

Picture this...

It's Saturday 10AM, and you're about to graduate from art school with 500 of your closest friends in the Santa Clarita heat in June.

Fortunately, that wasn't me.

My classmate and I scored our first real design project our senior year with a big budget and creative freedom to do what we wanted!

We were asked to design the theme for our graduation from CalArts. We'd have to hire a team of people to help, art direct & design printed materials to props to directing what elements would be needed for the event (popcorn poppers, bags of hot peanuts), the performers and music...and how the stage would look.

Long story short, as Art Directors of our first real project, a classmate and I designed everything for graduation. We picked a Circus theme, an event which occurs at night.

As you'll read in my bio, I've come a long way since then.

While you flip through the following pages, I hope you'll get a sense of the simplicity and elegance of design that reflects the client's values.

Thank you for visiting!



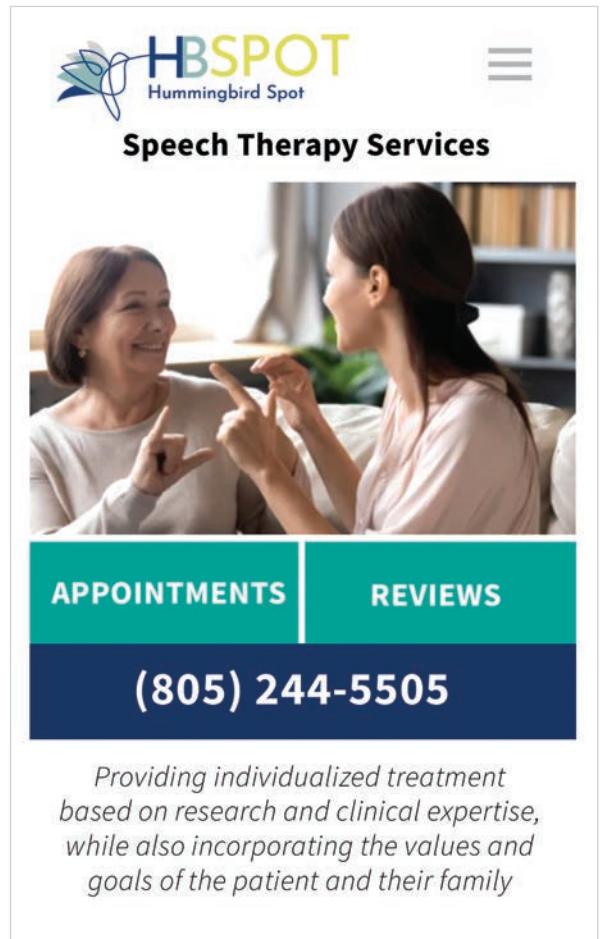
studio
inkling





HUMMINGBIRD SPOT

A new speech therapy business needing a new brand. Inkling studio is currently in process of developing a visual look and feel that will be used for printed material, website, signage and social media marketing.



PLANT FRUIT

Stands for:
PEOPLE , LAND, AGRICULTURE,
NUTRITION & TRAINING
 For Relief of Uganda's
 Indigenous Tribes

A non-profit that seeks to aid a small tribe in Uganda by creating programs to allow them to grow more self sufficient over time. Inking Studio created the logo, branding and printed elements that are used for fundraising education.



Plant Fruit

40%
of Batwa
children
don't live
to age 5...

You can help change this.

Join us
for a special event
benefiting the Batwa
Cork Dock at Westlake Village
November 9th, 5:00pm-8pm

Get your tickets now. Batwa are conservation refugees. Living in shanty towns, in danger of extinction. They need homes. You can help!

EVENT SPONSORED BY
SG ASSOCIATES

BUY TICKETS or DONATE
More info at PlantFruit.org

People Land Agriculture Nutrition Training For Relief of Uganda's Indigenous Tribes People Land Agriculture Nutrition Training For Relief of Uganda's Indigenous Tribes People Land Agriculture Nutrition Training For Relief of Uganda's Indigenous Tribes People Land Agriculture Nutrition Training For Relief of Uganda's Indigenous Tribes

Kisoro Hill Trade School

Sewing, Basket Weaving, Carving & Carpentry

After renovating a road-side shop in Kisoro, Plant Fruit hired staff to teach sewing skills to a group of Batwa and local needy women. The day the school opened there was a line of parents at the door asking to place their daughters on a wait list for the school. Plant Fruit Kisoro Trade School will soon expand to offer carving and carpentry training to young men.

