

DONNA J. SETTERLUND

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CHILDREN'S BOOK ILLUSTRATOR & CREATIVE IMAGINEER

Conceptual Imaging is the Language of Vision. Illustration opens the eyes of imagination. By combining technology and old-fashioned common sense, Donna J. Setterlund offers a complete perspective in developing and visualizing projects. Imaging through Illustration and Graphic Design are necessary components in project development using practical, real-world emphasize on design, and creative problem solving to generate concepts for original visual communication.

Donna's first love has always been art and creating quality and life-affirming entertainment for children. Writing about and painting images from her own world sparked an idea for a continuing adventure in creative development. Generally speaking, all of her illustrations and stories are inspired by everyday life.

Her collaborative nature and highly creative conceptual and illustration skills justify her leadership roles in concept/project/product development. A talented, versatile artist, Donna's infectious optimism inspires imagination and ignites creative inspiration in others.

SUMMARY

A strong resource for: children's book authoring and illustration, concept/project development, multi-media integration, digital imaging, animation, board illustration, painting, full color graphic art, cover design, layout, realistic setting illustration, fantasy illustration, whimsical animal and character design, technical line art renderings, photograph manipulation and full perspective conceptual presentations.

FOCUS

A specialist in creative development and visual communications, an experienced graphic design and communications professional, concentrating on: Children's Book Illustration, Conceptual Imaging, Graphic Design & Illustration, Web Design & Development, Project Consulting, Proprietary Product Development, Lay-out and Design, Computer Animation, and Digital Special Effects.

APPLIED SKILLS

Artist and Illustrator, Writer and Published Author, Sculptor, Portrait and Landscape Painter, Architectural Draftsman, 3-D Modeler, Commercial Artist, Publisher, Photographer, Construction Contractor, Journeymen Sign Person, Woodworker, Fashion Designer, Multimedia Producer and successful mother.

PROFESSIONAL STRENGTHS

Collaboration on, illustration for and guidance of Children's Projects. Leadership in Developing Quality/Creative Products, Team Development and Consensus Building. Rapid Assimilation of Concepts/Procedures, Communication and Technical Approach development, Visual Communications, Adaptations and Refinements.

[Proficient with Macintosh; Adobe PhotoShop, Adobe PageMaker, Adobe KPT Bryce, DreamWeaver]

PROFESSIONAL EXPERIENCE

Anytown Kids Project

2006

Instructor/teacher “Creative Publishing” grades 7 – 12. Creative youth program featuring writing, illustrating, and art. Focus on improving self-esteem and social skills. *(In the process of becoming a California Non-profit Corporation.)*

Golden West Associates, Tehama County, CA April 2005 – present

Founder, CEO

Creative Director, Youth leader for Community Service Art Productions, Freelance Artist, Children’s Book Illustrator.

Dandy Enterprises, Red Bluff, CA

Feb. 1997 -- present

Founder, CEO

www.dandyenterprises.com

As the founder of Dandy Enterprises, and the creative drive and energy behind their continued product and service development, Donna Setterlund brings creative diversity, design depth and mission continuity to all the project initiatives including a full feature animated film, children’s book collections, and various “EDUTAINMENT” productions.

Carriage House Publications, Ferndale, CA

Sept. 1991 -- February 12, 1997

Owner, Writer, Illustrator

Writing, illustration, design, layout, research, and marketing.

Carriage House Studio, Ferndale, CA

April 1987 -- August 12, 1991

Owner, Operator, Graphic Artist, Sign Fabricator

Marketing, Design, Sign Fabrication

Allen Baird Engineering, Fortuna, CA

May 1996 -- January 1987

Draftsperson, Conceptual Design ‘Imagineer’

Commercial and Residential Draftsperson, Creative Design Integration, Presentation Rendering

Sunshine Signs, Fortuna, CA

January 1981 -- August 2000

Manager, Designer, Journeyman Signman

Evaluate ideas, design and produce patterns, and fabricate commercial signs.

The Studio, Eureka, CA

April 1972 -- August 1980

Owner, Writer, Illustrator, Graphic Design,

Wrote and Illustrated Children’s Books, Portrait and Landscape Artist, Freelance Photographer.

CONTINUED FOCUS

Donna is presently completing business plans and the continued development stage for Golden West Associates and Phase I Projects. She is creative director, background and charter development artist for the Company’s first full feature animated movie “The Magic Crystal” and series of shorts for television “Dandy Adventures.” Her leadership skills in design, illustration, and conceptual intellectual property development, are cornerstones in supporting and inspiring feasible products and services.

Having recently completed a fourteen-year “Proof of Concept” for a continuous flow of Quality Life-Affirming Entertainment, resultant in a persistent and well-established flow of content and integrated Intellectual Projects and Properties, Donna is confident and focused on continued success.