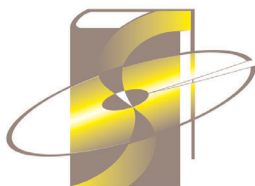
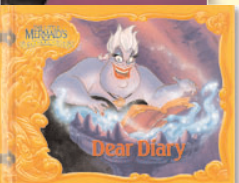
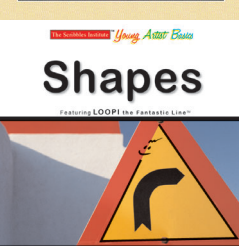
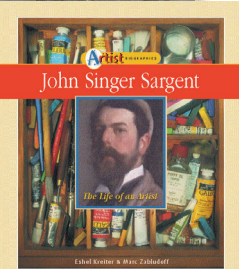
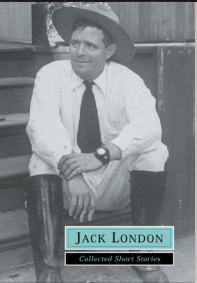
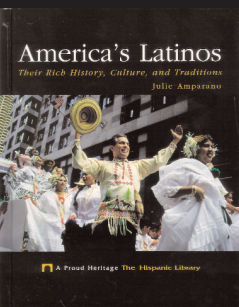


Thank you for taking the time to view our portfolio. On the following pages, you will find a partial selection of titles we have produced for publishers since 1989. Feel free to contact us if you would like to see more samples or have questions about our services. We look forward to becoming your Creative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





Book Series for Grades 1-3

Artist Biographies	5
Big Machines, Farm, Rescue, Military, Sports, and Transportation Machines	6
Field Trips	7
Hooked on Phonics Learn to Read	8
The Little Mermaid's Treasure Chest	9
How-To-Draw	10
Make Your Own Story	11
Mighty Math	12
Thoughts and Feelings	13
Spirit of America: Our Presidents	14
Young Artist Basics	15

Book Series for Grades 4-8

Endangered Cultures	17
The Internet Library	18
Journey to Freedom	19
A Proud Heritage: The Hispanic Library	20
Spirit of Success	21

Book Series for Grades 9–12

Endangered Wildlife of the World Encyclopedias	23
The Great Author Series	24


Other Books We Have Produced

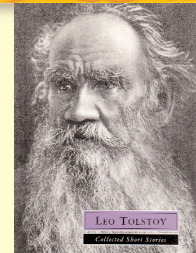
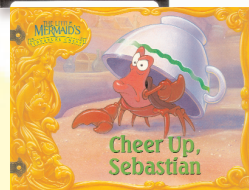
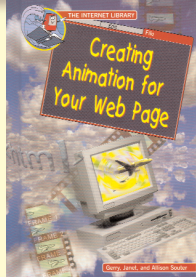
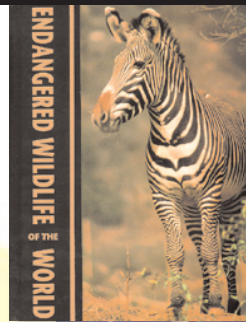
<i>Enduring Issues in Criminology</i>	25
<i>When Your Kidneys Fail</i>	25

Other Book Series We Have Designed

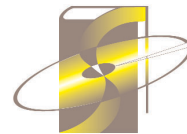
<i>Exploring Ancient Rome</i>	26
Issues in Focus Today	26

Contact Information	27
-------------------------------	----

To return to the contents page, please click the Creative Spark logo located toward the bottom of each page. 



