



THE PORTFOLIO

ALISON
COWITZ

HOW-TO ISSUE

GET A GREAT JOB
IN COMPETITIVE
ECONOMIC TIMES

20+

YEARS
EXPERIENCE
IN GRAPHIC DESIGN

THE WORLD HAS
NEVER NEEDED
HER MORE!

- CORPORATE IDENTITY
- BRANDING
- CONCEPT WORK
- MAGAZINE PUBLISHING
- LOGO DESIGN
- FUN PROJECTS!

* INTERVIEW
IMMEDIATELY



*"Good art inspires:
Good design
motivates."*

- Otl Aicher



SPECIAL EDITION

Producing exceptional graphic design work takes skill. That's an oft-used statement — often used because it's true! How does someone acquire the skills needed to produce exceptional visual communication materials? By staying current, constantly adapting and learning to use today's plethora of digital tools. How we visually communicate today has transformed radically from how it was done when I first started my career. I need to keep many more considerations in mind when designing projects.

I've also learned that, in order to have exceptional graphic design, the digital tools need to be used by creative minds. The art of great design still originates with the ideas of great creators. The need for effective communication remains constant.

I have 30 years' experience producing great graphic design. I am a tireless idea generator, taking bits of content and raw materials and crafting it into something visually impactful and appealing. By asking the right questions of my clients, I distill and massage their information, telling their stories the way they want them told. I understand a client's needs factoring in budget, schedule, supply chain, and desired results. I believe that good branding helps companies engage with their customers in meaningful, appropriate and strategic ways. I keep all these points in mind as I'm designing new projects.

Problem solving is my strength; understanding the essence of what the client wants to communicate is my true calling. I build on old-school sensibilities while creating using new technology and tools. I am adaptable and reliable while relying on my creative panache — which is my essential creative constant.

I've worked in Calgary, Toronto, and Sydney, Australia.

I am ready to be of service to you. I hope you enjoy perusing the following pages which shows my best achievements across a large range of projects. If you have a need for creative, exceptional graphic design I can confidently be of service.

~ Alison

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PROJECT MANAGER

COLLABORATOR

LAYOUT ARTIST

PRODUCTION SPECIALIST

Indesign
Illustrator
Photoshop
Procreate
Word
Excel
Powerpoint

EDUCATION

Diploma of Visual Communications
Alberta College of Art and Design

CORPORATE IDENTITY

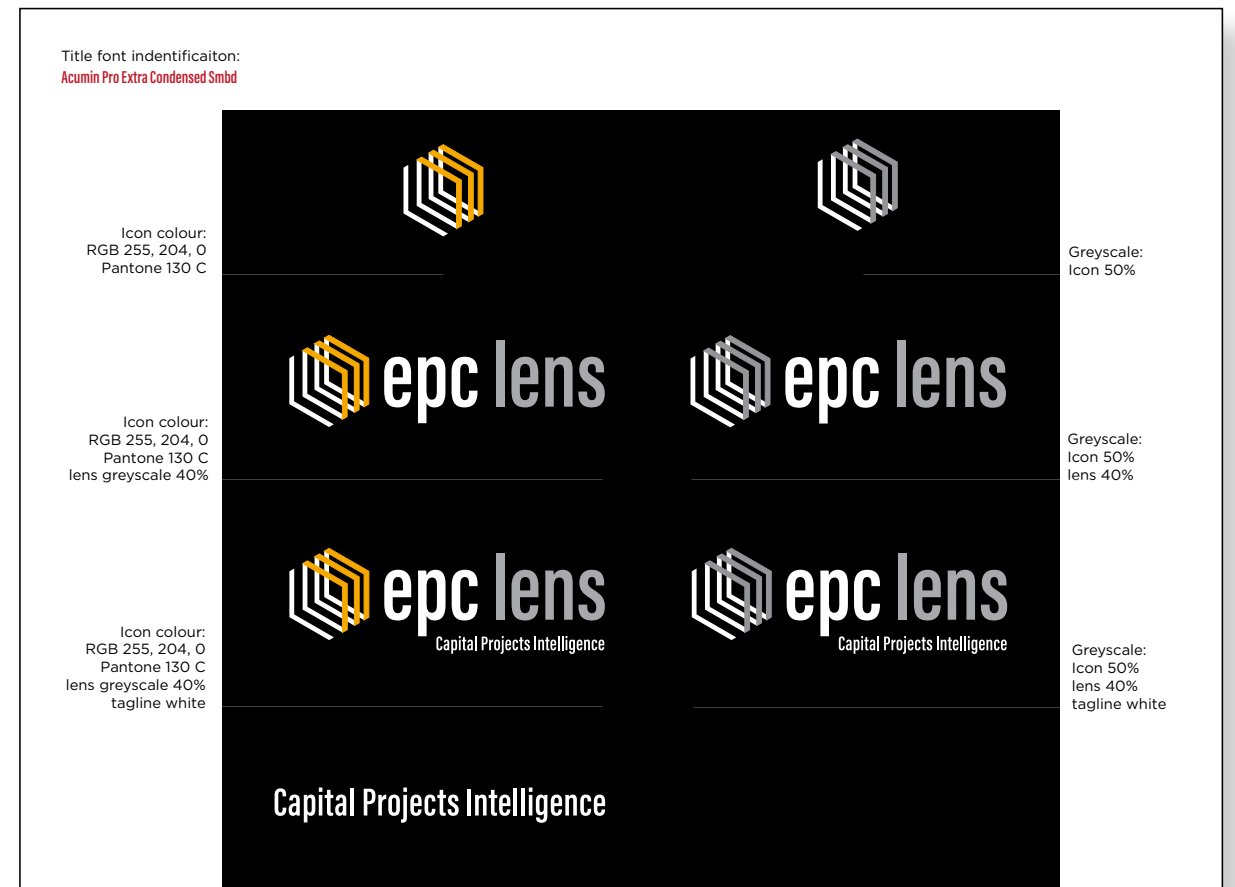
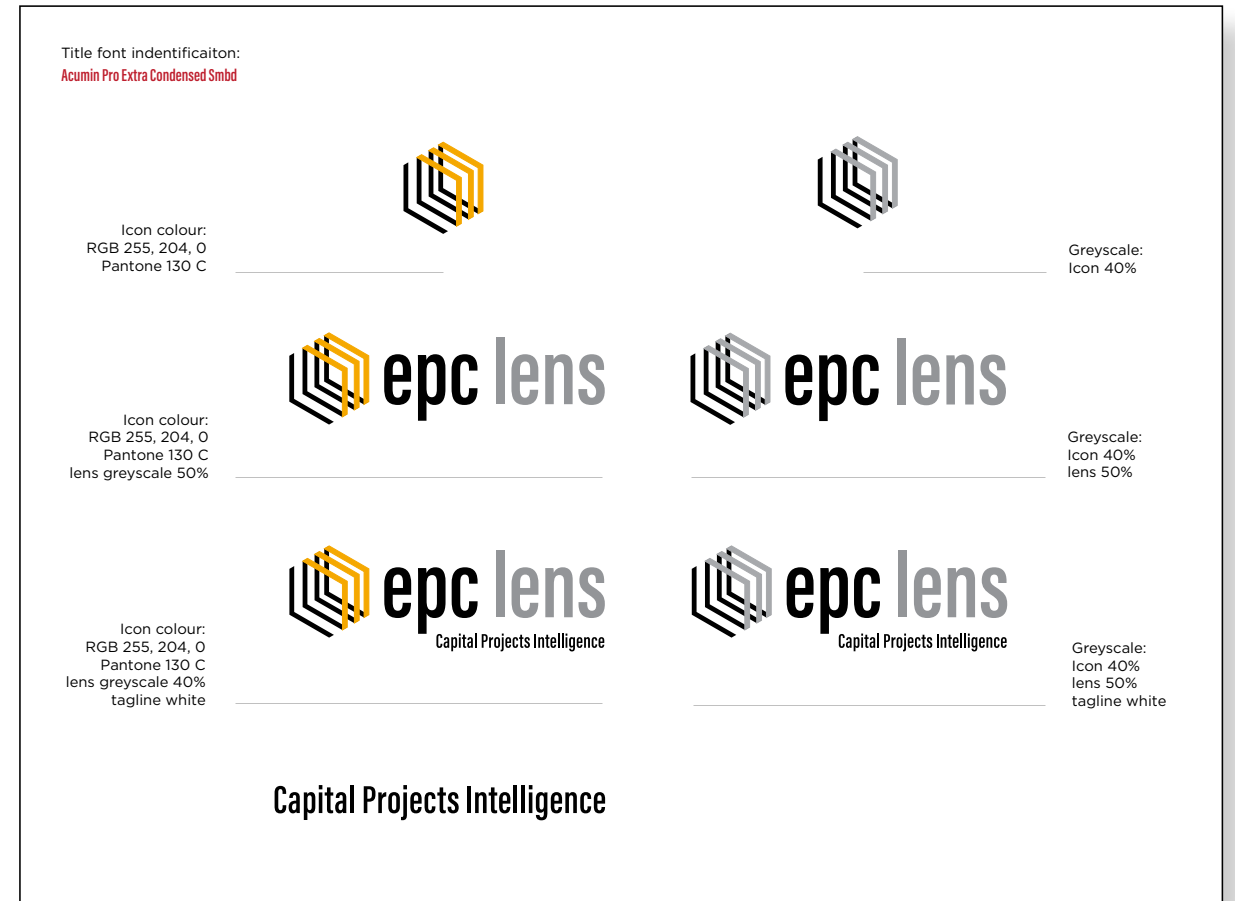
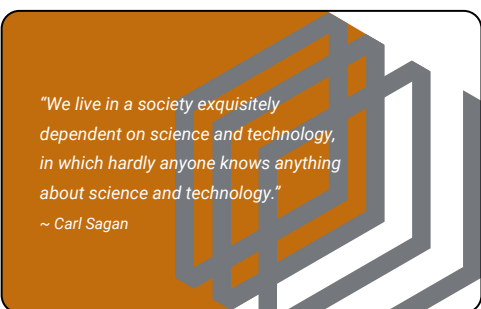
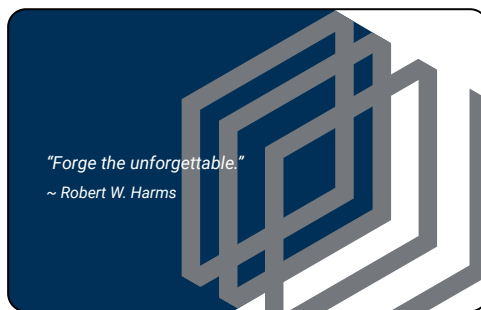
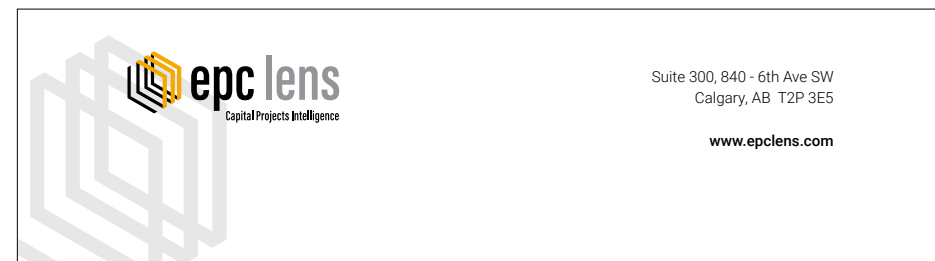


