

LiDan Illustration & Design Studio

email: lidan.studio@gmail.com HP: +65 83326360 www.lidan-studio.com

Meet the Team



Li Dan

Studio Owner

Creative Director

Established LiDan Illustration and Design Studio in 2009 and has successfully completed numerous government and private sectors design projects. She is skilled in different illustration styles combined with different layout design. Her artworks and design have appeared in major publications, books, e-book, magazines and advertising companies in Singapore, Japan, China, UK, New Zealand, Australia and USA



Kevin Wong

Director
Founder, EquatreAsia

Kevin brings in 12 years of expertise in client management and plays an active role in the success of every PR and marketing campaign. Always delivering beyond expectations, he is in tune with the ever-changing digital landscape and is never afraid to roll up his sleeves to get the work done.



Malek Roslee

Photographer,
design Manager

Combining his passion for sports, technology and everything digital, Malek is all about creating and compelling stories through photos, videos and creative design. He spent the early part of his career working for various companies while learning the technical skills on the side.



Nurhuda Abu Bakar

Digital Marketing Executive,
Copywriter

Huda believes in the power of storytelling to connect and inspire. At Equatre, she weaves stories and amplifies digital presence of brands through well-crafted websites and curated content on social media platforms.

About Us

Lidan Studio is design studio with more than 10 years' experience in design and creative development and production. We believe in the power of storytelling to bring ideas, products and brands to life and consistently help our clients to tell the best story through our full suite of creative services.

Our portfolio includes children picture books, textbooks, e-books, infographics, marketing collaterals, websites, corporate literature, magazine layouts, copy writing, video filming, broadcasting etc. Most notably, our artworks and designs are featured in major publications, books, e-book, magazines and advertising in Singapore, Japan, China, UK, New Zealand, Hong Kong, Australia and USA.

We believe in partnering with our clients along their journey from conceptualization to roll out and impact tracking. We believe in journeying with our clients and not outsourcing the production or any aspect of the creative to other agencies.

OUR TEAM

Li Dan (Owner)
Creative Director
illustrator/graphic designer

Kevin Wong
Manager Director

sherylin Lum
Illustrator/ Animator

Abdul Malek
Photographer / designer

Hans Saleh
Photographer / Videographer

Nur Huea
Copywriter





Illustrator : Li Dan

Cover design version 2

(mockup)

Illustration and design by LiDan

studio

Cover Idea: Graphic Illustration of Singapore landmarks with 4 different foods: Chinese, Malay, Indian, and Euros. series of curated City Guides:

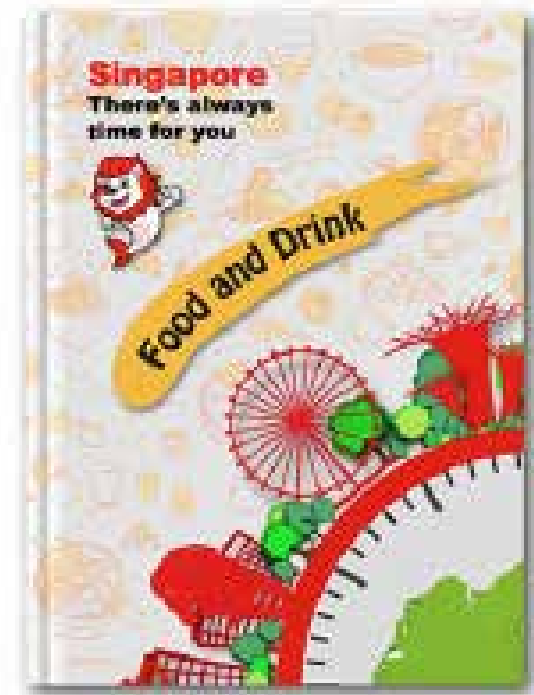
Food and Drink edition

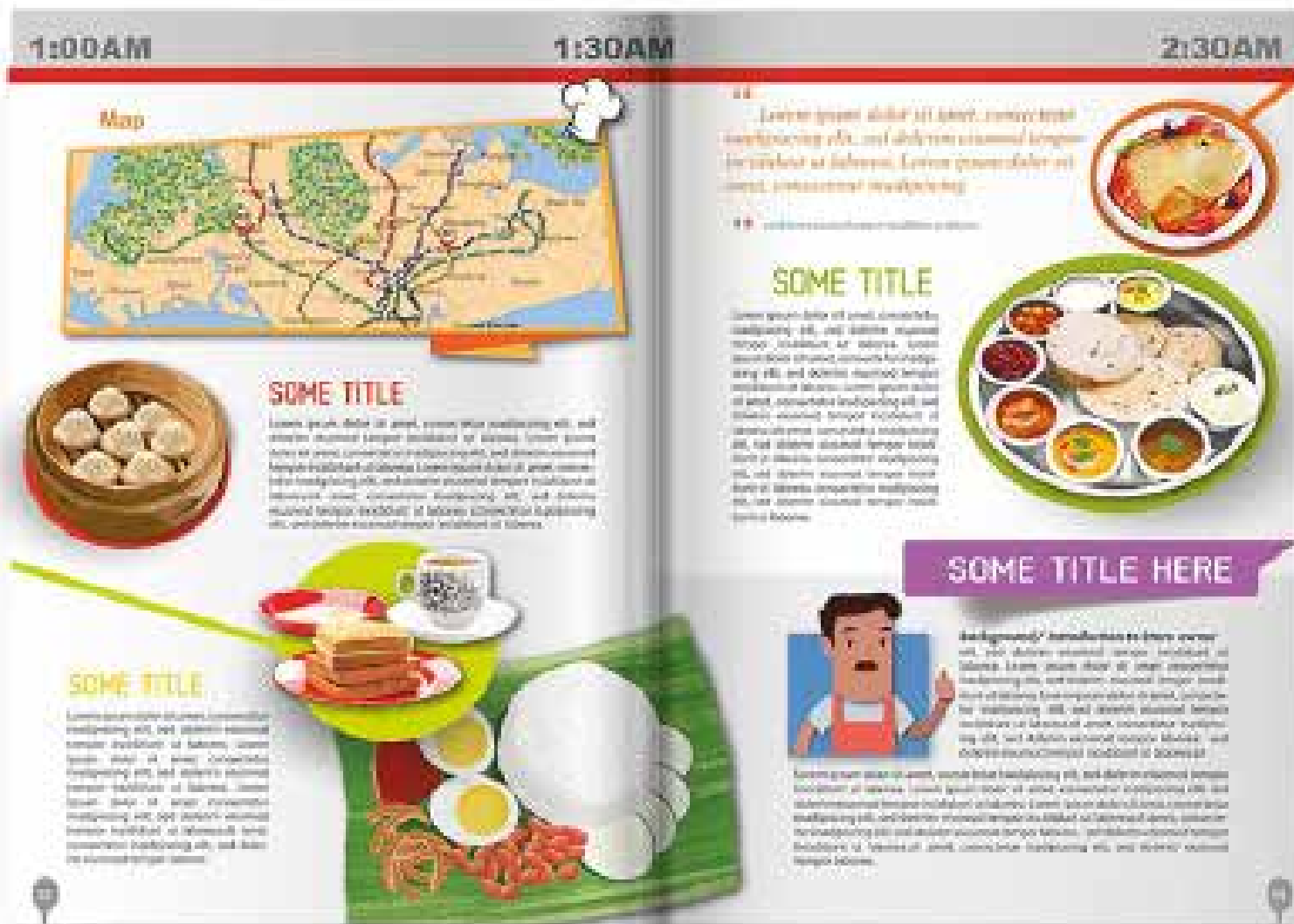
Merlion Mascot creation

We designed Merlion character as a city guider. His Name call Ah Sing. Using Red and white singapore flag colour for the character.

Illustrator : Li Dan

Singapore Tourism Board (STB) hereby grants the business permission under section 24 of the Singapore Tourism Board Act (chapter 305B) for the said Application for Use of Merlion Symbol.





•Inside page illustration and design
(mockup by LiDan-Studio)

Pages can be single, double or triple
listing

each edition 48 pages

every page top design will be the
same design for different time
activities in singapore.



Other Services
(Illustration)



Project Title: Singapore Food Map (mockup sample)

Initial Brief of Project: This project will incorporate technology (mobile app) into a cartoon-featured tourist map.

Year Work Done: 2018-2019

Explanation of Concept to Resolve Brief: This idea is to highlight the hidden gems of local delicacy using cartoon and make traveling a fun one in Singapore. I use the effect of cross stitching and paper cutting style to illustrate this map.

Name of Main Designer(s) Involved: Created and illustrated by Li Dan, Lim Dayna

Medium Used in Design: Illustrator and Photoshop



Other Services (Illustration)



Project Title: Singapore Food Map web page banner
Initial Brief of Project: This project will incorporate technology (mobile app) into a cartoon-featured tourist map.

Year Work Done: 2018-2019

Explanation of Concept to Resolve Brief: This idea is to highlight the hidden gems of local delicacy using cartoon and making traveling a fun one in Singapore. The design also represents the races in Singapore using the famous food of each race. Illustrated and created a new Merlion character for a joint business venture with a local on promoting tourism and local food for foreigners.

Name of Main Designer(s) Involved: illustrated by Li Dan, Lim Dayna

Medium Used in Design: Illustrator CS6, After Effect



Event Collateral graphic design List B:
Logo design and VI branding



Project Title: Flower Field VI Branding

Initial Brief of Project:

Year Work Done: 2018

Explanation of Concept to Resolve Brief: This coffee shop is about 100 square meters using flowers to decorate the space. Flowers represent romantic and fresh turning urban life into casual and romantic so that people can stay here and enjoy coffee. The logo is designed with the 'U' shape of the flower bone and the shape of the flower hud 'M'. Use watercolor colors to the colors of nature.

Name of Main Designer(s) Involved: Creative Director: Li Dan Designer: Huang yuanlin

Medium Used in Design: Adobe Illustrator CS6, indesign





Brand design ➤
BRAND VIS VISUAL
RECOGNITION SYSTEM





Daily Yoga

BRAND IDEA

VISUAL
RECOGNITION
SYSTEM

APPLICATION DEMONSTRATION

客户名称 Customer name

[每日瑜伽]
DAILY YOGA

VIS

INNOVA VISUAL
IDENTITY GUIDELINES
20 DECEMBER 2018

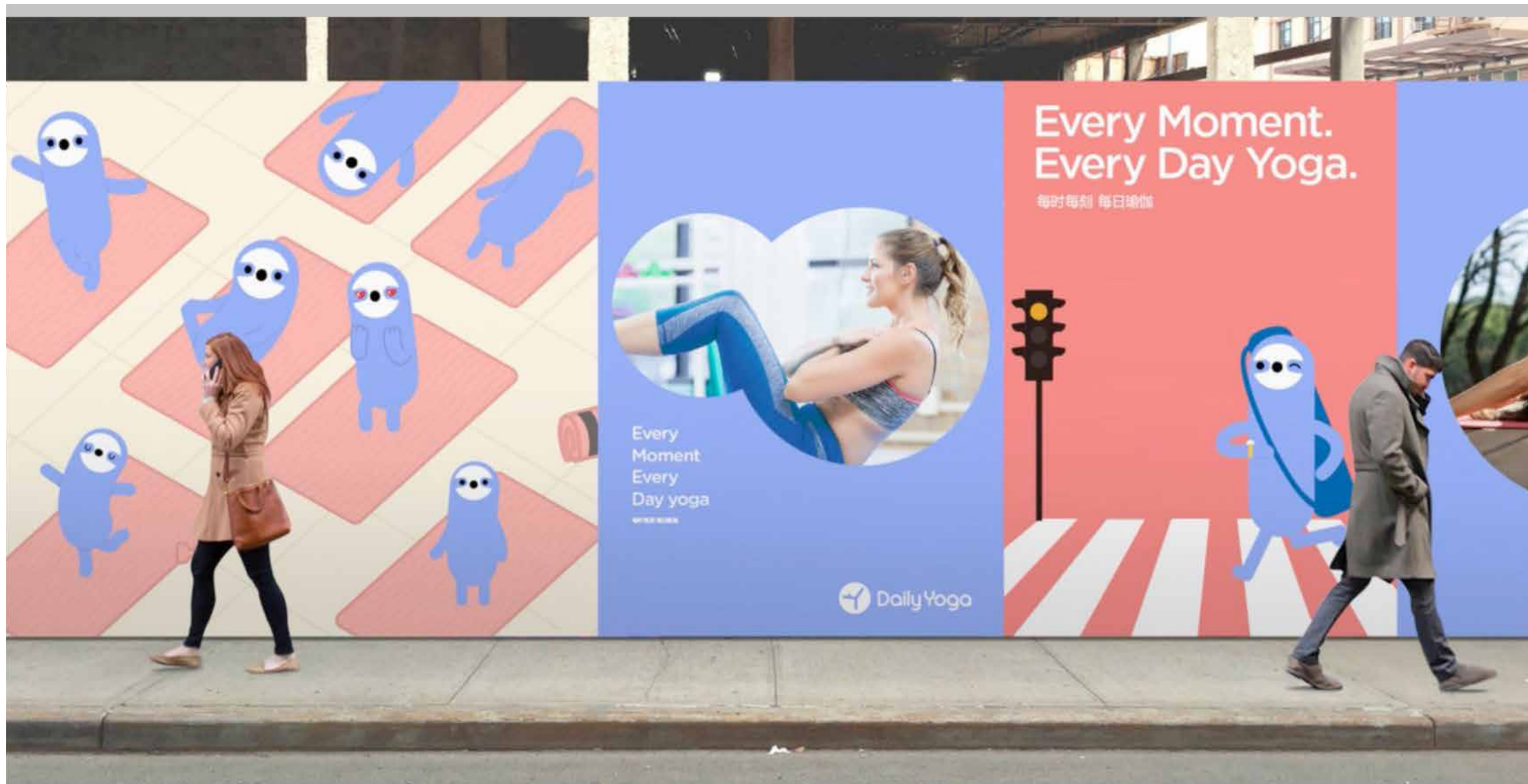
Come to life.
Come to yoga.