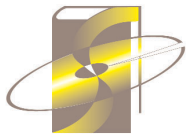
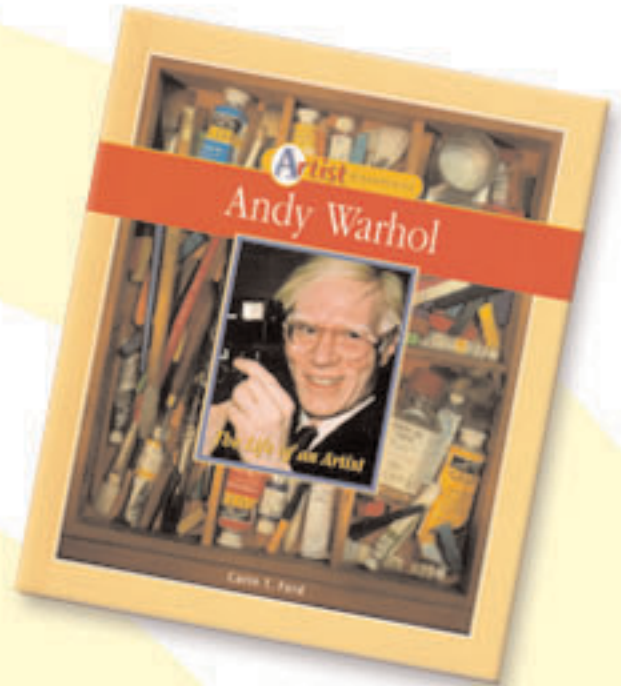
*Book Series for
Grades 1-3*



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**



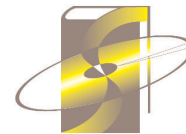
Big Machines At Work

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**

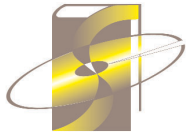
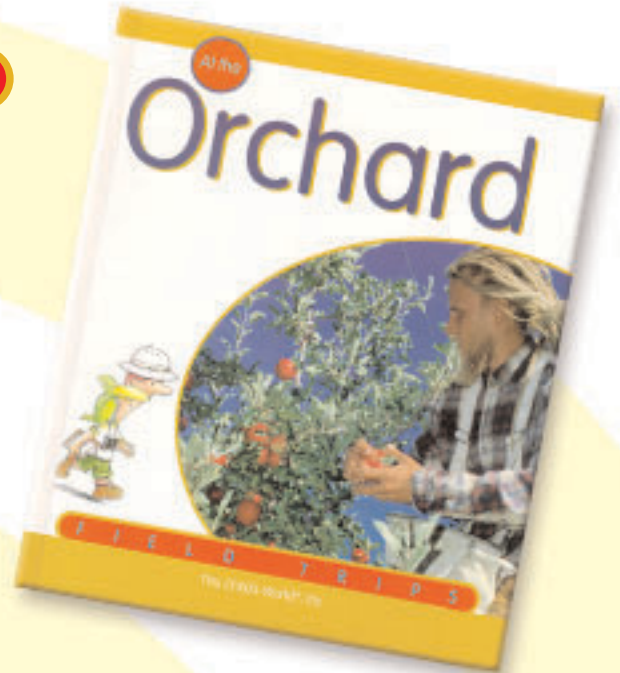