Client: **EPC Lens Inc.**

Logo design
Letterhead
Business cards

Design
Production
Print management

Branding standards



CORPORATE IDENTITY

Client: EPC Lens Inc.

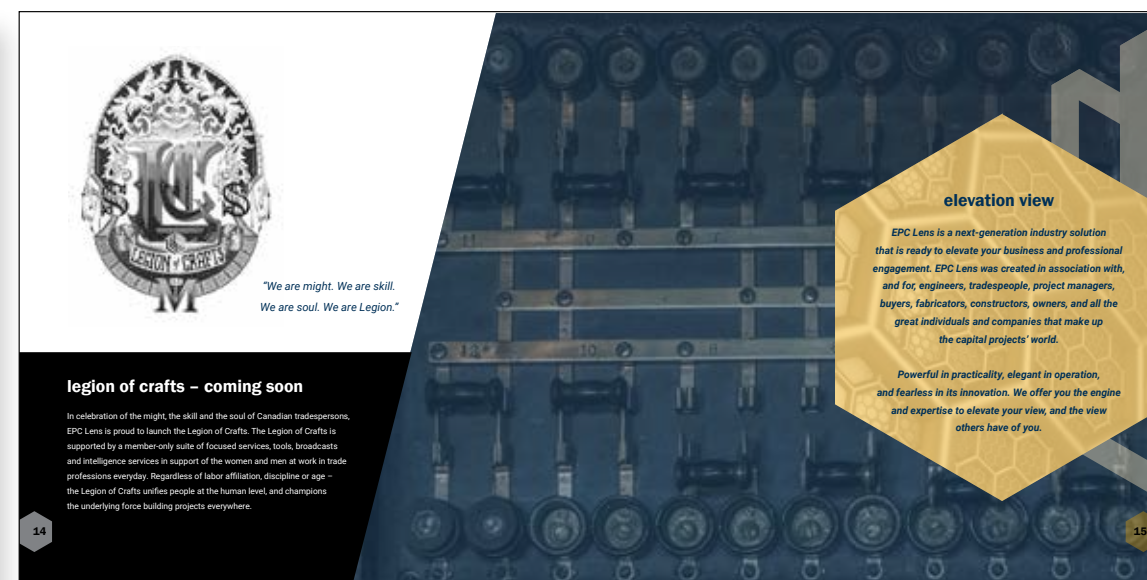
16 page Corporate Brochure
size: 8.5" x 8.5"

Design
Production
Print management



epc lens
Capital Projects Intelligence

The market intelligence engine and communications platform for engineering, procurement and construction.



CORPORATE IDENTITY

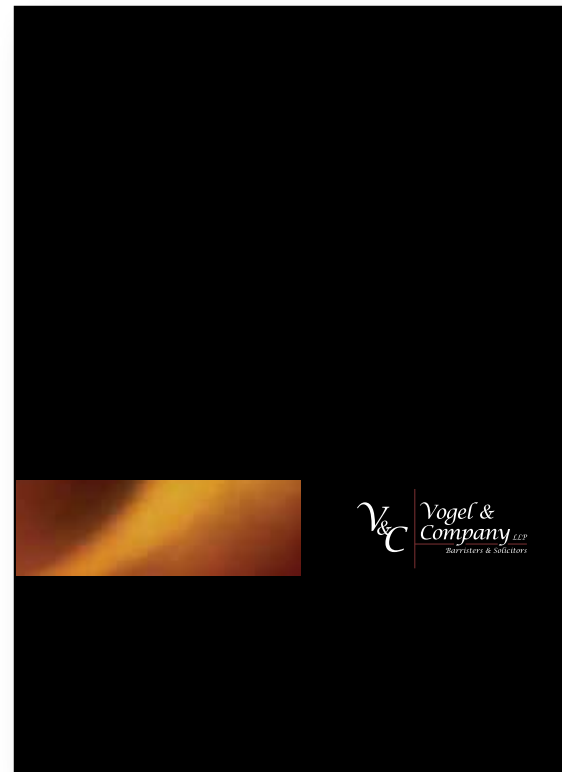
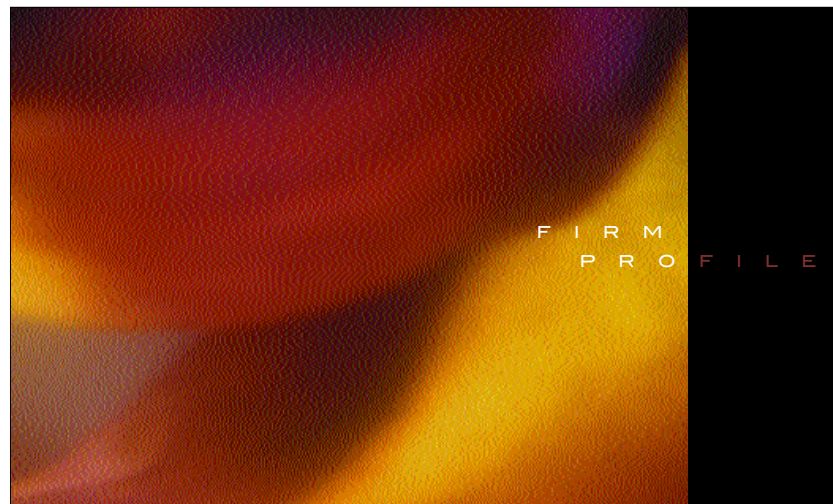


Client: Vogel & Company LLP

16 page Corporate Brochure
size: 8.5" x 11"

Folder
Employee profile package

Design
Production
Print management



VOGEL & COMPANY LLP

WHO WE ARE
Vogel & Company LLP is a Calgary-based firm with a wealth of experience in delivering quality legal solutions to individuals and business enterprises.

OUR MISSION
Our mission is to solve our clients' legal issues within the parameters of the law and in accordance with the highest standards of practice and ethical conduct. We strive to exceed client expectations by offering superior, individualized service. You can rely on Vogel & Company LLP to offer innovative solutions to your issues.

Client-Centered Approach:
Our approach is to conceive solutions that address the expectations and requirements of our clients.

- We ensure that we clearly understand the needs and priorities of our clients.
- We ensure that we clearly communicate what outcomes may be reasonably expected by our clients.
- We seek solutions that will be user-friendly, timely and certain.

Multi-Disciplinary Approach:
We strive to deliver complete solutions to the real problems of our clients. Often problems are complex and require input from other professional disciplines and experts. As a result, we have developed strong, long-term relationships with other competent professionals to ensure that comprehensive, integrated and appropriate solutions are delivered to clients.

Complex Processes / Long-Term Projects:
In circumstances where we are delivering legal services into complex processes of long-term projects, we embrace structured approaches to ensure that the critical client outcomes of cost, time, scope and performance are managed.

For more information on how our team at Vogel & Company LLP can assist you in any of your legal issues, please do not hesitate to contact our offices for an initial interview.