每日瑜伽



Every Moment.
Every Day Yoga.

每时每刻 每日瑜伽



Every Moment.
Every Day Yoga.

每时每刻 每日瑜伽

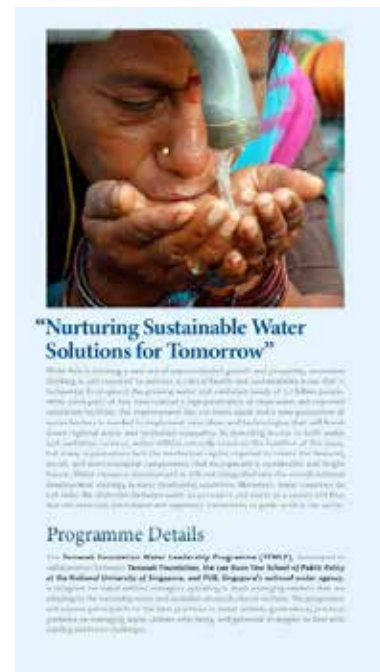
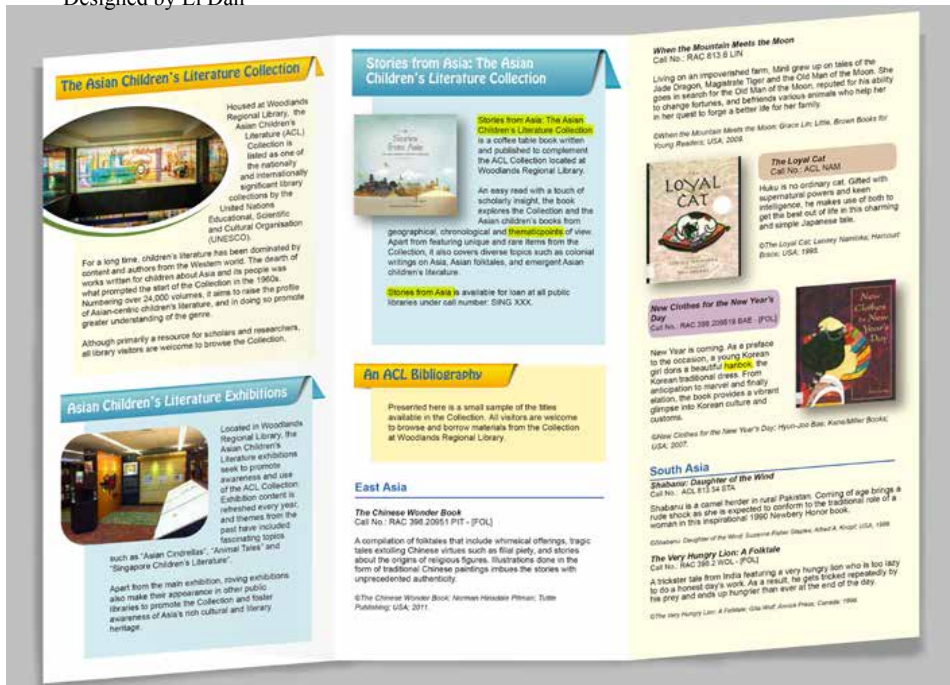
Every
Moment
Every
Day yoga
SPRINT 2018

Daily Yoga





Illustration and design for National Library Board,2016
Designed by Li Dan



Brochure design for National University of Singapore ,2011
Design by Li Dan

Table 1: Countries Eligible for TFWLP Scholarships

East Asia	Central Asia
1. China	1. Afghanistan
2. Mongolia	2. Azerbaijan
	3. Bangladesh
	4. Cambodia
	5. Kazakhstan
	6. Kyrgyzstan
	7. Laos
	8. Myanmar
	9. Nepal
	10. Pakistan
	11. Sri Lanka
	12. Thailand
	13. Vietnam
	14. Uzbekistan
	15. Yunnan

How to Apply

Interested parties should complete the application form attached to this brochure. The application form consists of 3 parts.

- 1-2 page team concept description (PDF file word)
 - introduce the team members
 - identify and describe a specific water utility management challenge faced by their organisation
 - present a feasible plan of action that they can work on to address the challenge within the next year
- (Individual background information on team members)

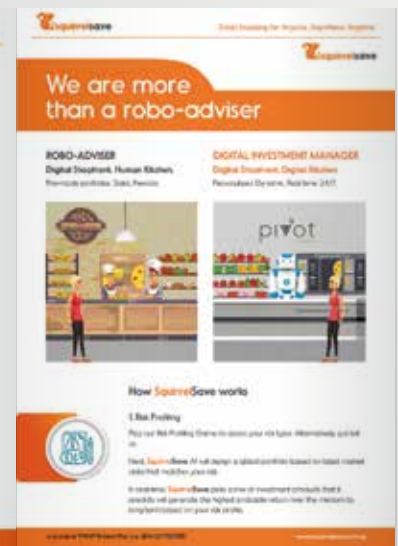
Programme Date	Deadline for Applications	Notification of Successful Parties
1-23 April 2012	23 April 2012	1 March 2012

For more information and a copy of the application please contact:

Executive Director
Executive Director (Public Policy)
Water Sustainability & Planning
Temasek Foundation for Water
Research & Innovation
Email: water@temasekfoundation.org
Phone: 6733 1111



Graphic Design Services List A: Multiple-Page up to 28pp/ Sides



Project Title: layout design and illustration for a Newsletter

Initial Brief of Project: Smart Investing introduction and branding development for 12 pages newsletter

Year Work Done: 2019

Client: Pivot Fintech Pte.Ltd

Explanation of Concept to Resolve Brief: Using infographic and illustration to combine with layout design

Name of Main Designer(s) Involved: Designer and illustrator: Li Dan

Medium Used in Design: Mixed media, Photoshop

NOBEL
Health & Beauty

DETOX TO SHAPE

3 steps to your perfect figure!

1 Detox
your body!



2 Get valuable
nutrients!



3 Boost your
metabolism!



6345 5331

Enjoy 3 sessions of
acupuncture treatment
at a special rate of

\$88 (incl. GST)
for a limited period of time

Nobel Wellness Sanctuary
101-103 Market Street, Level 4/5, S75
Singapore 040053
Tel: 63455331 Fax: 63455332
www.nobelpharm.com



陈建彬 演唱会 + 脱口秀

我不爽

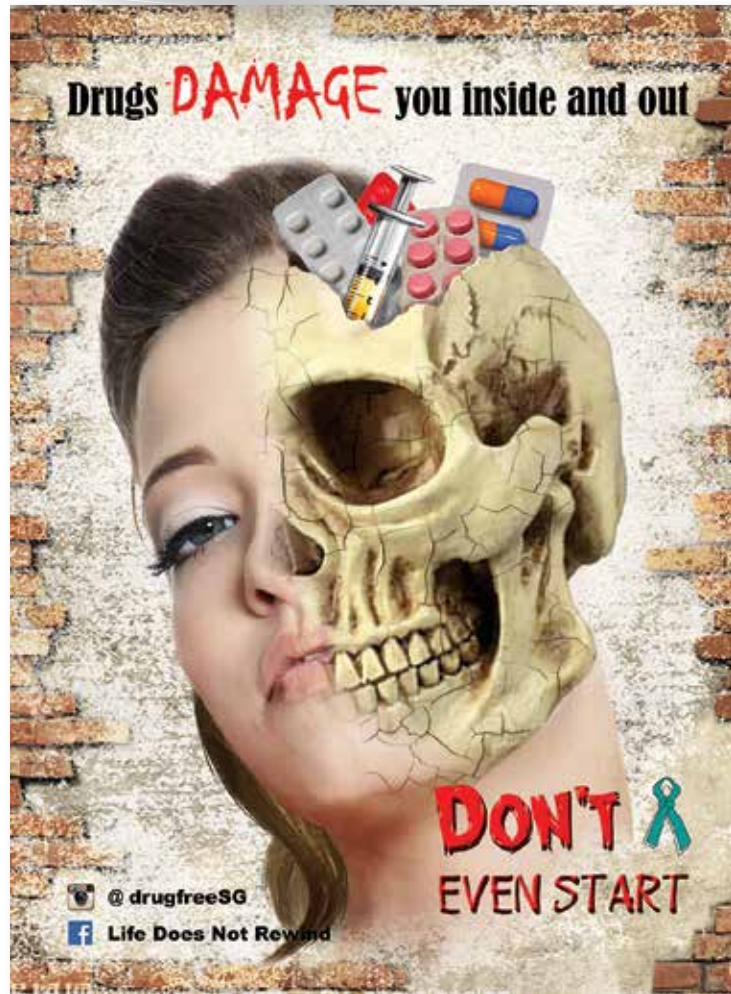
一场让你听了
就爽的演唱会

他不爽什么？
你也不爽？
快来分享！



通过抽奖方式，每场送出100份精美礼包！

时间：2013年3月29日 下午4pm/8pm, 3月30日 8pm
地点：牛车水人民剧场 票价：28元 / 38元 / 48元 / 58元



Project Title: Anti-Drug Messages e-bulletin poster design

Initial Brief of Project: Design services for publicity poster

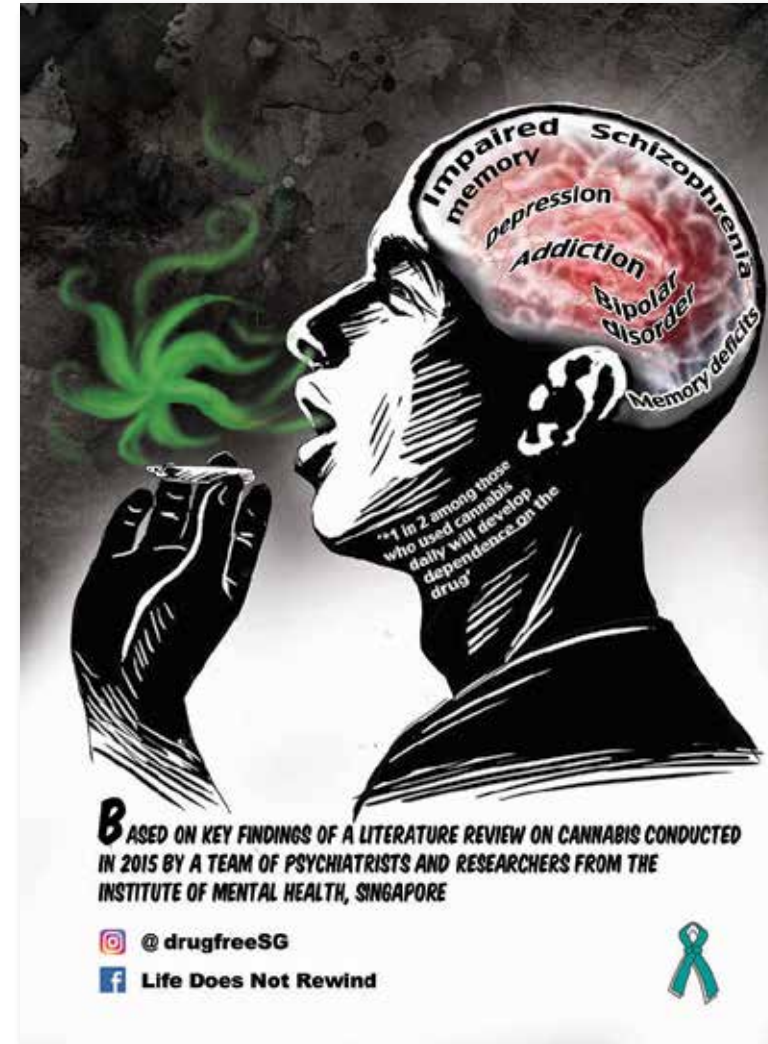
Year Work Done: 2016-2017

Client: Ministry of Home Affairs-Central Narcotics Bureau

Explanation of Concept to Resolve Brief: To build awareness on the consequences of drug abuse in order to encourage students not to even touch drugs in the first place. I combined pretty face and skeleton to express how the drugs damage you inside out. You have a choice in who you want to be; how you want to look.

