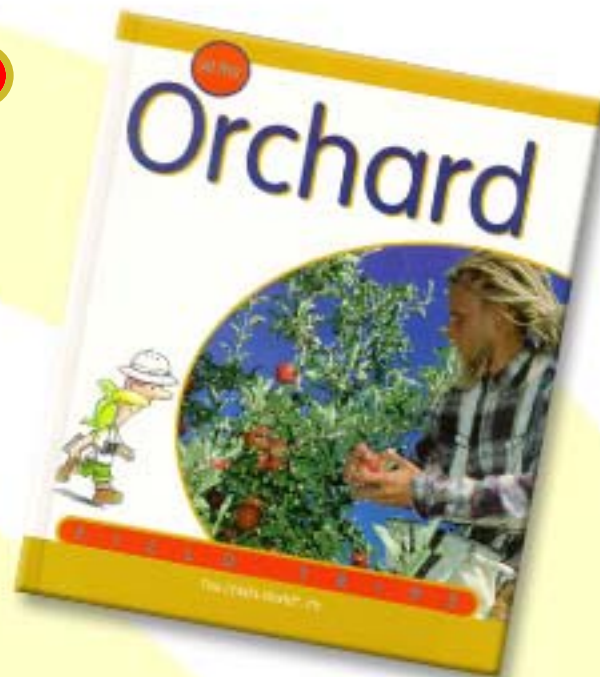
- **Author selection**
- **Editorial direction**
- **Design**
- **Original photography**
- **Layout**
- **Indexing**
- **Film preparation**
- **Proofreading**



For the Field Trips series, the publisher wanted to revive an old concept—to give it a fresh new look. The Creative Spark redesigned the series, created a cartoon character and his sidekick, and hired a photographer to take vivid original photographs. The result is that young readers can visit firehouses, orchards, and construction sites simply by opening a book!

***Services provided:***

- Author selection
- Editorial direction
- Design
- Original photography
- Original illustration
- Layout
- Indexing
- Film preparation
- Proofreading



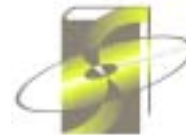


Hooked On Phonics®

While working closely with Hooked on Phonics (Gateway Learning Corporation), we redesigned and produced the books in this well-known reading kit. Our responsibilities included overall graphic continuity and layout for 30 books, as well as cover design for each title.

*Services provided:*

- Concept development
- Design
- Layout
- Film preparation
- Proofreading





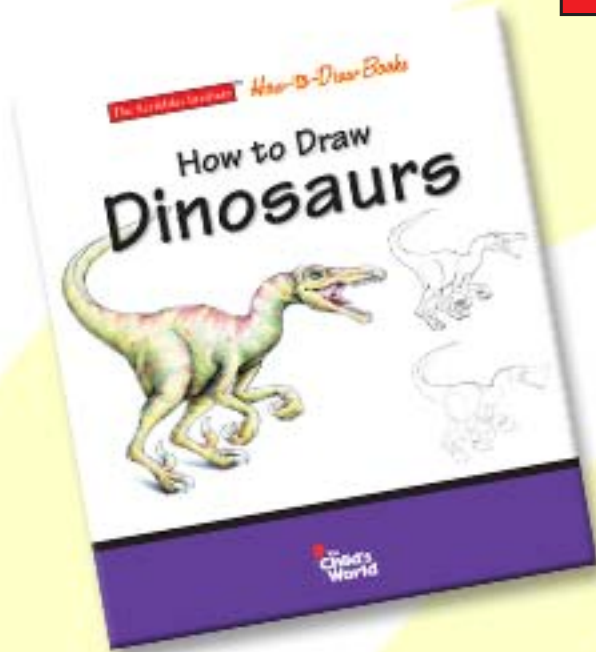
# THE LITTLE MERMAID'S TREASURE CHEST

The Creative Spark design and production team produced this project according to very stringent standards provided by the Walt Disney Company. Our design team laid out each book, paying close attention to color and character issues. Our editorial staff worked to develop story lines and text for this successful trade series.

## *Services provided:*

- Concept development
- Author selection
- Editorial direction
- Design
- Original illustration
- Layout
- Film preparation
- Proofreading





Children love to draw! The Scribbles Institute's How-to-Draw Books introduce students to drawing techniques, helpful tips to improve their skills, and the basic elements of visual art. By featuring topics that interest kids—including dinosaurs, skateboarders, animals, and cartoons—students are encouraged to advance through the challenges of drawing and use their new skills in school projects. Each book is packed with clear, concise text and detailed illustrations demonstrating how to draw with shapes, contour lines, perspective, shading, and color.

***Services provided:***

- **Concept development**
- **Writing**
- **Editorial direction**
- **Design**
- **Original illustration**
- **Layout**
- **Indexing**
- **Film preparation**
- **Proofreading**