Vogel & Company LLP
Barristers & Solicitors

www.vogelcomp.com

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1-877-609-0216

Victor H. Vogel

Michelle C. Brandt

Medina Shatz

VICTOR H. VOGEL

Barrister & Solicitor, 2005
Y
U
U

Preferred Areas of Practice

Victor practiced general and commercial law at all levels of the court system. Alternately, he has practiced law in the areas of:

Over 10 years of judicial experience also with:

Victor has been a project manager for Anne, Alberta Civil Justice as on

MICHELLE C. BRANDT

Barrister & Solicitor, 2005
Y
U
U

Preferred Areas of Practice

Michelle has practiced law in the areas of:

Michelle has been a project manager for Anne, Alberta Civil Justice as on

MEDINA SHATZ

Barrister & Solicitor, Vogel & Company LLP

- Year called to the Alberta Bar, 2005
- University of Calgary (LL.B.) Dean's list 3rd year, 2004
- University of Toronto (Master of Social Work), 1983
- University of Calgary (Bachelor of Social Welfare), 1980

Preferred Areas of Practice

Medina joined Vogel & Company LLP in 2002 as a summer student. She completed her articles with Vogel & Company in 2005 and is now an associate with the firm. Prior to attending law school, Medina practiced social work in the area of mental health for over 15 years. Her interests are primarily in Family Law and General Litigation. Medina has a keen interest in Arbitration and Mediation and has begun taking courses toward certification.

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**BRAND
DEVELOPMENT**



CONCEPT DEVELOPMENT



Client: AMFI

2 printed concepts

9 concept development brochures

Design
Production
Print management

Is in-school mentoring for me?
In-school mentoring is a fun and fulfilling way to make a positive difference in the life of a youth.
In-school mentors commit one hour a week to a junior or senior high school student in Calgary, Airdrie and Cochrane.
If you're 20 years or older and want to encourage and listen to a youth, apply as a mentor today!

Our Mission:
To help junior and senior high school students achieve their full potential through supportive in-school mentoring relationships.

An Introduction to Mentoring

Alberta Mentor Foundation for Youth
Suite 570, 1207 - 11 Ave SW
Calgary, Alberta T3C 0M5
Phone (403) 270-3637
Fax (403) 270-3637
Email: amfy@amfy.org
www.amfy.org

Why does mentoring work?
Mentoring responds directly to the needs of youth and empowers them for success in school-related behaviors, establishing goals and social/personal life.

One hour a week.
One life changed.

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Goofing around is healthy and productive.

It's true. Our in school mentors do anything from sitting around and chatting about "whatever," to shooting a few hoops in the school gym.

By showing interest in a young person's life and spending one hour a week with them during the school year, they've made a friend and have changed their life for the better.

The Alberta Mentor Foundation for Youth is an in school mentoring program that matches adults and youth with similar interests and helps them develop friendships that change lives for the better.

One hour a week.
One life changed.

Alberta Mentor Foundation for Youth T: (403) 270-3637 www.amfy.org

Clinical studies have shown that goofing around develops responsible behaviour, promotes career growth, and creates opportunities.

No, not really. But having fun one hour a week during the school year by being a friend to a young person does do all that plus more.

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Be productive play hooky from the office.

Skip work, loosen up, chat about the weather, play the odd game, joke around, and pretty much act like you.

Do this one hour a week during the school year, and end up making a friend and changing a life forever.

The Alberta Mentor Foundation for Youth is an in school mentoring program that matches adults and youth with similar interests and helps them develop friendships that change lives for the better.

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Does school jello taste better than hospital jello? Why are blackboards not black? What is in that lunch bag, and how long has it been in that locker?

You too can find the answer to these burning questions by being an in school mentor (giving sense of humour not required). Side benefits include: going to the office, getting lost in the halls, yummy cafeteria food, Oh, and did we mention having fun, being a positive influence, and changing a life forever?

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One hour a week.
One life changed.

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Top 10 reasons to be an in-school mentor

1. Lorem ipsum dolor sit amet,
2. Ut wisis enim ad minim veniam
3. Duis nostrud exerci tufion ullam
4. Wopser suscipit laboris nisi ut.
5. aliquip ex ea consequat.
6. Duis te feugi facilisi. Duis autem.
7. dolor in hendrerit in vulputate.
8. esse molestie consequat, illum.
9. dolore eu feugiat nulla facilisis at.
10. Change a life for the better.

One hour a week.
One life changed.

Alberta Mentor Foundation for Youth T: (403) 270-3637 www.amfy.org

What can you do in an hour?

Get to work?
Check your email?
Doing your hair?
Walk the dog?
Stand at the water cooler?
Find your desk?

Change a life for the better.

Being an in school mentor takes one hour a week, and the results last a lifetime. The Alberta Mentor Foundation for Youth matches adults and students with similar interests and helps them develop friendships that make a positive change in a young person's life.

One hour a week.
One life changed.

Alberta Mentor Foundation for Youth T: (403) 270-3637 www.amfy.org

What else could you be doing with your time?

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Alberta Mentor Foundation for Youth T: (403) 270-3637 www.amfy.org

BOOKS

Client: In a Curry

200 page cookbook
size: 9" x 8.5"

Design

Production

Print and project
management



in a CURRY

IN A CURRY presents

A Guide to Indian Cooking

by Dr. Neetash Patel

IN A CURRY
presents

A Guide to Indian Cooking

Instructional DVD included

by **Dr. Neetash Patel**



Khichadi & Chaas

"This was our family standard for years as a late Sunday lunch. My mom would prepare everything in the morning before we would go for "Family Swim" at the local pool. After a few hours, we would return home starving and ready to dig in."

Chaas

Chaas is a cool, refreshing sauce to accompany khichadi and spicy, juicy potato curry. This is a great way to end the week and start all over again. Chaas can be prepared in 2 ways. The first and easiest is to simply mix the yogurt and water with 1/2 tsp ground jeeru, 1/2 tsp salt and 4-6 sprigs of fresh, chopped cilantro. The second and bit more tasty way is to mix the yogurt and water. Heat 1 tbsp of oil, add 1 tsp jeeru and 3-4 curry leaves. Once they are crackling, add to liquid with 1/2 tsp salt, and freshly chopped cilantro. Either way, test to make sure salt is enough.

Best served family style, with khichadi & vegetable curry. The chaas is generously drizzled over top and enjoyed.

Khichadi

Clean your basmati rice so it free of any grit or rocks. Rinse several times before placing it in a large pot. Add 4 cups of water, rinsed lentils, ghee and all the spices. Cover, bring to a boil and then reduce to LOW and cook through, about 15-20 minutes.



Sunday Night Dinner 131

KHICHADI FRESH INGREDIENTS

- 2 cups rice
- 1/2 cup split green lentil
- 1/2 tbsp ghee

SPICES

- 1/2 tsp turmeric
- 1/2 tsp salt
- cloves, cinnamon stick

CHAAAS FRESH INGREDIENTS:

- 1 cup plain, yogurt
- 1/2 c water

SPICES

- 1/2 tsp ground jeeru or jeeru seeds
- 3-4 curry leaves
- fresh cilantro
- 1/4 tsp salt



An Indian Cupboard

- Cardamom
- Ajwain
- Chili Peppers
- Cinnamon
- Cloves
- Dhans-Jeeru
- Coriander
- Jeeru or Cumin
- Fenugreek
- Garam Masala
- Ginger
- Methi
- Peppercorns
- Rai
- Saffron
- Sesame Seeds
- Tamarind
- Turmeric

Cardamom

The "queen" of spices, cardamom is one of the most ancient & highly valued spices. It grows wild in the mountains rising up to 3 years before it can be harvested & bears fruit for only 10-15 years. The aroma of cardamom is mellow & the taste has a penetrating note of camphor, sharply bitter and strong with a lingering characteristic. Used in both savory and sweet dishes, the pods are inedible, but good for flavor & aroma. The seeds typically used freshly ground.

Ajwain

Also known as fennel, ajwain or carom, ajwain is native to Southern India & cultivated for the essential oil, thymol (a germicide & antiseptic). These seeds have little aroma until crushed or cracked. The taste is hot, bitter & stringy. It is a popular spice for vegetable curries, has a natural affinity to starchy foods and often cooked with pulses due to its indigestive & flatulence-relieving properties.

Cinnamon

The bark of the laurel tree is harvested during the rainy season. The dried quills are rolled by hand daily, in the shade to avoid warping, until they are dried & achieve their customary tan, thin, smooth and brittle state. Cinnamon has an agreeable, sweet, woody aroma that is both delicate yet intense. The taste is well-defined, fragrant and warm, and widely used in many dishes from sweet to savory.

Chili Peppers

Range from tiny round little balls of fiery explosion to large fleshy peppers with mild, sweet flavors. With over 200 varieties, they can be used ripe (red, yellow, orange or purple in color) or unripe (green) & in many forms (dried, crushed, ground, flaked, whole, chopped). Capsaicin is the pungent principle that gives chilies their fiery nature. It is found in the seeds, veins and in varying amounts in the skin. Removing the seeds and/or veins helps to reduce the heat. Generally, the latter the skin, the more mild the flavor and the thinner, smaller, pointer the chili, the bigger the punch. **It is important to wash your hands thoroughly and avoid contact with eyes, sensitive areas or open cuts after handling a chili pepper.**

Cloves

One of the most important commercial spices, cloves are the unopened flower buds of a small evergreen tree native to the Spice Islands. The clove tree takes about 30 years to bear fruit & can be harvested for only another 30. The buds are picked just prior to blooming then dried in the sun losing 60% of their weight but gaining a rich, brown color. Cloves have an assertive dark aroma with an initial biting sharp, hot and bitter taste with a heating, numbing sensation in the mouth. Whole or ground, it combines well with both sweet and savory foods. Its essence can also be used as a final preservative and it ancient China, courtesans were told to have a few in the mouth, to freshen the breath when addressing the Emperor.