Name of Main Designer(s) Involved: Designer and illustrator: Li Dan

Medium Used in Design: Mixed media, Photoshop



Project Title: Anti-Drug Messages e-bulletin poster design

Initial Brief of Project: Design services for publicity poster

Year Work Done: 2016-2017

Explanation of Concept to Resolve Brief: It is actual information about cannabis/weed. Key message is to raise awareness on the addictiveness of cannabis. I used a simple color to make a sharp contrast to show how the drugs stimulate and damage the human brain.

Name of Main Designer(s) Involved: Designer and illustrator: Li Dan

Medium Used in Design: Mixed media, Photoshop

Graphic Design Services List A:
Marketing and Promotion

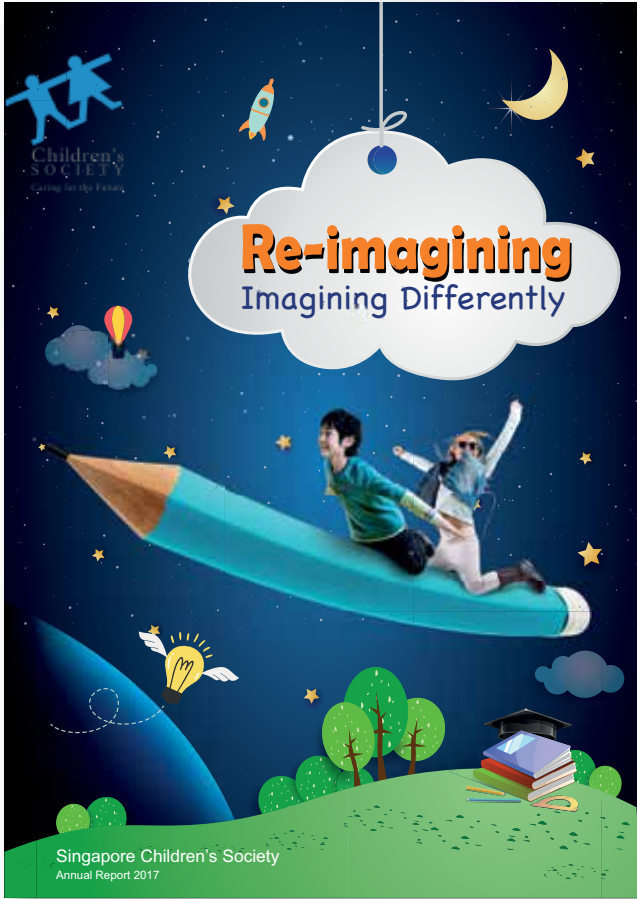


▶ **Project Title:** Fruit Drink package design
Initial Brief of Project: Simple infographic to illustrate the fruit figure
Year Work Done: June 2016
Explanation of Concept to Resolve Brief: Using Simple shape and colour to illustrate fruit shape and human.
Name of Main Designer(s) Involved: Creative Director – Li Dan, Designer – Li Kai (freelancer), Team Work with Fuzhou Fuge Design Co.,Ltd.
Medium Used in Design: Illustrator CS6, Indesign



◀ **Project Title:** North & South Dried Foods package design
Initial Brief of Project: Traditional culture to describe the food history and background
Year Work Done: Oct.2015
Explanation of Concept to Resolve Brief: Using traditional culture and pattern to illustrate the package design.
Name of Main Designer(s) Involved: Creative Director – Li Dan, Designer – Li Kai (freelancer), team Work with Fuzhou Fuge Design Co.,Ltd.
Medium Used in Design: Illustrator CS6, Indesign

**Graphic Design Services List A:
Marketing and Promotion, Multiple Page**



Project Title: Singapore Children's Society Annual Report 2017 Vendor Brief
Initial Brief of Project: Re-imagining (with a sub-theme of 'imagining differently')

Year Work Done: 2017

Explanation of Concept to Resolve Brief: Cover concept design :When your mind is expanding into beautiful imaginative thoughts, the sky have no limits. Unlimited imagination is like a spaceship in the galaxy.

The cover background made use of illustrations combined with photos to make them fun and interesting.

Name of Main Designer(s) Involved: Creative Director and designer: Li Dan,

Medium Used in Design: Adobe Illustrator CS6, indesign



Chapter Dividers (Double page) x 2 :

The flying books are wings, lifting a child's imagination up into the sky magnificently.

The background uses some illustration combined with photos.



Inside/body text (Double
page) x 2 :

Using sky & cloud elements to decorate the layout, and with vivid colours and different shapes of pictures.

Graphic Design Services List A: Marketing and Promotion, Multiple Page



Stories from Asia: The Asian Children's Literature Collection

Lost over which titles you should be reading from the Collection or simply interested in an introduction to the Asian children's literature genre?

Stories from Asia: The Asian Children's Literature Collection is a coffee table book written and published to complement the ACL Collection. Apart from featuring unique and rare items from the Collection, this book also covers diverse topics such as colonial writings on Asia, Asian folktales, and emergent Asian children's literature. *Stories from Asia* opens a window into exploring the ACL Collection, and is a good starting point towards understanding this fascinating genre.

Stories from Asia: The Asian Children's Literature Collection is available for loan at all public libraries under the call number: SING 809.89282 STO

How to get to Woodlands Regional Library:
Address: 900 South Woodlands Drive #01-03, Singapore 730900
Nearest MRT: Woodlands Bus Interchange, Woodlands Buses: 169, 178, 187, 856, 858, 900, 900A, 901, 902, 903, 904, 911, 912, 913, 925, 925D, 926, 950, 960, 961, 961C, 962, 963, 963E, 963R, 964, 965, 966, 969



Public Libraries Singapore



Project Title: The Asian
Children's literature
Collection

Initial Brief of Project: 6pp
brochure design

Year Work Done: 2016
Explanation of Concept to Resolve Brief: Layout design with photos and graphic.

Name of Main Designer(s) Involved: Designer: Li Dan

Medium Used in Design:
Adobe Illustrator CS6



Project Title: Poster design

Initial Brief of Project: Layout design with photos for National Library Board

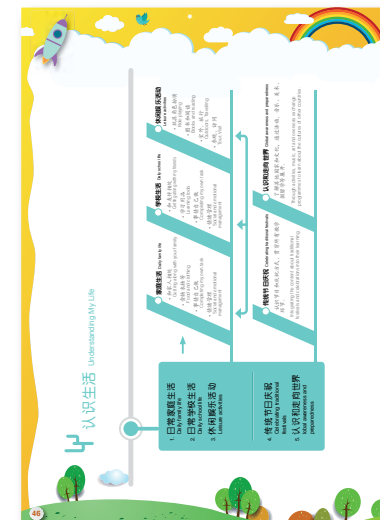
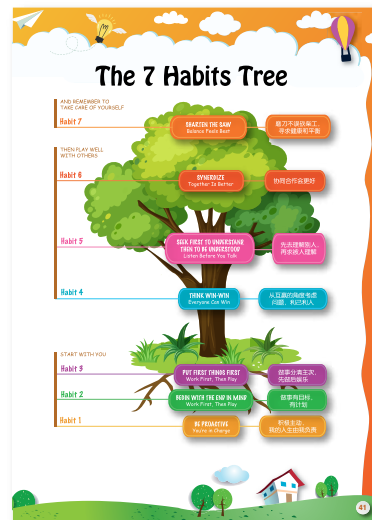
Year Work Done: 2016

Explanation of Concept to Resolve Brief: I use traditional craft paper to decorate the picture, combining with some photo and layout design.

Name of Main Designer(s) Involved: Designer: Li Dan

Medium Used in Design: Adobe Illustrator CS6

Marketing and Promotion List A: Multiple-Page up to 28pp/ Sides



Project Title: Han Junior

Initial Brief of Project: Han Junior is a premier flagship brand under the Han Culture and Education Group. In 2017, Singapore Press Holdings (SPH) enters into joint venture with Han Language Centre, holding 75 per cent interest in the business. This joint venture will combine the expertise of both parties to develop a series of education programmes and events.

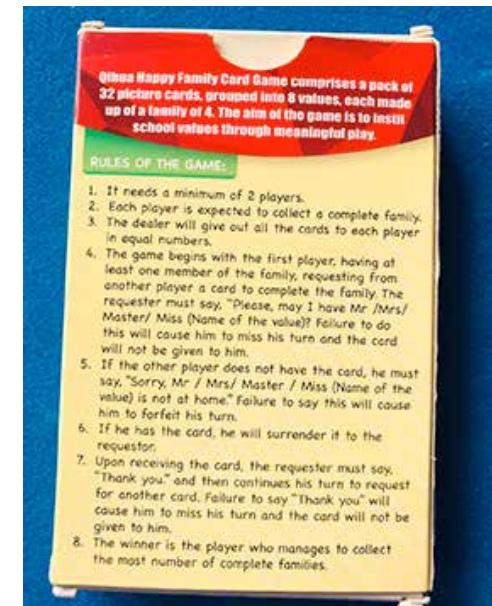
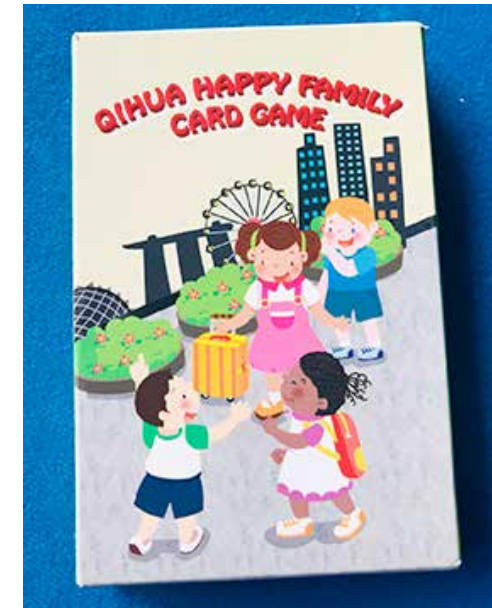
Year Work Done: 2017

Explanation of Concept to Resolve Brief: The layout of the book design is made using infographic and illustration combined with cute elements aimed towards Pre-School, Primary School and Secondary School in Singapore. Book page 68pp

Name of Main Designer(s) Involved: Illustrator: Li Dan, layout designer: Yang Mei

Medium Used in Design: Adobe Illustrator CS6, Photoshop, indesign CS6

Other Services
(Illustration)



Project Title: QIHUA HAPPY FAMILY CARD GAME

Client: Qihua Primary School

Name of Main Designer(s) Involved: Designer and illustrator: Li Dan, Yunduo

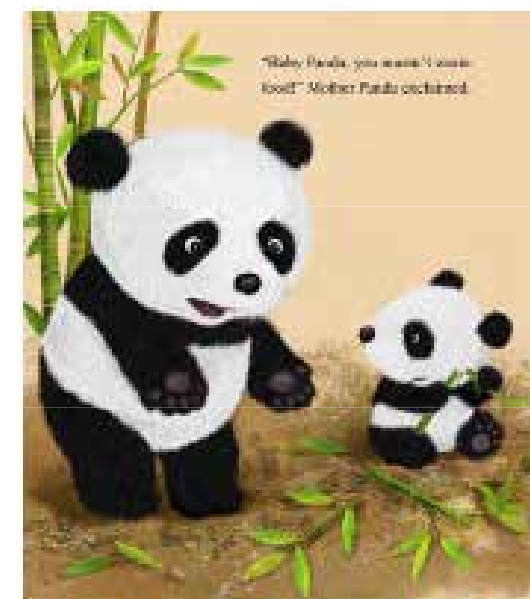
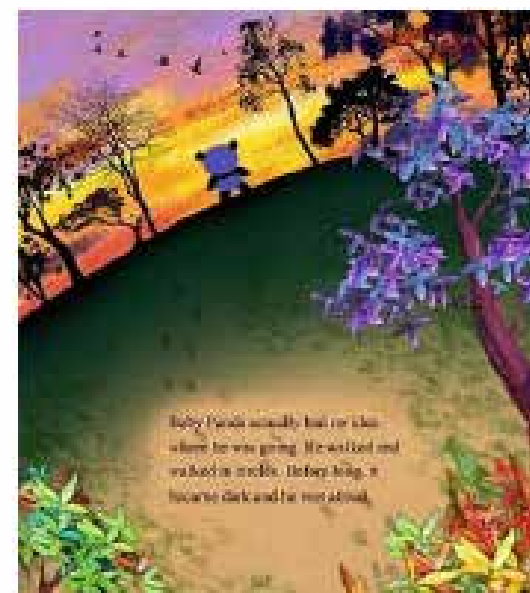
Medium Used in Design: Mixed media, Photoshop



Illustrated by Li Dan. Digital drawing,. Illustration for Globle-is-Asian magazine
 The article title is Demographic Trends
 Client: LKY School of public policy, NUS),2011