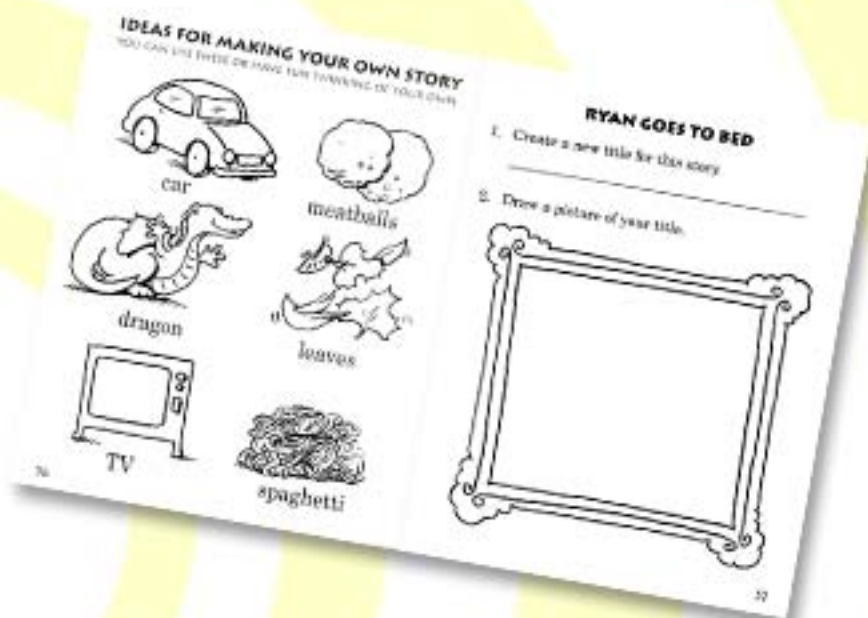


# The Scribbles Institute™ *Make Your Own Story*

**M**ake Your Own Story uses an interactive approach that encourages children to participate in the creation of a story. Students fill in words and then draw pictures of them to add detail and imagination to the story. Depending on the words the students choose, the story can take a variety of turns, ending up with a plausible conclusion or an outrageous comedy. Vocabulary and verbal reasoning activities are included.

## *Services provided:*

- Concept development
- Writing
- Editorial direction
- Design
- Original illustration
- Layout
- Film preparation
- Proofreading







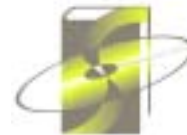
**M I G H T Y M A T H**



The publisher decided to add these eight books to their title list at the last moment. It was a scramble to find an author with knowledge of first-grade math curriculum standards—and one who could finish the job on a tight schedule. We found the perfect person—an educator and instructor of preservice teachers, with 30 years of experience teaching math at the first- and second-grade level. With bright original photographs and Math Mutt, the series mascot, Mighty Math encourages young readers to explore the world of mathematics.

*Services provided:*

- Concept development
- Editorial direction
- Design
- Original photography
- Original illustration
- Layout
- Indexing
- Film preparation
- Proofreading







## PRESIDENTS OF THE U.S.A.

**P**residents of the U.S.A. is a 43-book set. Each title documents the life and times of a single president. Our challenge was the project's short time frame—just 18 months! The publisher wanted to make a big splash by offering the complete set all at once. We rose to the occasion, coordinating a countrywide network of researchers, authors, editors, indexers, proofreaders, and production artists.

### *Services provided:*

- Concept development
- Author selection
- Editorial direction
- Photographic research
- Original map illustration
- Layout
- Indexing
- Film preparation
- Proofreading



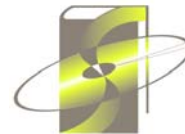
# Thoughts *and* Feelings



The Thoughts and Feelings collection helps children understand and deal with day-to-day emotions. The simple format highlights the images as well as the easy-to-read text. Photographer David M. Budd worked closely with our editorial director to set up scenes depicting children experiencing and coping with these feelings.

## *Services provided:*

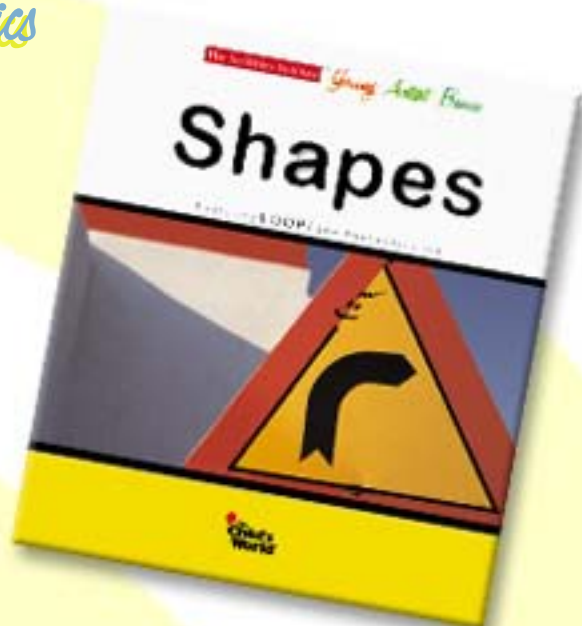
- Concept development
- Editorial direction
- Design
- Original photography
- Layout
- Indexing
- Film preparation
- Proofreading



This series—developed, written, and illustrated by our art director, Rob Court—brings visual art to life. Each title introduces readers to a specific element of art and its historical significance. Featured works of popular artists help to illustrate ways that a particular element of art can be implemented. At the end of each book are simple projects that reinforce what has been learned and stimulate ideas for student projects.

*Services provided:*

- Concept development
- Editorial direction
- Design
- Photographic research
- Original illustration
- Layout
- Indexing
- Film preparation
- Proofreading



