

Creative extra

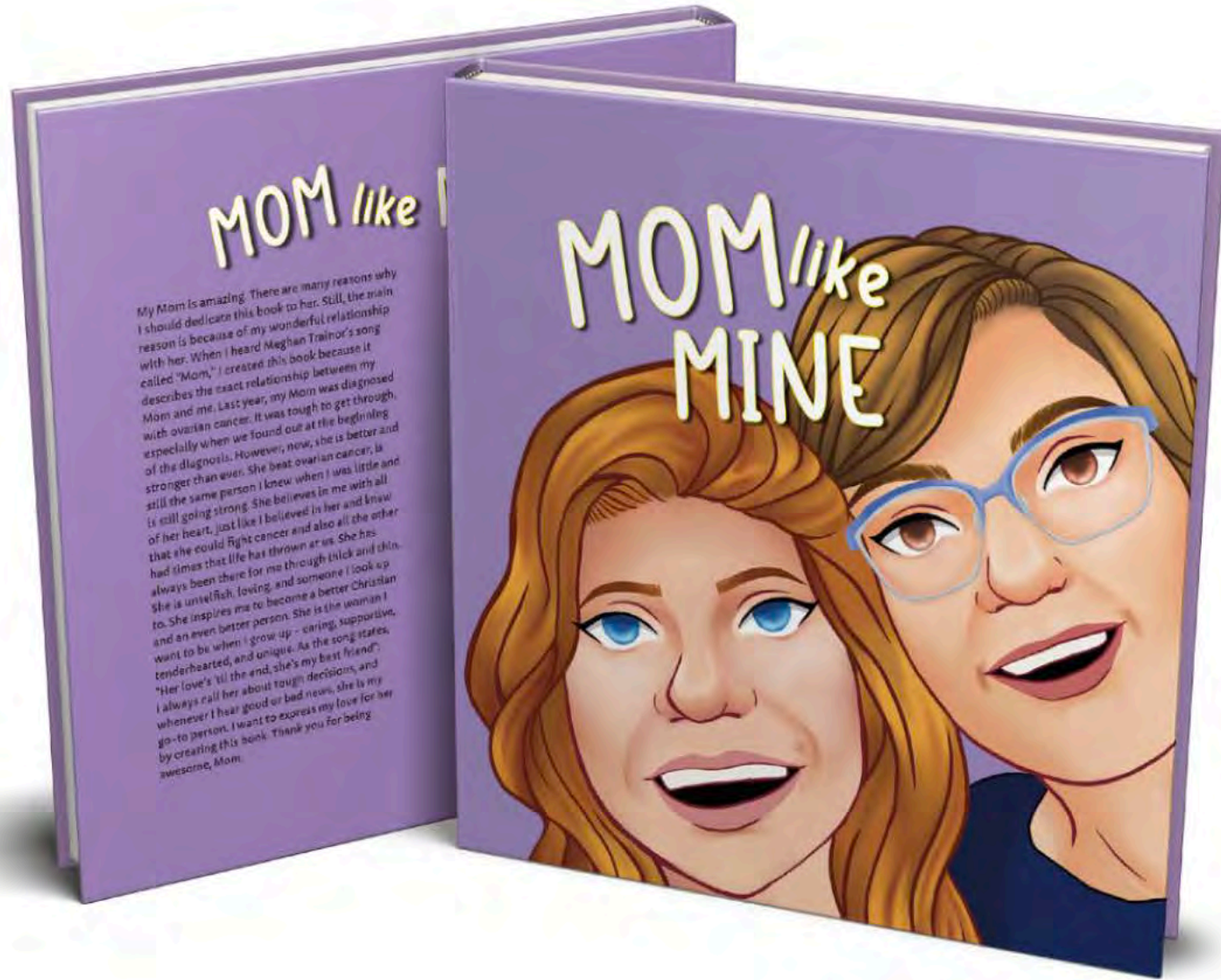
CHLOE TYNER

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MOM LIKE MINE – ILLUSTRATION BOOK

This project is a deeply personal one. It was created with gratitude to my favorite person, my mother. I illustrated this book in the early stages of my Mom discovering she had ovarian cancer. The news was hard to accept and depressing. I wanted to surprise her with this work showing our special relationship by using Meghan Trainor's song called Mom. This song emphasizes our mother-daughter relationship, highlighting some of the important aspects of my life.