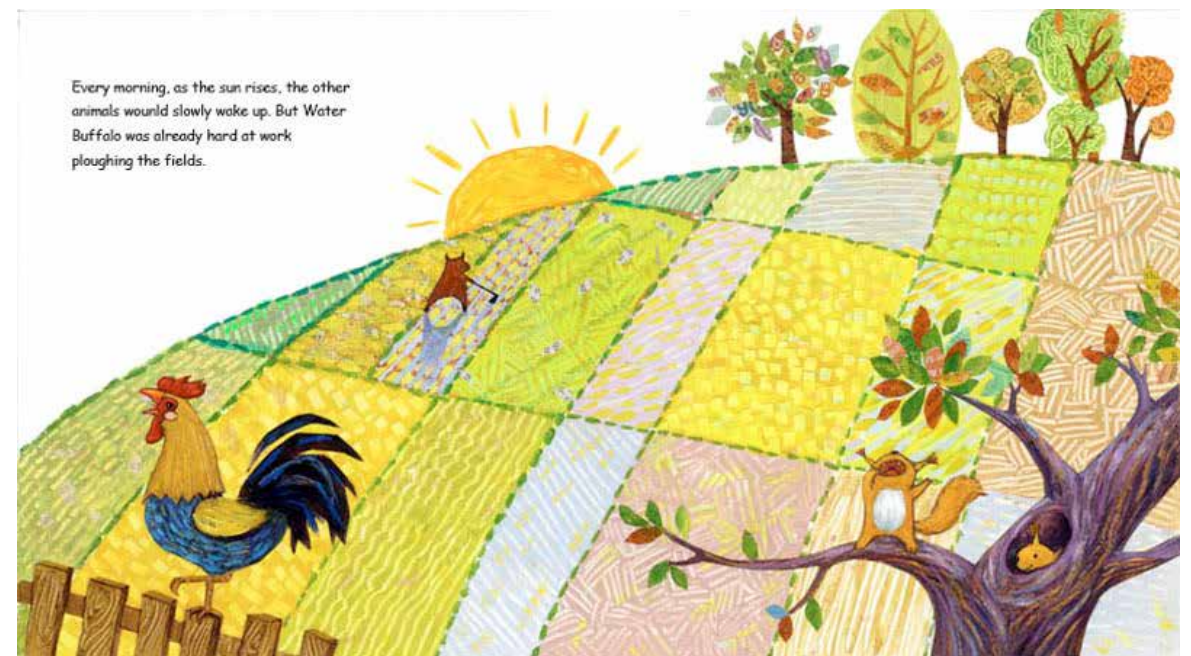
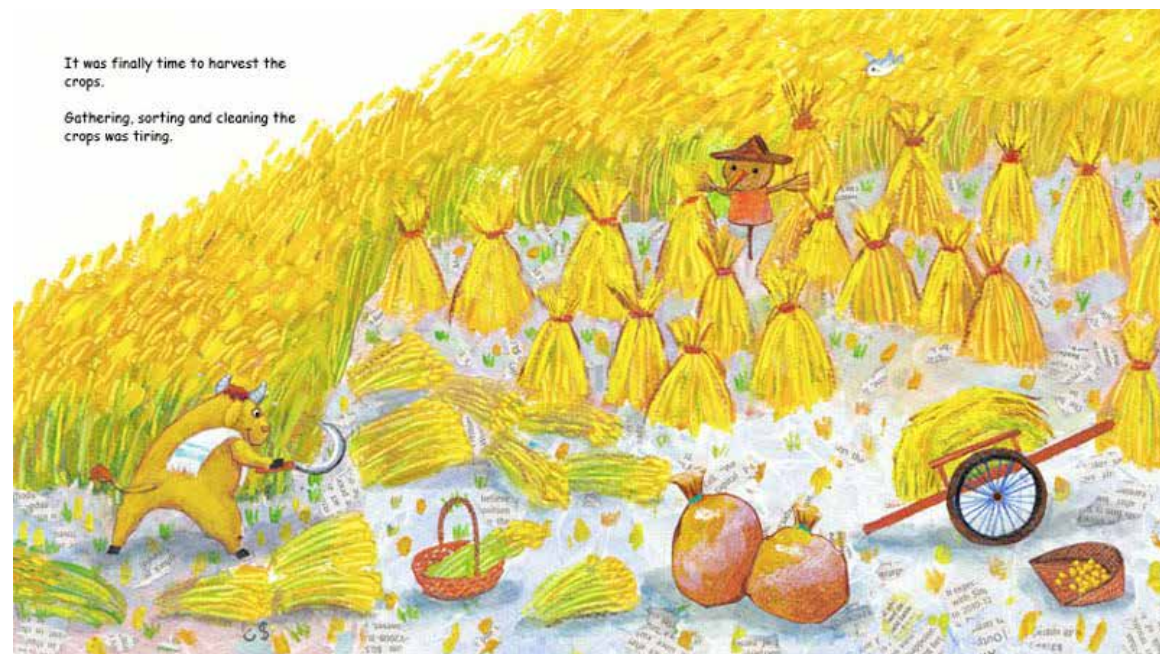
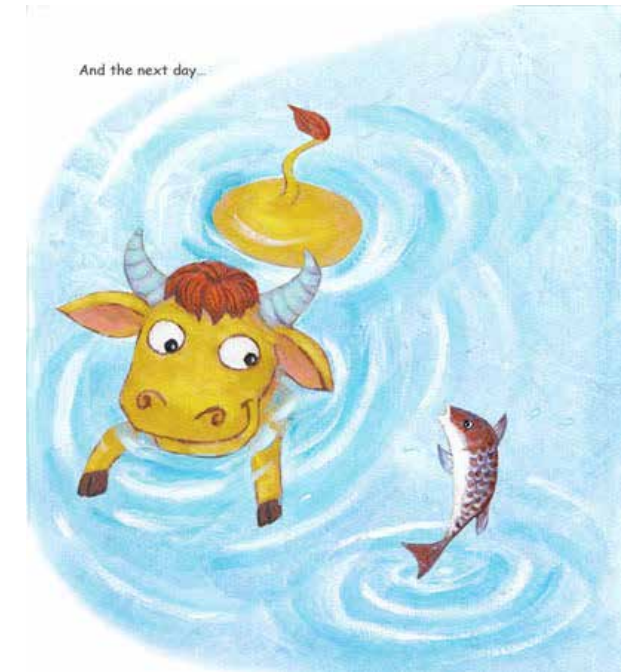
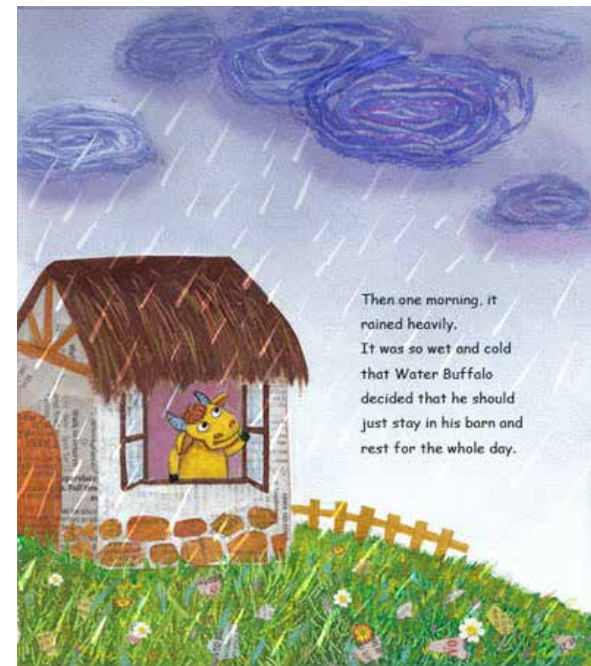
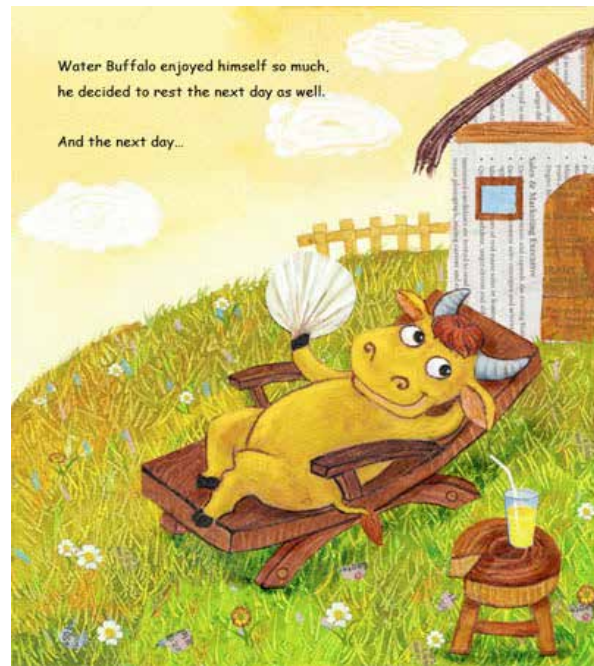


Baby Panda Finds His Way (picture book), Illustrated by Li Dan, Published by Autumn Woodens, 2009



Big book illustration for MOE, illustration by Li Dan

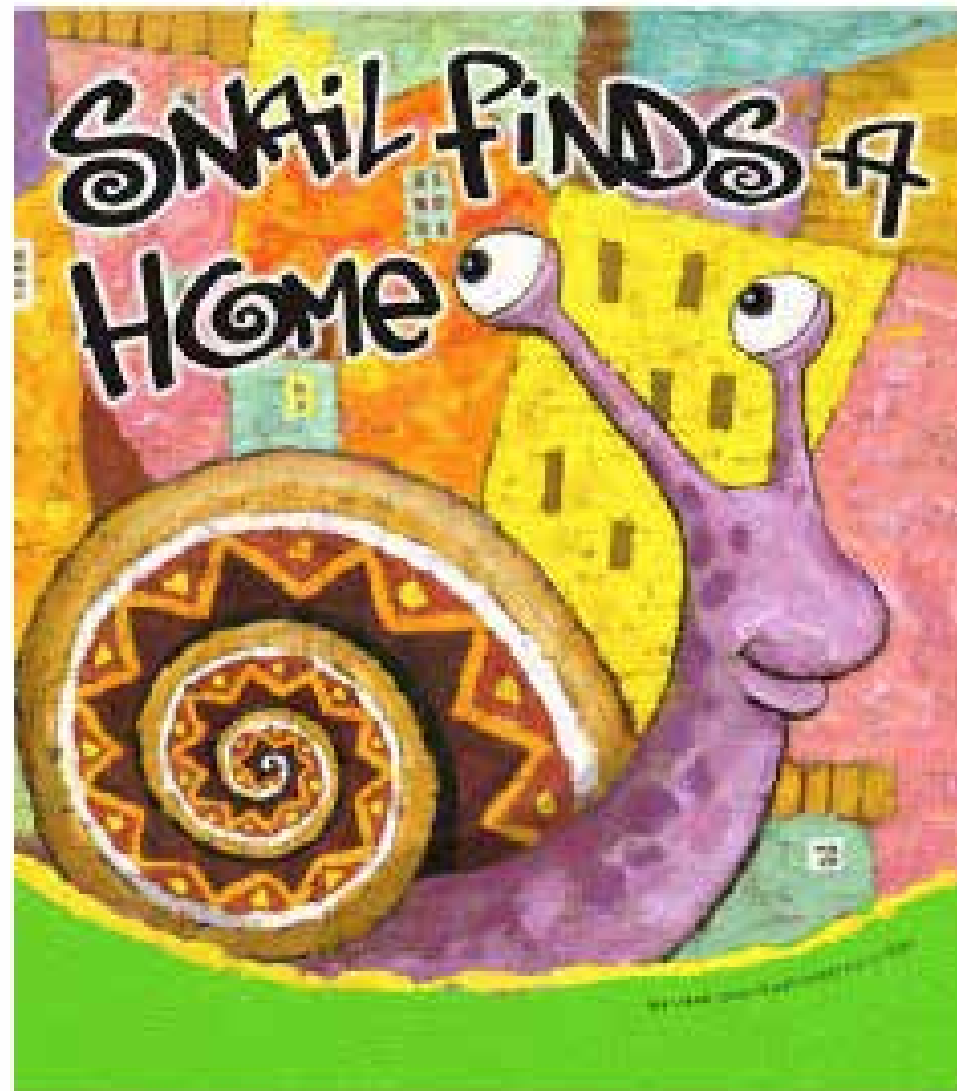






Tel: +65 83720960 ; +65 96111175

www.l&l-studio.com , <http://l&lstudio.blogspot.com>





Creative artwork for postcard.
Illustrated by LiDan Illustration & design studio.



personal creative artwork for poster.
Illustrated by LiDan Illustration & design studio.