# *Book Series for Grades 4-8*



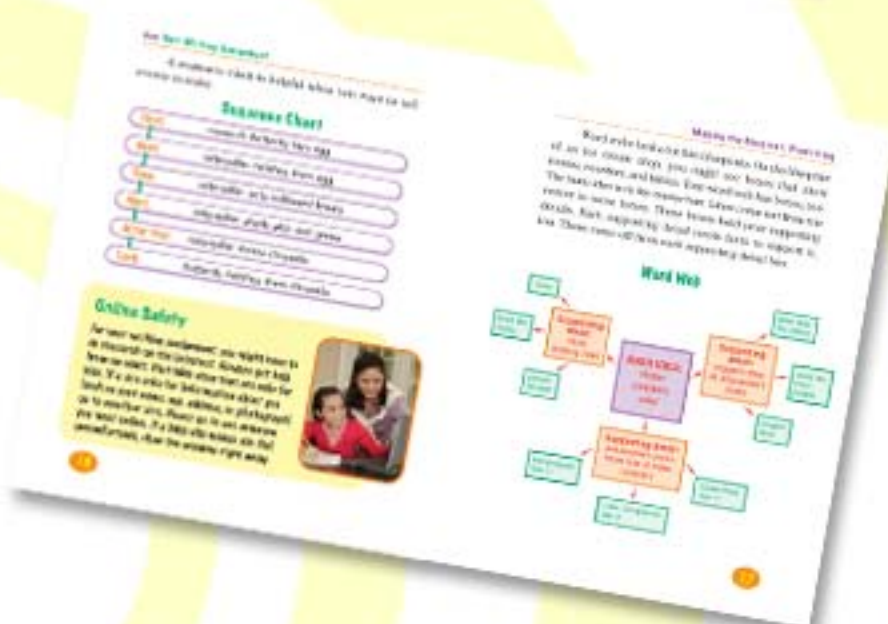
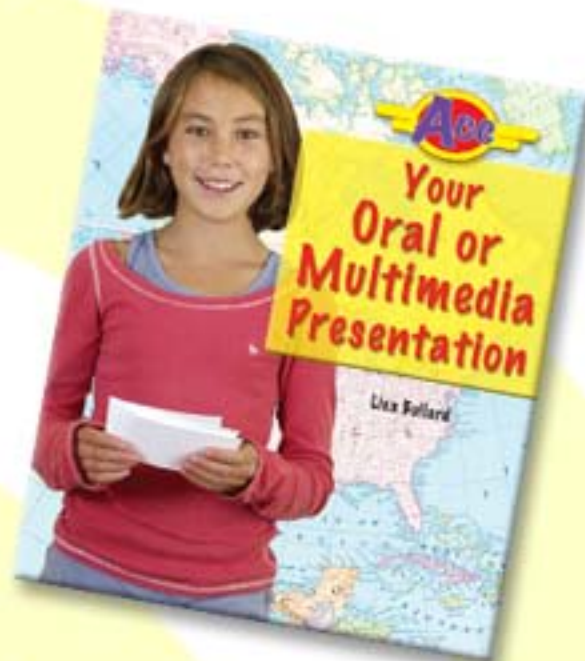


# Ace It! Information Literacy

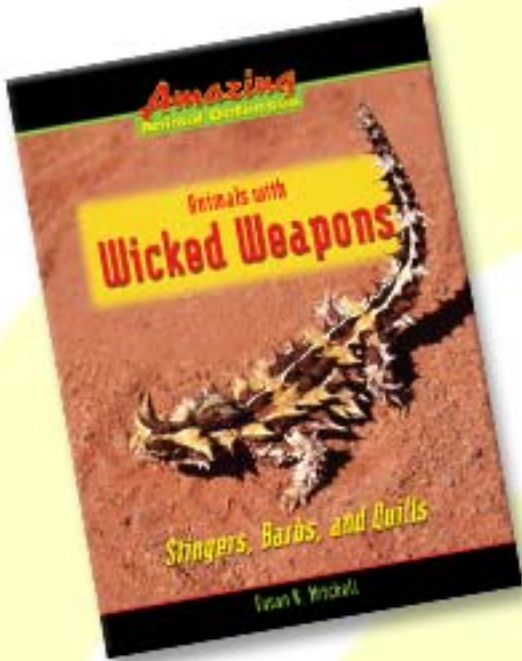
Kids need great materials to help them learn how to do research, write reports, give presentations—and all the other fascinating aspects of information literacy. We enjoyed the challenge of creating fun, in-depth guides that would engage young researchers. Graphic organizers and annotated student models help readers learn even more!

## *Services provided:*

- Concept development
- Author selection
- Editorial direction
- Interior page design
- Photographic research
- Original illustration
- Layout
- Indexing
- Film preparation
- Proofreading



# Amazing Animal Defenses



From weapons and armor to camouflage and chemical combat, animals have amazing ways of defending themselves for survival in the wild. We knew that dramatic action photos and exciting special features, such as Wild Facts and Defense Academy for Humans, would bring these books to life for readers. Each title focuses on one type of defense with in-depth coverage of four fascinating animals that use it.

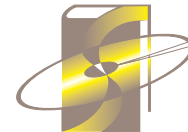
## Services provided:

- Editing
- Design
- Photographic research
- Layout
- Indexing
- Film preparation
- Proofreading



**Review** "The close-up photos are frequent and well chosen, and accompanied by clear, simply phrased texts, which are more detailed than average . . . An unusual feature is each volume's closing discussion of human equivalent [of each defense mechanism]..."

—School Library Journal, Fall 2008



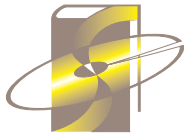
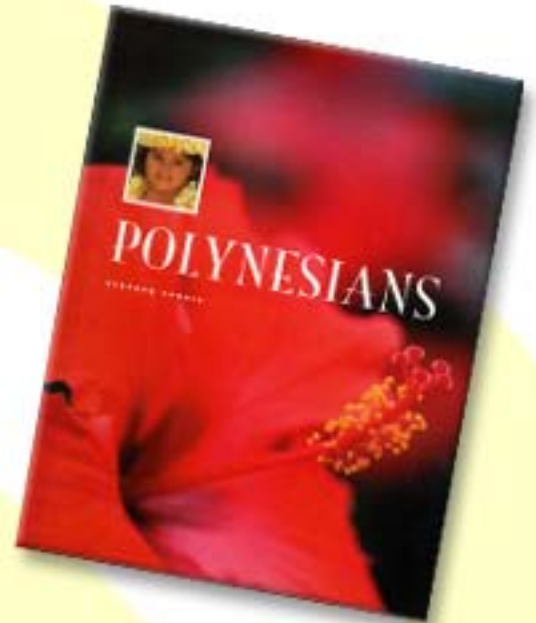


# Endangered Cultures

Smart Apple Media hired the Creative Spark to produce an eight-book series about endangered cultures around the world. This series includes color photographs as well as original maps done in watercolor. It was fascinating for our team to learn more about Australian Aborigines, Gypsies, Inuit, Kurds, Polynesians, Sherpas, and Yanomami as we worked on this intriguing series.