WITH YOUR DONATION we can purchase the tools needed to start this training now! Plant Fruit is imparting skills to these men and women that will allow them to provide for their families.

DONATE NOW
PLANTFRUIT.ORG

People Land Agriculture Nutrition Training For Relief of Uganda's Indigenous Tribes People Land Agriculture Nutrition Training For Relief of Uganda's Indigenous Tribes People Land Agriculture Nutrition Training For Relief of Uganda's Indigenous Tribes People Land Agriculture Nutrition Training For Relief of Uganda's Indigenous Tribes

Agricultural Training & Sustained Food Production

Plant One - Eat One - Sell One

This is what we teach the Batwa. Patience for the growth of what will be a beautiful harvest of food and a sustainable income. The Batwa had no knowledge of agriculture practices. As Grass teaches the simple provided them food and shelter. We have learned how to raise the Batwa in farming and harvesting their own crops for food and income. This is the path to food security. **THROUGH YOUR GENERATION** we can release them from. Learning tools and need the most of the entire tribe.

DONATE NOW
PLANTFRUIT.ORG

Community Relocation & Housing Development

Batwa are an Indigenous tribe of prey people.

Reasons are "The Scourge of the Tribes"
 The Batwa are the last of the human with no written or spoken language. When they were forced from their homes they were left with no land on which to live. They have been wandering through the landscape for centuries. As human made of earth. It is impossible they were before they were displaced.

Seasonal's Story
 Seasonal's story is the story of the Batwa. They were the last of the human with no written or spoken language. When they were forced from their homes they were left with no land on which to live. They have been wandering through the landscape for centuries. As human made of earth. It is impossible they were before they were displaced.

DONATE TODAY!

A little goes a long way...

- \$27 contributes to food for 1 person
- \$97 buys a bag of rice for 1 month
- \$119 buys a solar charging system
- \$128 builds a 1 room house

...and more goes even further!

- \$200 buys a sewing machine
- \$231 sends a student to school for a month
- \$424 builds a 2 room house
- \$1,474 builds a 4 room house

DONATE TODAY!

342 posts 2,388 followers 570 following

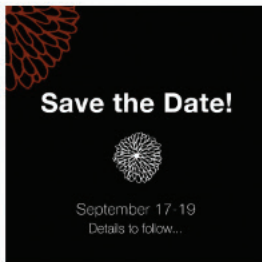
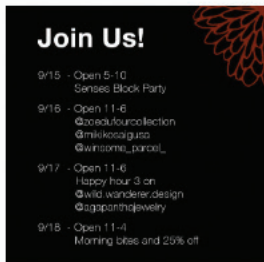
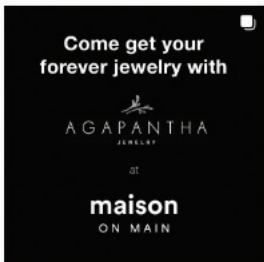
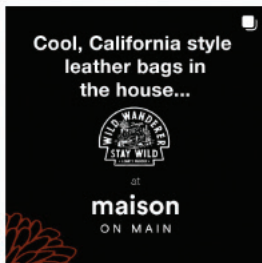
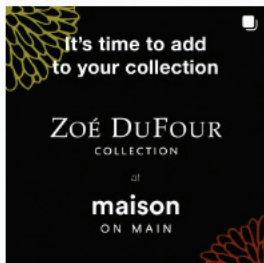
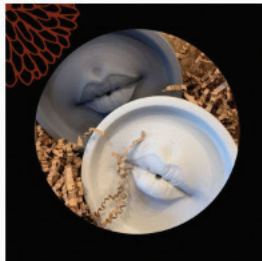
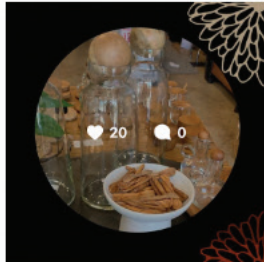


Maison on Main

Shopping & retail
Located in historic Old Town Newhall
Goods and gifts for all
Retail Shop Hours
Tuesday-Saturday 11-6
Sunday 11-4

Followed by [aynurkinn](#) and [wild.wanderer.design](#)

POSTS REELS TAGGED



MAISON ON MAIN

Retail shop Maison on Main engaged Inkling Studio when they wanted something special for their Instagram page. Using images and daily promotional copy, we created an overall grid design that allowed the store to show their products and promotions in a fun creative way.





