



*Shayla Moose*

ARTIST | DESIGNER

DESIGN PORTFOLIO



# HELLO, *I'm Shayla!*

THEATRICAL DESIGNER    TURNED DIGITAL MARKETER

I'm a multi-faceted traditional and digital artist (15+yrs), now helping busy entrepreneurs harness the power of an online presence through visual/personal branding and strategic action...

without putting so much on their plate they feel like their at a buffet.



# WHAT I CAN DO FOR YOU

## GRAPHIC DESIGN

Beautifully designed visuals and templates for all your social media and printing needs.

## PLANNING & STRATEGY

Forget posting & praying, and let's strategically plan out your social media and blog content to give both you and your audience what they want.

## DONE FOR YOU

Don't have the time or want the headache? I can handle the planning, designing and scheduling for you, so you can focus on growing your business.



# PROGRAMS & Skills

I'm a highly adaptable, resourceful and self-motivated designer with exceptional attention to detail, project management, and versatility as I tend to pick up things quickly.

## SEARCH ENGINES & PLATFORMS



BEGINNER



ADVANCED



EXPERT



## EDITING & DESIGN



ADOBE PHOTOSHOP



ADOBE EXPRESS



ADOBE FRESCO



PROCREATE



ADOBE IN-DESIGN



CAPCUT



ADOBE PREMIER PRO



CANVA



## TASK MANAGERS & ORGANIZERS



GOOGLE SUITE



CO-SCHEDULE



MICROSOFT 365



TRELLO



HOOTSUITE



FILE MAKER PRO



SCRIVENER



# PROGRAMS & Skills

My theatrical background has perfected my ability to handle stacked deadlines, and collaborative designs.

My enjoyment of email marketing and human/consumer psychology translates into all of my design and marketing efforts.

## OTHER SKILLS



### TRADITIONAL MEDIA

- WATERCOLORS
- OILS & ACRYLICS
- INKS
- GRAPHITE & CHARCOAL
- PORTRAITURE/COMMISSIONS



### PHOTOGRAPHY

- DSLR
- POSING & COMPOSITION
- EDITING & MANIPULATION



### EMAIL MARKETING

- LAYOUT & FORMATTING
- CAMPAIGNS
- STRATEGIC PLANNING
- AUTOMATION
- SEGMENTATION
- COPYWRITING



### FASHION & COSTUME DESIGN

- TRADITIONAL & DIGITAL
- PATTERNING
- DRAPING
- HAND & MACHINE SEWING
- JEWELRY DESIGN/MAKING
- PROBLEM SOLVING



### TIME MANAGEMENT

- TASK BATCHING
- TIME BLOCKING
- PRIORITIZATION
- MULTI-TASKING
- INTERNAL DEADLINES
- PROJECT MANAGEMENT



### PSYCHOLOGY

- CUSTOMER JOURNEY
- CONSUMER BEHAVIOR
- PAIN POINTS
- BODY LANGUAGE
- COLOR PSYCHOLOGY
- DESIGN PSYCHOLOGY

FAVORITE  
*Works*



# TARLETON STATE UNIVERSITY FINE ARTS SUMMER CAMPS

2023 HS & JH BAND



Current project in the works

- poster
- b&w t-shirt graphic
- facebook save-the-date

**MARK YOUR** *Calendars*

|   |
|---|
| <b>HIGH SCHOOL &amp; JAZZ</b><br>GRADES 9-12<br>JUNE 11 - JUNE 15 |
| <b>MIDDLE SCHOOL</b><br>GRADES 6-8<br>JUNE 18 - JUNE 22           |

TARLETON STATE UNIVERSITY  
**Jazz AND Band 2023 CAMP**

**TARLETON**  
STATE UNIVERSITY®

*Band* **2023**  
**CAMP**

|   |   |
|---|---|
| <b>HIGH SCHOOL</b><br>GRADES 9-12<br>JUNE 11 - JUNE 15  | <b>CAMP COSTS</b><br>RESIDENT - \$349<br>COMMUTER - \$150 |
| <b>MIDDLE SCHOOL</b><br>GRADES 6-9<br>JUNE 18 - JUNE 22 |   |

ALL-STATE BAND & MULTIPLE SIBLING DISCOUNTS

Information and registration forms are available on our website:  
[www.tarleton.edu/summercamps](http://www.tarleton.edu/summercamps)

**TARLETON**  
STATE UNIVERSITY®

*June*  
18-22

**Jazz AND Band 2023 CAMP**



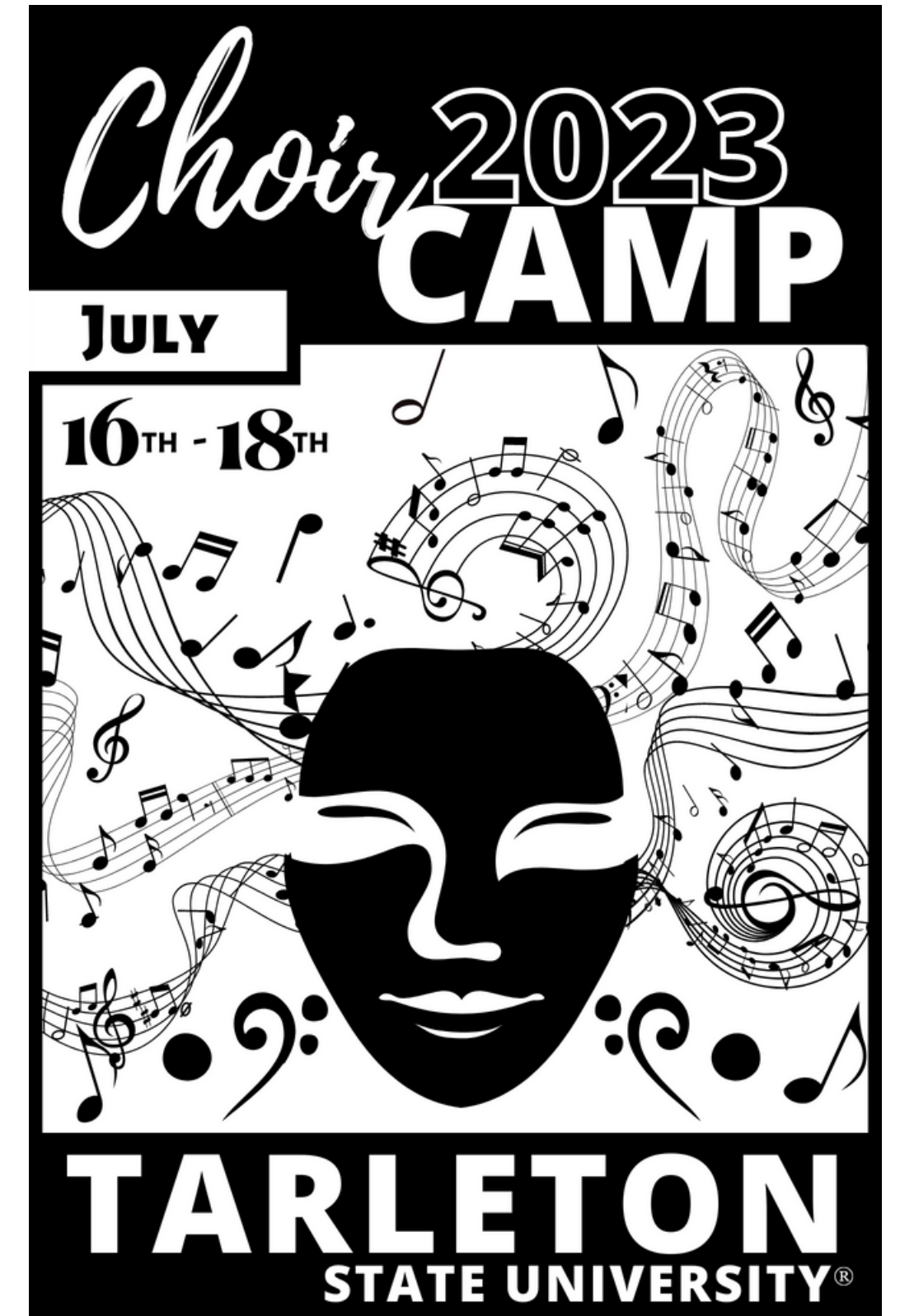
TARLETON STATE UNIVERSITY  
**FINE ARTS**  
SUMMER CAMPS



2023 CHOIR

Current project in the works

- poster
- b&w t-shirt graphic
- facebook save-the-date





# TARLETON STATE UNIVERSITY FINE ARTS SUMMER CAMPS



2023 THEATRE

Current project in the works

- poster options
- facebook information post

**TARLETON STATE UNIVERSITY**

June - July  
25<sup>TH</sup> - 1<sup>ST</sup>

6 DAYS/7 NIGHTS  
DORM \$625  
COMMUTER \$375

1 week intensive featuring a full length production where campers will get to explore all that the theatre world has to offer!

- ACTING
- DESIGN
- LIGHTING & SOUND
- DANCE
- SCENERY & PROPS
- MAKEUP & COSTUMES

*Theatre*  
**2023CAMP**

**TARLETON STATE UNIVERSITY**

June - July  
25<sup>TH</sup> - 1<sup>ST</sup>

6 DAYS/7 NIGHTS  
DORM \$625  
COMMUTER \$375

1 week intensive theatre camp featuring a full length production where campers will get to explore all that the theatre world has to offer!

- ACTING
- DESIGN
- LIGHTING & SOUND
- DANCE
- SCENERY & PROPS
- MAKEUP & COSTUMES

*Theatre*  
**2023CAMP**

Information and registration forms are available on our website:  
[www.tarleton.edu/summercamps](http://www.tarleton.edu/summercamps)

**TARLETON STATE UNIVERSITY**

June - July  
25<sup>TH</sup> - 1<sup>ST</sup>

6 DAYS/7 NIGHTS  
DORM \$625  
COMMUTER \$375

1 week intensive theatre camp featuring a full length production where campers will get to explore all that the theatre world has to offer!