## *Services provided:*

- Concept development
- Author selection
- Editorial direction
- Interior page design
- Photographic research
- Original illustration
- Layout
- Indexing
- Film preparation
- Proofreading





## Homeland Security and Counterterrorism Careers



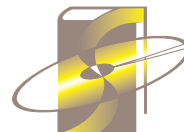
Changing times require up-to-the-minute information on new careers and other opportunities. The Creative Spark met the challenge with timely books on Homeland Security and Counterterrorism Careers in the wake of 9/11 and other terrorism incidents. We included exciting and detailed coverage of jobs from air marshal to border patrol to secret service agent, providing information on salaries, required education and training, special equipment used, and more.

### *Services provided:*

- **Concept development**
- **Selection of authors**
- **Editing**
- **Design**
- **Photographic research**
- **Layout**
- **Indexing**
- **Film preparation**
- **Proofreading**

**Review** *"This book is not only good for career classes, but government classes that need information on departments of the federal government as well as history classes studying terrorism deterrents. For middle and high school libraries."*

— TriState Young Adult Book Review Committee, May 2007







## THE INTERNET LIBRARY

In this series of nonfiction books, a computer-screen character named Web takes readers on a step-by-step journey that carefully explains new concepts and provides readers with opportunities to practice newly acquired skills. The publisher asked the Creative Spark to add to this continuing series by writing and producing four more titles. Each book contains Internet resources, as well as a further reading list, a glossary, and an index.

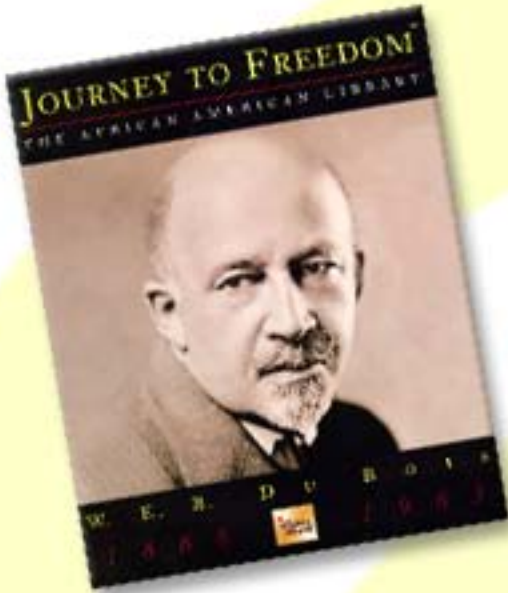
### *Services provided:*

- Author selection
- Editorial direction
- Photographic research
- Original illustration
- Layout
- Indexing
- Film preparation
- Proofreading



# JOURNEY TO FREEDOM

THE AFRICAN AMERICAN LIBRARY



The Child's World wanted to inform children about the achievements and contributions of renowned African American leaders, inventors, educators, scientists, entrepreneurs, entertainers, and athletes. The Creative Spark produced 12 titles a year for this series over a four-year publishing program. Our photo researcher put in overtime acquiring the pertinent, high-quality historical photos featured in these elegant books.

## *Services provided:*

- Concept development
- Author selection
- Editorial direction
- Photographic research
- Layout
- Indexing
- Film preparation
- Proofreading





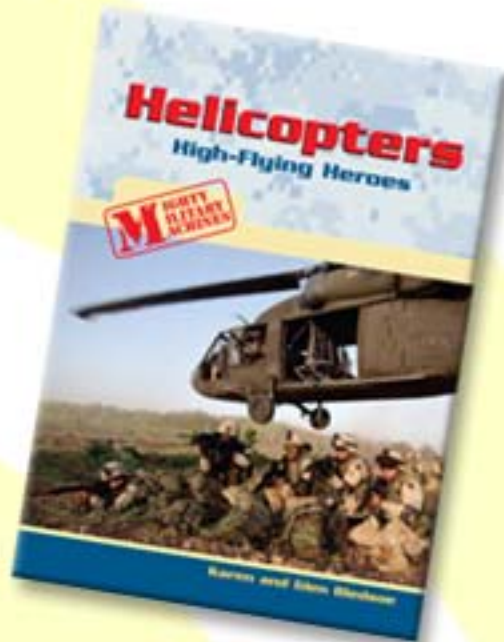
Reluctant readers and others love action-packed, high-interest books—and these titles on modern military weapons and vehicles are no exception! The Creative Spark brought readers right to the field, with detailed stories of actual missions and descriptions of how soldiers use each machine to protect people and fight for a cause. We rounded out each book with career information on the military personnel who use the equipment, from training requirements to post-military career possibilities.

#### *Services provided:*

- Concept development
- Author selection
- Editorial direction
- Design
- Photographic research
- Layout
- Indexing
- Film preparation
- Proofreading

**Review** "... a very appealing book . . . A first-choice purchase for the topics, layout, and included career information."

—TriState Young Adult Book Review Committee, January 2007



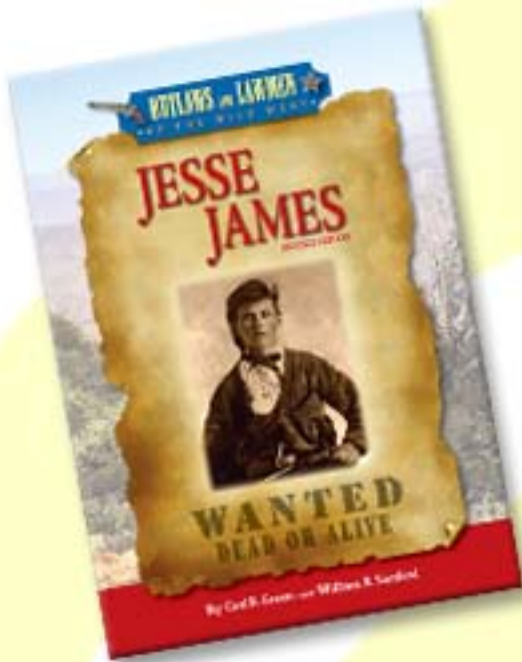




## OUTLAWS AND LAWMEN



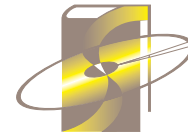
• OF THE WILD WEST •



The publisher of these titles gave us a great invitation—update the best-selling original black-and-white editions with a fresh color design, new photos, and more. The result? Outlaws and lawmen from Butch Cassidy to Wyatt Earp are stepping right off the page again, into the imaginations of today's readers. Even the author was amazed at their transformation. Let us do the same for your backlist!