Vegetable Curries

Coriander

The most popular spice & herb cultivated for Indian cooking, coriander's culinary and medicinal uses can date back over 3000 years. The seeds are cleaned, roasted and then ground to be used either on its own or combined with other spices. The fresh leaves of the coriander plant are equally popular and can be used with almost any savory Indian dish, either for flavor or garnish. In the past, medicinally, it has been used for migrane suffering and indigestion.

Fenugreek

Unroasted fenugreek is bitter, astringent and quite unpleasant, hence it is roasted to mellow this flavoring. It is often combined with dark roasted seeds and used sparingly in vegetable curries, as pickle seasoning or in sautés.

Dhans-Jeeru

A mixture of roasted, ground coriander seeds and jeeru seeds. A mild flavor, used mainly with vegetable curries and added just prior to the serving. See "Making Your Own Masala" on page 7.

Chili Masala

- 3 tbsp ground coriander
- 3 tbsp black pepper
- 3 tbsp white pepper
- 3 tbsp ground ginger
- 1 tbsp ground cloves
- 1 tbsp cinnamon
- 1 tbsp nutmeg (optional)

Jeeru Methi

- 1/4 c salt
- 1 1/4 c ground jeeru

BOOKS

Client: Alberta Works

190 page directory
Alberta film industry 2003-2006

Design
Production
Ad building
Print management

10th Anniversary Issue

AlbertaWorks

Film • Video • Television

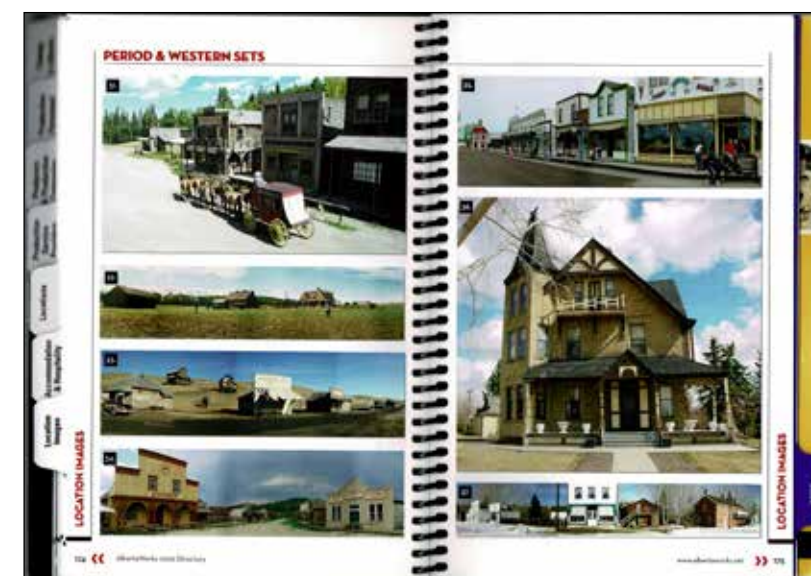
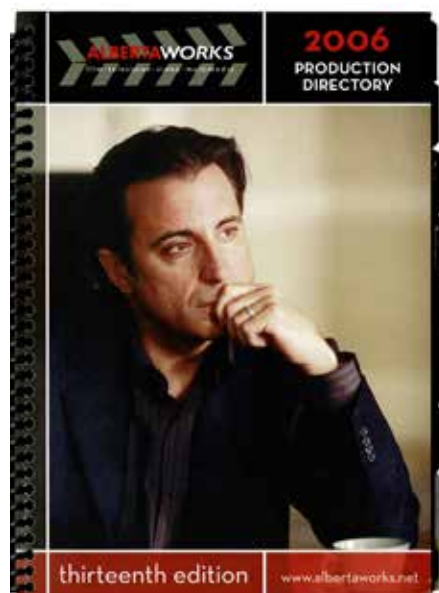
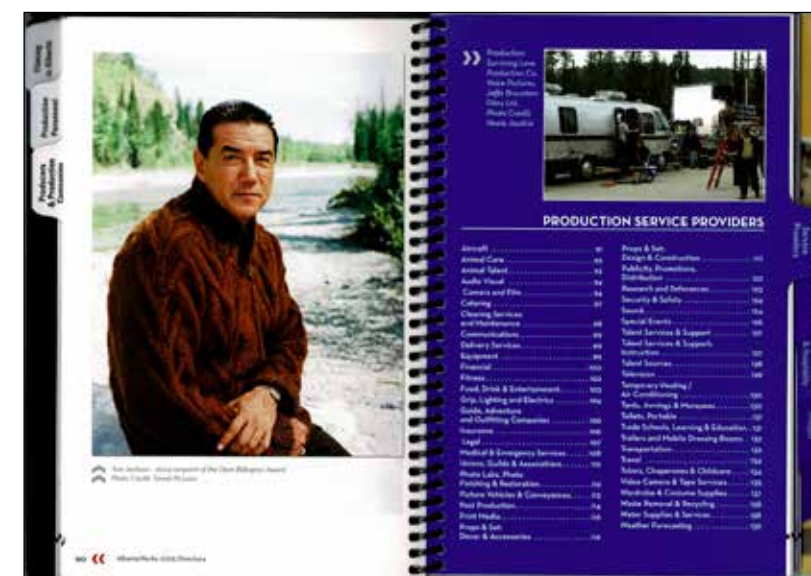
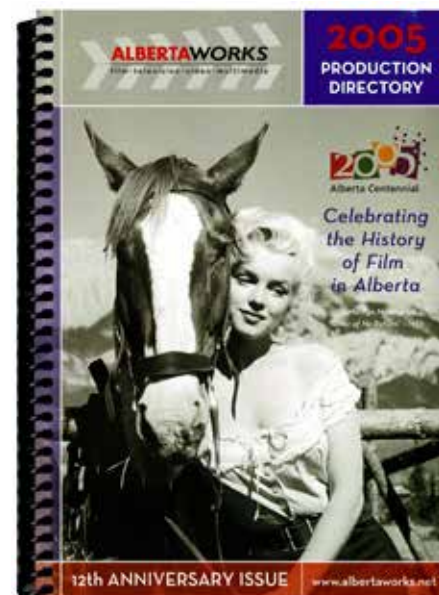
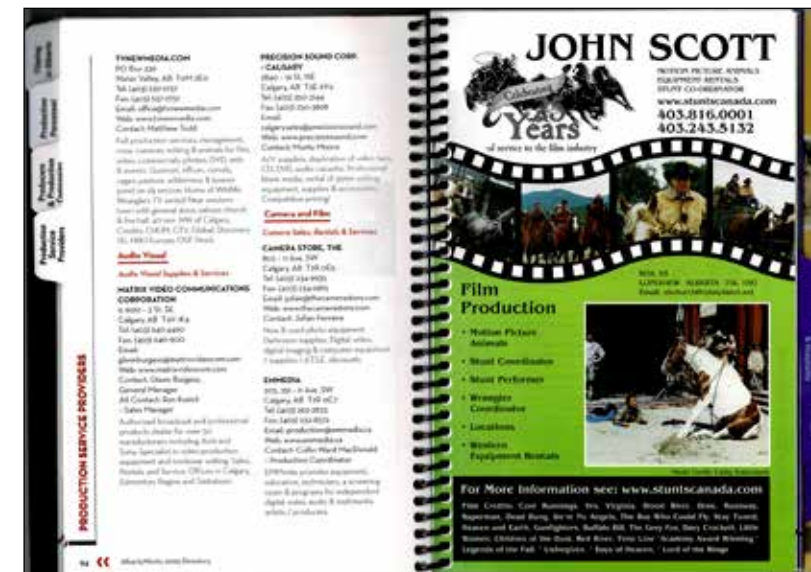
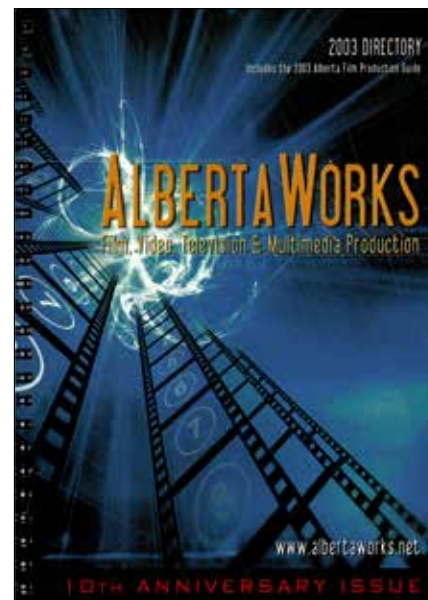


Photo by Roy O'Neill
Keith Allen Photography

NOT ALL THE BEAUTY IN ALBERTA IS INDIGENOUS.

Sometimes we bring it in.

Like the actress whose image graces the cover of the 12th annual AlbertaWorks directory.

Dustin Hoffman
Photo by Mel Traxel / MPTV.net

Alan Ladd
MPTV.net

We're the Marilyn Monroe of locations.

