

PRODUCT CASE STUDY

Role	Product Name	Authors
Designer Production Artist	95 Readables™	StoryShares (various)

Overview

The 95 Readables project involved the development of a set of educational chapter books designed for students in grades 2–8. Collaborating with StoryShares and our internal team, I was tasked with redesigning and rebranding a collection of educational materials. These included 30 chapter books, 5 teacher's guides and display packaging. The original

assets were supplied in Canva, but they did not meet our printing standards or align with our established branding guidelines. My role was to convert these assets into high-quality print-ready files, ensuring all materials reflected the company's visual identity and adhered to best practices in design, accessibility and diversity.



CHALLENGES

The initial artwork provided in Canva presented several challenges that needed to be addressed before we could proceed with printing:

1. **Printing Standards:** The Canva files did not meet industry print specifications such as bleed, color profiles or resolution.
2. **Branding:** The visual design was not in line with the company branding, which required updating typography, color schemes, logo placement and visual hierarchy to maintain consistency with our existing materials.
3. **Photography:** The images used in the original files lacked diversity, equity and inclusion (DEI) considerations, which was an important focus for this project to ensure that the representation of characters and themes in the books was accurate and inclusive for our audience.



■ DELIVERABLES

30 updated chapter books, each with a new cover and interior layout designed in InDesign, meeting print specifications.

5 Teacher's Guides, which were also rebranded and reformatted to match the new design and visual standards.

Display packaging for each grade level that ensured consistency across the product line and aligned with company branding.

■ OUTCOME

The redesigned materials were successfully produced and prepared for print within 3 weeks of receiving the Canva files. The experience reinforced the importance of collaboration, attention to detail, and the need to constantly evaluate how the products serve and represent diverse audiences.

■ SOLUTION

Redesigning in InDesign for Print

The first step was to transfer all the Canva files into Adobe InDesign, a more robust tool that supports print production standards. InDesign allowed for the creation of high-quality, print-ready files with the necessary print specifications (bleed, margins, color profiles).

Rebranding

We made several visual adjustments to ensure the new product aligned with the company's established branding identity. These included changes in logo placement, colors, page layout and typography.

Incorporating DEI Considerations Into Imagery

As part of our commitment to diversity, equity and inclusion, we carefully curated a new selection of photos for the books, ensuring that they accurately represented the diverse demographics of the students who would be reading the materials.

Packaging

The packaging design mirrored the cover elements from the books to create a cohesive product lineup.