### *Services provided:*

- Editing
- Design
- Photographic research
- Original map illustrations
- Layout
- Indexing
- Film preparation
- Proofreading



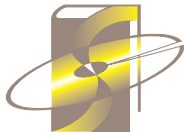
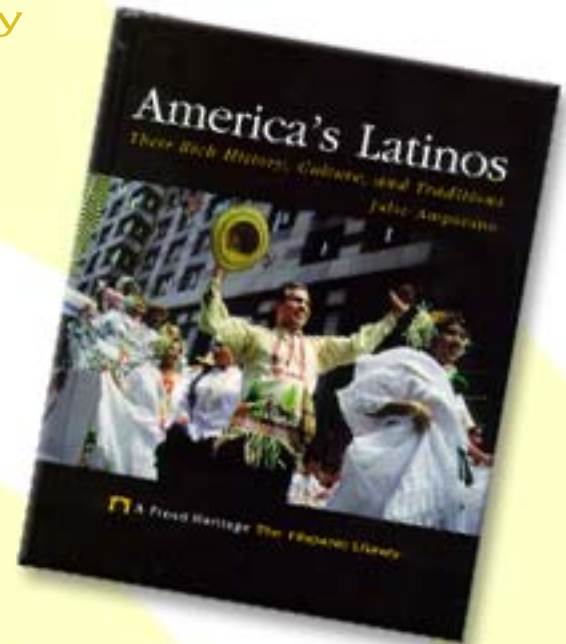


## A Proud Heritage **The Hispanic Library**

This series tells the diverse histories of the Hispanic people and offers rich stories of Latino life in North America today. The continuing series includes biographies, historical narratives, and overviews of cultural traditions. The Creative Spark worked with the publisher and an editorial consultant to develop and design this colorful series published by The Child's World, Inc.

### *Services provided:*

- Concept development
- Author selection
- Editorial direction
- Design
- Photographic research
- Original map illustration
- Layout
- Indexing
- Film preparation
- Proofreading



# Spirit of Success



Smart Apple Media hired the Creative Spark to produce an eight-book series about famous companies. This series includes photographs as well as colorful graphs and charts. It also features glossary words defined in the margin on the same page where they appear. Titles in the series include *Boeing*, *Disney*, *Harley-Davidson*, *Martha Stewart Living*, *Nike*, and *Sony*.

## *Services provided:*

- Concept development
- Author selection
- Editorial direction
- Interior page design
- Photographic research
- Original illustration
- Layout
- Indexing
- Film preparation
- Proofreading





# Top Pets for Kids with AMERICAN HUMANE

Protecting Children & Animals Since 1877

Kids love pets—but which one is right for them? For each group of animals covered, from dogs and cats to fish, birds, and small mammals, we included 10 great breeds or species for kids. Engaging photos and easy-to-read text showed young pet-lovers how to choose the best pet for their home, and how to care for it properly.

## Services provided:

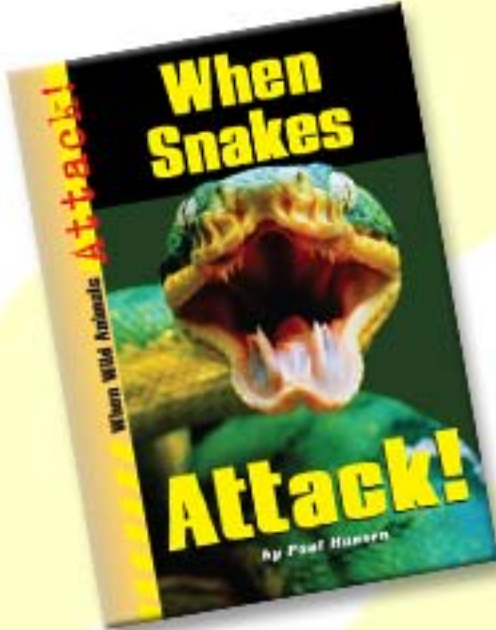
- Concept development
- Author selection
- Editorial direction
- Design
- Photographic research
- Layout
- Indexing
- Film preparation
- Proofreading





When Wild Animals

Attack!

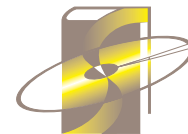


**H**ISS!!!! Don't let it get you! These reluctant reader books that we created for Enslow Publishers feature high-action photos and edge-of-your-seat stories of animals that attack people—from snakes and sharks to tigers and bears. Each book includes information about the animal's habitat, diet, and behavior, as well as special features such as an inside-outside diagram of the animal's physical characteristics.

- Concept development
- Selection of authors
- Editing
- Design
- Photographic research
- Original illustration
- Layout
- Indexing
- Film preparation
- Proofreading

**Review** "The book is bright and colorful with an inviting layout . . . Quick facts are easy to locate. The text is clear and age appropriate. It is a delight both visually and for information uses."

—TriState Young Adult Book Review Committee, March 2007



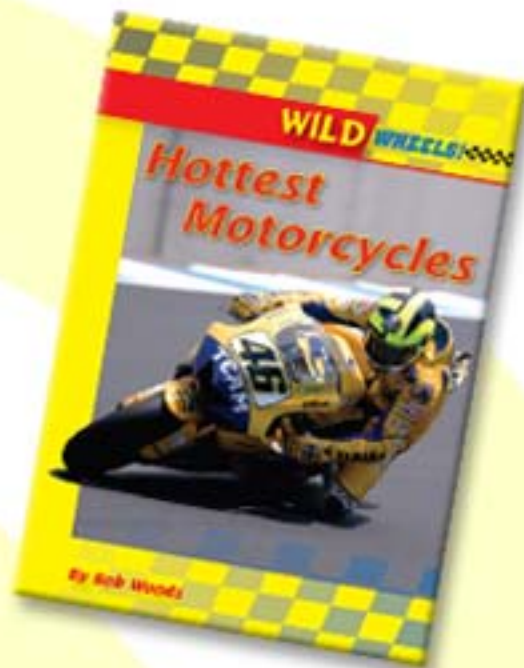


# WILD WHEELS!

Nothing captures reluctant readers' imagination more than things that go fast—and these books fit that bill! In addition to researching the hottest race cars, sports cars, and motorcycles, The Creative Spark went on the scene to get great live-action photos and stories of real race-day activities.