BIRDIE TUNES

Birdie Tunes (kids music that makes you dance!), came to Inkling Studio for CD design and packaging for their new album. After working with them on the packaging, we also created a new version of their logo, which is much more playful and colorful.



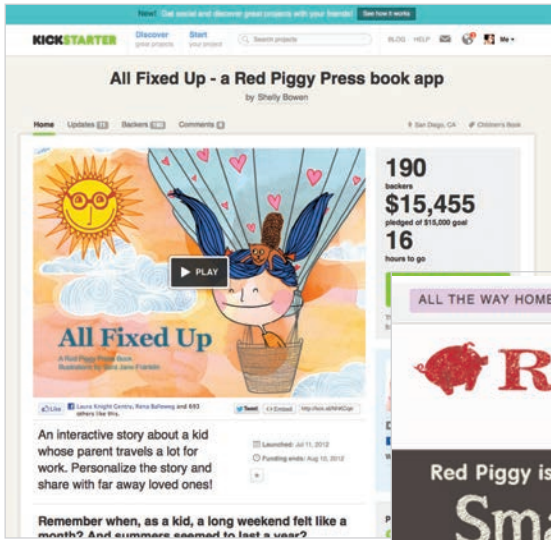
1. Come Out & Play
2. Monkey Mind
3. Silly & Crazy
4. I Choose Happy
5. Little Lady Bug
6. Bright Light
7. Bean Bag Song
8. Hot Glue G
9. You're Aw
10. Birdie's

All songs written by Teresa Gasca-Burk (ASCAP) & Gary Burk (ASCAP) P & C 2021, except "Silly & Crazy" written by Teresa Gasca-Burk (ASCAP) & Marc Bloomberg P & C 2021. Produced by Teresa Gasca-Burk & Gary Burk. Mastered by Joe Mama. Cover Art by Teresa Gasca-Burk. Graphic Design by "THE INFAMOUS" Tracy Jordan. All rights reserved. Contact Birdie at birdietunes@yahoo.com. Visit us at youtube.com/birdietunes or www.birdietunes.com.



RED PIGGY PRESS

A kid's storybook app company whose aim was to bring high-quality, interactive children's stories to kids. The first book "All Fixed Up" was a successful Kickstarter funded book. Inking Studio was part of the Red Piggy Press team and was responsible for the visual brand needs for print and screen, along with the UX/UI for their first book app creation.



BISHOP DIEGO HIGH SCHOOL

A private high school in Santa Barbara, Bishop Diego has hired Inkling Studio for various print and online campaigns for internal and external use.

Seen here are:

Bi-annual newsletter with school news and school activities.

Congratulations web banner / newspaper ad

Admissions banner ad

Event logo

BISHOP GARCIA DIEGO HIGH SCHOOL

APPLY ONLINE NOW
for 2020-21

Entrance Testing
for prospective freshmen
January 18 or February 1

www.bishopdiego.org • 805.967.1266

BISHOP'S DAY OF GIVING
11.6.19
BISHOP DIEGO HIGH SCHOOL

BISHOP GARCIA DIEGO HIGH SCHOOL

Congratulations to
Bishop Garcia Diego High School's
CLASS OF 2020

| | | | | |
|-------------------|-------------------|-------------------|---------------------|----------------------|
| Nicole Barron | Harrison Crowley | Henry Hu | Vianne Martinez | Michael Romero |
| Franco Bilotti | Julia De La Cruz | Max Hu | Ethan Morales | Rodolfo Sanchez |
| Henry Bleasdale | Hamilton Finerock | Benjamin James | Ariana Morales | Gwyneth Schweiger |
| Nicole Borden | Sean Flood | Andrew Johnson | Vanessa Marillo | Lillian Sepulveda |
| Sergio Borraro | Jeremy Fuller | Clara Johnson | Sydney Naour | Franky Shen |
| Matthew Bribiesca | Ethan Garcia | Elsa Liu | Christopher Ochamer | Francesca Sigmondini |
| Brendan Carlyle | Daniel Giannini | Zachary Lopez | Alyssa Pakes | Adrian Soracco |
| Monica Carranza | Alexis Gonzalez | Danielle Lostzki | Kaileigh Pardo | Pedro Vargas |
| Abigail Carroll | Julia Gregson | Kathleen Lotton | Tabatha Phillips | Austin Ziehl |
| Madeline Chambers | Jackson Haskell | Adam Luckhurst | Peter Robbins | |
| Monica Chan | Matthew Helkey | Marisa Mancinelli | Gabriel Rodriguez | |