F I E L D T R I P S

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**



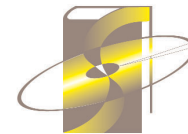


Hooked On Phonics®

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**

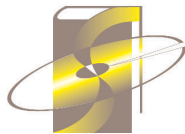


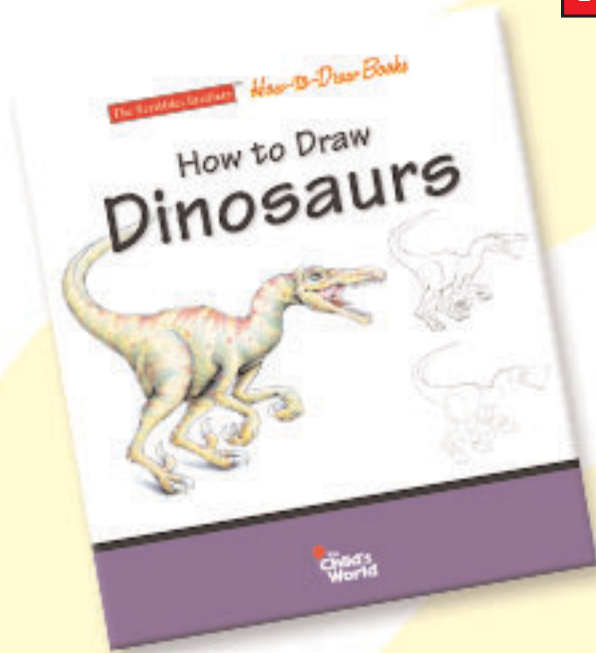
THE LITTLE MERMAID'S TREASURE CHEST

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**

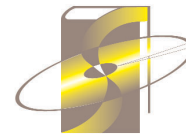




Children love to draw! The Scribbles Institute's How-to-Draw Books introduce students to drawing techniques, helpful tips to improve their skills, and the basic elements of visual art. By featuring topics that interest kids—including dinosaurs, skateboarders, animals, and cartoons—students are encouraged 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:

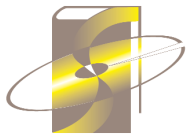
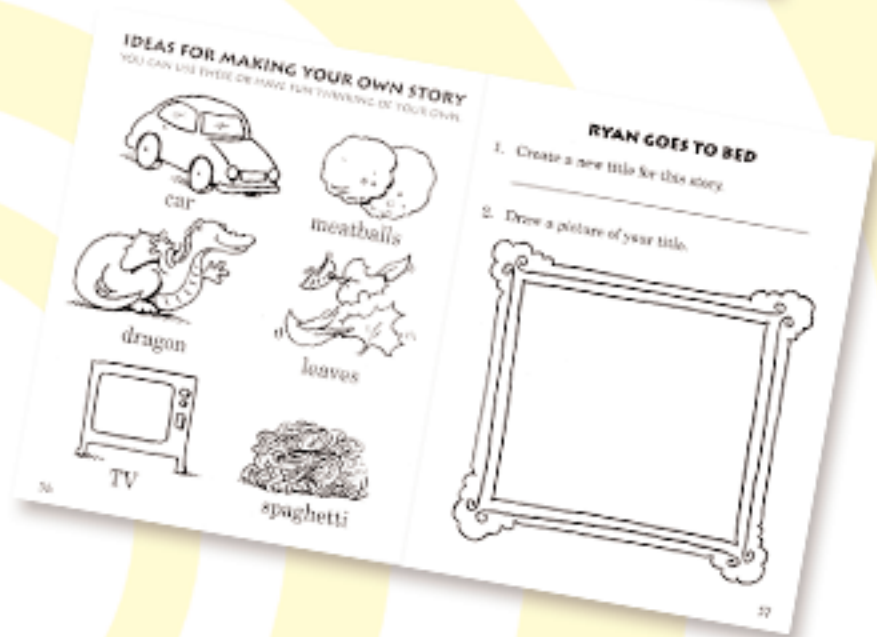
- **Concept development**
- **Writing**
- **Editorial direction**
- **Design**
- **Original illustration**
- **Layout**
- **Indexing**
- **Film preparation**
- **Proofreading**



Make 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





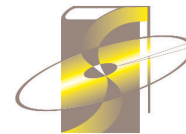
MIGHTY MATH



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**

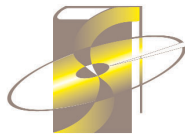


Thoughts *and* Feelings

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:

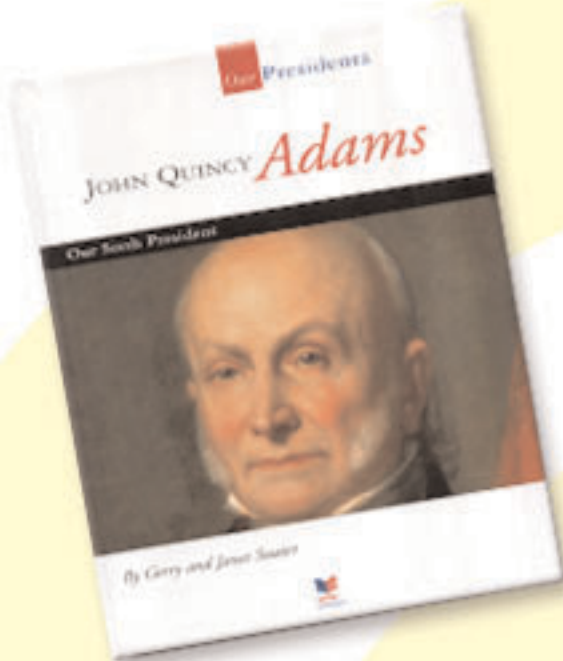
- **Concept development**
- **Editorial direction**
- **Design**
- **Original photography**
- **Layout**
- **Indexing**
- **Film preparation**
- **Proofreading**