2005 AlbertaWorks Production Directory

Publisher
Hamish Kerfoot

Office Manager
Production Coordinator
Barb Shurmer

Art Director
Graphic Design
Production Coordinator
Alison Cowitz

Publishing Consultant
Leslie Thorson

ISBN: 0-9697983-7-7
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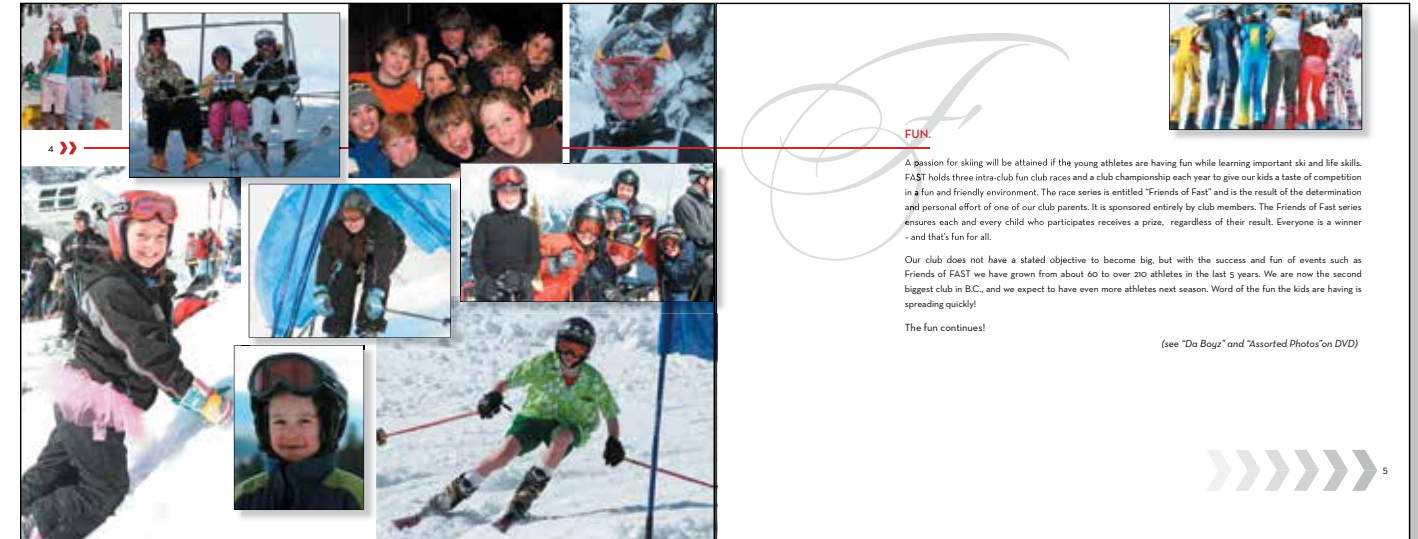
BOOKLETS



Client: Fernie Alpine Ski Club

14 page
Best Ski Club in Canada
winning entry

Design
Production
Print and project
management

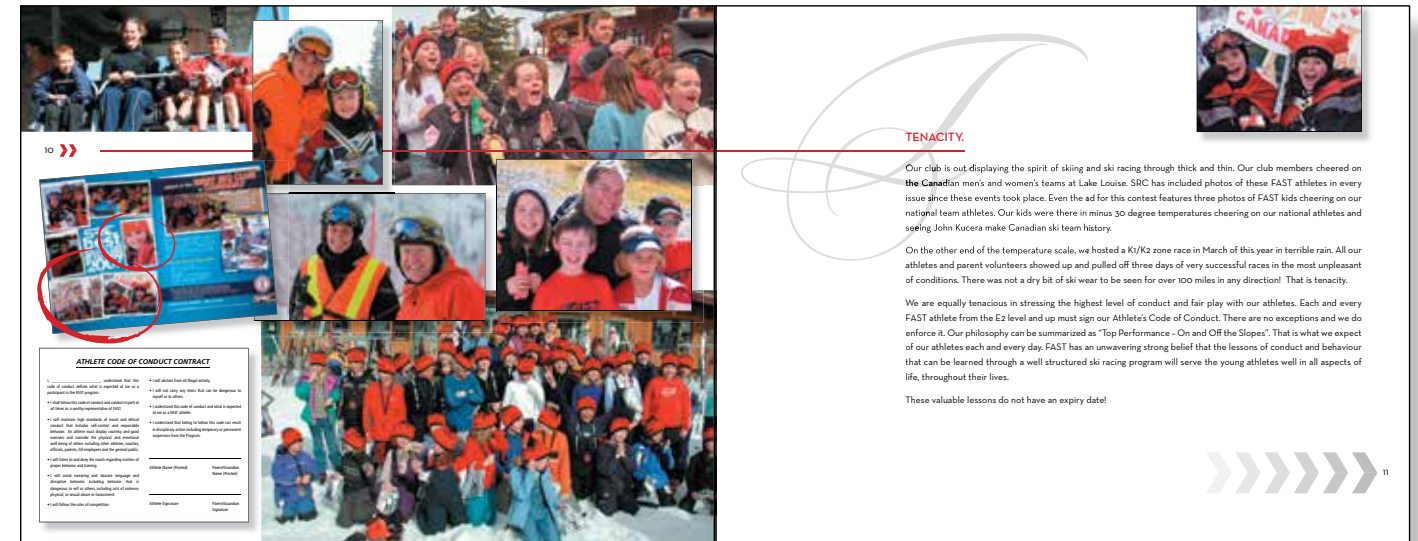


FUN.
A passion for skiing will be attained if the young athletes are having fun while learning important ski and life skills. FAST holds three intra-club fun club races and a club championship each year to give our kids a taste of competition in a fun and friendly environment. The race series is entitled "Friends of Fast" and is the result of the determination and personal effort of one of our club parents. It is sponsored entirely by club members. The Friends of Fast series ensures each and every child who participates receives a prize, regardless of their result. Everyone is a winner - and that's fun for all.

Our club does not have a stated objective to become big, but with the success and fun of events such as Friends of FAST we have grown from about 60 to over 210 athletes in the last 5 years. We are now the second biggest club in B.C., and we expect to have even more athletes next season. Word of the fun the kids are having is spreading quickly!

The fun continues!

(see "Da Boys" and "Assorted Photos" on DVD)

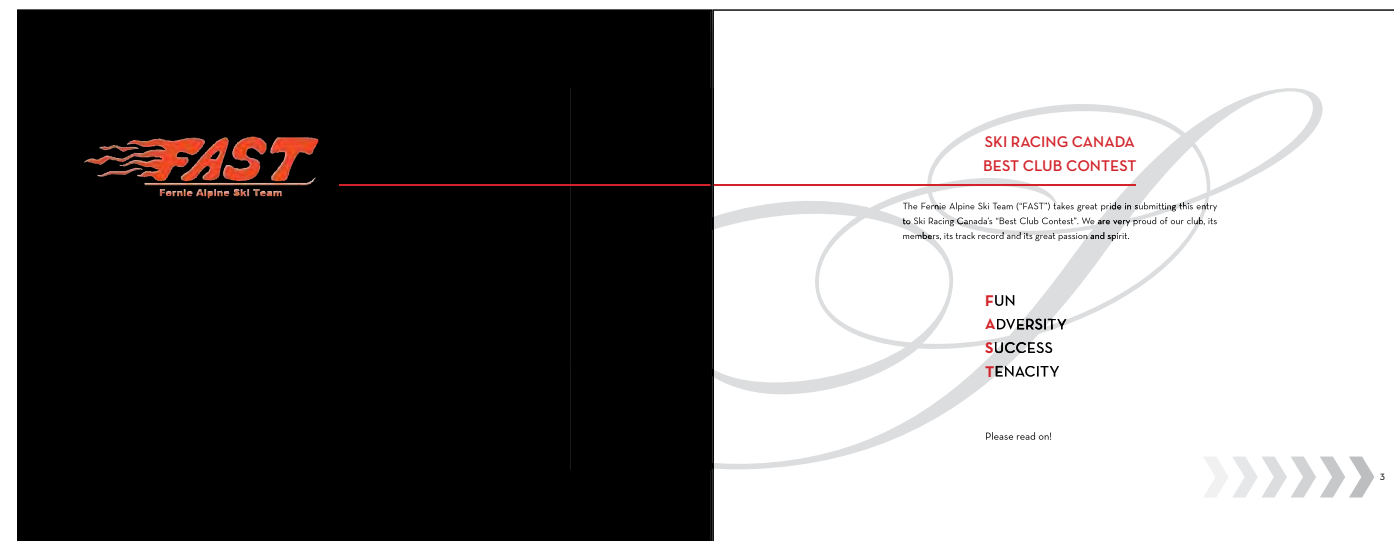


TENACITY.
Our club is out displaying the spirit of skiing and ski racing through thick and thin. Our club members cheered on the Canadian men's and women's teams at Lake Louise. SRC has included photos of these FAST athletes in every issue since these events took place. Even the ad for this contest features three photos of FAST kids cheering on our national team athletes. Our kids were there in minus 30 degree temperatures cheering on our national athletes and seeing John Kucera make Canadian ski team history.

On the other end of the temperature scale, we hosted a K1/K2 zone race in March of this year in terrible rain. All our athletes and parent volunteers showed up and pulled off three days of very successful races in the most unpleasant of conditions. There was not a dry bit of ski wear to be seen for over 100 miles in any direction! That is tenacity.