Graphic Design Services List B:
Event Collaterals Services, Banners



Project Title: layout design and illustration for a banner and a serie of products design

Initial Brief of Project: Smart Investing introdution and branding development for 2 pages flyer

Year Work Done: 2019

Client: Pivot Fintech Pte.Ltd

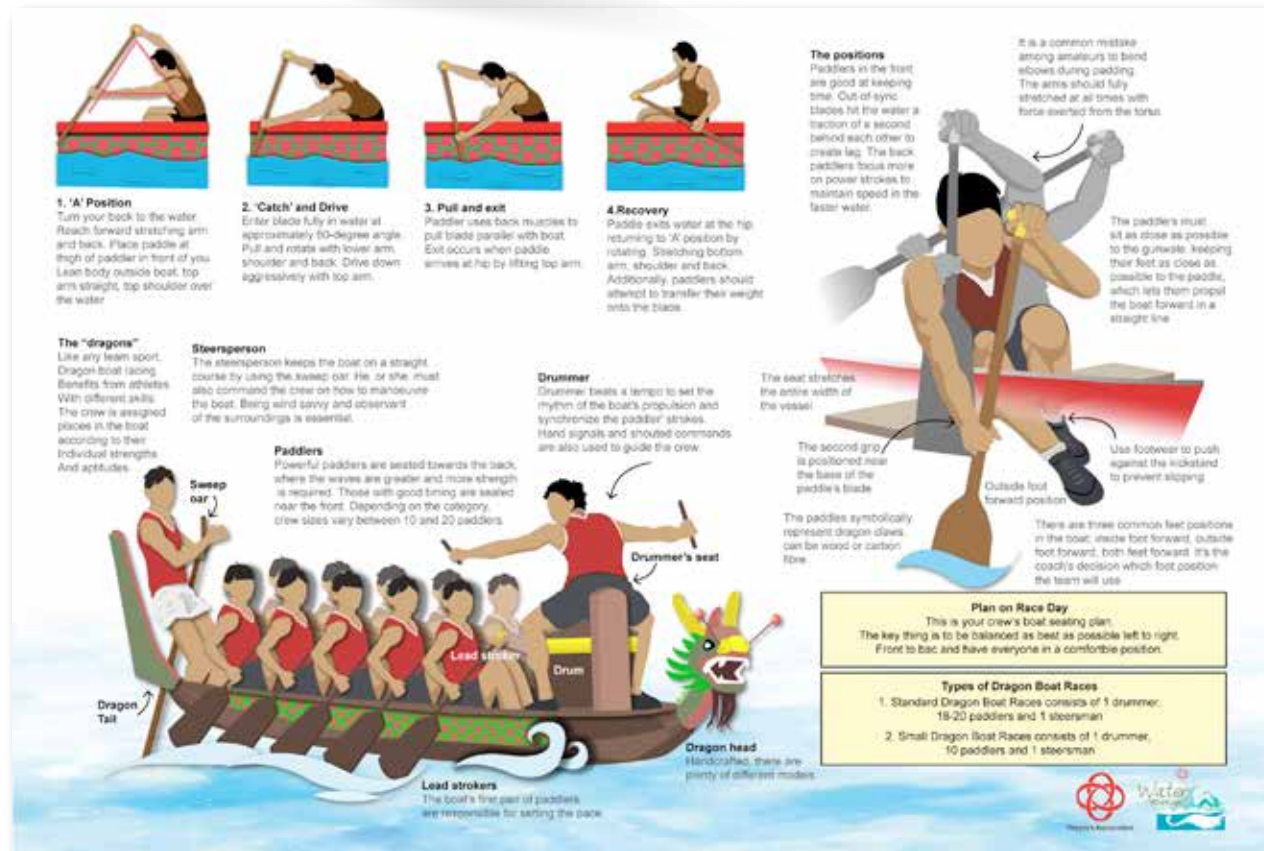
Explanation of Concept to Resolve Brief: Using infographic and illustration to combine with layout design.

Some products design: Water bottle, pencil box, school bag. I use the family character Sasa as the main role to do package design for those products.

Name of Main Designer(s) Involved: Designer and illustrator: Li Dan, Assistant Illustrator: Sarad Saifuddin

Medium Used in Design: Adobe Illustrator CS6

Graphic Design Services List A: Marketing and Promotion, Poster



Project Title: Padding Strokes of Dragon Boat , Positioning of Paddlers

Initial Brief of Project: Infographic and design for a poster design

Year Work Done: 2016

Explanation of Concept to Resolve Brief: 2D graphic style for Poster with content, combined the provided People's Association and Water Venture logo

Name of Main Designer(s) Involved: illustrated and designed by Li Dan

Medium Used in Design: Illustrator, Photoshop



Poster for HDB

Illustrator and designer: Li Dan

AI Vector



<https://www.dropbox.com/s/jvx0jquo6gbco4x/LOGO1.mp4?dl=0>
15 sec SquirrelSave launch video please check this link

LOGO1.mp4

Project Title: SquirrelSave launch video

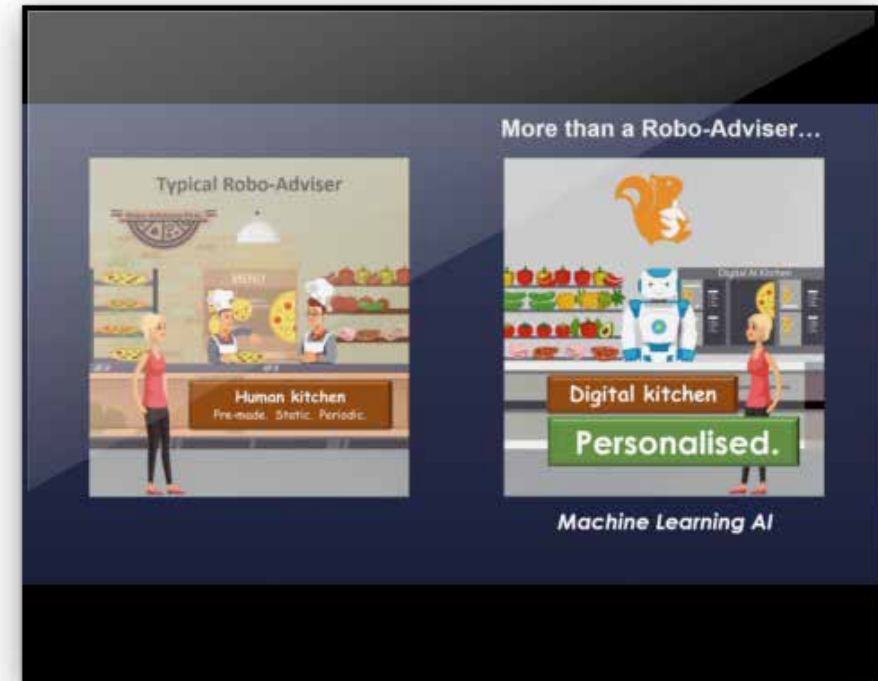
Initial Brief of Project: The video to highlight the logo branding

Year Work Done: 2019

Explanation of Concept to Resolve Brief: The video showed the squirrel climbing up the Acorn tree to pick up the Acorn and then it turned to a logo. SquirrelSave is the consumer brand of PIVOT Fintech Pte. Ltd. (201716150D), a Singapore incorporated company holding a Capital Markets Services licence (CMS100806) regulated by the Monetary Authority of Singapore ("MAS").

Name of Main Designer(s) Involved: Art director: Li Dan, animator: kuang Ning, team work for the animation video

Medium Used in Design: Illustrator, Photoshop, After Effect, flash



<https://www.dropbox.com/s/w34s6ftes1tqw2f/Why%20is%20SquirrelSave%20different%20%28FINAL%2028%20Apr%202019%29%20A.mp4?dl=0>
please check this link for the video

Why is SquirrelSave different (FINAL 28 Apr 2019) A.mp4

Project Title: SquirrelSave launch video

Initial Brief of Project: The video to explain how to access investments, insurance and healthcare in SquirrelSave.

Year Work Done: 2019

Explanation of Concept to Resolve Brief: We use infographic and design to explain what is SquirrelSave and how it works across investments, insurance and healthcare.

Name of Main Designer(s) Involved: Art director: Li Dan, animator: kuang Ning, team work for the animation video

Medium Used in Design: Illustrator, Photoshop, PPT, After Effect

Graphic Design Services List B: Event Collaterals Services



R: 158
G: 213
B: 226

R: 232
G: 119
B: 34

R: 246
G: 193
B: 192

R: 191
G: 50
B: 137

R: 239
G: 125
B: 185



Project Title: Mascot design

Initial Brief of Project: Main character Sasa, mascot design for a launch event

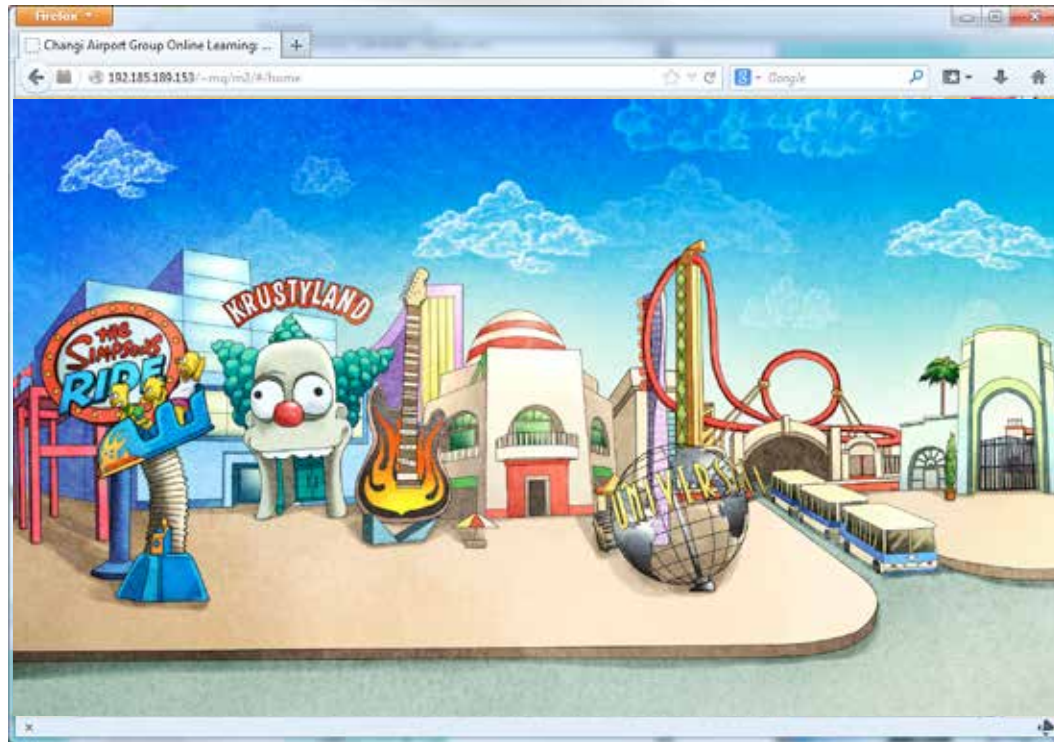
Year Work Done: 2019

Explanation of Concept to Resolve Brief: Using the company corporate colour, orange as the main colour for the mascot. Sasa is the main character for Squirrel Treehouse family. I designed and illustrated the whole family and coins too. At the same time, I illustrated and animated 3 ebooks.

Name of Main Designer(s) Involved: Creative Director – Li Dan, Designer – Li Dan

Medium Used in Design: Illustrator CS6

Other Services (Illustration, Web and Digital Graphics)



Project Title: Illustration for CAG E-Learning

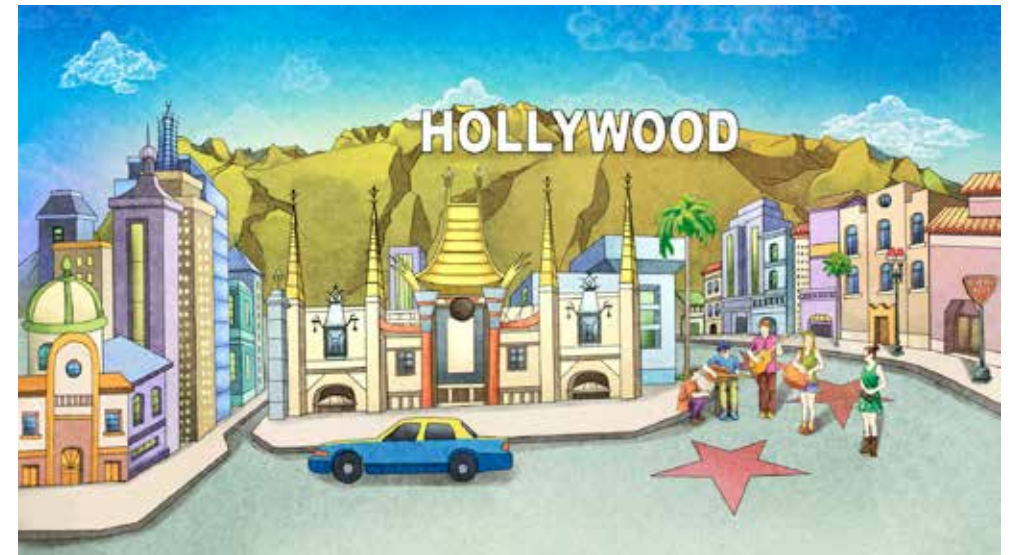
Initial Brief of Project: E-learning Platform for Staff

Year Work Done: 2014-2018

Explanation of Concept to Resolve Brief: Each theme has its iconic buildings and cultural feature in different countries. I use 2D illustration with texture to enrich the picture.