- Concept development
- Writing
- Editing
- Design
- Photographic research
- Original illustrations
- Layout
- Indexing
- Film preparation
- Proofreading

**Review** "... Wood's information style . . . makes it fun . . . This title is a great choice for upper elementary and junior high students, especially those who are reluctant readers."  
—Catholic Library World, March 2008



# *Book Series for Grades 9-12*



# ENDANGERED WILDLIFE OF THE WORLD

This project involved the creation and production of an award-winning reference set for Marshall Cavendish Corporation. The Creative Spark coordinated the 1,400-page library reference set. The individual books are full of beautiful color photographs, maps, illustrations, statistics, and hard-to-find information about the world's disappearing wildlife. In-depth coverage of the topic required painstaking research and fact-checking.

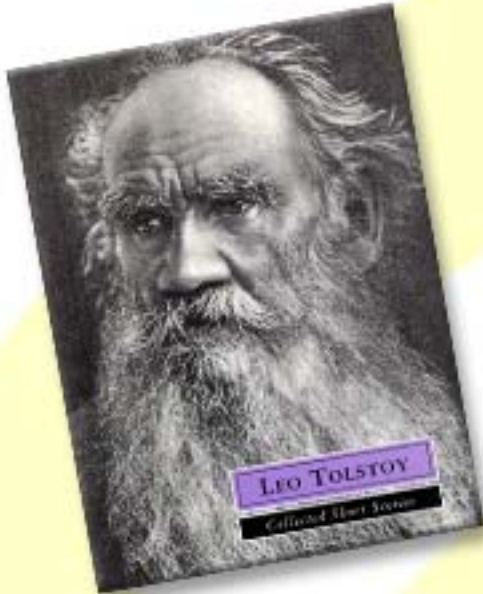
## *Services provided:*

- Concept development
- Author selection
- Editorial direction
- Design
- Photographic research
- Original illustration
- Layout
- Indexing
- Film preparation
- Proofreading



## The Great Author Series

Peterson Publishing wanted to create a series that would pique the literary interest of students in this age group, inspiring them to read the classics. To achieve this, the publisher hired the Creative Spark to procure and then illustrate several short stories by famous authors. The results are books that contain some of the best stories ever written, highlighted with attractive vignettes illustrated by our art director, Rob Court.



### *Services provided:*

- Concept development
- Editorial supervision
- Design
- Original illustration
- Layout
- Film preparation
- Proofreading





# Single Titles We Have Produced

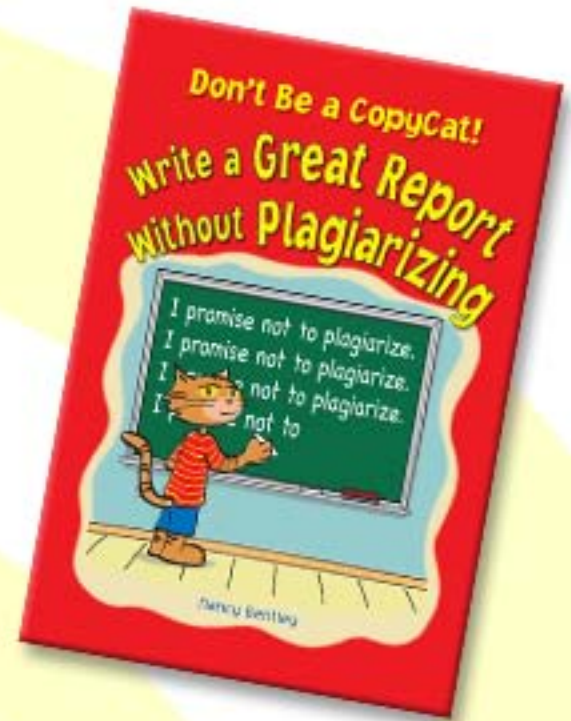
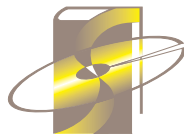
How can young researchers avoid plagiarizing if they don't even know what the word means? This guidebook for grades 3-4 that we wrote, edited, and produced for Enslow Publishers—including a fun mascot created by our own Rob Court—is a great way for kids to learn how to research and write a fantastic report while also giving proper credit for all their source materials.

## *Services provided:*

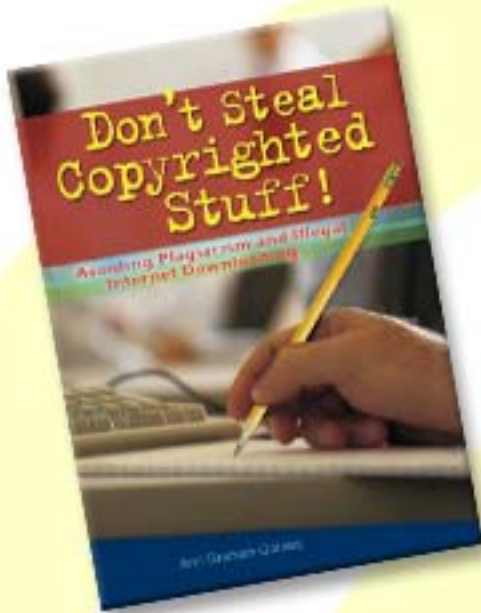
- **Concept development**
- **Writing**
- **Editing**
- **Design**
- **Photographic research**
- **Original illustrations**
- **Layout**
- **Indexing**
- **Film preparation**
- **Proofreading**

**Review** "... it addresses all the areas needed for research . . . Material is well-presented . . ."

—Arlington Independent School District,  
April 23, 2008



# Single Titles We Have Produced



Enslow Publishers also wanted a book to offer middle- and high-school students that would cover all they need to know to put together a great report or presentation without plagiarizing or misusing copyrighted material. Again, it was The Creative Spark to the rescue with an in-depth guide on everything from fair use, plagiarism, and copyright infringement to using good research techniques, obtaining permission to use source material, writing proper citations, and legally downloading photos, art, music, and videos from the Internet.