We are equally tenacious in stressing the highest level of conduct and fair play with our athletes. Each and every FAST athlete from the C2 level and up must sign our Athlete's Code of Conduct. There are no exceptions and we do enforce it. Our philosophy can be summarized as "Top Performance - On and Off the Slopes". That is what we expect of our athletes each and every day. FAST has an unwavering strong belief that the lessons of conduct and behaviour that can be learned through a well structured ski racing program will serve the young athletes well in all aspects of life, throughout their lives.

These valuable lessons do not have an expiry date!

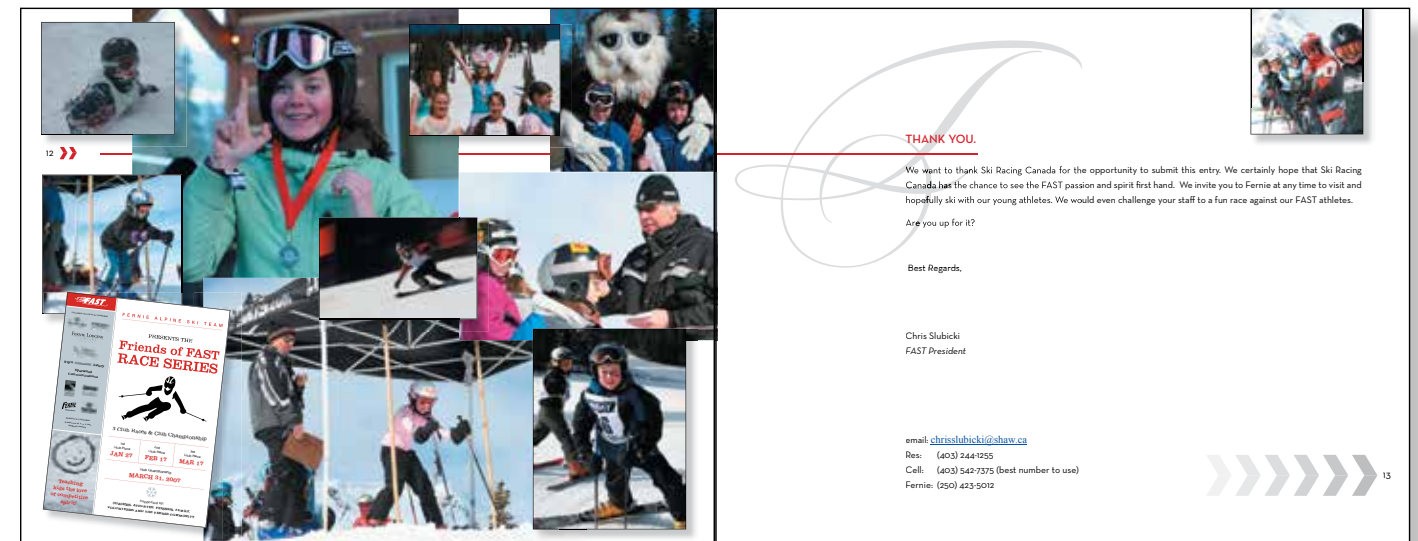


SKI RACING CANADA BEST CLUB CONTEST

The Fernie Alpine Ski Team ("FAST") takes great pride in submitting this entry to Ski Racing Canada's "Best Club Contest". We are very proud of our club, its members, its track record and its great passion and spirit.

- FUN
- ADVERSITY
- SUCCESS
- TENACITY

Please read on!



THANK YOU.
We want to thank Ski Racing Canada for the opportunity to submit this entry. We certainly hope that Ski Racing Canada has the chance to see the FAST passion and spirit first hand. We invite you to Fernie at any time to visit and hopefully ski with our young athletes. We would even challenge your staff to a fun race against our FAST athletes.

Are you up for it?

Best Regards,

Chris Slubicki
FAST President

email: chris.slubicki@shaw.ca
Res: (403) 244-1955
Cell: (403) 542-7375 (best number to use)
Fernie: (250) 423-5012

MAGAZINES

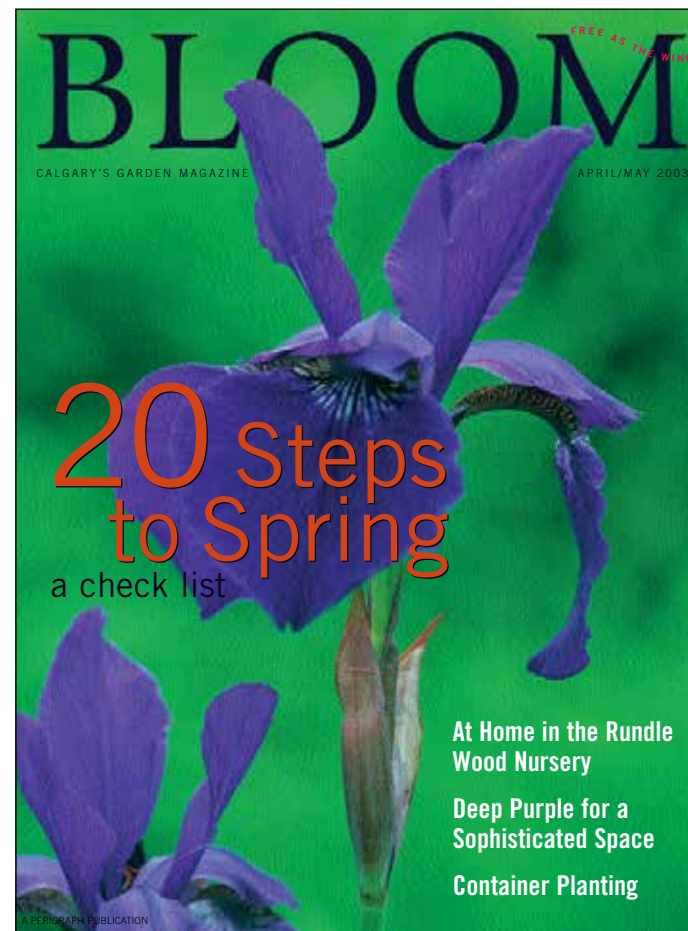
Client: Bloom Magazine

Quarterly gardening magazine

Design

Production

Ad building



MAGAZINES ETC

Client: Tourism Australia

Come Walkabout in Australia postcards
Yulara travellers magazine

Design
Production
Print management



YOU ALWAYS SAID YOU'D GO ONE DAY, HERE'S WHY YOU SHOULD STAY THREE

A trip to Ayers Rock used to follow a familiar routine. You'd see as the lights come on at There's even a restaurant near to The Olga, where company, good food and the barbecue spot make this a celebration of a great day's end.

SPENDING ANOTHER DAY OR TWO.

Get out and explore, on a half-day trip to the curious, flat-topped Mt Connor on Canton Springs cattle station. Take a half-day walk right around Ayers Rock, or through the gorges and valleys of The Olga. Then make a full-day trip to Kings Canyon, where you may find a rare

scores of the bush on the Eddle Desert Tour, The Marnie Arts and Crafts Centre, where the works of Western Desert artists and craftspeople are displayed in an outdoor gallery.

GETTING AROUND IT ALL.


There are coach, limousine and taxi tours of Ayers Rock and The Olga if you don't want to drive yourself, and rental cars if you do. There are light aircraft and helicopters when you want to soar over the Centre's greatest landmarks. And Harley Davidson motor cycles if you want to ride pillion passengers and have an

unrestricted view of Australia's greatest landmarks.

THE STARS OF THE SHOW.


At night, the stars perform. Millions upon millions of them in a brilliantly clear sky that will simply take your breath away. Gaze in wonder for a while, then take a tour of the universe through the powerful telescopes at the inside observatory.

All of this before you've even explored and enjoyed what Yulara itself has to offer.