[Check out the process here.](#)



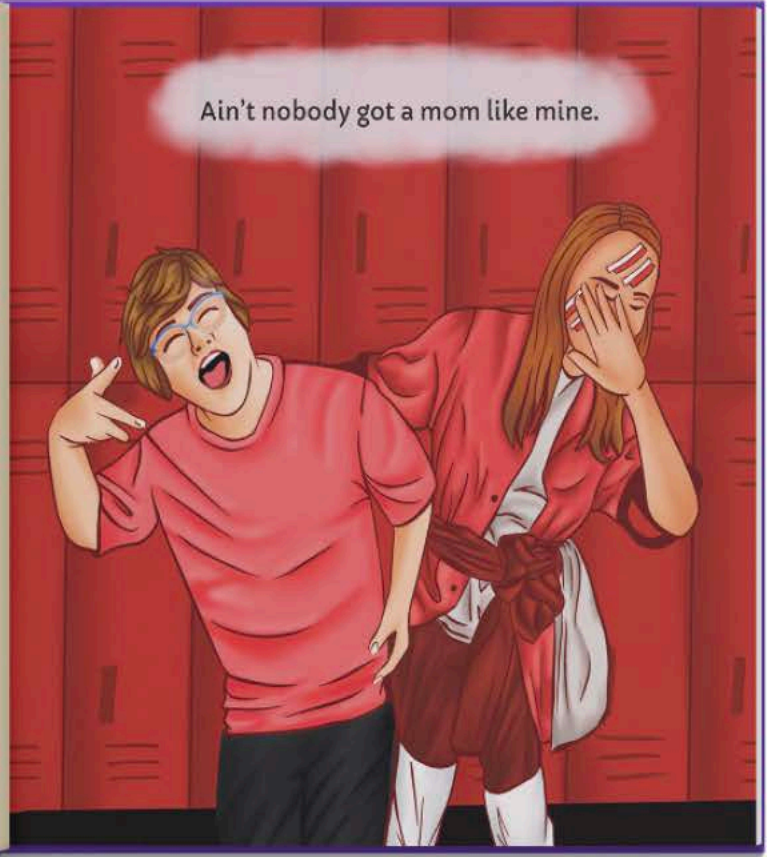
MOM like MINE

My Mom is amazing. There are many reasons why I should dedicate this book to her. Still, the main reason is because of my wonderful relationship with her. When I heard Meghan Trainor's song called "Mom," I created this book because it describes the exact relationship between my Mom and me. Last year, my Mom was diagnosed with ovarian cancer. It was tough to get through, especially when we found out at the beginning of the diagnosis. However, now, she is better and stronger than ever. She beat ovarian cancer, is still the same person I knew when I was little and is still going strong. She believes in me with all of her heart, just like I believed in her and knew that she could fight cancer and also all the other had times that life has thrown at us. She has always been there for me through thick and thin. She is unselfish, loving, and someone I look up to. She inspires me to become a better Christian and an even better person. She is the woman I want to be when I grow up - caring, supportive, tenderhearted, and unique. As the song states, "Her love's 'til the end, she's my best friend." I always call her about tough decisions, and whenever I hear good or bad news, she is my go-to person. I want to express my love for her by creating this book. Thank you for being awesome, Mom.