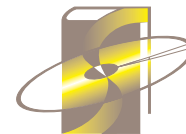
When you need the right information presented for the right audience, call The Creative Spark!

## ***Services provided:***

- **Concept development**
- **Writing**
- **Editing**
- **Design**
- **Photographic research**
- **Layout**
- **Film preparation**
- **Proofreading**

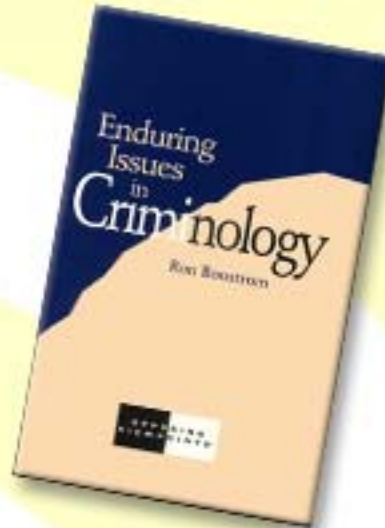
**Review** *"The author has done an excellent job of explaining the intricacies and pitfalls of the various aspects of copyright infringement and plagiarism . . . The flow and balance of both the text and visuals are integrated to present a very stimulating book for both young and reluctant readers . . . The text of this book is quite complete and very well written . . . a good book for middle school and high school readers."*

—TriState Young Adult Book Review Committee, March 2008

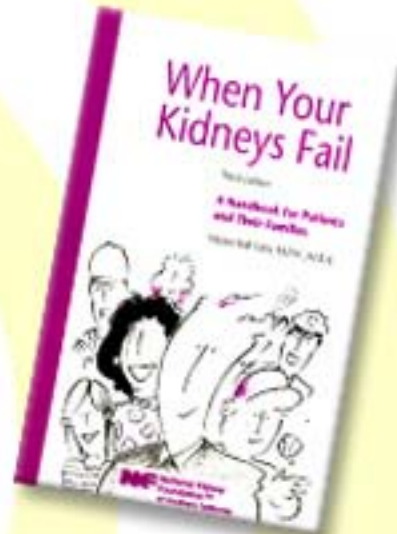


# Single Titles We Have Produced

**Opposing Viewpoints Series**  
*Enduring Issues in Criminology*  
**Publisher:** Greenhaven Press  
**Pages:** 310

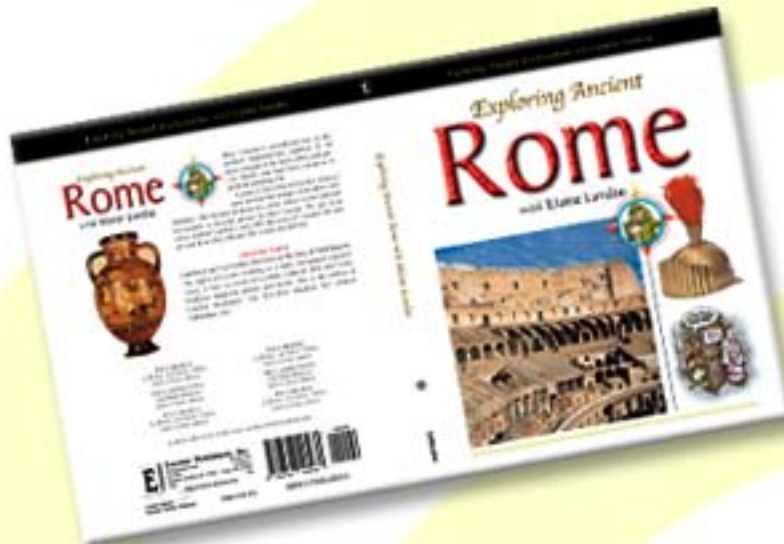


*When Your Kidneys Fail*  
**A Handbook for Patients and Their Families**  
**Publisher:** National Kidney Foundation  
**Pages:** 228