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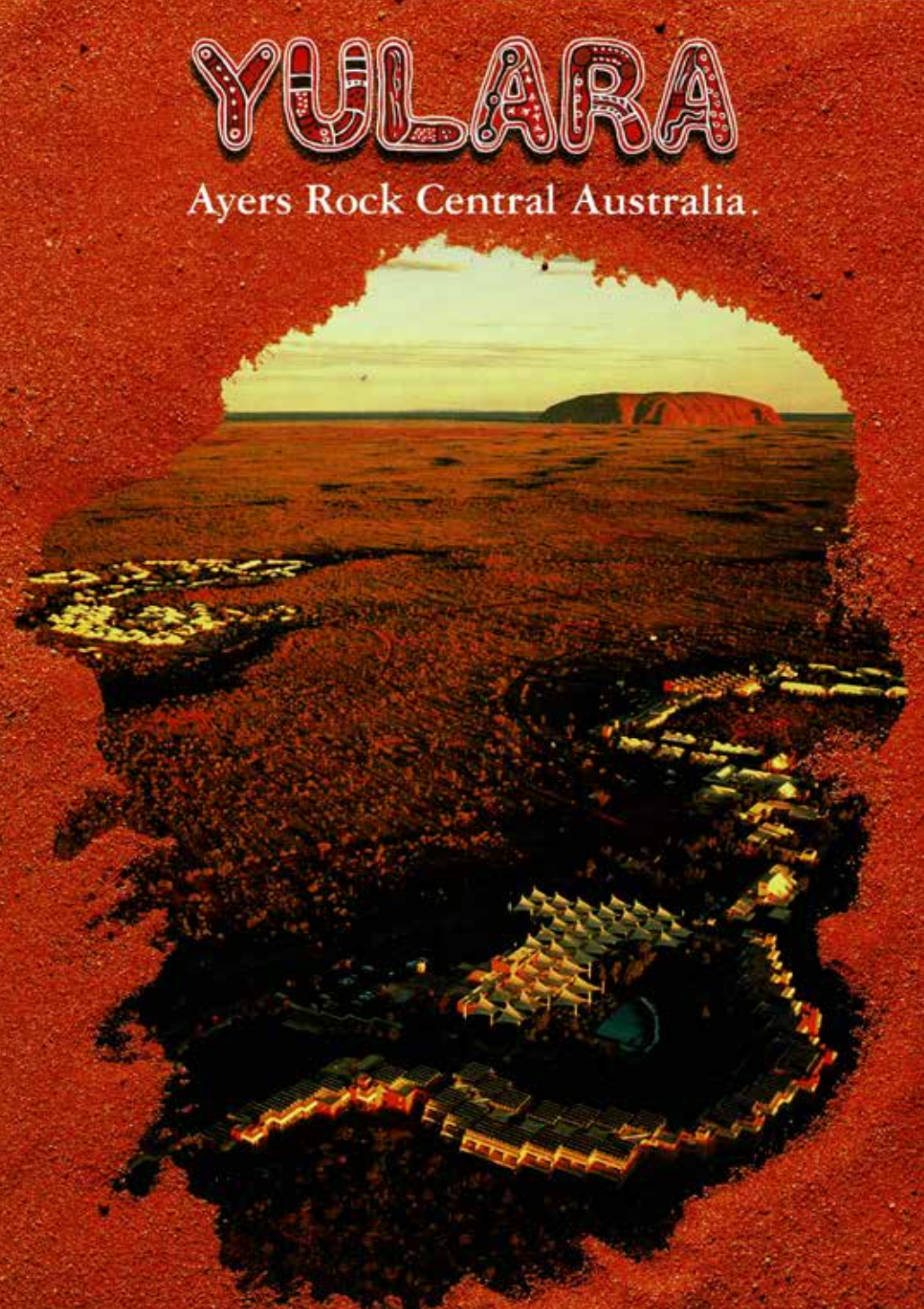
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YULARA
Ayers Rock Central Australia.



YULARA, AND ITS OWN SPECIAL EXPERIENCES

Relax, and enjoy the pleasure of stretching out on a carefully tended green lawn, floating in a cool pool, or strolling through the lush landscaping which has created some of the finest native gardens in Australia. On any morning, you can join a Sheraton Ayers Rock Hotel horticulturalist on a leisurely botanical walk through the courtyard.

FROM BAGELS TO BUFFALO.

Your options for dining are just as wide as your options for leisure and pleasure. Everything from light snacks in the take-away shop, casual dining at the Rocks Bistro, to traditional and outback cuisine at the Sheraton's Kuria Rooms or Four Seasons' Smart Room.

Now, turn your thoughts to where you would like to stay, because Yulara can provide your accommodation under five stars or five million stars.