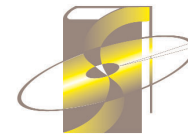
Our Presidents

Our Presidents, the premier series of the Spirit of America collection, is a 42-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. The Creative Spark designed the series logo, graphics standards, and all promotional materials as well.



Services provided:

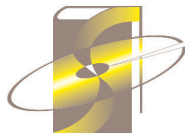
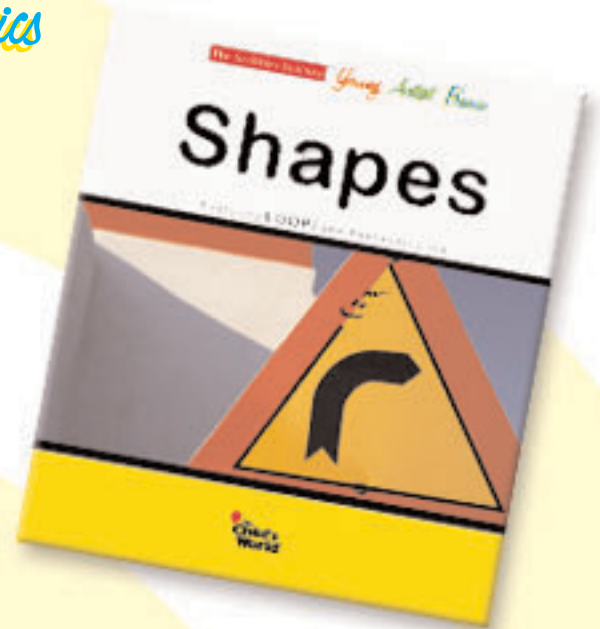
- Concept development
- Author selection
- Editorial direction
- Design
- Photographic research
- Original map illustration
- Layout
- Indexing
- Film preparation
- Proofreading



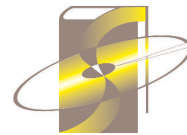
This series—developed, written, and illustrated by our art director, Rob Court—brings visual art to life. Each title introduces readers to a specific element of art and its historical significance. Featured works of popular artists help to illustrate ways that a particular element of art can be implemented. 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*



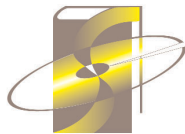
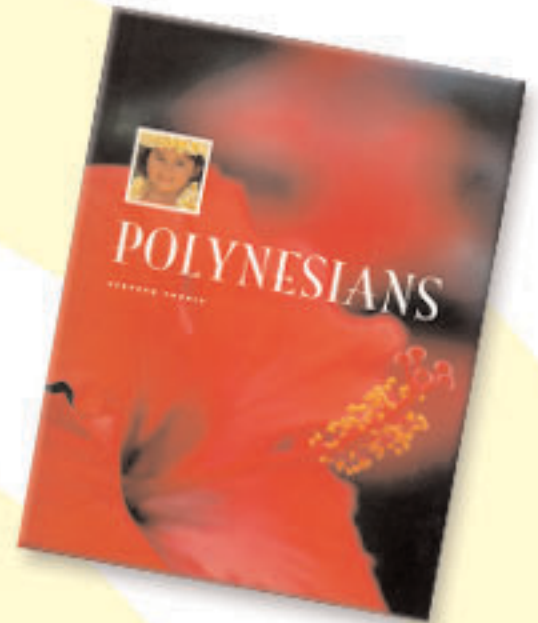