- ACTING
- DESIGN
- LIGHTING & SOUND
- DANCE
- SCENERY & PROPS
- MAKEUP & COSTUMES

*Theatre*  
**2023CAMP**

Information and registration forms are available on our website:  
[www.tarleton.edu/summercamps](http://www.tarleton.edu/summercamps)



# TARLETON STATE UNIVERSITY FINE ARTS SUMMER CAMPS

moving graphic option \*



2023 ALL CAMP & CHEER\*

Current project in the works

- all camp poster
- cheer poster\*
- cheer postcard\*



picked up by different department after creation\*



# TARLETON STATE UNIVERSITY FINE ARTS SUMMER CAMPS

2022 HS & MS BAND

Current project in the works

- ms & hs poster
- b & w t-shirt design



A colorful poster for Tarleton State University's 2022 Jazz &amp; Band Camp. The top features the university name in purple and yellow, with '2022' in a yellow box. It lists 'High School GRADES 9-12' (June 5th-9th) and 'Middle School GRADES 6-8' (June 12th-16th). The central graphic shows a conductor in a tuxedo leading a band, with musical notes and a heart shape. The text 'Jazz &amp; BAND CAMP' is prominently displayed in white and yellow. At the bottom, it provides the website 'www.tarleton.edu/summercamps' and mentions 'ALL-STATE BAND &amp; MULTIPLE SIBLING SCHOLARSHIPS'.

A black and white poster for Tarleton State University's 2022 Jazz &amp; Band Camp. It features the university name and '2022' at the top. The central graphic shows a conductor in a tuxedo leading a band, with musical notes and a heart shape. The text 'Jazz &amp; BAND CAMP' is prominently displayed in white and black. At the bottom, it provides the website 'www.tarleton.edu/summercamps' and mentions 'ALL-STATE BAND &amp; MULTIPLE SIBLING SCHOLARSHIPS'.

picked up by different department after creation\*

# TARLETON STATE UNIVERSITY FINE ARTS SUMMER CAMPS



2022 CHOIR & CHEER

Current project in the works

- choir poster
- b & w t-shirt design choir
- cheer postcard



**TARLETON**  
STATE UNIVERSITY'S

*July*  
17<sup>TH</sup> -19<sup>TH</sup>

Information and registration forms are available on our website:  
[www.tarleton.edu/summercamps](http://www.tarleton.edu/summercamps)  
RESIDENT: \$199 | COMMUTER: \$99

**CHOIR**  
**CAMP 2022**

**TARLETON'S**  
INFORMATION & REGISTRATION FORMS ARE AVAILABLE ON OUR WEBSITE:  
[WWW.TARLETON.EDU/SUMMERCAMPS](http://WWW.TARLETON.EDU/SUMMERCAMPS) **2022**

**CHEER**  
*Camp*

**DATES**

WEEK 1: MAY 31 - JUNE 3  
WEEK 2: JUNE 6-JUNE 9  
WEEK 3\*: JUNE 13 - JUNE 16  
WEEK 4\*: JUNE 20 - JUNE 23  
WEEK 5: JUNE 27 - 30

CAMPERS: RESIDENT \$375 | COMMUTER \$295  
COACHES/ADVISORS: RESIDENT \$310 | COMMUTER \$220

\* 3A AND UNDER

picked up by different department after creation\*

# TARLETON STATE UNIVERSITY FINE ARTS

## 4 FOLD THEATRE BROCHURE

**Our theatre faculty** has extensive professional experience in national productions and theaters, including: The Ohio Light Opera, the Heritage Repertory in Virginia, Seattle 5th St. Theatre, A.C.T Theatre in Washington, L.A.'s Reprise Theatre Company, Richard Foreman Theater in NYC, Circle Theatre in Ft. Worth, Pittsburgh Public Theater, The Lost Colony and Festival Park in Manteo NC, and Theatre Alliance in NC, among others. All are active members in professional organizations and continue their professional theatrical activities in the Dallas-Fort Worth area and elsewhere. Faculty specialties include directing, design, and theatre technology.

**More information**  
Prospective students should contact  
**Mr. Mark Holtorf**, Theatre Area Coordinator  
Department of Fine Arts  
Box T-0320 | Stephenville, TX 76402  
(254) 968-9888 | holtorf@tarleton.edu

Further information including admissions available on-line  
[tarleton.edu/theatre](http://tarleton.edu/theatre) | [tarleton.edu/admissions](http://tarleton.edu/admissions)

**Facilities**

Learn in our magnificent 89,000 square-foot building which features a 721-seat auditorium, 214-seat theater with stage revolve, 92-seat workshop theater, 40-seat children's theater, 6 dressing rooms, scenic shop, and costume shop, intelligent lighting, and more.

**College of Liberal & Fine Arts**  
TARLETON STATE UNIVERSITY

A Member of the Texas A&M System Since 1917  
Tarleton State University, an Equal Opportunity and affirmative Action

**THEATRE AT TARLETON**

**College of Liberal & Fine Arts**  
TARLETON STATE UNIVERSITY

**About our Faculty**

Our theatre faculty has extensive professional experience in national productions and theaters, including: The Ohio Light Opera, the Heritage Repertory in Virginia, Seattle 5th St. Theatre, A.C.T Theatre in Washington, L.A.'s Reprise Theatre Company, Richard Foreman Theater in NYC, Circle Theatre in Ft. Worth, Pittsburgh Public Theater, The Lost Colony and Festival Park in Manteo NC, and Theatre Alliance in NC, among others. All are active members in professional organizations and continue their professional theatrical activities in the Dallas-Fort Worth area and elsewhere. Faculty specialties include directing, design, and theatre technology.

**For more information**

**Theatre at**

TARLETON STATE UNIVERSITY

Mr. Mark Holtorf  
Theatre Area Coordinator  
  
Department of Fine Arts  
Tarleton State University  
Box T-0320  
Stephenville, TX 76402  
(254)968-9888  
[holtorf@tarleton.edu](mailto:holtorf@tarleton.edu)

Further information is available on-line through the Department of Fine Arts website and the Tarleton State University website, which provides admission information.

<http://www.tarleton.edu/theatre/>  
<http://www.tarleton.edu/admissions/>

**TARLETON STATE UNIVERSITY**  
A Member of the Texas A&M System Since 1917  
Tarleton State University, an Equal Opportunity and affirmative Action Employer and Educator, is committed to excellence through diversity.

**Facilities**

Learn in our magnificent 89,000 square-foot building which features a 721-seat auditorium, 214-seat theater with stage revolve, 92-seat workshop theater, 40-seat children's theater, 6 dressing rooms, scenic shop, and costume shop, intelligent lighting, and more.

Scenic Design & Painting

Costume & Makeup Design

Directing & Acting

Lighting & Sound Design

For decades, Tarleton State University has provided exceptional training and performance opportunities for aspiring theatre professionals.

**About the Theatre Program**

If you are serious about a future in theatre, Tarleton's Bachelor of Fine Arts in Theatre is for you. You can choose a General, Education, or Musical Theatre concentration. This broad spectrum of possibilities prepares graduates for multiple careers.

**Theatrical Careers**

- Stage Manager
- Company Manager
- Scenic Painter
- Visual Merchandiser
- Makeup & Special Effects Artist
- Technical Director
- Artistic Director
- Writer/Playwright
- Event Coordinator
- Educator
- Director
- Illustrator
- Producer
- Talent Agent
- Designer
- Actor
- Electrician
- Carpenter
- PR/Marketing

**Why Tarleton?**

Unlike most theatre programs, Tarleton gives all theatre majors the opportunity to begin their professional training during their first semester.

Including: - Acting  
- Design  
- Directing  
- Musical Theatre  
- Stage Management  
- Technical Production  
- Publicity, etc...

An important and exciting component of Tarleton's theatre program is the internship, which is required following your junior year. Internships will help you gain hands-on experience in a professional theatre environment. The Chautauqua Institution, Seattle Children's Theatre, Williamstown Theatre Festival, and London's Fairborough Theatre are just a few organizations that have welcomed Tarleton students as interns.

**Some Theatre Course Offerings**

- Acting I, II, III
- Directing I, II
- Technical Theatre I, II
- History of Theatre I, II
- Lighting for Theatre
- Sound for Theatre
- Theatre Management
- Theatre Education
- Shakespeare
- Theatrical Make-up
- Scene Design & Construction
- Costume Design & Construction
- Dance for Theatre

# TARLETON STATE UNIVERSITY FINE ARTS

THEATRE TRAVEL DISPLAY



# TARLETON STATE UNIVERSITY FINE ARTS

THEATRE TABLE BANNER

**THEATRE**  
*at*  
**TARLETON**  
MUSICAL THEATRE

SCENIC DESIGN & PAINTING

COSTUME DESIGN & CONSTRUCTION

LIGHTING & SOUND

ACTING & DIRECTING

MAKEUP & HAIR DESIGN

College of:  
**LIBERAL & FINE ARTS**  
TARLETON STATE UNIVERSITY  
Member of the Texas A&M University System

**THEATRE**  
*and*  
**PERFORMING ARTS**  
MUSICAL THEATRE

SCENIC DESIGN & PAINTING

COSTUME DESIGN & CONSTRUCTION

LIGHTING & SOUND

ACTING & DIRECTING

MAKEUP & HAIR DESIGN

College of:  
**LIBERAL & FINE ARTS**  
TARLETON STATE UNIVERSITY  
Member of the Texas A&M University System

**THEATRE**  
*at*  
**TARLETON**  
MUSICAL THEATRE

SCENIC DESIGN & PAINTING

COSTUME DESIGN & CONSTRUCTION

LIGHTING & SOUND

ACTING & DIRECTING

MAKEUP & HAIR DESIGN

College of:  
**LIBERAL & FINE ARTS**  
TARLETON STATE UNIVERSITY  
Member of the Texas A&M University System

# TARLETON STATE UNIVERSITY FINE ARTS

THEATRE DIRECTING SCENES & PORTFOLIO REVIEWS



\* moving graphic options



- portfolio review IG posts
- invitation flyer: directing one-acts
- led to managing fb page with 1 pt. time employee

\* moving graphic options

**MAY 4TH**  
(STAR WARS DAY)  
**1:00 - 4:00**

**TARLETON STATE UNIVERSITY'S**  
**1ST ANNUAL - THEATRE AREA**  
**PORTFOLIO REVIEW**

COME SEE WHAT OUR CURRENT STUDENTS HAVE BEEN WORKING ON!

**MAY 4TH**  
(STAR WARS DAY)  
**1:00 - 4:00**

**TARLETON STATE UNIVERSITY'S**  
**1ST ANNUAL - THEATRE AREA**  
**PORTFOLIO REVIEW**

COME SEE WHAT OUR CURRENT STUDENTS HAVE BEEN WORKING ON!