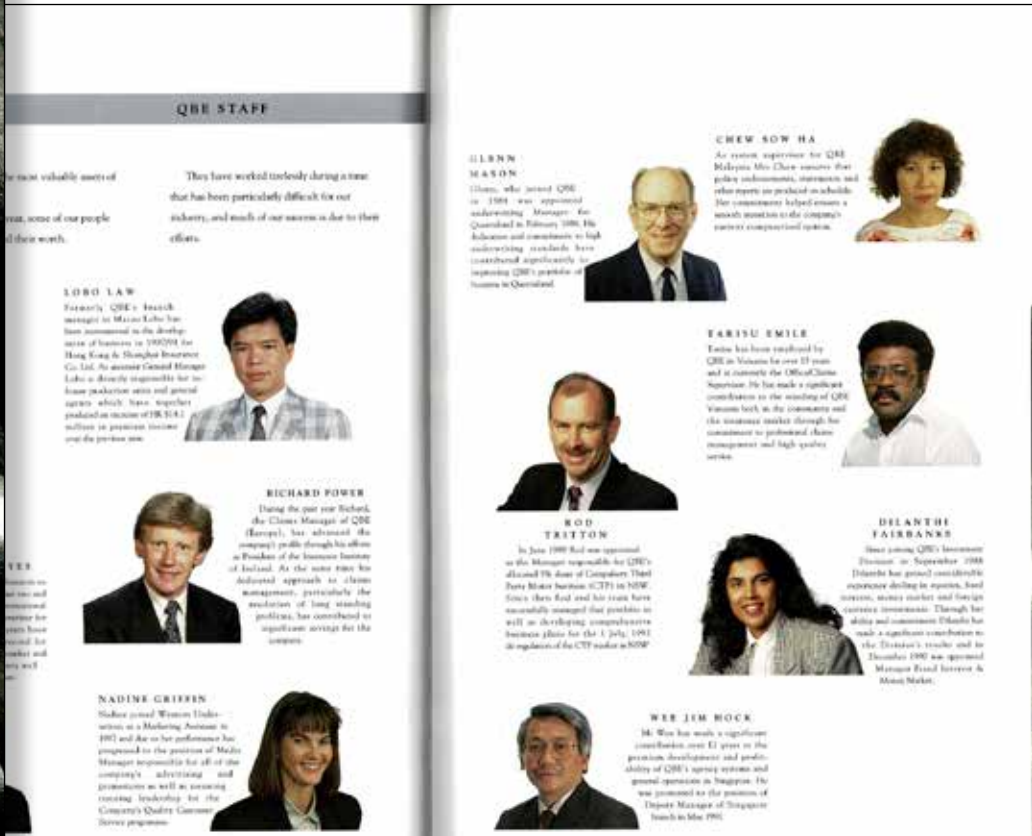
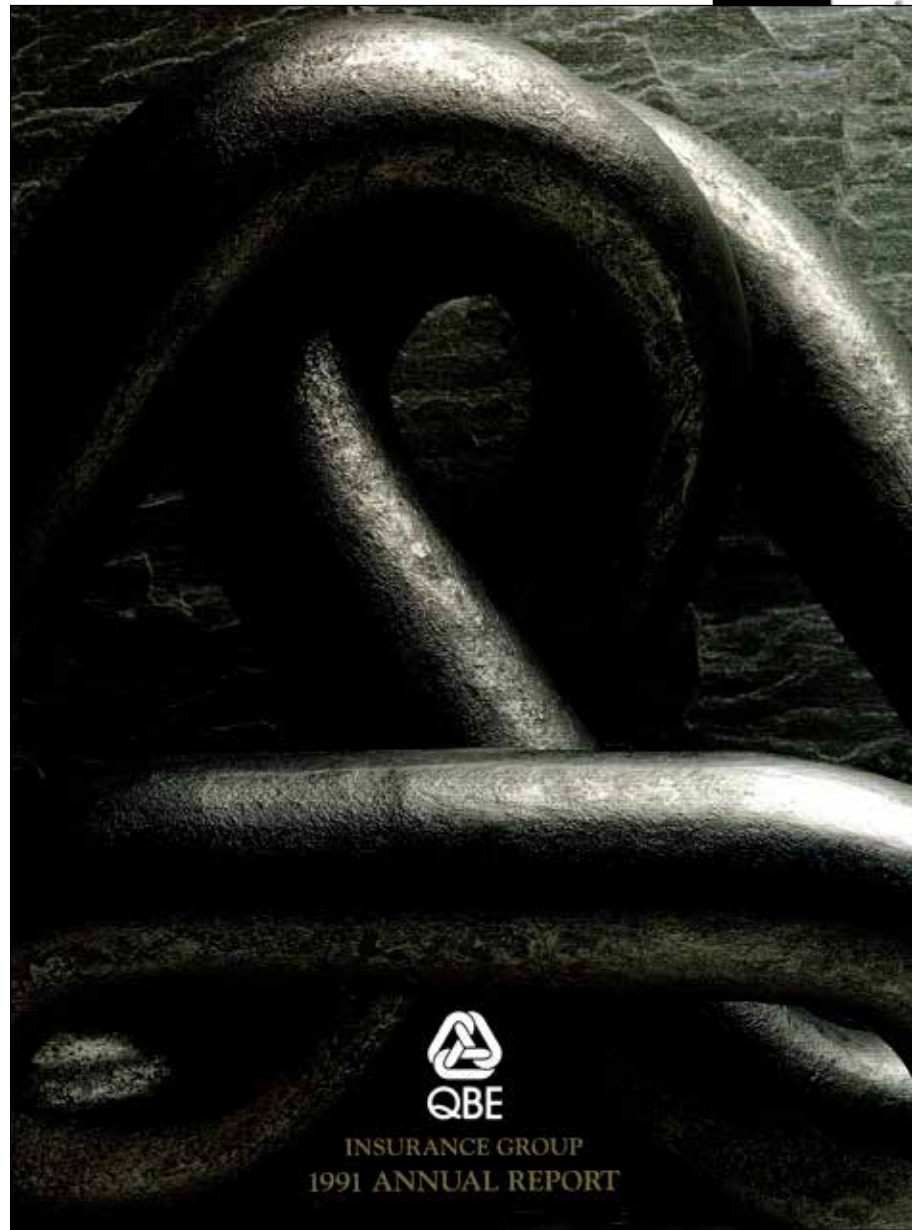
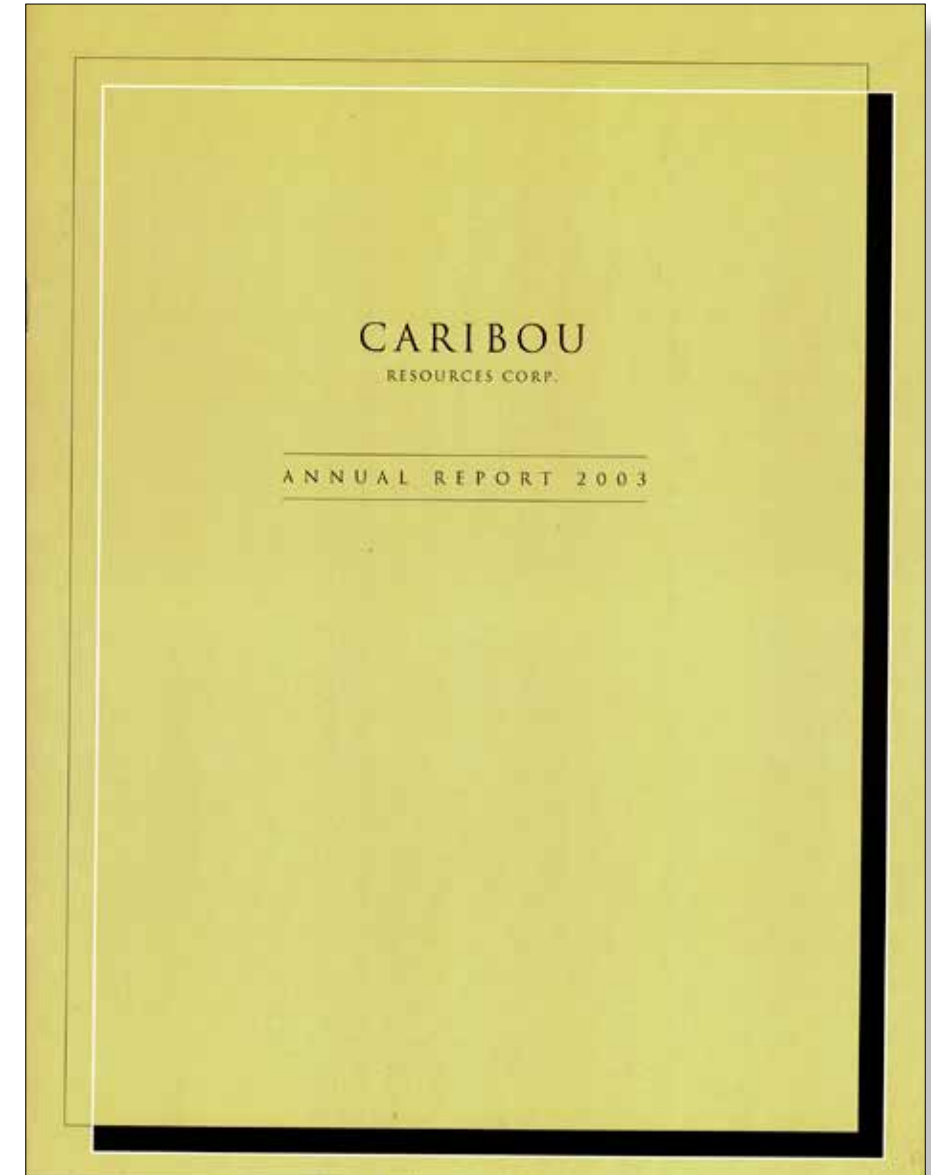
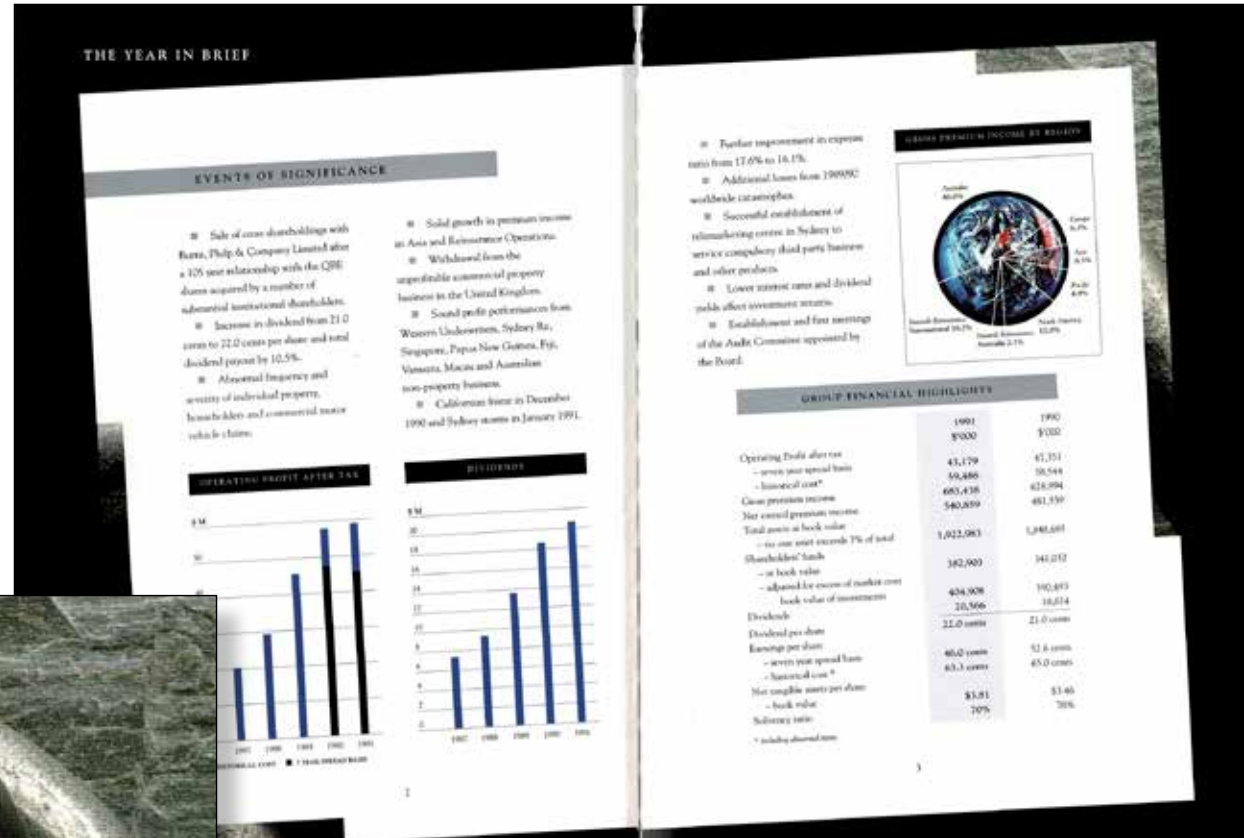
Turn over for details.

ANNUAL REPORTS

Client: QBE Insurance Group

Client: Caribou Resources

Design
Production
Print management



SPECIALTY WORK



Client: Along Came Quilting

7 panel window coverings

Window panel artwork built in Illustrator

Logo redesign pitch

Design
Production
Print and project management



WEB DESIGN

Client: trascend

Web design development

Logo design pitch

Design

Production



COMING SPRING 2006



Your on-line garden centre where you can get:

- Helpful gardening tips.
- Buy outdoor furniture & other great products.
- Ask our experts.

COMING SPRING 2006



OTHER PROJECTS

- Newsletters
- Billboards
- Banners
- Invitations
- T-shirt designs
- Bus bench design

- Design
- Production
- Ad building
- Print and project management



ONESTRAYPIN

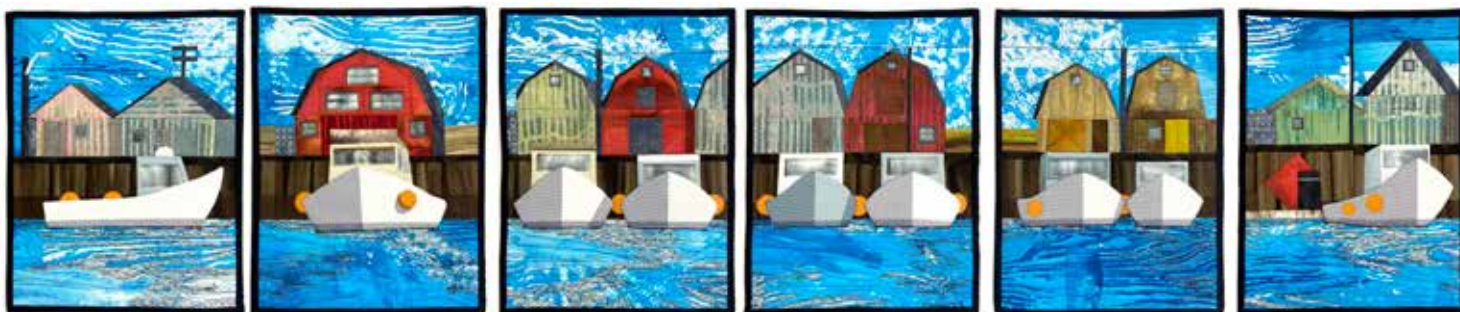
Expressions in fibre art



Girlfriend - 2016 12" x 12"



Englishtown Spill - 2021 27" x 54"



More Fair Ladies - 2023 10" x 13"

ALISON DEAN COWITZ

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