Name of Main Designer(s) Involved: Illustrator – Li Dan, Web Designer and animator: Stanley Koh. Team Work with illustrator, copy writer and storyboard artist in project development phase.

Medium Used in Design: Photoshop



Other Services (Illustration)



Project Title: Anti-Drug Messages poster

Initial Brief of Project: Illustration services for publicity poster

Year Work Done: 2017

Explanation of Concept to Resolve Brief: Reminding students that there are better alternatives/hobbies to cope with stress or address boredom/lack of excitement in their lives (instead of turning to drugs).

Name of Main Designer(s) Involved: illustrated by Li Dan

Medium Used in Design: Illustrator and Photoshop

Other Services (Illustration)



inside book cover



Main Cover Flap

- Cover concept: Navigating the future



Overleaf Flap

- Current state of studying and building the future

Project Title: MTI's Future Tense (Annual Report)

Initial Brief of Project: MTI's Future Tense explores the potential treasures and pitfalls that the advancement in technology is predicted to have on the economy.

Year Work Done: 2016

Explanation of Concept to Resolve Brief: We used the process of making cakes as a metaphor to show how Singapore can harness such change, preventing foreseeable issues at the same time. With 'Economic Transformation' as the starting point, the narrative of the publication entails a path that consists of knowing before doing. Tomorrow's Ultimatum seeks to express the objective decisions to consider, visually capturing reader's imagination.

Name of Main Designer(s) Involved: Creative Director and Illustrator by Li Dan, Team work with Orgnix Creative Pte Ltd for the project.

Medium Used in Design: Adobe Photoshop, Adobe Illustrator CS6, Indesign



Other Services (Illustration)



Cartoon caricature of the person.



Realistic with high level of detail illustration for CPF Advisory panel recommendations, Digital drawing.



Project Title: MTI's Future Tense (Annual Report)

Initial Brief of Project: MTI's Future Tense explores the potential treasures and pitfalls that the advancement in technology is predicted to have on the economy.

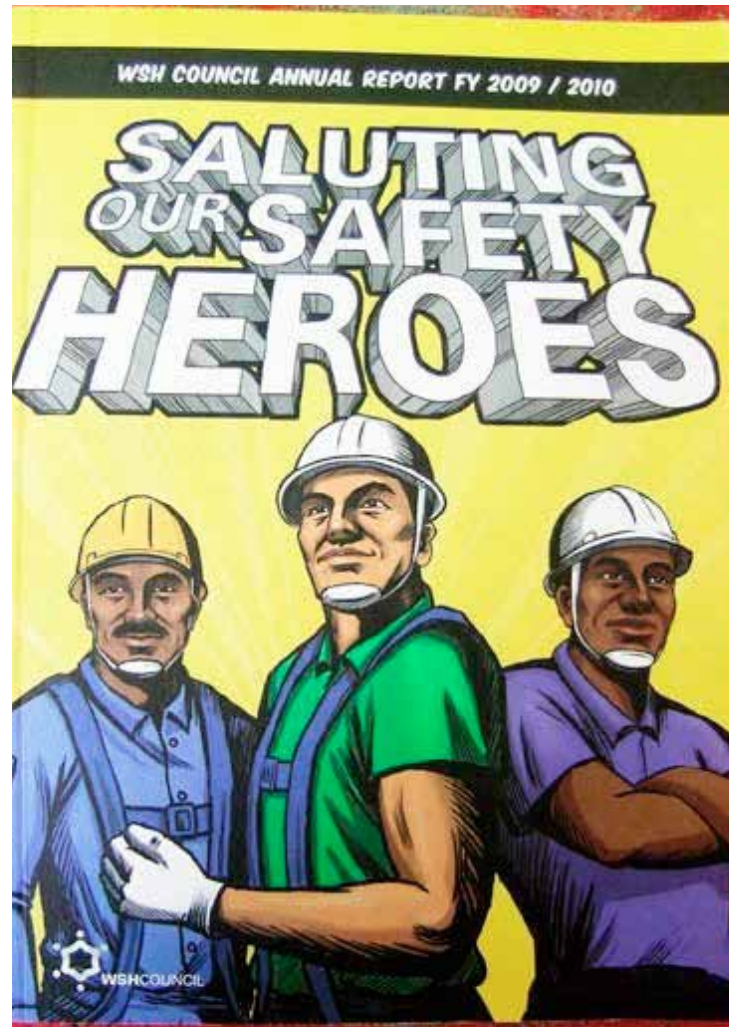
Year Work Done: 2016

Explanation of Concept to Resolve Brief: I use watercolor and realistic drawings to Illustrate their team and make the book more artistic.

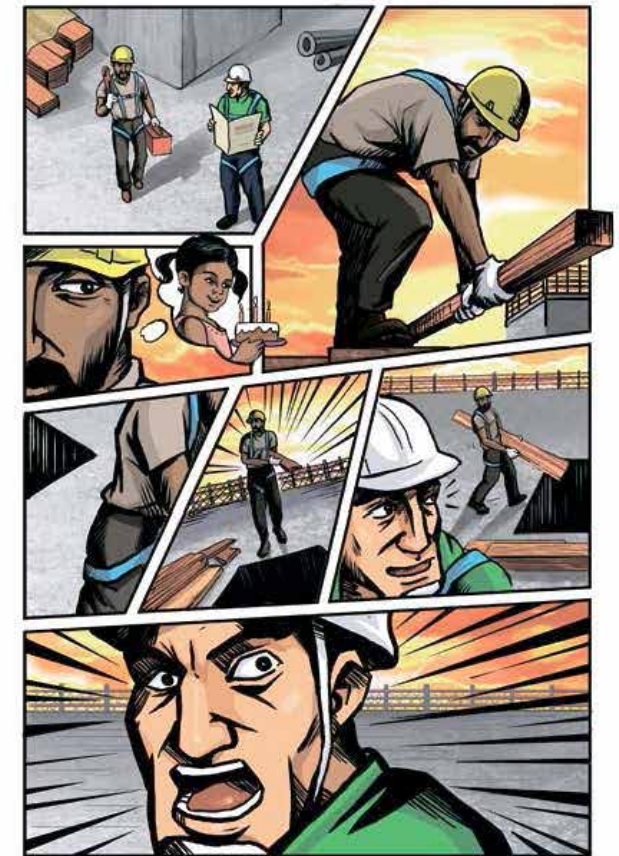
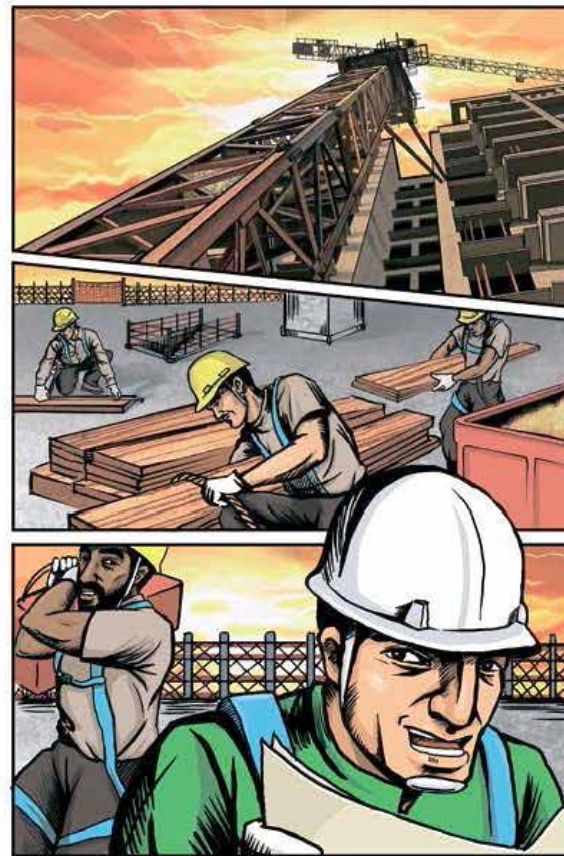
Name of Main Designer(s) Involved: Creative Director and Illustrator by Li Dan, Team work with Orgnix Creative Pte Ltd for the project.

Medium Used in Design: Adobe Photoshop

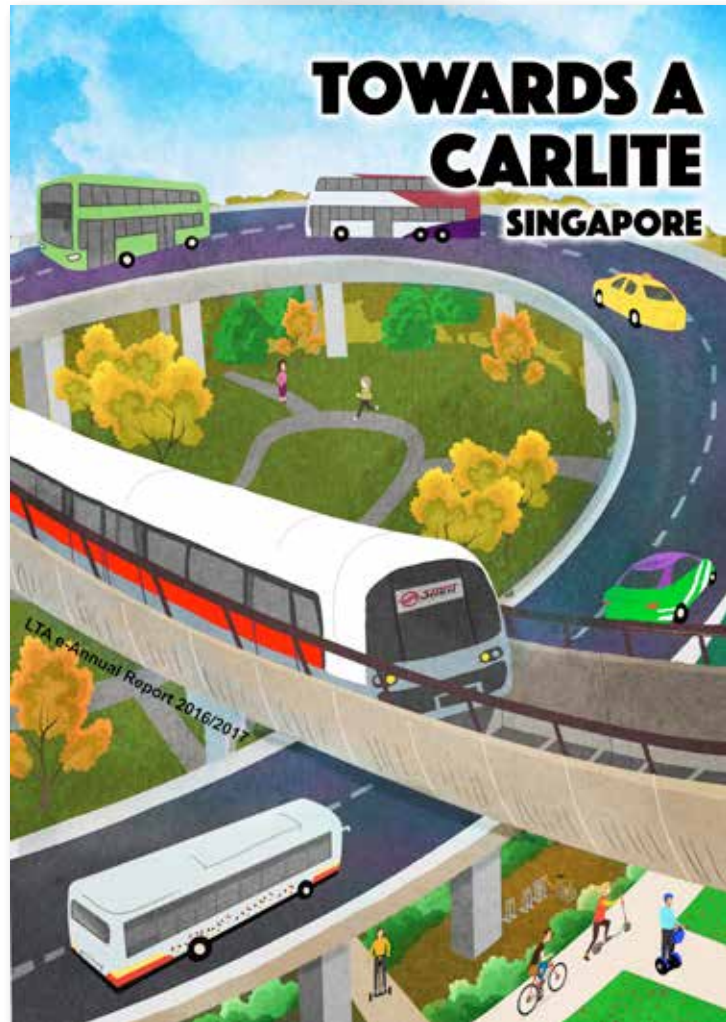
Comic (Illustration)



Illustrated by Li Dan.
Comic for an annual report
Photoshop
Client: Pupilpeople Pte Ltd
,2011



Other Services (Illustration)



Annual Report Cover



Project Title: Towards a Carlite Singapore (Annual Cover Report mockup)

Initial Brief of Project: Its aim is to make public transport and other mobility forms come alive so people of all ages will look forward to their daily journeys.

Year Work Done: 2018

Explanation of Concept to Resolve Brief: Overall theme, concept and design shall capture LTA's aspiration for a Carlite Singapore, where walking, cycling and riding public transport is a way of life for all Singaporeans. Emphasis shall be given to highlight our efforts to improve rail reliability, rail expansion, and how technology and data underpin everything we do.