**TARLETON STATE**

CONSIDER JOINING US  
**NEXT SPRING** FOR OUR  
STUDENT SHOWCASE OF  
**DIRECTING ONE-ACTS**

**A MULTIPLE DAY EVENT**

**DATES TBD**  
Tarleton State University's Theatre Department would like to invite you and your class to join us for as many days of one-acts you'd like to attend

These will be the final projects put on by our directing students, and we'd love to share their hard work with other's who might be considering theatre as a part of their career plan.

**INTERESTED?**  
254-968-9669  
pljones@tarleton.edu

**TARLETON STATE**  
THEATRE AT TARLETON

CONSIDER JOINING US  
**NEXT SPRING** FOR OUR  
STUDENT SHOWCASE OF  
**DIRECTING ONE-ACTS**

**A MULTIPLE DAY EVENT**

**MARCH 2022**  
**DATES TBD**  
Tarleton State University's Theatre Program would like to invite you and your class to join us for as many days of one-act showcases as you desire.

These will be the capstone projects for our directing students, and we'd love to share their hard work with other's who might be considering theatre as a part of their career plan.

254-968-9669  
pljones@tarleton.edu  
254-968-9889  
holtorf@tarleton.edu

**FREE**



# TARLETON STATE UNIVERSITY FINE ARTS

## ULTRA CLUB NEWSLETTER TEMPLATE - 2021 UPDATE

Tarleton State University  
Department of Fine Arts  
Box 1-0320  
Stephenville, Texas 76402

OCTOBER 2021



ULTRA Club NEWS

PAGE # SUBTITLE & ADDITIONAL TEXT

PAGE # SUBTITLE & ADDITIONAL TEXT

PAGE # SUBTITLE & ADDITIONAL TEXT

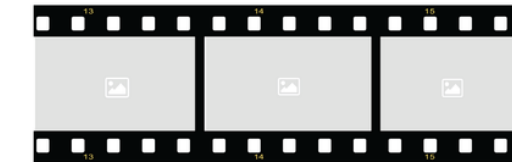
## Concert MAIN TITLE

Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here.

Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here.

Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here.

Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here. Type your information here.



## MAIN TITLE SUBTITLE



PHOTO INFORMATION: DO NOT CAPITALIZE WITH THIS FONT

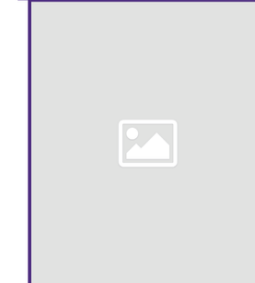
Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information.

Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information.

Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information.

## MAIN TITLE

SUBTITLE



ABOVE PHOTO INFORMATION: DO NOT CAPITALIZE WITH THIS FONT

BELOW PHOTO INFORMATION: DO NOT CAPITALIZE WITH THIS FONT



Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information.

Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information.

Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information.

Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information.

## Upcoming



MUSIC

NAME OF EVENT  
Month #, 7:30 PM

NAME OF EVENT  
Month #, 7:30 PM

NAME OF EVENT  
Month #, 7:30 PM

NAME OF EVENT  
Month #, 7:30 PM

THEATRE

NAME OF EVENT  
Month #, 7:30 PM

ART

NAME OF EVENT  
Month #, 7:30 PM

NAME OF EVENT  
Month #, 7:30 PM

CALL: 254-968-9634  
FOR TICKET INFORMATION

## MAIN TITLE

SUBTITLE

Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information.

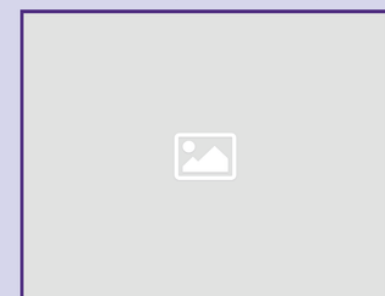


PHOTO INFORMATION: DO NOT CAPITALIZE WITH THIS FONT

Insert your information.

Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information.

Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information.

## MAIN TITLE

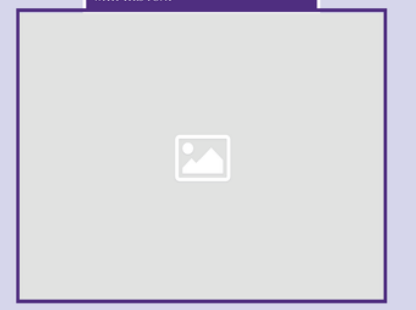
SUBTITLE

Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information.

Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information.

Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information. Insert your information.

PHOTO INFORMATION: DO NOT CAPITALIZE WITH THIS FONT




**BEN COLE**  
Artist in Residence

In March of 2020 the pandemic hit and what was once a vibrant New York City quickly became a place clouded by fear and restriction. The modest actor life I had pieced together for myself no longer resembled the usual hopping on crowded trains and sitting in crowded waiting rooms in anticipation for that day's audition. In the process of stumbling out of my trajectory as a professional actor, I was offered the opportunity to be Tarleton State University's Artist in Residence for the Spring semester of 2022. As an actor who had just finished shooting an HBO mini-series, and had worked pretty consistently for networks such as Netflix, Amazon, ABC, NBC, CBS, FOX and SyFY, it didn't logically make sense to take this job, but again my intuition nudged me to say yes. This brief experience of being the Artist in Residence at Tarleton State has blessed me not only by bringing me back to the roots and basics of being an actor but also the roots and basics of being myself. Small-town Texas is where I was born and raised and by coming back and accepting this position I've been able to experience myself as somebody who has something to give back from the experience I've gained on the road I travelled. More than that though, it's reminded me why I fell in love with acting in the first place.

**JAZZ FESTIVAL**

The Department of Fine Arts at Tarleton State University is proud to present the 60th annual Tarleton Jazz Festival. This year's festival has been expanded to include high school student performances on Friday, April 29 and Saturday, April 30. This year's festival will be the biggest ever, with 35 bands parading in the festival, bringing over 600 students to Tarleton's campus.

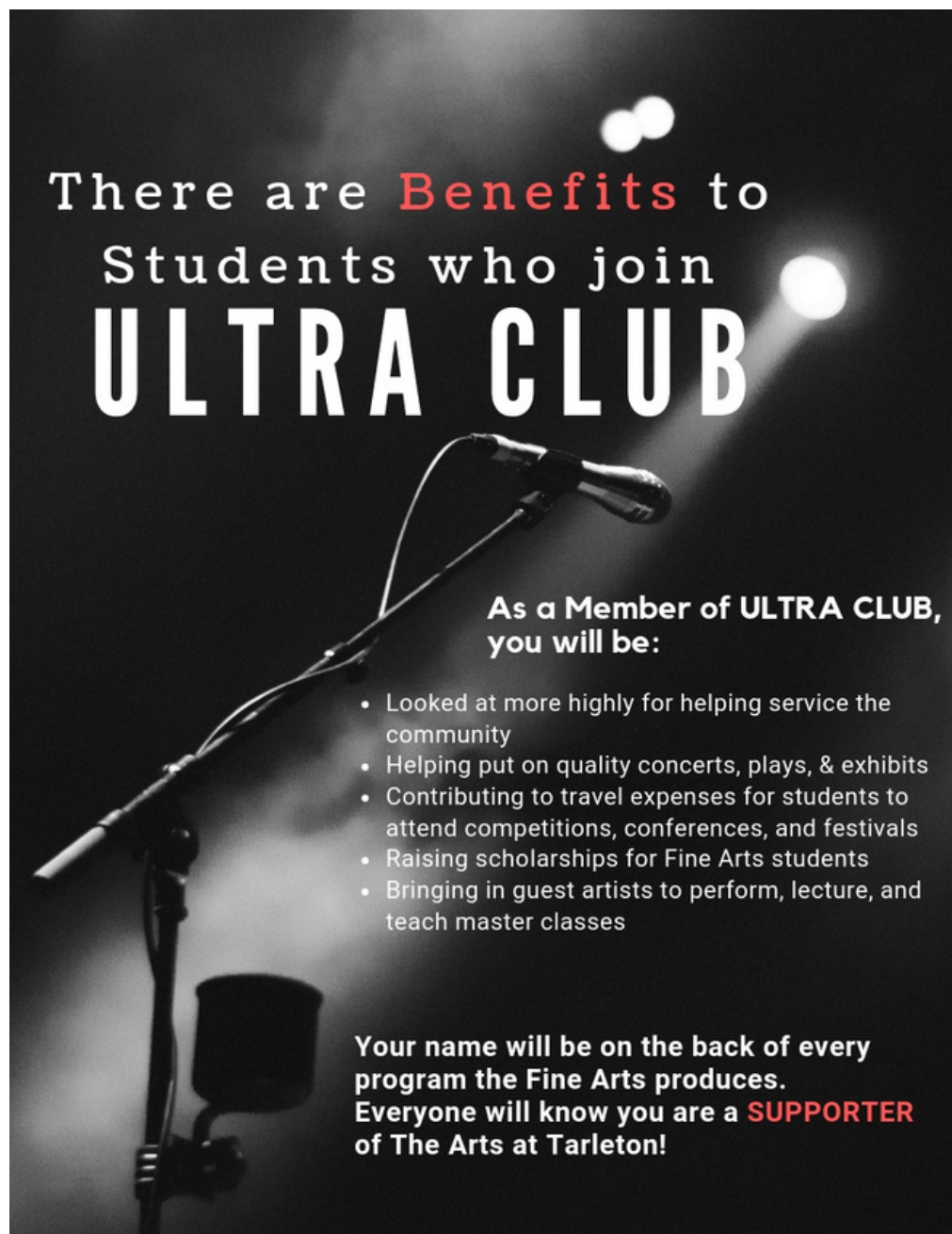
The guest artist this year is Grammy-nominated Tia Fuller. Blending technical brilliance, melodic creativity, and the performing precision drawn from both her academic and stage experience, Fuller was selected to be a member of the all-female band touring with Grammy-winning pop star Beyoncé and was also the song's "voice" of Doretha Williams in the Disney Pixar movie Soul.

The Jazz Festival will be on April 29-30, 2022 in the Clyde H. Wetzel Fine Arts Center.



# TARLETON STATE UNIVERSITY FINE ARTS

## ULTRA CLUB STUDENT LEVEL FLYER



There are **Benefits** to Students who join **ULTRA CLUB**

**As a Member of ULTRA CLUB, you will be:**

- Looked at more highly for helping service the community
- Helping put on quality concerts, plays, & exhibits
- Contributing to travel expenses for students to attend competitions, conferences, and festivals
- Raising scholarships for Fine Arts students
- Bringing in guest artists to perform, lecture, and teach master classes

Your name will be on the back of every program the Fine Arts produces. Everyone will know you are a **SUPPORTER** of The Arts at Tarleton!