Endangered Cultures

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





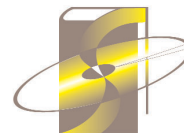
THE INTERNET LIBRARY

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



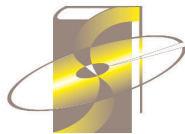
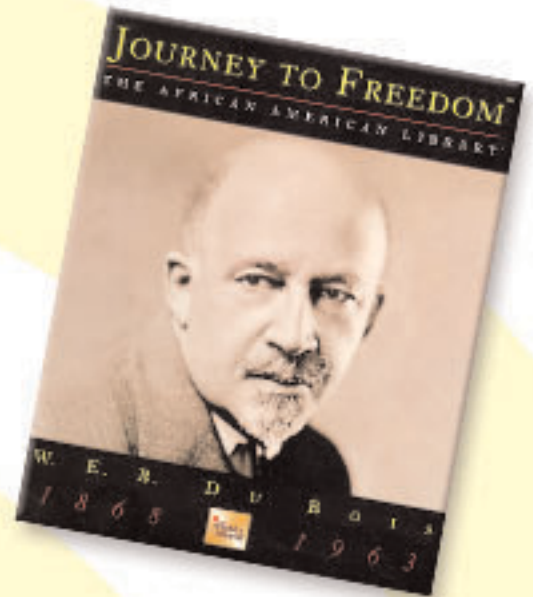
JOURNEY TO FREEDOM

THE AFRICAN AMERICAN LIBRARY

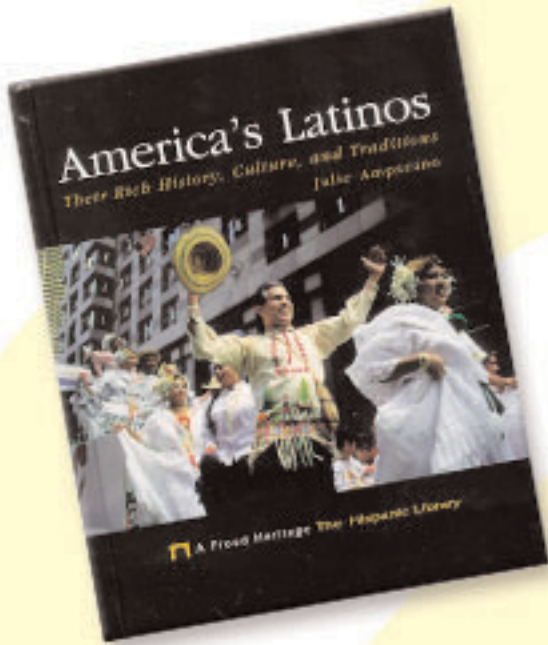
The Child's World wanted to inform children about the achievements and contributions of renowned African American leaders, inventors, educators, scientists, entrepreneurs, entertainers, and athletes. The Creative Spark produced 12 titles a year for this series over a four-year publishing program. Our 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**



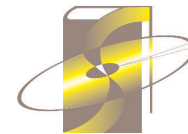
A Proud Heritage **The Hispanic Library**



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**

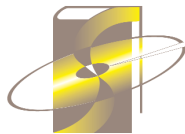
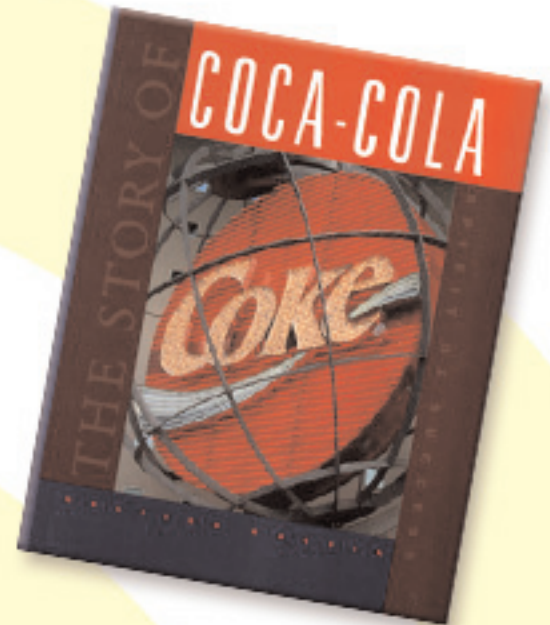