Graduates received \$5.4M in college scholarships

4000 La Colina Road - Santa Barbara - 805.967.1266 - www.bishopdiego.org

Congratulations!

BISHOP DIEGO HIGH SCHOOL

2022-2023
BISHOP DIEGO HIGH SCHOOL
THE PREMIER CATHOLIC HIGH SCHOOL SERVING SANTA BARBARA SINCE 1914

JOIN US!
SCHEDULE A PERSONAL TOUR DURING THE SCHOOL DAY!
8:30 AM - 3:00 PM
Visit our website to view all admissions events and RSVP.

The Next Four Years Are Too Important to Leave to Chance
At Bishop Diego, we combine powerful academics, limitless opportunity, and the belief that character and integrity are the cornerstones of success. An investment in a Bishop education pays rich dividends, including a 100% college acceptance rate and character formation that sets our graduates apart. Free to explore, think, and choose their own paths, Bishop Diego's students build a foundation for life in a safe environment infused with the core values of perseverance, respect, and compassion towards all of God's children. Don't leave the next four years to chance. Choose Bishop Diego and give your student every opportunity to grow, thrive, and succeed!

STEAM v. STEM: Strengthening Both Sides of the Brain
At Bishop, we believe that nurturing both the left and right sides of the brain through meaningful, integrated activities allows students to harness their creativity, discover their passions, bring power to their ideas, and develop into well-rounded women and men who can change the world.
Bishop Diego's STEAM Society is open to all students with an interest in Science, Technology, Engineering, Art, and Math who want to take their passion for these subjects to the next level. Members experience a rigorous college preparatory curriculum that supports the exploration of multiple academic disciplines, inspires discovery, and connects them with experts currently working in STEAM fields. Students can choose from 20+ STEAM related courses.

11:1 STUDENT:TEACHER RATIO
Apply online!
www.bishopdiego.org

Your Journey. Our Mission.
#DiscoverBishopDiego

SCIENCE • TECHNOLOGY • ENGINEERING • ARTS • MATHEMATICS

"Attending Bishop Diego is more than just going to school. It's becoming a part of an amazing community filled with school spirit, enthusiasm and kindness."
ROBERT COLES '23

4000 La Colina Road - Santa Barbara - 805.967.1266 - www.bishopdiego.org

Bishop Diego High School
WE BELIEVE education goes beyond academics and requires developing a joyful respect for others, the ability to persevere through life's setbacks, and young men and women with compassionate, merciful, and empathetic hearts.

Spiritual Life at Bishop
Being a teenager is tough and making positive choices when bombarded with conflicting messages can seem overwhelming. At Bishop Diego, students of all faiths are invited to discover personal and intellectual knowledge to navigate today's world. Through a blend of classical education, instruction, and an emphasis on building a moral compass that will...

We Are Inspired to Succeed
Our students thrive in an environment that offers exploratory discovery, and inspiration. Bishop's college preparatory curriculum includes Honors and Advanced Placement courses as well as enrollment classes that earn both high school and college credit. Our AP Exam pass rate exceeds that of any other local school.

The key to the success of Bishop students is the combination of content and check skills. The faculty, 70% with advanced degrees through rigor, relevance, and reach their goals and set new ones. Students are motivated to succeed.

WHAT OUR STUDENTS SAY...
"When I arrived on campus my first day of freshman year, I could tell that being a Cardinal was the right choice to make. Both the teachers and students made me feel properly welcome. It was a great experience, and the level of preparation I received in each of my classes made me realize how lucky I am to be a Cardinal."
EMILY WHITNEY '23

Academics • Arts • Athletics

We Are Artists On Many Stages
The visual and performing arts offer opportunities for students to develop skills and reach their fullest potential. Offerings include Ceramics, Color and Design, Drama, AP Studio Art, Digital Sound, Advanced Graphic Design, Advanced Art, and Intermediate and Advanced Multimedia. Extra and co-curricular opportunities include Music Ministry and Art Club.