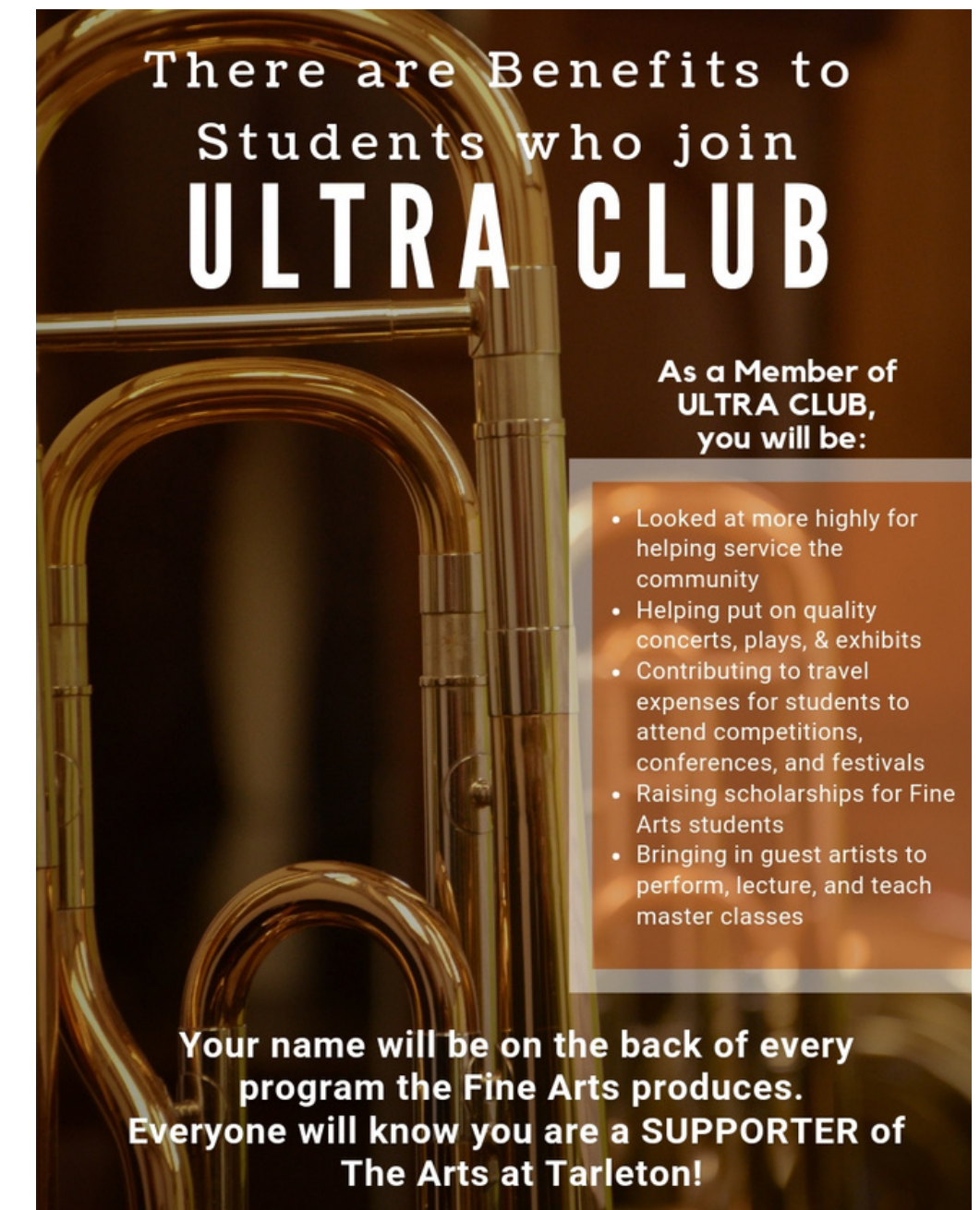


There are **Benefits** to Students who join **ULTRA CLUB**

**As a Member of ULTRA CLUB, you will be:**

- Looked at more highly for helping service the community
- Helping put on quality concerts, plays, & exhibits
- Contributing to travel expenses for students to attend competitions, conferences, and festivals
- Raising scholarships for Fine Arts students
- Bringing in guest artists to perform, lecture, and teach master classes

Your name will be on the back of every program the Fine Arts produces. Everyone will know you are a **SUPPORTER** of The Arts at Tarleton!

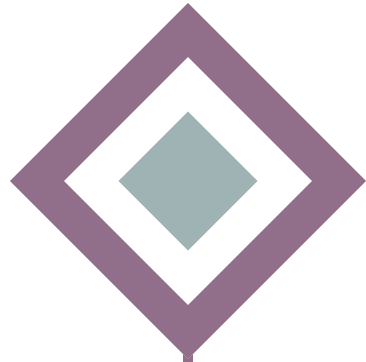


There are **Benefits** to Students who join **ULTRA CLUB**

**As a Member of ULTRA CLUB, you will be:**

- Looked at more highly for helping service the community
- Helping put on quality concerts, plays, & exhibits
- Contributing to travel expenses for students to attend competitions, conferences, and festivals
- Raising scholarships for Fine Arts students
- Bringing in guest artists to perform, lecture, and teach master classes

Your name will be on the back of every program the Fine Arts produces. Everyone will know you are a **SUPPORTER** of The Arts at Tarleton!



# TARLETON STATE UNIVERSITY PERFORMING ARTS



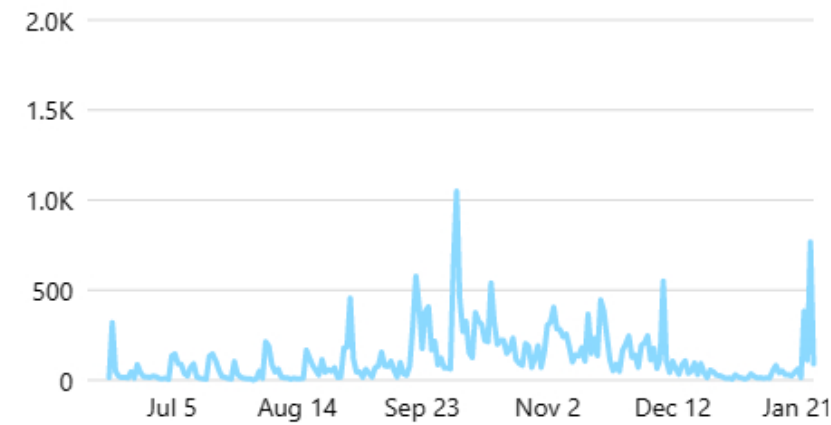
## ANALYTICS

- Took over content strategy and posting schedule in September of 2022
- Managed account with assistance of 1 part-time student worker.

