

# Li Dan

Illustration

8 Ubi Road 2, Zervex, #04-16

Email: [lidan.studio@gmail.com](mailto:lidan.studio@gmail.com)

Singapore

View the full portfolio at <http://www.thecreativefinder.com/danstudio>

## Professional Experience and Curriculum Vitae

I am an illustrator and designer, and have set up LiDan Illustration & Design Studio in 2009 in Singapore. I obtained my Masters Degree in illustration from Edinburgh College of Art (Edinburgh University) in the UK in 2005. Bachelor of Arts in Graphic Design in China Academy of Art in 2003. I can adept at different illustration styles combined with different layout design, and had used many different media depending on the subject and purpose. My artwork and design had appeared in major publications, books, e-book, magazines and advertising companies in Singapore, Japan, China, UK, New Zealand, Australia and USA.

My art research has entered many art competitions in China, UK, USA, Singapore, Korea and Ukraine. Notably, being final fifteen short-listed for Victoria and Albert (V&A) illustration awards 2005 in the UK.

## Previous Clientele

Ministry of Education Ministry of Communications and Information  
Ministry of trade and Industry Cental Narcotics Division  
Ministry of Manpower People's Association  
Institute of Technical Education (HQ) LEGO Singapore Pte Ltd  
The Institute of Technical Education National University of Singapore  
National Library Board National Archives of Singapore  
Learning Media (New Zealand) Health Promotion Board  
Marshall Cavendish International Pte Ltd Chromatic Media Pte Ltd  
Lee Kuan Yew School of Public Policy National Environment Agency  
The Esplanade Co Ltd SHYALALA (Singapore) Pte Ltd  
Child Educational CO.PTE LTD Pagesetters services Pte Ltd  
Cambridge University Press (Japan, USA, Singapore) SPH Magazines Pte Ltd  
Singapore Children's Society Lowe and Partners (Singapore) Pte Ltd  
Lights & Shadows Crawford School of Public Policy  
LEGO Singapore Pte Ltd Vopak Terminals Singapore Pte Ltd  
Institute of Molecular and Cell Biology, A-star. Learners Publishing Private Limited  
Golf Digest Singapore Harbour Future Leaders  
Cuckoo Pte Ltd Caffeine Creative  
Marshall Cavendish Publishing Group JDM Kids Pte Ltd  
Tusitala Pte Ltd MTV Asia LDC  
JWT (J. Walter Thompson), Singapore Ink On Paper Communications Pte Ltd  
Irisnation Singapore Pte Ltd Emoxis LLP  
JMatrix Consulting Pte Ltd Squake Inspired Interactions  
One Dash 22 Pte Ltd Edventure Books Pte Ltd  
Creative Performance Mastery International Pte Ltd Topix Studio  
Harbour Future Leaders TSI Graphics  
Pupilpeople Pte Ltd BLACKBOWTIE  
ModernAge Design & Communications Scrawl Studios Pte Ltd  
Time Out Magazine Select Books Pte Ltd  
Select Publishing Pte Ltd M&C SAATCHI  
Panpac Education Private Limited Union Book CO Pte Ltd

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helpdesk 656.227.2902, fax 656.227.0213

## Awards and Accolades

WWW.THECREATIVEFINDER.COM  
LiDan (Studio owner)  
LiDan Illustration & Design Studio  
Co Reg: 53143085E

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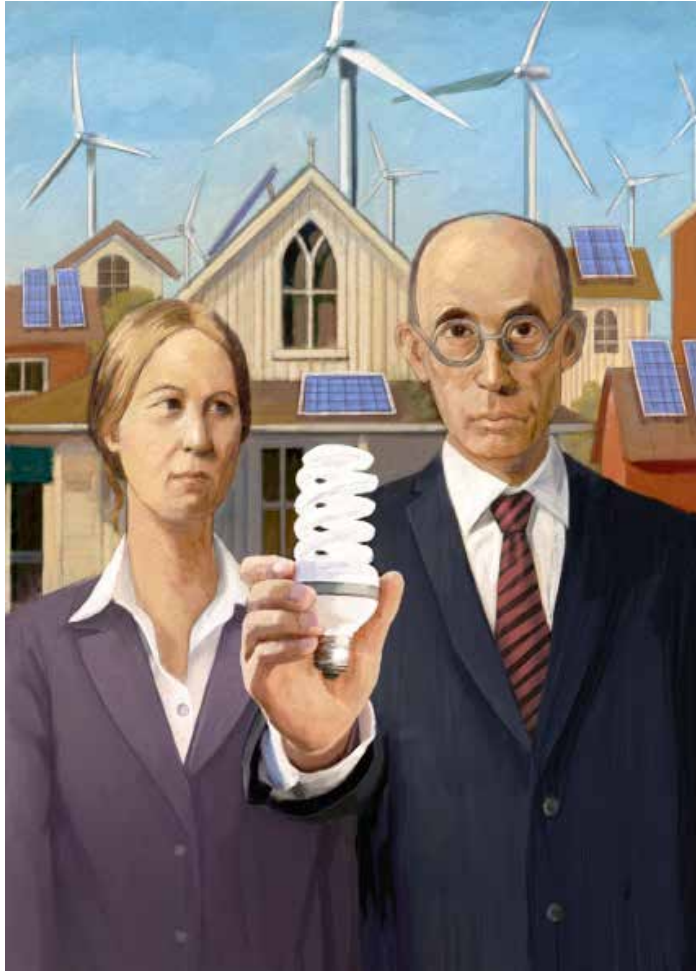
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celebrating *life* in the heartlands