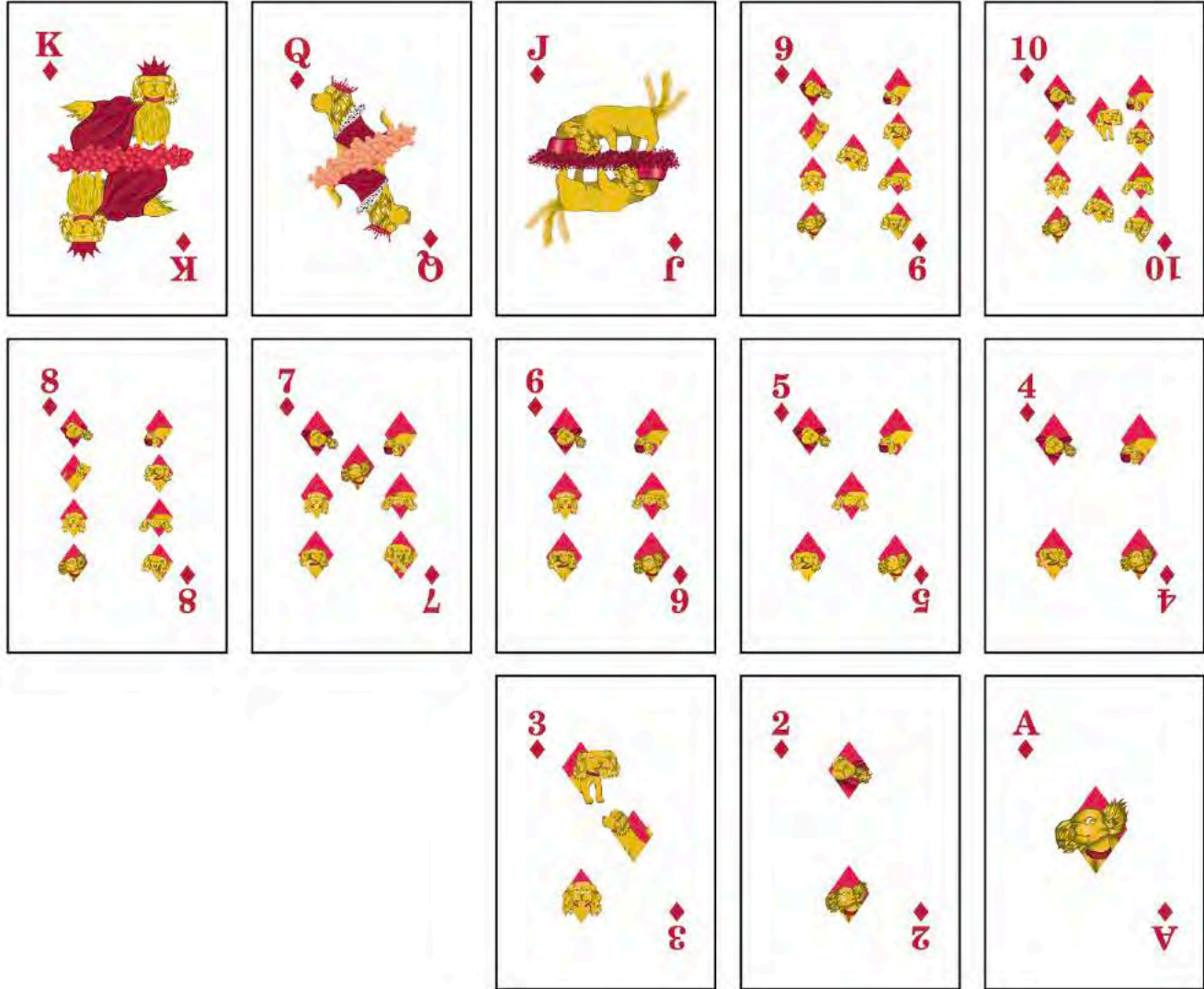
Her love's 'til the end, she's my best friend.



Ain't nobody got a mom like mine.

MY DEAR LADY - PLAYING CARDS

My Dear Lady is a personal project. I created a deck of 52 cards on a topic of my choice. My chosen topic was my dog's breed, King Charles Cavalier Spanish. I have chosen my dog's breed because I was inspired by the name King and to show off each facial expression about my dog. I wanted to have a limited color palette to make it cohesive throughout the deck. By looking at my dog's reference photos and then researching the breed even more, I finalized the details within the cards. Thus, I created a cohesive and unique deck about My Dear Lady.



THE POLISH AGENCY INTERNSHIP WORK

At The Polish Agency, I was an intern working on many projects for various clients. The Polish Agency is a local social media advertising agency in downtown Jonesboro. I designed many campaign and marketing materials, brand identity, print collateral, digital media, and signage. I also participated in the ongoing advertising campaign meetings and pitched a few ideas to help increase sales for specific clients, such as Southern Pharmacy and Gearhead.