The Performing Arts Collaborative offers students an opportunity to utilize skills from a variety of disciplines including English, drama, film production, and digital sound editing, to produce a series of short films. All aspects of these productions are created and executed by students. Script writing, directing, casting, filming, film editing, score, and sound editing.

We Are Champions On & Off the Field
Bishop's legacy of athletic excellence is characterized by Catholic values and an emphasis on the physical, psychological, and social benefits gained from participation. The athletics program provides opportunities for the development of mind-body awareness, competitive spirit, and character attributes that are applicable to life beyond high school. Bishop Diego offers 20 sports and all students, regardless of experience or ability, are invited to participate.

2021-22 proved to be an historic year for athletes at Bishop Diego High School. The school earned league championships in Football, Girls Volleyball, Girls Soccer, Boys Basketball, and Boys Soccer, as well as won three CIF-SS Championships in Girls Volleyball, Boys Basketball, and Girls Soccer! We celebrated the collective accomplishments of each team and also recognized the individual accomplishments of our students, culminating in Signing Our Commemorative Letters of our student-athletes signed Letters of Intent to continue their academic and athletic careers at the next level. Congratulations to all of our Cardinal teams and athletes!

LA REINA HIGH SCHOOL

A private all-girls high school in Thousand Oaks, Ca. Inking Studio was hired for many printed and online campaigns.

Seen here are:

“Show Your Love” fundraising postcard.
(Inking Studio developed visuals that were used throughout the campaign).

Admission catalog spreads for book given to prospective students.



BE FOCUSED

La Reina athletes focus on their goals. We are not only competitive (we hold league, CIF, and State championship titles), but we appreciate the God-given talents we have received. We also respect the efforts of others, whether they are teammates, opponents, coaches, officials, or spectators.

As a La Reina athlete, you will have the entire school cheering for you. No matter which sport you play - Cross Country, Volleyball, Tennis, Lacrosse, Equestrian, Basketball, Golf, Swimming, Soccer, Track and Field, or Softball - you will have a blast being a Regent athlete! And at La Reina, girls' teams are the teams to watch!



What is "The La Reina Girl Advantage?"

Recent research from UCLA shows that graduates of all-girls' schools score higher on their SATs, enter college with confidence in their math and public speaking abilities, show a greater interest in careers in engineering and computers, and are twice as likely to earn a doctoral degree. Graduates of all-girls' schools also report that their self-esteem - the number one predictor of future success for girls - is higher than their co-educational peers. At La Reina, every club leader and every team captain is a girl. Every advantage is here.

With a 100% college acceptance rate and a 90% AP pass rate, our students enjoy unparalleled academics. La Reina is one of only three private high schools in the nation to have received the National Blue Ribbon honor in 2013. To qualify for this award, our students had to score in the top 1% of the nation in reading and math. La Reina recently received the Institute of Electrical and Electronic Engineers (IEEE) Region 6 Outstanding Pre-University School Award for 2013. "La Reina was selected to receive this honor for its remarkable vision in educational programs enhancing science, Technology, Engineering and Math education," said Doug Adkard, Chair of the Southern Area, Region 6. This is the highest honor the IEEE bestows on a high school. La Reina won this recognition over a geographical territory covering all 17 western states.

La Reina Class of 2014
National Merit Scholarship Awards
2 Semi-Finalists
10 received National Merit Scholarship recognition.

| 2014 SAT SCORES | | | |
|------------------|-----------------|-------------------|----------|
| | NATIONAL FEMALE | CALIFORNIA FEMALE | LA REINA |
| Critical Reading | 495 | 492 | 590 |
| Math | 499 | 492 | 556 |
| Writing | 492 | 497 | 601 |

54% OF CLASS OF 2014 OPENED COLLEGE SCHOLARSHIPS

90% La Reina's 2014 Overall AP Pass Rate

100% OF STUDENTS ENROLLED IN COLLEGE

California AP Pass Rate: 64%
National AP Pass Rate: 61%

Tracy Jordan CAREER BIO

Tracy Jordan, a graduate of California institute of the Arts (CalArts) in Los Angeles, has more than 25 years of experience in visual brand marketing for both print and screen. Agency clients she has worked with includes TurboTax, Experian, Casablanca Fans, AmericanExpress, I.a.Eyeworks, Jiffy Lube, Quicken Online and Los Angeles Chef Evan Kleiman.