# PHOTOGRAPHY COMPETITION

Children having fun in the playground, the elderly gathering for a chess game at the void deck, neighbours and friends celebrating festivities together and watering the beautiful plants in our community garden... All these and more make up our lives in the HDB heartlands!

Take a peek, snap a pic! We want you to **SHARE YOUR HEARTLAND STORIES!**

Theme: Celebrating **LIFE** in the Heartlands

**Let's be considerate neighbours**  
**It's my town**  
**Friends next door**  
**Eco @ Home**

Category: Open and Youth (aged 18 and below)

**Prizes:**

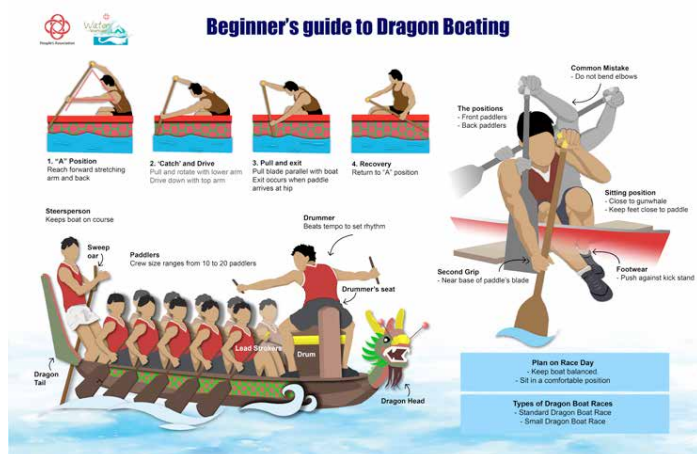
| Open   | Youth  |
|--|--|
| 1st prize: DSLR Camera + \$1,000 cash                  | 1st prize: DSLR Camera + \$800 cash                    |
| 2nd prize: DSLR Camera + \$800 cash                    | 2nd prize: DSLR Camera + \$600 cash                    |
| 3rd prize: DSLR Camera + \$600 cash                    | 3rd prize: DSLR Camera + \$400 cash                    |
| 5 Distinction Prizes: Compact Camera + \$400 cash each | 5 Distinction Prizes: Compact Camera + \$200 cash each |
| 10 Merit Prizes: Compact Camera + \$200 cash each      | 10 Merit Prizes: Compact Camera + \$100 cash each      |
| 1 People's Choice Prize: \$100 cash                    | 1 People's Choice Prize: \$100 cash                    |

**Submission Deadline: 31 JANUARY 2013**

There is no registration fee. Visit [www.heartlandstories.sg](http://www.heartlandstories.sg) for competition details, terms & conditions and online submission.



