



## MIAD student creates children's story book app for Demibooks; on sale on iTunes

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PRESS RELEASE

**MILWAUKEE...** Communication Design junior Joshua Zelasko '15 illustrated iPad book "The Box & I" for a course at the Milwaukee Institute of Art & Design during his sophomore year, and his creation was recently released on Little Bahalia Publishing's storybook app through "Storytime by Demibooks," available on iTunes.

Zelasko illustrated the book as a project for a course taught by Adjunct Faculty Stacey Williams-Ng, who is also the founder and creative director at Little Bahalia Publishing. Williams-Ng said the project was to produce children's book apps using Demibooks® Composer software, and "the winner of a juried competition would be published under the Little Bahalia label, in association with Demibooks."

Only MIAD and one other art and design college in the country offer a full-semester iPad publishing course, made possible by the donation of the Composer software for class use by Demibooks.

"The Box & I" is a story about a boy who finds the cardboard box more exciting than the toy inside of it. Zelasko said, "Illustration has always been a great interest of mine, and Stacey's class offered me an opportunity to flesh out my illustration skills and jump feet-first into an unknown territory. To be published is a great honor and will provide me with a great foundation for a future career in a creative field."

The iPad course was offered as part of MIAD's vibrant design program, which will be visited by international design and enterprise management leader Dana Arnett for the MIAD Creativity Series Tuesday, March 25, 6 p.m. Arnett, whose clients include Harley-Davidson, Allen Edmonds and Caterpillar, presents the free event, "Change Is Possible," at MIAD.

For more information on how to purchase Zelasko's "The Box & I," [click here](#).

For more information about Little Bahalia, [click here](#).

For more information on MIAD Creativity Series guest Dana Arnett, [click here](#).

*At the Milwaukee Institute of Art & Design, students driven to become creative professionals have the freedom to develop their talents beyond traditional boundaries while immersed in a transformative studio, academic and career-driven curriculum. On graduation, they join thousands of successful MIAD alumni whose talents are continuously in demand, and whose lifework is driven by the passion to inspire, problem solve and innovate for our economy and society.*