Name of Main Designer(s) Involved: Creative Director and Illustrator by Li Dan, Nikki Ng Ni Xuan

Medium Used in Design: Adobe Photoshop



Project Title: Squirrel Treehouse game design

Initial Brief of Project: Illustration and design services for a website

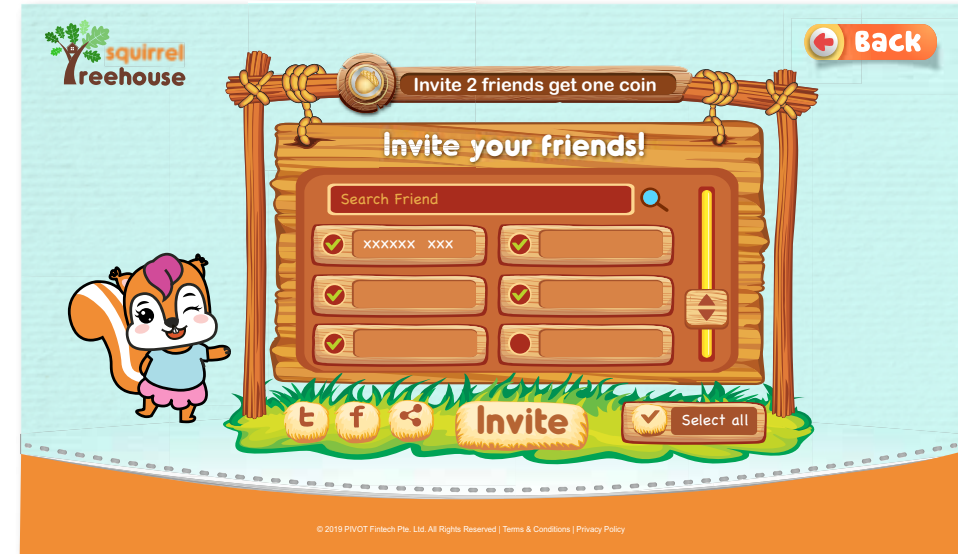
Year Work Done: 2019

Explanation of Concept to Resolve Brief: We used Acorn tree as our main elements. The game has 3 different levels: Founddation, Intermediate and Advanced for kids to play. Each level they can get rewards, each game they get coins to unlock another game and exchange some ebooks, gifts and stickers.

Name of Main Designer(s) Involved: Art Director: Li Dan , Illustrator: Li Dan and Sarad Saifuddin

Medium Used in Design: Adobe Illustrator, Photoshop and after effect

Other Services (Web design and Illustration)



Project Title: Squirrel Treehouse

Initial Brief of Project: Web design for Squirrel Treehouse.

Year Work Done: 2019

Explanation of Concept to Resolve Brief: I used forest elements, tree and woods to design the web page, which connected to story content and the environment. Squirrel Treehouse aims to 3-6 years old children to start, teaching them financial literacy among pre-school children.

Name of Main Designer(s) Involved: Illustrated and designed by Li Dan, web programmer : Johnny Ong, animator: Sherylin lum

Medium Used in Design: Illustrator, Photoshop, After Effect, flash

Other Services (Illustration and Digital Graphicc)



<https://www.dropbox.com/sh/42fxh77vsbrz4rs/AAAIQnMQH5h5XUyzthqKyZpwa?dl=0>
Please click the link to check those 3 ebooks video.

Project Title: 3 Ebooks for Squirrel Treehouse

Initial Brief of Project: Teach the children financial literacy with those interactive e-books

Year Work Done: 2019

Explanation of Concept to Resolve Brief: Squirrel Treehouse aims to promote financial literacy. To start, Squirrel Treehouse will promote financial literacy among pre-school children. (a) basic counting of money; (b) concept of needs versus wants; (c) concept of saving, spending and sharing.

Name of Main Designer(s) Involved: Ebook illustrated and designed by Li Dan, animator: Sherylin lum, writer: Victor Lye, web programmer : Johnny Ong, animator: kuang Ning, team work for ebook animation

Medium Used in Design: Illustrator, Photoshop, After Effect, flash



ebook cover

Other Services (Illustration)



Project Title: Entanglement

Initial Brief of Project: Illustration for UOB painting year

Year Work Done: 2018

Explanation of Concept to Resolve Brief: The irregular entanglement of woollen yarn was created to represent the complication in expressing our feeling. The hue of colour created using the variety colourful yarn tells us the different kinds of feeling hidden deep inside our heart.

Name of Main Designer(s) Involved: Illustrator: Li Dan

Medium Used in Design: Acrylic pigment painted on the canvas



Project Title: Tech-addiction

Initial Brief of Project: Illustration for UOB painting year

Year Work Done: 2018

Explanation of Concept to Resolve Brief: The advancement of technology brings us the comfort of our daily lives. However, this results in our dependence on this technology which ruins our connection with people and nature. The imbalance in the usage and drawbacks with the arrival of technology is the vital issue to be addressed in this painting.

Name of Main Designer(s) Involved: Illustrator: Li Dan

Medium Used in Design: Acrylic pigment painted on the canvas

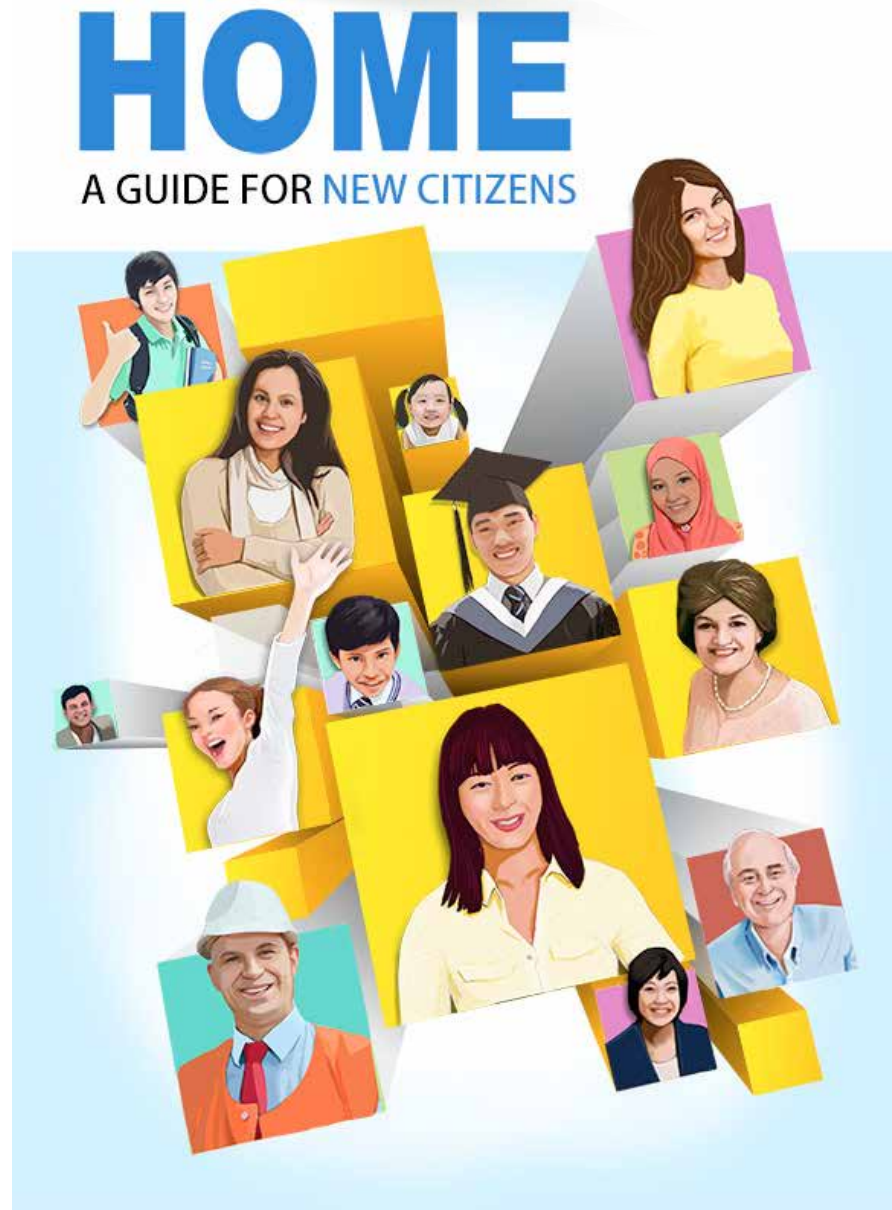
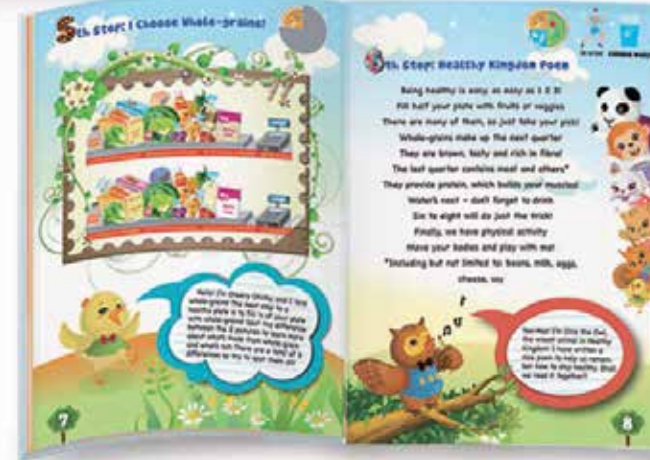


Illustration for a cover 2017
Illustrator : LI Dan



Digital drawings for Folkore stories, Illustrated by Li Dan
Client: One Dash 22 Pte Ltd Photoshop, 2012

Other Services (Illustration)



Client: Health Promotion Board
Illustration and Graphic design Services
(Activity Book)
Order No. :ITE000EPO14008475
Tender Ref No: ITA000ECN14000011
Illustrator and designer: Li Dan
Photoshop, AI Vector, 2015



Concept illustration and design



side wall Front door wall side wall



side wall Front door wall side wall



Project Title: Wall mural for school's science lab

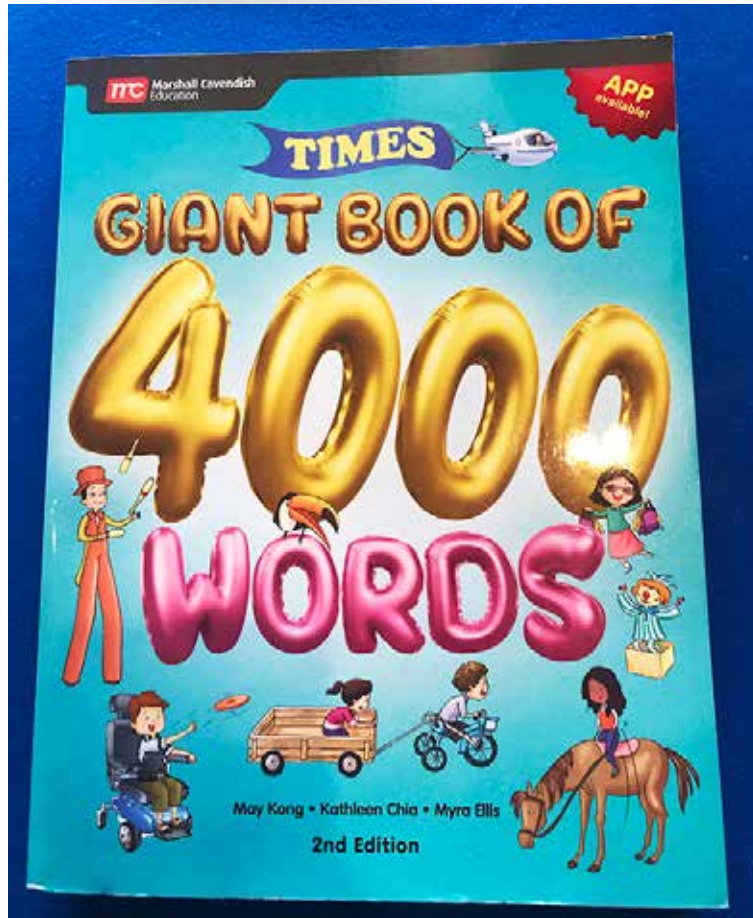
Initial Brief of Project: Illustration for the wall mural to be used to paint the school's lab

Year Work Done: 2018

Explanation of Concept to Resolve Brief: Using science elements and vivid colour to represent the design, fitting into the school's lab theme

Name of Main Designer(s) Involved: illustrated by Li Dan

Other Services (Illustration)