Spirit of Success

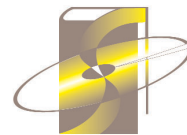
Smart Apple Media hired the Creative Spark to produce an eight-book series about famous companies. This series includes photographs as well as colorful graphs and charts. It also features glossary words defined in the margin on the same page where they appear. Titles in the series include *Boeing*, *Disney*,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



*Book Series for
Grades 9-12*

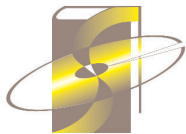


ENDANGERED WILDLIFE OF THE WORLD

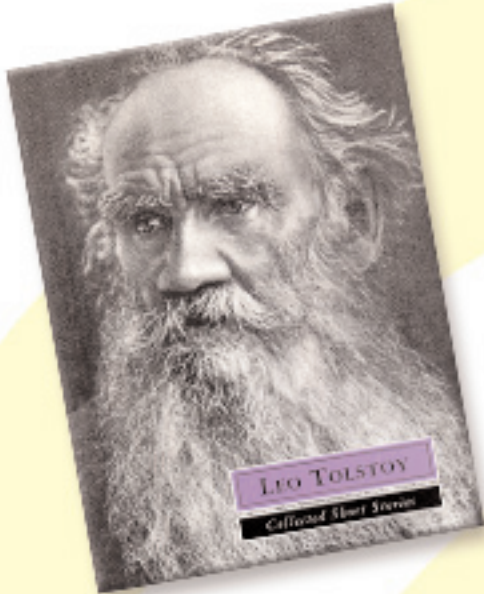
This project involved the creation and production of an award-winning reference set for Marshall Cavendish Corporation. The Creative Spark coordinated the 1,400-page library reference set. The individual books are full of beautiful color photographs, maps, illustrations, statistics, and hard-to-find 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.

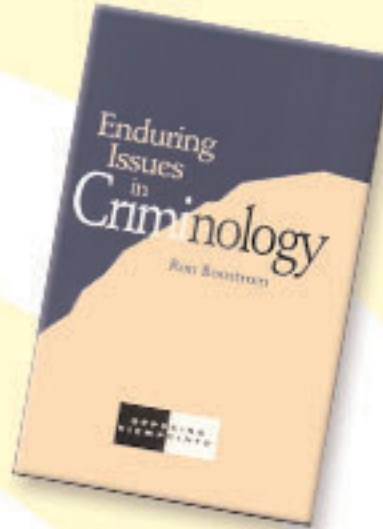
Services provided:

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

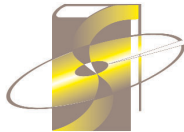
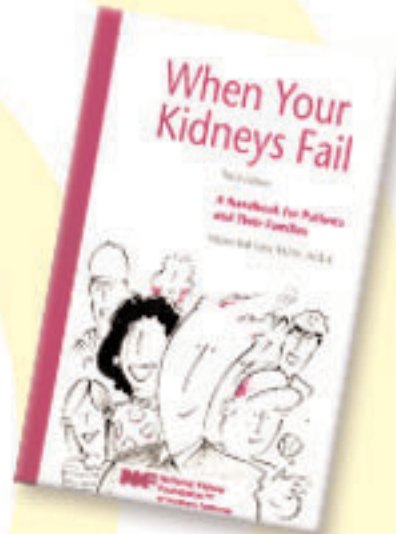


Other Books We Have Produced

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



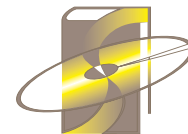
Other Books We Have Designed

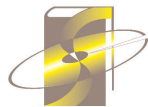


Exploring Ancient Rome
Publisher: Enslow Publishers, Inc.



Issues In Focus Today
Publisher: Enslow Publishers, Inc.





the Creative Spark
a Book Production Studio

31815 Camino Capistrano, Ste. 18,
San Juan Capistrano, CA 92675
(949) 496-0433 • fax (949) 496-0441
www.creativespark.com
info@creativespark.com