### Reach

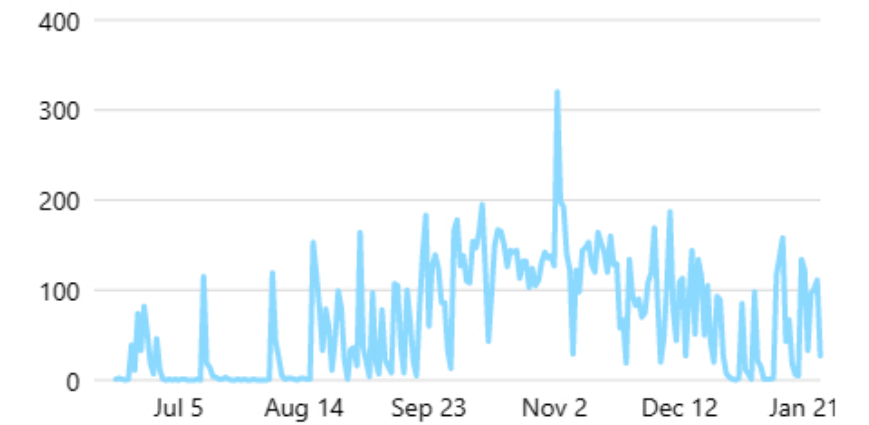
#### Facebook Page reach ⓘ

10,448 ↑ 9.4%



#### Instagram reach ⓘ

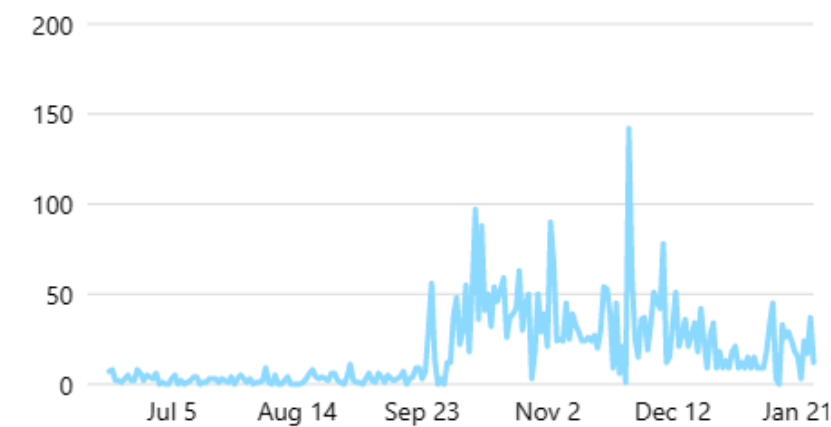
1,400 ↑ 65.3%



### Page and profile visits

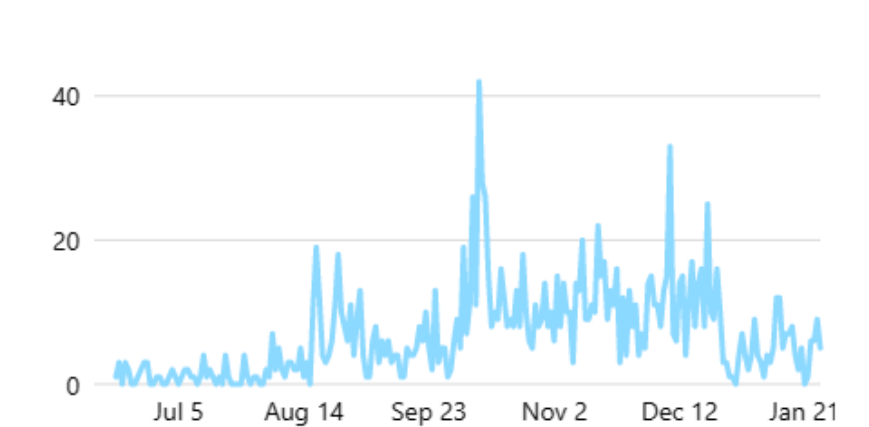
#### Facebook Page visits ⓘ

4,087 ↑ 345.7%



#### Instagram profile visits ⓘ

1,555 ↑ 114.8%



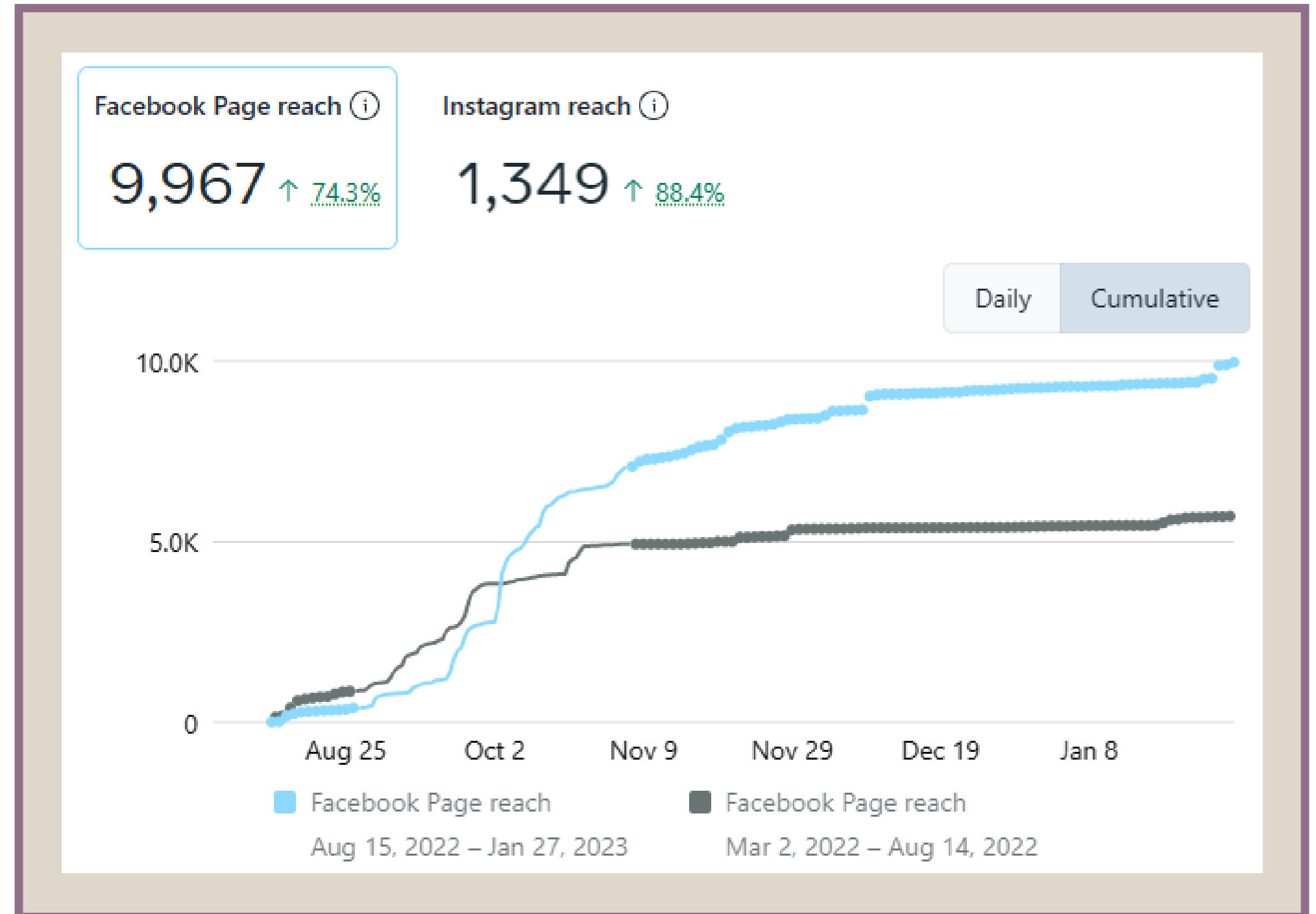


# TARLETON STATE UNIVERSITY PERFORMING ARTS



## ANALYTICS

- Took over content strategy and posting schedule in September of 2022
- Managed account with assistance of 1 part-time student worker.



FIRST AFRICAN  
**BAPTIST CHURCH**

SINGLE ADULT MINISTRY LOGO OPTIONS

*Single Adult  
Ministries*



**F**OCUSED  
**A**SSURED  
**B**LESSED

FIRST AFRICAN BAPTIST CHURCH



# THE APARTMENT GALLERY THE MEADOWS

FLYERS, ADVERTISEMENTS & COUPONS

Expires 9.30.2015



**1/2 OFF**  
APPLICATION FEE

*Shavon Russell*  
Present this Special Offer with your application in the next two days and receive 1/2 off your application fee.

Expires 9.30.2015



*Fall for Value this Season*

**1/2 OFF**  
APPLICATION FEE

*Shavon Russell*  
Present this Special Offer with your application in the next two days and receive 1/2 off your application fee.

**The Meadows APARTMENTS**

Beautifully tucked away behind the State PD, we are conveniently located near all your shopping and entertainment needs.

Call for Today's special rates!  
**804.262.2700**  
1300 Meadowfield Ln. Glen Allen, VA (Directly behind State PD)

With easy access to I-95/64/295 you can explore all Richmond has to offer with ease and convenience!

Owned & Managed by: The Apartment Gallery

**AMENITIES**

- Water/Trash/Sewage Bills Incl.
- 24 hr. Emergency Maintenance
- 24 hr. Fitness Center
- Full Sized W/D
- Full Equipped Kitchens
- Eat in Dining Area
- Grilling Area
- Swimming Pool & Playground
- Pet Friendly
- 1,2 & 3 br. Open Concept Layouts



CONVENIENT APARTMENT LIVING



**THE MEADOWS OF VIRGINIA**  
The Apartment Gallery – Outstanding Service... Easy Living!

|  |   |
|--|---|
| <b>Apartment Features</b>  | <b>Community Features</b>   |
| <ul style="list-style-type: none"> <li>Garden Style</li> <li>Open Concept Layout</li> <li>Ceiling Fan</li> <li>Eat in Dining Area</li> <li>Dishwasher</li> <li>Washer/Dryer</li> <li>Private Patio/Balcony</li> <li>Water/Trash &amp; Sewage Included</li> </ul> | <ul style="list-style-type: none"> <li>24 hr. Emergency Maintenance</li> <li>24 hr. Fitness Center</li> <li>Swimming Pool</li> <li>Playground</li> <li>Grilling Area</li> <li>On-Site Management Team</li> <li>Auto Pay Available</li> <li>Resident Portal</li> </ul> |

804.262.2700 | 1300 Meadowfield Ln. Glen Allen, VA | themeadows@theapartmentgallery.com

**The Meadows of Virginia**



The Apartment Gallery

**1, 2, & 3 Bedroom Layouts**

- Water, Trash & Sewage Incl.
- Full Sized W/D
- Dishwasher
- Eat in Dining Area
- Auto Pay
- 24 hr. Emergency Maintenance
- 24 hr. fitness Center
- Grilling Area & Playground
- Swimming Pool
- 3-12 month lease options

804.262.2700 | themeadows@theapartmentgallery.com  
1300 Meadowfield Ln. Glen Allen, VA. 23060

*The Meadows of Virginia*  
Managed by: The Apartment Gallery



*Decrease Stress & Improve Quality of Life*

- Propane Grilling Area
- Swimming Pool
- Playground
- Central Heat and A/C
- Private Patio/Balcony
- Resident Portal
- Full Sized Washer/Dryer
- Water/Trash/Sewage Incl.
- 24 hr. Emergency Maintenance
- 24 hr. Fitness Center
- On-Site Management
- Auto-Pay Available
- Flex. Lease terms

CALL TODAY FOR A TOUR! – COMFORT, VALUE, & CONVENIENCE

804.262.2700 | 1300 Meadowfield Ln. Glen Allen, VA | themeadows@theapartmentgallery.com  
Professionally managed by: The Apartment Gallery

**The Meadows**

Wonderfully Spacious  
1, 2 & 3 Bedroom  
Apartment Homes

Call Today!  
**804.262.2700**  
www.theapartmentgallery.com

**Community Features**

- 24hr. Fitness center
- Grilling Area
- Playground
- Swimming Pool
- 24hr. Emer. Response
- Resident Portal
- On-site management
- Flexible lease terms

**Apartment Features**

- Central Heat & A/C
- Washer & Dryer
- W/T/S Included
- Private Patio/Balcony
- Wall to wall carpet
- Ceiling fan
- Breakfast bar
- Fridge w/ ice maker
- Dishwasher
- Eat in Dining Area
- Garden Style
- Cable ready
- Open Concept

PERFECT Location!  
1300 Meadowfield Ln. Glen Allen, 23060 | Just behind State PD



# THE APARTMENT GALLERY THE MEADOWS

FLYERS, ADVERTISEMENTS

- college student flyer
- corporate accommodations flyer



**THE MEADOWS OF VA**  
Your Corporate Housing Solution

Job Transfers and relocations are never easy.  
Let us reduce the stress for all involved.

Corporate Leases-----Change Occupants at any time  
Most Utilities Included-----Water, Trash, Sewage, Electric\*, W/D  
Furnished/Unfurnished-----Furnishing Packages upon request\*  
Flexible Lease Terms-----3-12 month lease options  
Conveniently Located-----Access to I-95, 64, 295, Shopping, etc...

Phone: 804-262-2700 | Fax: 804.266.3841 | 1300 Meadowfield Ln. Glen Allen, VA 23060

www.theapartmentgallery.com

## The Meadows of Virginia

Let us handle the stress of moving off campus.

- ❖ Most utilities included
- ❖ Washer & Dryer included
- ❖ Spacious 1, 2 & 3 BR floor plans
- ❖ 24 hr. Fitness Center
- ❖ DVD Library
- ❖ Grilling Area
- ❖ Resort Style Pool, etc...

1300 Meadowfield Lane, Glen Allen, VA 23060 (804) 262-2700 10mi. From VCU

Your freshman year is over and off campus housing is now a tempting option. Below are several benefits to moving out of the dorms and getting a place you can call your own.