Tracy's career began in the branding arena, working for the well known branding agency Siegel + Gale Los Angeles, working on worldwide clients such as Jiffy Lube, American Express and Ebates (now known as Rakuten).

While at Siegel + Gale, Tracy helped launch many of the first ever branded websites that jump-started clients' online presence. This experience early in her career, solidified the print based education she had, with the "let's see what is possible" approach when designing screen based work. Having extensive knowledge of both mediums is a talent that benefits all of her clients today.

For the past 20 years she has worked as a visual marketing consultant under the name Inking Studio and works with a small design/writing/development team. This has allowed her to work one-on-one with clients (which she very much enjoys) but also with larger marketing agencies that need the talent she and her team offers.

Tracy's work has been published in various books and magazines throughout her career.

Tracy is also current board member of the non profit Plant Fruit.



EXPERIENCE

Inkling Studio

Owner/Art Director

February 2002 - Present

I am an experienced graphic designer who has worked with many different clients throughout my career. While at Inkling Studio, I have designed logos, business cards, brochures, social media campaigns and websites along with partnering with marketing teams to work on ideation and UX/UI exploration.

inklingstudio.net

Plant Fruit

Board Member

July 2022 - Present

As a Plant Fruit board member, I have helped create the visual outreach and educational materials for our cause.

plantfruit.org

O&K Reach (formerly Olson Kotowski)

Freelance Interactive Art Director

January 2006 - August 2015 (9 years 8 months)

Working along side the OKReach team, I worked with clients such as TurboTax, Quicken, Epson and Symantec. Much of the screen based work I created was focused on user engagement and A/B testing of UX/UI designs.

Red Piggy Press

Art Director / UX + UI

2015 - September 2017 (2 years)

Red Piggy Press, LLC, published original children's book apps for iPad and other mobile devices. Our first book "All Fixed Up" received funding via Kickstarter and launched in the iOS app store. A limited edition print version of the book was also available until they sold out.

facebook.com/redpiggypress

CSSSA - California State Summer School for the Arts (& Foundation)

Instructor

June 2002 - June 2017 (15 years 1 month)

A college-level summer program for high school students, this program is offered to allow students experience college level art education on site at CalArts in Valencia, CA. Students, upon completion, receive college credit. I was the Digital Media instructor from 2002-2017.

csssa.ca.gov

California Institute of the Arts

Instructor

September 2003 - December 2004 (1 year 4 months)

I instructed several college level design and technology classes while faculty members were on sabbatical.

calarts.edu

Siegel & Gale

Senior Graphic Designer

1998 - 2002 (4 years)

As a interactive designer, my focus was primarily working on online branded solutions for clients.

Clients included Jiffy Lube, AMEX, CB Richard Ellis and Experian.

siegelgale.com

Worthington Design

Graphic Designer

January 1996 - January 1998 (2 years)

Designer working under Michael Worthington (now of Counterspace) on various web and print projects. Clients included I.a.Eyeworks, LACMA, MOCA, XLarge.

counterspace.net

WHAT SETS ME APART:

- I care about the total user experience (both print and screen based).

How your audience receives and experiences elements I create is important to me.

- I am committed to the long term of the projects I work on.

I want to be sure the items we create last more than a few months. Technology changes, trends change but the concept of a brand should hold longer.

EDUCATION

California Institute of the Arts

Valencia, CA

BA, Graphic Design

Moorpark College

Moorpark, CA

General Education & Fine arts

La Reina High School

Thousand Oaks, CA

Tracy Jordan / tracy@inklingstudio.net / 323-447-0103



WE LOVE IT ALL!


creating

COMPANY BRANDING

LOGO DESIGN

INFOGRAPHICS

SOCIAL MEDIA MARKETING

WEBSITE DESIGN

DIRECT MAIL

POSTER DESIGN

BROCHURES

NEWSLETTERS

MAGAZINES


studio
inking