Project Title: Giant Book of 4000 words

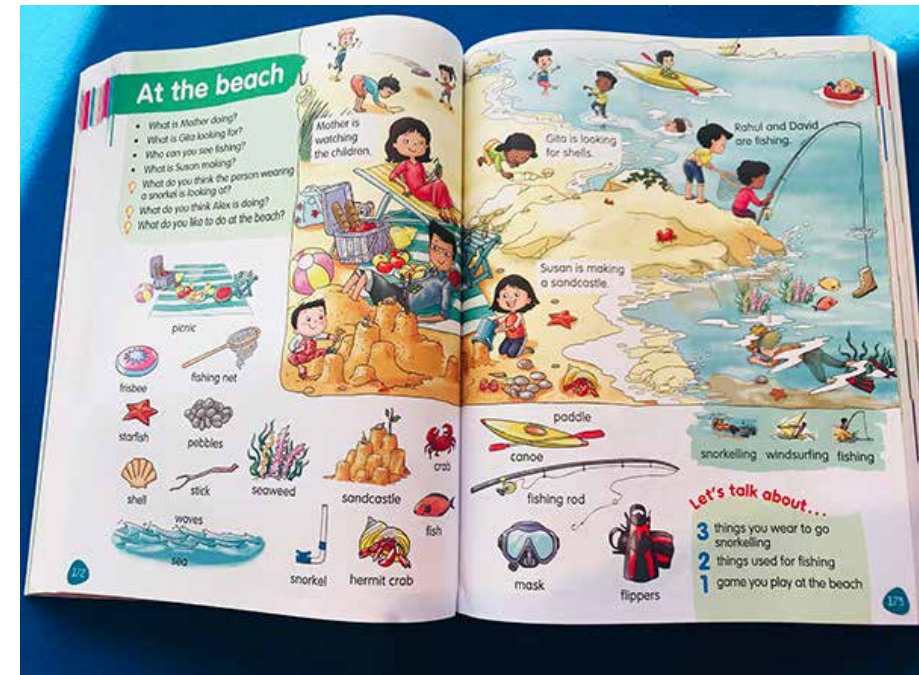
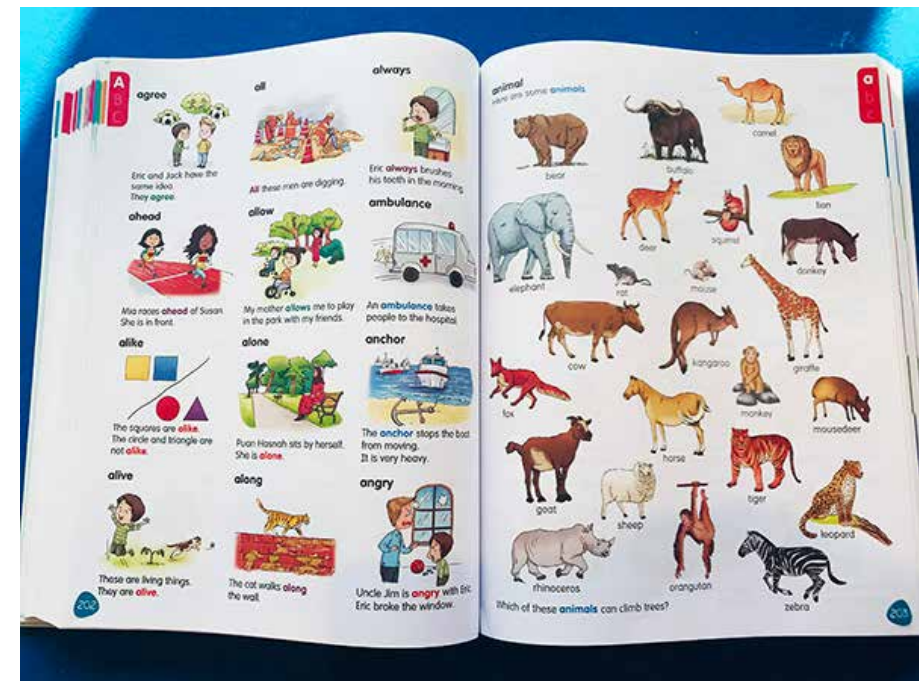
Initial Brief of Project: Picture dictionary for kids to learn vocabulary for 429 pages book.

Year Work Done: 2018

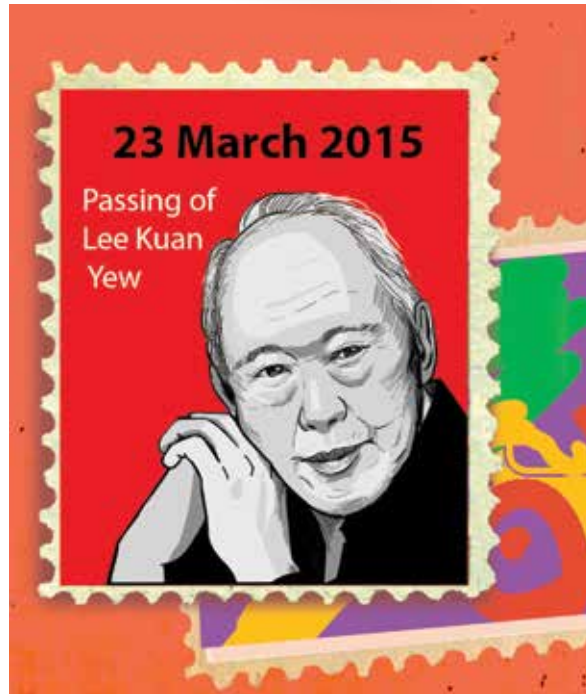
Explanation of Concept to Resolve Brief: This all-time favourite giant book is a wordbank designed to make learning stimulating and fun for young children. We use different character design and vivid colour to help kids build their vocabulary in different learning contexts, from picture-word recognition to 'talk about' activities.

Name of Main Designer(s) Involved: Art director: Li Dan, more than 5 illustrators and designers team work

Medium Used in Design: Photoshop and indesign



Other Services (Illustration)



Project Title: singapore history poster

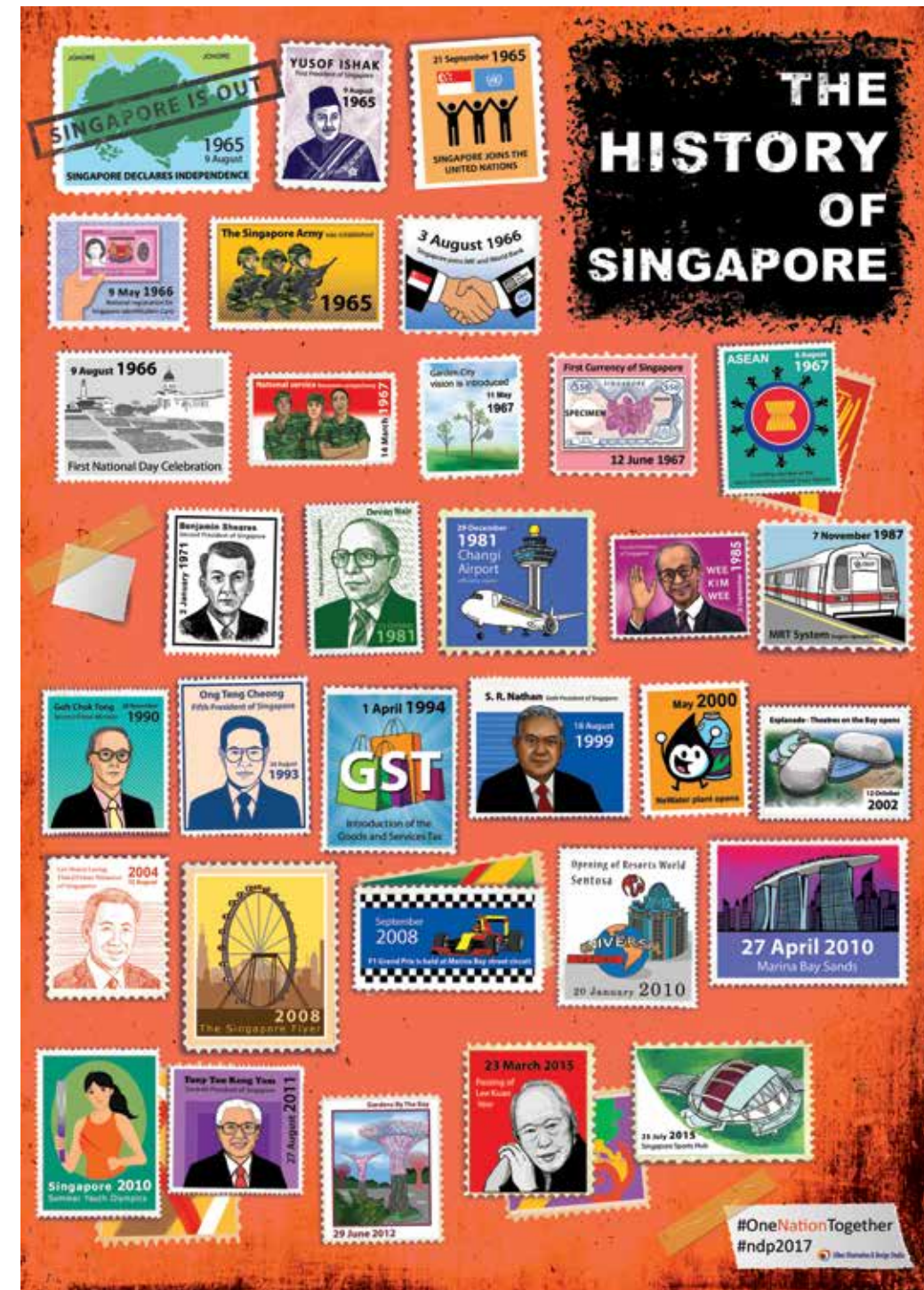
Initial Brief of Project: A singapore history poster for Singapore national day (self design for memory our founder)

Year Work Done: 2017

Explanation of Concept to Resolve Brief: This poster is about the history of Singapore from 1965-2017. I used the expression of stamps to show the events that took place in each historical stage of Singapore. The stamps have a collection and commemorative value so the idea of collecting stamps is used to make this poster.

Name of Main Designer(s) Involved: illustrated and designed by Li Dan and Tracy Quek Kai Ning.

Medium Used in Design: Illustrator, Photoshop, After Effect



Other Services (Illustration)



Illustration and packaging design for
National Library Board. 12/2014
Illustration and Design By Li Dan
Photoshop, AI



Other Services
(Illustration, Digital Graphic)



Project Title: International Chinese 国际汉语

Initial Brief of Project: e learning course

Year Work Done: 2017

Explanation of Concept to Resolve Brief: We used Illustration, graphic elements and layout design for this web e-learning. Teaching foreigners how to learn Chinese easily. It Included simple game design and graphics to make fun and learn words. There are animated small scenes inside.

Name of Main Designer(s) Involved: illustrated and designed by Li Dan, Lim Chin Han and team work with some freelance animators.

Medium Used in Design: Illustrator, Photoshop, flash



Project Title: Tick Tock Boy (comic book for MOE)

Initial Brief of Project: Execution, production, and delivery of digital A5 format, fully illustrated and inked comic strips containing at least 20 panels

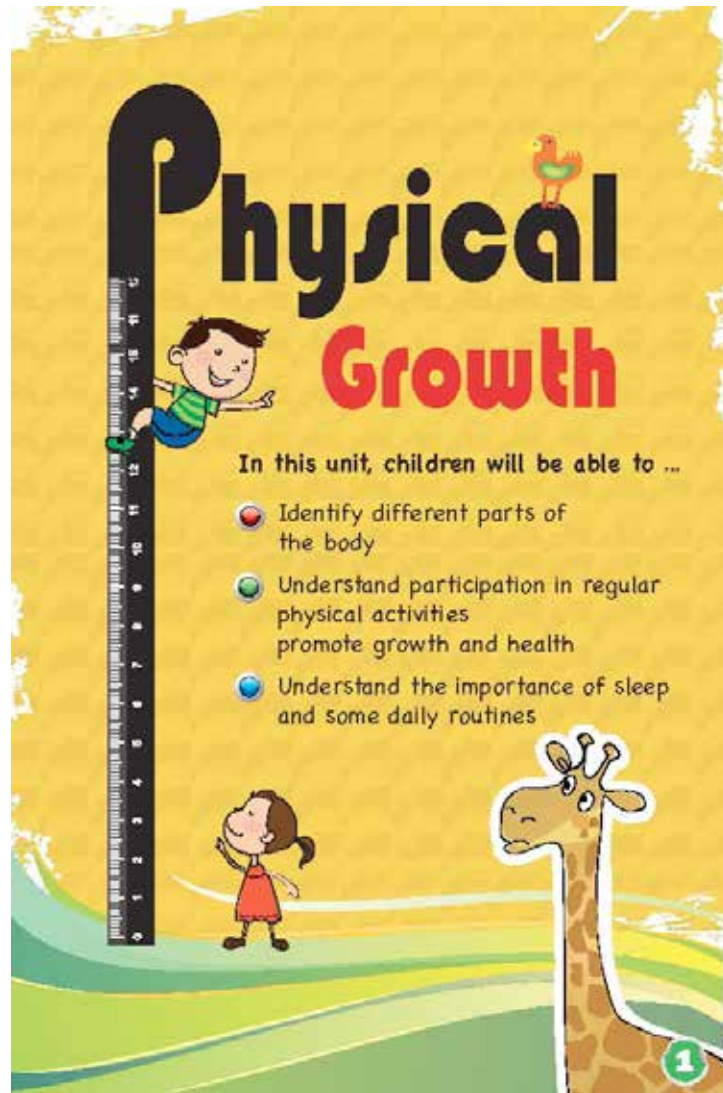
Year Work Done: 2016 , Period Contract Ref. No. :ITA000ECN14000011

Explanation of Concept to Resolve Brief: I used simple 2D style to illustrate the story. Parents should not put pressure on their children and their time management should be reasonable.

Name of Main Designer(s) Involved: illustrator: Li Dan, Designer: Tan Zi Qian

Medium Used in Design: Illustrator, Photoshop





Other Services (Illustration)

Silkscreen for a book
Illustrator: Li Dan



Cover (Illustrations for a book)



Cover (Illustrations for a book)



Other Services (Illustration)

Illustratin for a brochure
Illustrator: Li Dan
Photoshop



Storyboard for a Shampoo.
Illustrator: Li Dan , Photoshop