- ❖ Increased Privacy - No more asking your roommate to leave when you have visitors.
- ❖ More Space - Now you can have all of your things with you, now that you have your own room. More convenience for you and less clutter for your parents.
- ❖ Healthier Eating Options - Avoid the "sophomore 15" by buying your own groceries, eating better by cooking in your own kitchen.
- ❖ Easier transition to being on your own - Learn how to keep on budget with real-life expenses.
- ❖ Summer and Winter Access to Campus - stay near campus all year and avoid the hassle of moving every semester.
- ❖ Build up your credit

## Open Concept Layouts

720 sq. ft. 940 sq. ft. 1080 sq. ft.

1 / 2 & 3 Bedroom options

## Community Amenities

- 24 hour fitness Center
- Propane Grilling Area
- Swimming Pool
- Resident Referral Bonus
- Playground
- Pet Friendly
- 24 hour Em. Maintenance
- Full-size Washer & Dryer
- Dishwasher
- Garbage Disposal
- Electric Range
- Fridge w/ Ice Maker
- Water, Trash & Sewage included
- On site management team

THE APARTMENT GALLERY  
CUSTOMER SERVICE... EASY LIVING!  
A DIVISION OF THE GROUP AT WATERFORD

\*Rates update daily-based on supply and demand\* Inquire for best pricing\*

# MOOSCELLANEOUS MARKETING MATERIAL

PACKING INSERTS

WHEN YOU SUPPORT A SMALL BUSINESS YOU'RE SUPPORTING A DREAM,  
A FAMILY & SO MUCH MORE!

**THANK YOU**  
*for your order!*

★★★★★  
IF YOU LOVE YOUR ORDER? PLEASE LEAVE ME A REVIEW.

*We Love*  
**SELFIES**  
TAG US TO BE  
FEATURED

WWW.MOOSCELLANEOUS.COM  
@MRS.MOOSCELLANEOUS  
MOOSCELLANEOUS



*We Love*  
**SELFIES**  
TAG US TO BE  
FEATURED

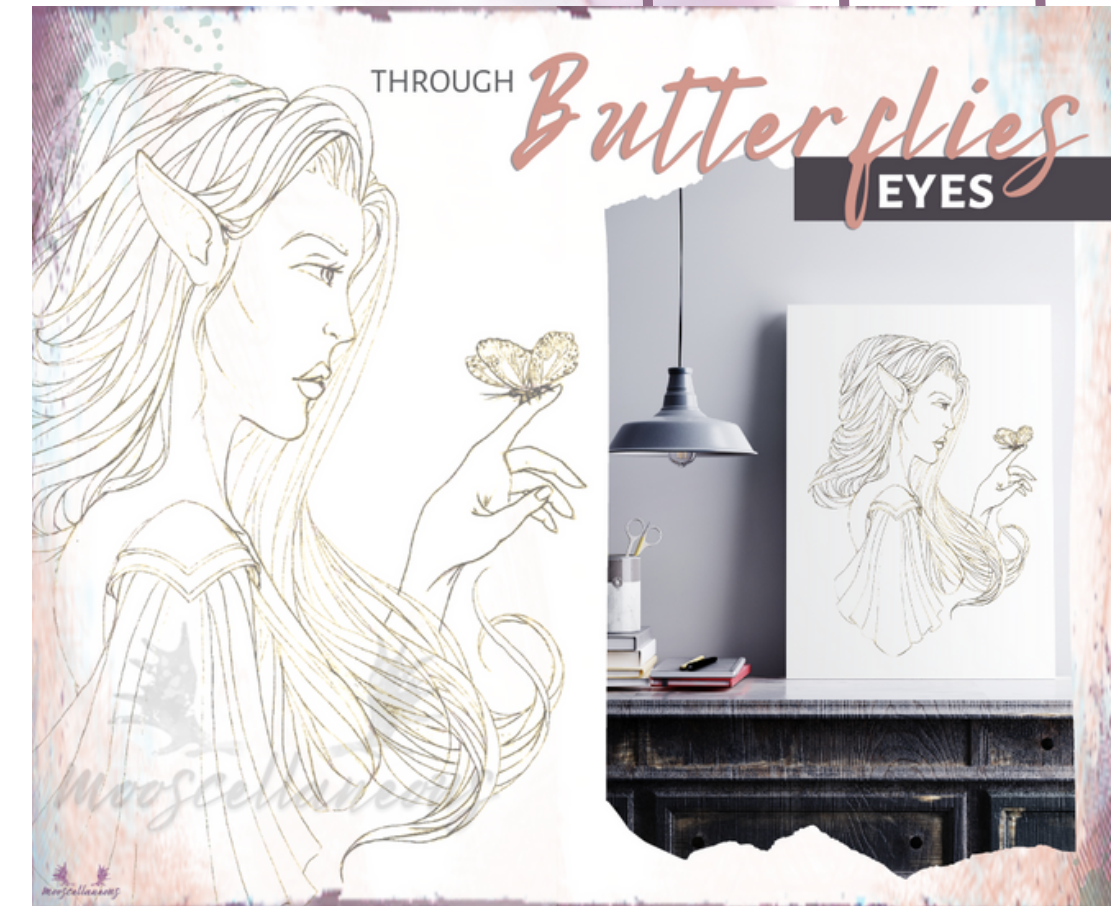
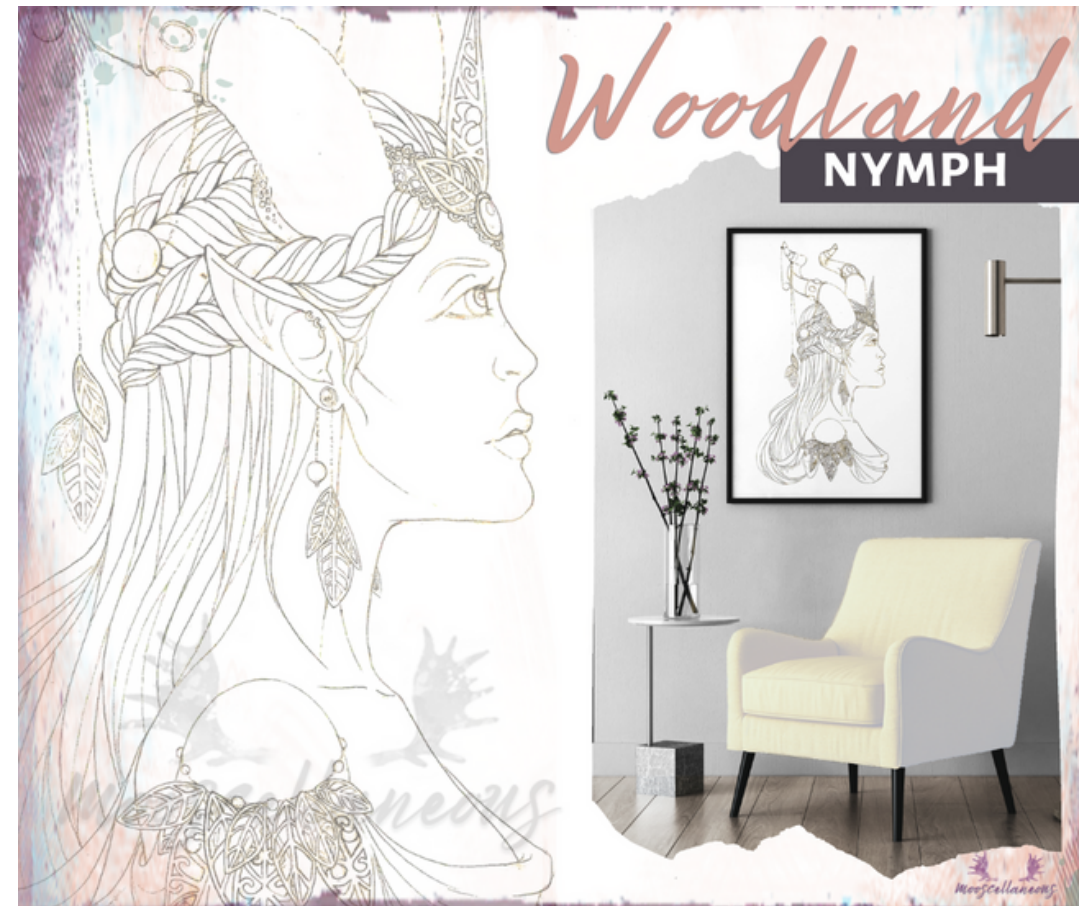
@MRS.MOOSCELLANEOUS  
MOOSCELLANEOUS