## Beginner's guide to Dragon Boating



**Common Mistake:** Do not bend elbows

**The positions:** Front paddlers, Back paddlers

**1. "A" Position:** Reach forward stretching arm and back

**2. "Catch" and Drive:** Pull and rotate with lower arm. Drive down with top arm

**3. Pull and exit:** Pull blade parallel with boat. Exit occurs when paddle arrives at hip

**4. Recovery:** Return to "A" position

**Steersperson:** Keeps boat on course

**Sweep oar:** Sweep oar

**Paddlers:** Crew size ranges from 10 to 20 paddlers

**Drummer:** Beats tempo to set rhythm

**Drummer's seat:** Drummer's seat

**Load oarlock:** Load oarlock

**Dragon Tail:** Dragon Tail

**Dragon Head:** Dragon Head

**Sitting position:** Close to gunwale. Keep feet close to paddle

**Second Grip:** Near base of paddle's blade

**Footwear:** Push against kick stand

**Plan on Race Day:** Keep boat balanced. Sit in a comfortable position

**Types of Dragon Boat Races:** Standard Dragon Boat Race, Small Dragon Boat Race



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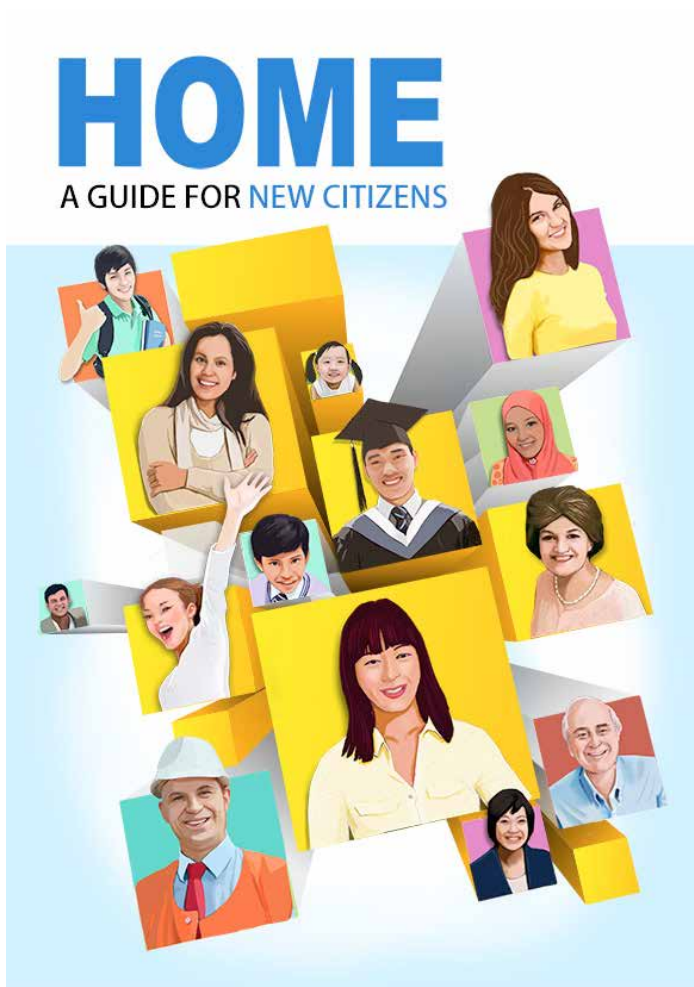
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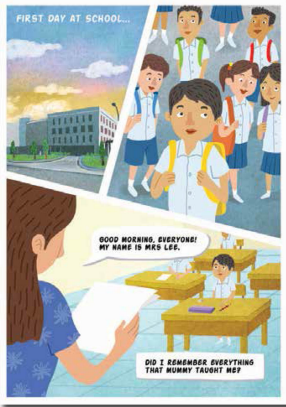
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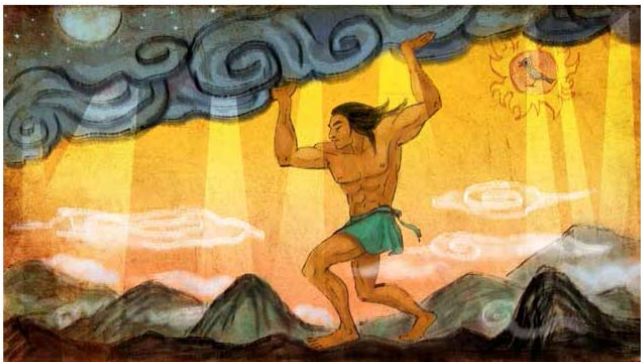
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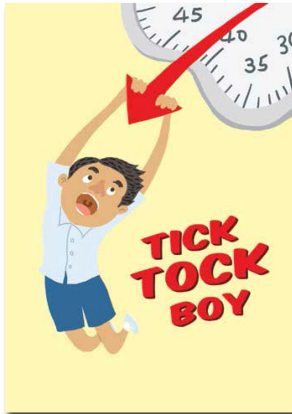
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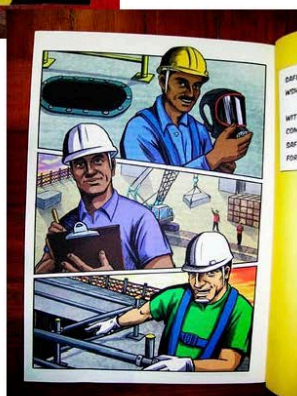
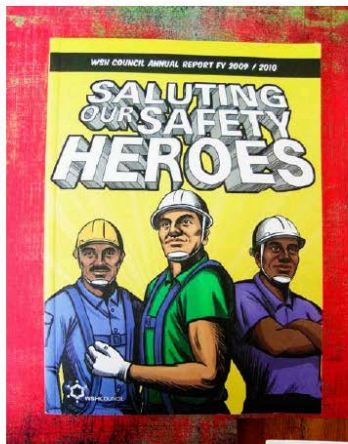
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Illustrated by Li Dan. Comic for an annual report

Client: Pupilpeople Pte Ltd, 2011

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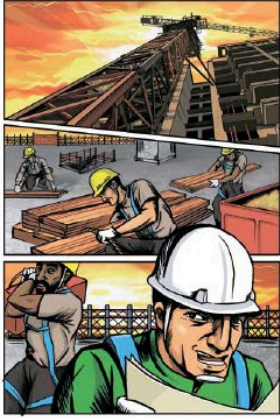
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