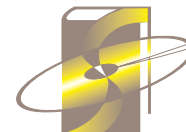
# Other Book Series We Have Designed



**Exploring Ancient Civilizations  
with Elaine Landau series  
Publisher: Enslow Publishers, Inc.**



**Issues In Focus Today series  
Publisher: Enslow Publishers, Inc.**



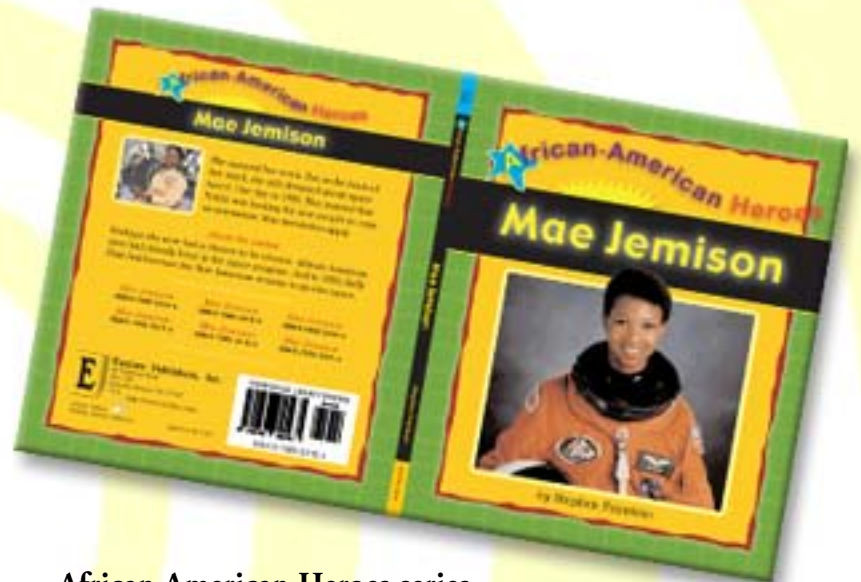
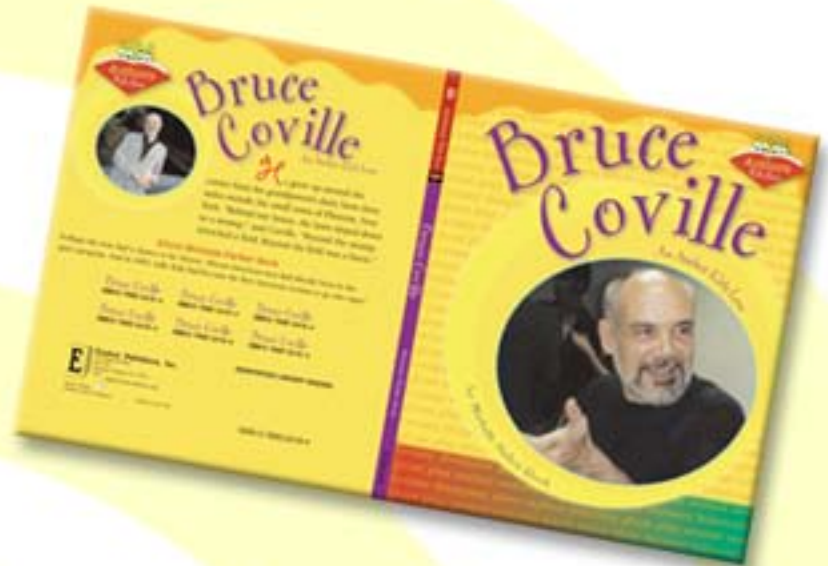


# Other Book Series We Have Designed



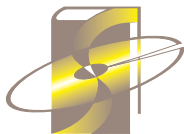
**Authors Kids Love series**

**Publisher:** Enslow Publishers, Inc.



**African American Heroes series**

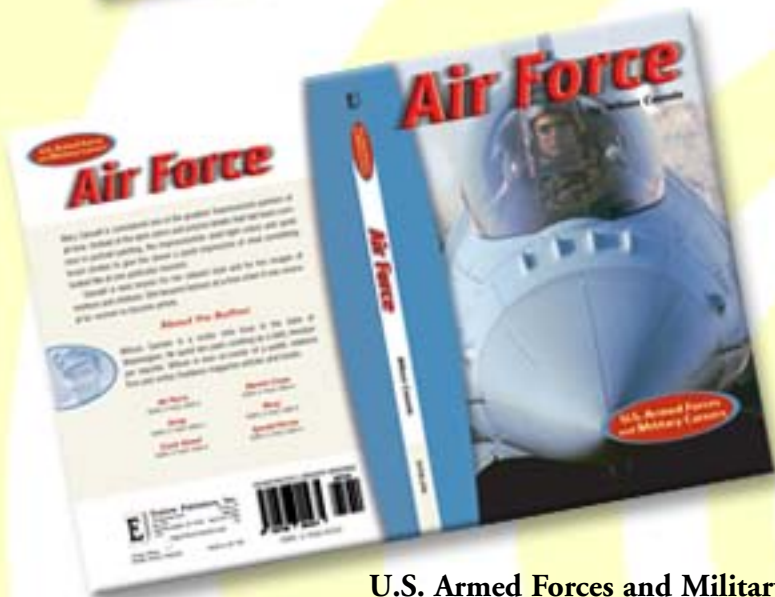
**Publisher:** Enslow Publishers, Inc.



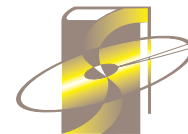
# Other Book Series We Have Designed



**The American Saga series**  
**Publisher:** Enslow Publishers, Inc.



**U.S. Armed Forces and Military  
Careers series**  
**Publisher:** Enslow Publishers, Inc.

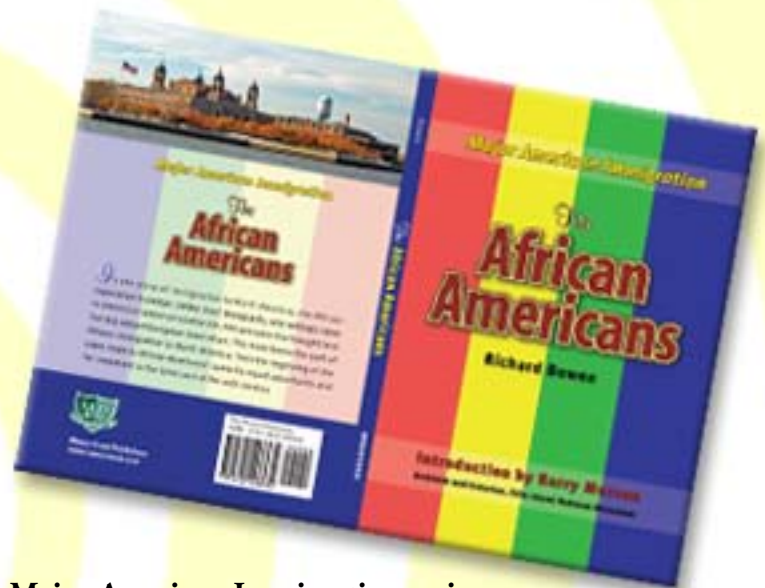




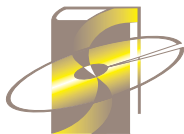
## Other Book Series We Have Designed



**Authors of Banned Books series**  
**Publisher:** Enslow Publishers, Inc.



**Major American Immigration series**  
**Publisher:** Mason Crest Publishers





**the Creative Spark**  
a Book Production Studio

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