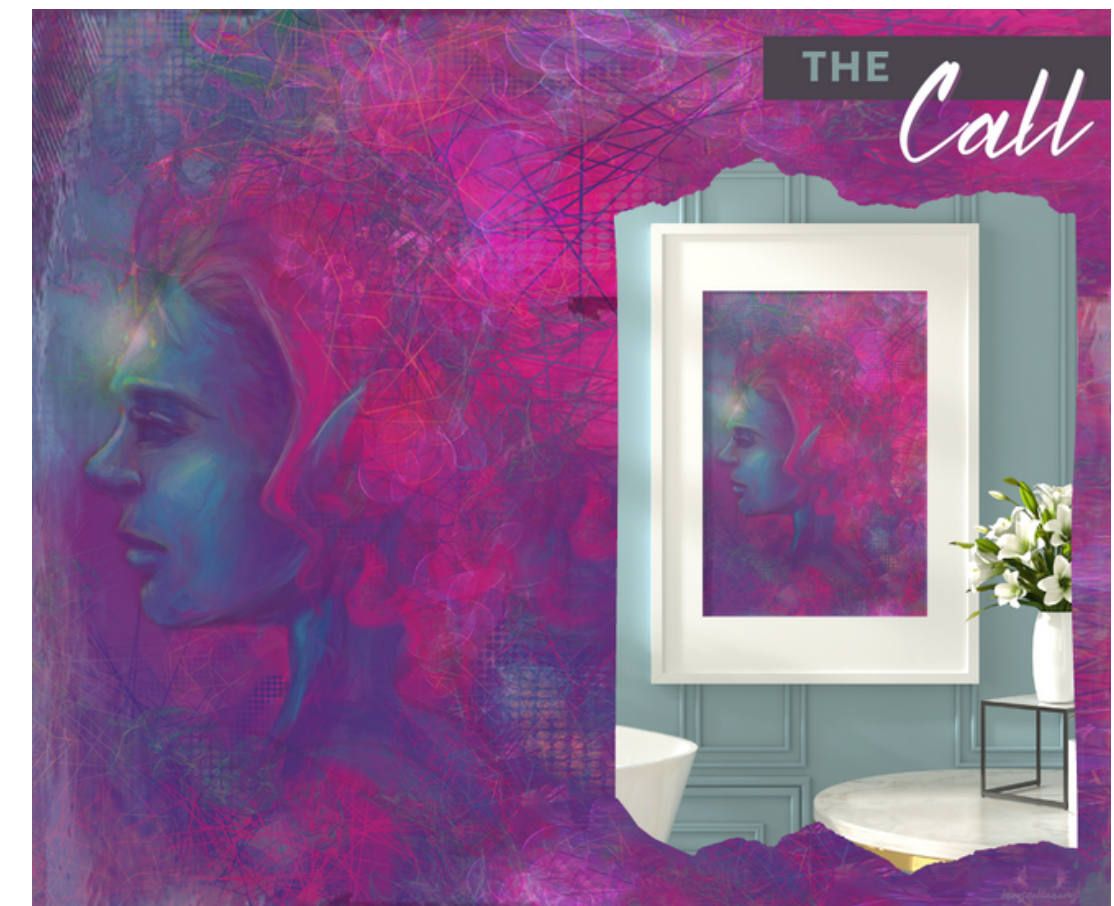
# MOOSCELLANEOUS MARKETING MATERIAL

FACEBOOK "NEW WORK" ANNOUNCEMENTS



# MOOSCELLANEOUS MARKETING MATERIAL

FACEBOOK "NEW WORK" ANNOUNCEMENTS



# MOOSCELLANEOUS MARKETING MATERIAL

FACEBOOK POSTS



LITTLE  
*Time Saving*  
TECH TIPS FOR  
**ARTISTS**  
*Scanner*  
BENEFITS

mooscellaneous

*Art*  
WAS A PART  
OF THE **OLYMPICS**

mooscellaneous

WHAT'S YOUR  
*Art Collecting*  
STYLE REVEALING  
ABOUT YOU?

take the  
**QUIZ**

ARE YOUR BUYING HABITS ALL  
OVER THE PLACE?  
IT MIGHT NOT BE SUCH A BAD THING.

WWW.MOOSCELLANEOUS.COM

# MOOSCELLANEOUS MARKETING MATERIAL

INFOGRAFIC & BLOG PIN COVERS



## Creative Jobs GROWTH PROJECTIONS 2016-2026

THE NATIONAL ENDOWMENT OF THE ARTS DID AN EMPLOYMENT MATRIX FOR THE 2016-2026 DECADE.

WITH THIS INFORMATION, WE'RE ABLE TO SEE POTENTIAL EMPLOYMENT PROJECTIONS AND OCCUPATIONAL SEPARATIONS OR OPENINGS FOR WORKERS IN ARTIST AND CULTURAL OCCUPATIONS.

**ARTISTS, ANIMATORS & ILLUSTRATORS**  
THERE'S AN ANTICIPATED 6.6% JOB MARKET INCREASE ON THE HORIZON FOR:

- painters
- sculptors
- illustrators

**MUSICIANS**  
ALONG WITH A WHOPPING 8.4% EXPECTED INCREASE FOR:

- animators
- multimedia artists

**AV TECHNIANS**  
With increase in all things entertainment there will be an estimated increase of...

**12.9%**

**Fastest Growing**

**ARCHIVIST & CURATORS**  
Increased interest in the sciences, arts, history along with the need to store information is creating an above-average 14% projected employment growth for...

**FILM & VIDEO**  
EVEN BEFORE COVID HIT THERE WAS A DEMAND INCREASE SUSPECTED OF 10-12%. THE DEMAND FOR NEW MOVIES, SHOWS AND ENTERTAINMENT IS NOW EVEN GREATER.

**10-12%**

- set/exhibit designers
- actors
- producers/directors
- theatre makeup artists

**MUSICIANS**  
ESTIMATED MARKET INCREASE **6%**

**EDUCATORS**  
POST-SECONDARY ART, DRAMA AND MUSIC TEACHERS ARE EXPECTED TO INCREASE BY 12%

**WRITERS & AUTHORS**  
ESTIMATED MARKET INCREASE **4.5%**

**FILM & VIDEO EDITORS**  
Projected to grow by 17% with an average of 4,000 editor job opening per year over a 10 year period.

DATA PULLED FROM THE NATIONAL ENDOWMENT OF THE ARTS  
HTTP://WWW.ARTS.GOV/TEXTS/FACTS/ARTISTS\_AND\_OTHER\_CULTURAL\_WORKERS.PDF

## WORRYING YOUR ONCE *Vibrant* ARTWORK DEMANDS MORE THAN A DUSTING?

## Criticism NOT LETTING IT TAKE YOU DOWN

## HOW TO BOOST QUALITY OF LIFE EXPLORING THE HEALTHY SIDE OF Art

## THE COMPLETE Checklist FOR SAFELY HANGING YOUR NEW ARTWORK

YOU LOVED IT...YOU BOUGHT IT... NOW WHAT?

WWW.MOOSCELLANEOUS.COM

## THE SEASONED ART COLLECTOR'S Checklist FOR MAINTAINING AND LONG-TERM COLLECTION PLANING

YOU'VE ACCUMULATED QUITE A COLLECTION, NOW WHAT?

WWW.MOOSCELLANEOUS.COM

## 10 UNIQUE WAYS TO show YOUR ARTWORK & PHOTOS SOUVENIRS

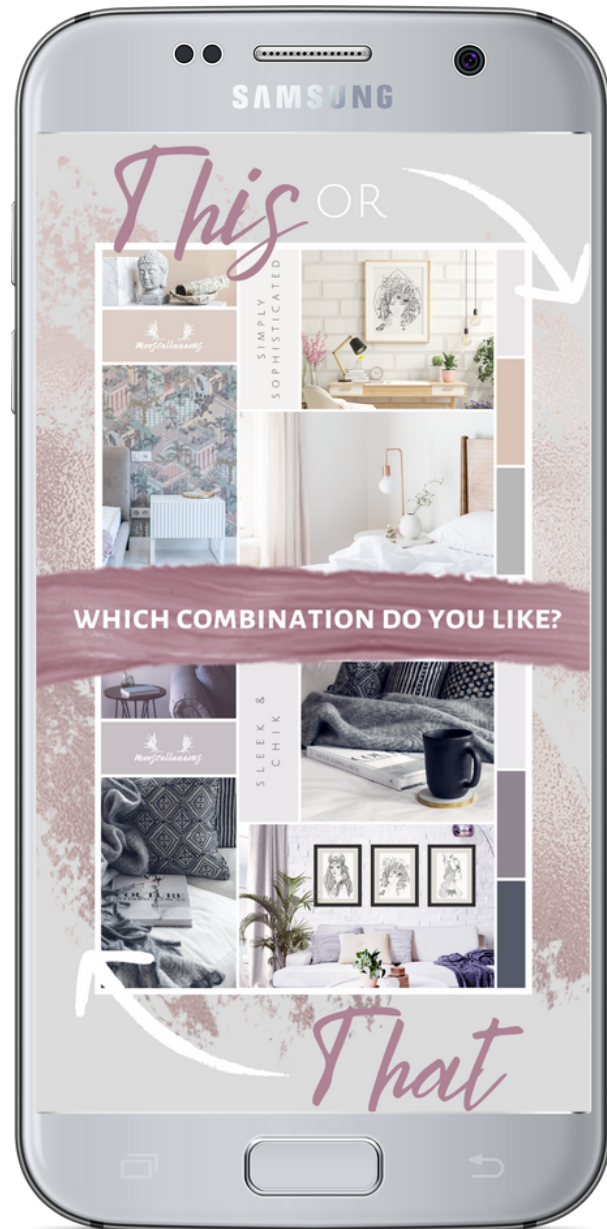
NEED A CHANGE? HAVE SEVERAL ITEMS? NO CLUE WHERE TO START?

WWW.MOOSCELLANEOUS.COM

# MOOSCELLANEOUS MARKETING MATERIAL

IG CAROUSELS & STORIES

- Carousel: was picasso an art thief?
- Carousel: What is creativity? Unlocking yours
- Carousel: Criticism- not letting it take you down



### Art vs. Academics

**DOES IT HELP OR HINDER?**

Improved **SAT scores**

It might be a surprise to learn that in a 16 yr. study, students who participated in the arts all 4 years of high school scored **92 pts. higher** (on avg.) than than students who took a year or less.

**Beyond THAT**

Another study found that those motivated in the arts develop mental habits not emphasized in other areas.

- PROBLEM SOLVING
- OBSERVATION/ANALYZING
- CONCEPT UNDERSTANDING
- INNOVATION THROUGH EXPLORATION
- PERSISTENCE
- MAKING UNLIKELY CONNECTIONS
- COMMUNICATION, ETC...

**essential DEVELOP SKILLS**

**4X**

**MORE LIKELY TO BE RECOGNIZED FOR academic ACHIEVEMENT**

**AND**

- have overall better well-being
- are better in touch with beliefs and values.
- are outstanding critical thinkers

Want to become more than an employee? Consider starting your own business/agency.

**REMEMBER YOU SET YOUR OWN LIMITS!**

All this combined with the ability to collaborate, and foresee multiple step processes, make for a highly employable individual that can drive creative industries, unify communities and have social impact.

Data pulled from Americans for the Arts and NATIONAL ARTS ADMINISTRATION AND POLICY PUBLICATIONS DATABASE (NAAPPD)

### THE Future WORKING IN THE Arts Industry

**WHAT'S IN STORE FOR YOUR SECTOR?**

THE NATIONAL ENDOWMENT OF THE ARTS DID AN EMPLOYMENT MATRIX FOR THE 2016-2026 DECADE.

WITH THIS INFORMATION, WE'RE ABLE TO SEE POTENTIAL EMPLOYMENT PROJECTIONS AND OCCUPATIONAL SEPARATIONS OR OPENINGS FOR WORKERS IN ARTIST AND CULTURAL OCCUPATIONS.

**Anticipated GROWTH**

**ENTERTAINMENT**

EVEN BEFORE COVID HIT THERE WAS A DEMAND INCREASE SUSPECTED OF 10-12%. THE DEMAND FOR NEW MOVIES, SHOWS AND ENTERTAINMENT IS NOW EVEN GREATER.

