



## WILD IMAGES

**EVELYN E. KIRKALDY (a.k.a. EEK)**

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### ILLUSTRATION AND GRAPHIC DESIGN

Evelyn Kirkaldy has an extensive background in design and visual expression. After graduating with honours from the Department of Communication and Design at the Ontario College of Art in Toronto, she moved to western Canada. Evelyn spent several years in Calgary and 20 years in Vancouver working as a graphic designer, illustrator and art director for many prominent clients and advertising agencies and has won several awards for her work. She has enjoyed sharing her knowledge with others and has instructed both children and adults in many disciplines of art and design.

## A Short Biography

Evelyn spent the first three years of her design career in Calgary working at Creative Associates and then Yates Advertising as a graphic designer, illustrator, production artist and art director, undertaking everything from storyboards, conceptual renderings for ads, brochures and annual reports to final production and press checks.

One of the projects she remembers fondly is designing and art directing the production of a display trailer entitled "Years of the Buffalo" for the Glenbow Museum, complete with maps, artifacts, a diorama of a buffalo jump, a buffalo stone and an entire taxidermied buffalo to bid visitors adieu at the exit.

Evelyn then struck out on her own as a freelancer and moved to Vancouver. Here she managed to procure an excellent client base and continued to offer creative services to agencies and private businesses. The work involved ongoing consultation, utilizing her clients' product expertise whenever possible to make sure that the end product included not only great design, but that it met marketing criteria.

After working with the design team on layouts and illustrations on a freelance basis, Evelyn was offered a job at Palmer Jarvis as an art director on the McDonaldland Fun Times (FT) Magazine account. Her duties included creation of themes for issues, page layouts as well as art directing illustrators and production artists. She regularly flew to Chicago for press checks and to make client presentations at McDonald's head office.

In 1992 Evelyn once again hit the pavement and was offered what she refers to as 'fun work' which included a lot of children's educational material, most notably the designing and illustrating of the weekly feature 'Kidzone Live' for Knowledge Network. It appeared in the comic sections of alternately the Province and then the Vancouver Sun for over 10 years.



Evelyn created the 'Eggie' characters and illustrated the Pirate Pac Ship and kids activity menus for White Spot Restaurants. She still dreams up the concepts, writes the copy, renders the layouts and produces the finished illustrations for their kids promotional items.

For over 20 years, in conjunction with pursuing her passion for 'everything bear', Evelyn has been working with the Get Bear Smart Society based in Whistler as artistic advisor; creating concepts and visuals for bear safety educational ads and promotional materials. She also designed, wrote, illustrated and produced 'Bear Smart Kids', an educational activity book and also illustrated the teacher's guide 'Wild about Bears', to help children and their parents learn to be 'smarter than the average bear'.

## OTHER NOTABLE PROJECTS

**UBC Press** - Designed and produced numerous book jackets, one of which earned an *American University Press Award*.

**ICBC** - Designed and illustrated several road safety publications including Gerry the Safety Gerbil booklets.

**North Shore Credit Union** - Designed and illustrated the Buck Bagg kid's newsletter, account cards and T-Shirts.

**Sears Health Food and Fitness Shops** - Designed and created illustrations for newspaper and magazine ads. Created characters: 'The Aces' and designed children's activity booklets.

## SELECTED CLIENT LIST

### *Freelance Work with Western Agencies*

Wasserman and Partners

McKim

Palmer Jarvis

Deca Communications

Douglas and McIntyre

Myron Balagno & Associates

Baker Lovick

Walker Leonard

Scali, McCabe & Sloves

NRS Advertising

P.D.&A.

Johnstone and White

Miller Wilson

Green Huckvale

Campaign Communications

Yates Advertising, Creative Associates

Ray Torensen

Carter Advertising

Spectra Communications

West Graphica

Expo 86

UBC Press

Price Printing

Westbound Publishing

Robert Inwood and Associates

### *Notable Agency Accounts*

Yukon Native Language Program

White Spot Restaurants

Smitty's Restaurants

Glenbow Museum

BC Cellular

MacDonalds

Interfor

BC Rail

CP Air

Telus

Alberta Wheat Board

City of Vancouver Elections

BC Ministry of Health

City of Revelstoke

Parks Canada

Safeway

Trimac

Nabob

INCO

## **SELECT DIRECT CLIENTS**

Sears Health and Fitness Shops  
BC Department of Fisheries  
University of BC Faculty of Commerce and  
University of Calgary Dept. of Philosophy  
Open Learning Agency/Knowledge Network  
Business Administration  
North Shore Credit Union  
York House School  
Pharmasave

Resort Municipality of Whistler  
ICBC and Autoplan Brokers  
Open Learning Agency/Knowledge Network  
Wild BC - Habitat Conservation Trust Fund  
Get Bear Smart Society Whistler  
Pacific Rim Bear Smart  
Alberni Valley Bear Smart  
White Spot Restaurants