**Fastest Growing**

Projected to grow by 17% with an average of 4,000 editor job opening per year over a 10 year period.

**FILM & VIDEO**

- 10-12% growth for:
- set/exhibit designers
- actors
- producers/directors.
- theatre makeup artists

**ARTISTS, ANIMATORS & ILLUSTRATORS**

THERE'S AN ANTICIPATED **6.6% JOB MARKET INCREASE ON THE HORIZON FOR:**

- painters
- sculptors
- illustrators

**MUSICIANS**

ESTIMATED MARKET INCREASE **6%**

**EDUCATORS**

POST-SECONDARY ART, DRAMA AND MUSIC TEACHERS ARE EXPECTED TO INCREASE BY 12%

**WRITERS & AUTHORS**

ESTIMATED MARKET INCREASE **4.5%**

**ALONG WITH A WHOPPING 8.4% EXPECTED INCREASE FOR:**

- animators
- multimedia artists

### Increased interest in the sciences, arts, history along with the need to store information is creating an above-average 14% projected employment growth for...

**ARCHIVIST & CURATORS**

With increase in all things entertainment there will be an estimated increase for...

**12.9%**

**AV TECHNIITIANS**

**DON'T FORGET THAT CHANGE IS INEVITABLE. KNOWING WHAT TO EXPECT GIVES YOU TO OPPORTUNITY TO PLAN AHEAD SO YOU CAN HAVE THAT COMPETITIVE EDGE.**

Unfortunately as things change some industries and jobs see losses. Anticipate these trends to stay relevant.

**Anticipated DECLINE**

**FLORAL DESIGNERS**

- -6.4%
- anticipated decline in floral industry as a whole.

**PHOTOGRAPHERS**

- -5.6%
- 5,000 are expected to fall into other occupations.
- more employers contracting freelancers than hiring in house photographer.
- widespread technology & camera phones.

**PHOTOGRAPHIC PROCESS WORKERS**

- -18.1%, roughly 3,800 yr.
- with the increase of free digital storage and new digital displays, printed photos are becoming less common.

**RADIO/TELEVISION ANNOUNCERS**

- -11.6%
- with the increase of streaming services and entertainment platforms, there will be a trend away from public radio and towards podcasts, content creators, etc...

**BE A Chameleon OF THE ARTS**

**WHAT WILL YOU DO WITH LIFE'S SURPRISES?**

As an artist are inventive and adaptable. Allow yourself or business to change as needed. Ask yourself how your skills can serve different industries and markets.

**WHAT ARE SOME THINGS YOU'VE DISCOVERED?**

**comment BELOW**

HOW HAVE YOU REMAINED FLEXIBLE AS AN INDEPENDENT CREATOR?

WHAT DID YOU TRY DURING COVID TO OVERCOME INDUSTRY CHALLENGES??

Data pulled from the National Endowment of the Arts https://www.arts.gov/sites/default/files/Artists\_and\_Other\_Cultural\_Workers.pdf

# SHAYLA MOOSE DESIGNS



BASE GRAPHICS FOR THEATRICAL SHOWS

more at:



THE COMEDY OF  
ERRORS



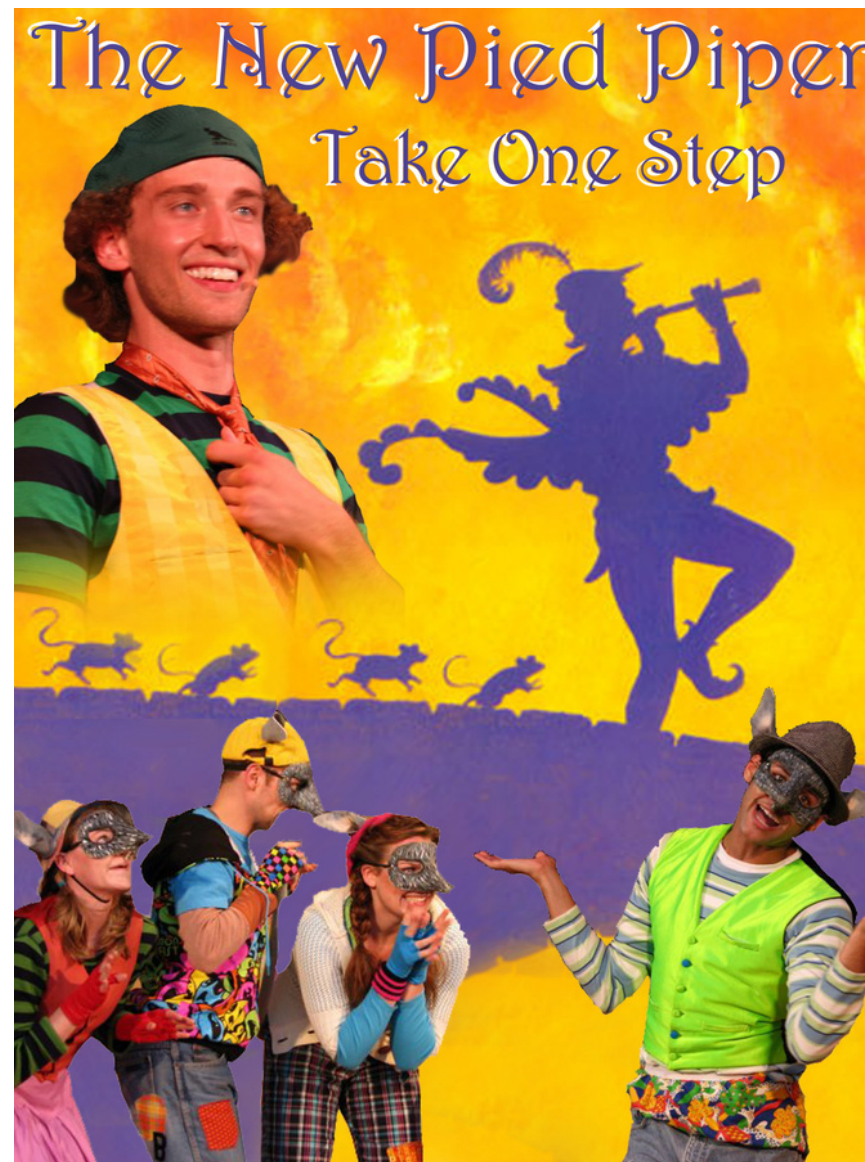
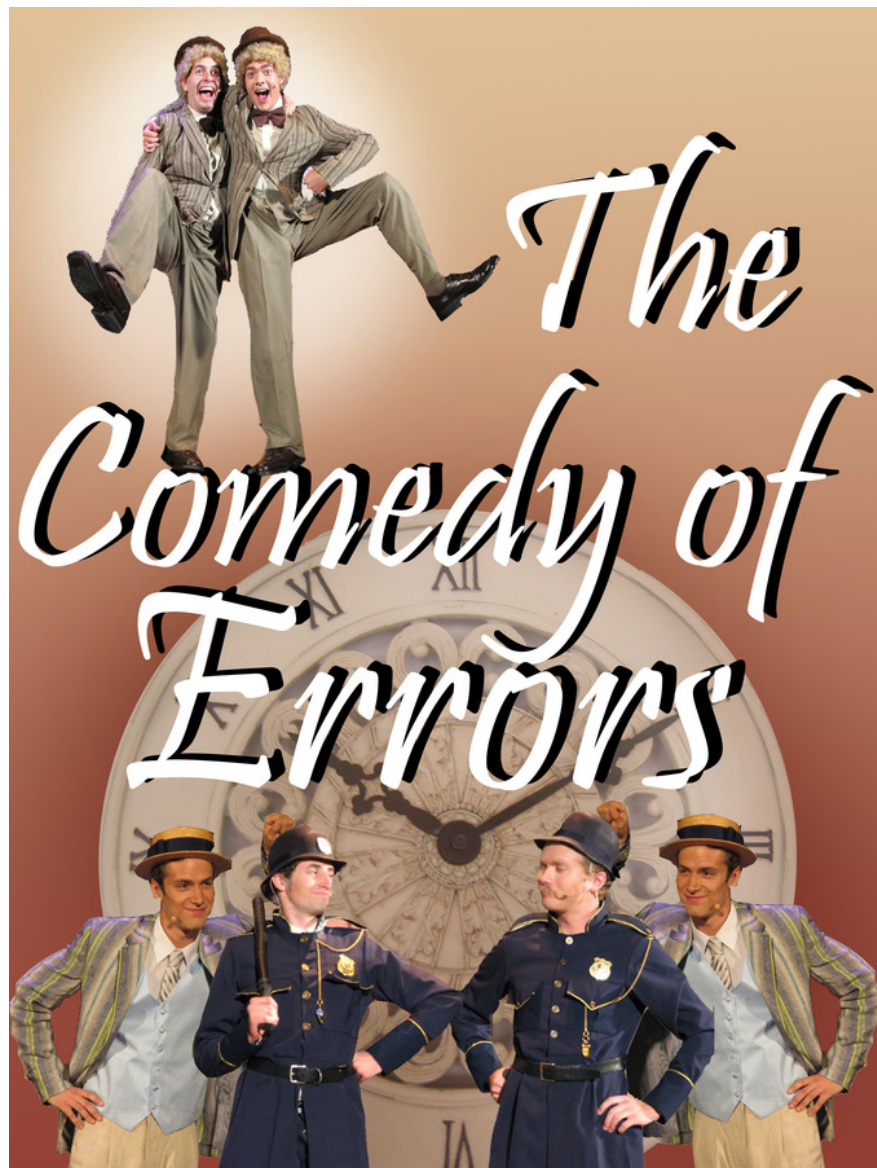
THE NEW PIED PIPER  
TAKE ONE STEP



INDIANS



SUNSET  
BOULEVARD



# GET IN *Touch*



*mooscellaneous*

WWW.MOOSCELLANEOUS.COM

MS.MOOSE@MOOSCELLANEOUS.COM



[HTTPS://WWW.LINKEDIN.COM/IN/SHAYLA-MOOSE-02A25349/](https://www.linkedin.com/in/shayla-moose-02a25349/)



[HTTPS://WWW.PINTEREST.COM/MOOSCELLANEOUS/](https://www.pinterest.com/mooscellaneous/)



[HTTPS://WWW.INSTAGRAM.COM/MRS.MOOSCELLANEOUS/](https://www.instagram.com/mrs.mooscellaneous/)



[HTTPS://WWW.FACEBOOK.COM/MOOSCELLANEOUS](https://www.facebook.com/mooscellaneous)