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GROWING.
EMPOWERING.**



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GEARHEAD
OUTFITTERS

TAKE AN ADDITIONAL
15% OFF
MARKDOWNS

THIS WEEKEND ONLY

IN-STORE ONLY. SOME EXCLUSIONS APPLY.

FREE GIFT

Come in and shop at Gearhead during Fall Fest, October 8 from 12-5 and get a free gift with your purchase!

VUORI BIRKENSTOCK
 CHACO KÜHL
 HOKA ONE ONE THE NORTH FACE
 YETI patagonia
 GEARHEAD

GET IT AT

GEARHEAD
OUTFITTERS

LOCATED NEAR NEIMAN-MARCUS ON THE FIRST FLOOR

THE NORTH FACE VUORI BIRKENSTOCK CHACO no
Run on clouds.

FREE GIFT

Come in and shop at Gearhead during Fall Fest, October 8 from 12-5 and get a free gift with your purchase!

HOKA ONE ONE
 BIRKENSTOCK
 no CHACO
 KÜHL VUORI
 YETI THE NORTH FACE
 patagonia SPECIALIZED
 GEARHEAD

PURINA'S CAT CHOW "FURRY NEIGHBORS" CAMPAIGN

This campaign was a project created to explore art direction and headline writing. I created a campaign designed to appeal to Millennial women ages 25-34 who own a cat. The campaign contains 3 print ads, digital ads, and social media graphics. All of the ads ensure the target market will choose Purina's Cat Chow as an excellent and affordable brand when picking out the right food at the right price for their cats.

[Read more about my process here.](#)









3:14

Instagram

purinacatchow

Purrrfect ROOMMATE

Liked by purina and others

purinacatchow Our formula helps your cat live a healthy life. They will be more active and feel like a kitten! Purrrfect way to have them as a roommate.

Home, Search, Post, Shop, Profile icons

3:14

Instagram

purinacatchow

Cat Nappin FURREAL

Liked by purina and others

purinacatchow Everyone needs a nap. Why not feed them Cat Chow Complete? When they are done, they will be cat nappin furreal.

Home, Search, Post, Shop, Profile icons

3:14

Instagram

purinacatchow

LIVING Pawsomely TOGETHER

Liked by purina and others

purinacatchow Our Cat Chow Complete is great for all stages of life. Your cat will relax and make it where it is pawsome living with them. Get them the best, because they are the best.

Home, Search, Post, Shop, Profile icons



T- SHIRT DESIGN, PINK INK SCREEN PRINTING

This piece is a culmination of work I have completed for clients at Pink Ink Screen Printing, a local screen-printing t-shirt shop in Jonesboro, Arkansas. Pink Ink Screen Printing creates custom apparel and embroidery services. All of these t-shirt designs involved talking with the client about their objectives and revising the art as needed. I was one of two graphic designers in the art department. The end result was making each client happy for having active listening skills and making the same customers keep coming back for more designs.



LITTLE CREATIVE HEROES CAMPAIGN

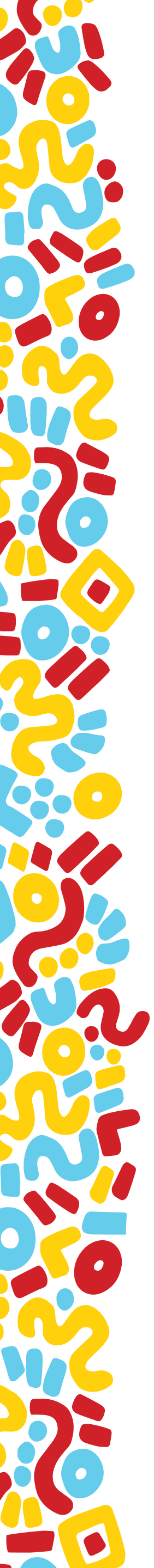
This was a group project to create a strategic campaign for Bradbury Art Museum, the art museum in Jonesboro, Arkansas. My group and I worked on creating a playful campaign. After research, we decided to emphasize BAM as a regional destination and keep the kids coming back for more. I worked with the team as a Copywriter, Social Media Manager, and Marketing Coordinator.

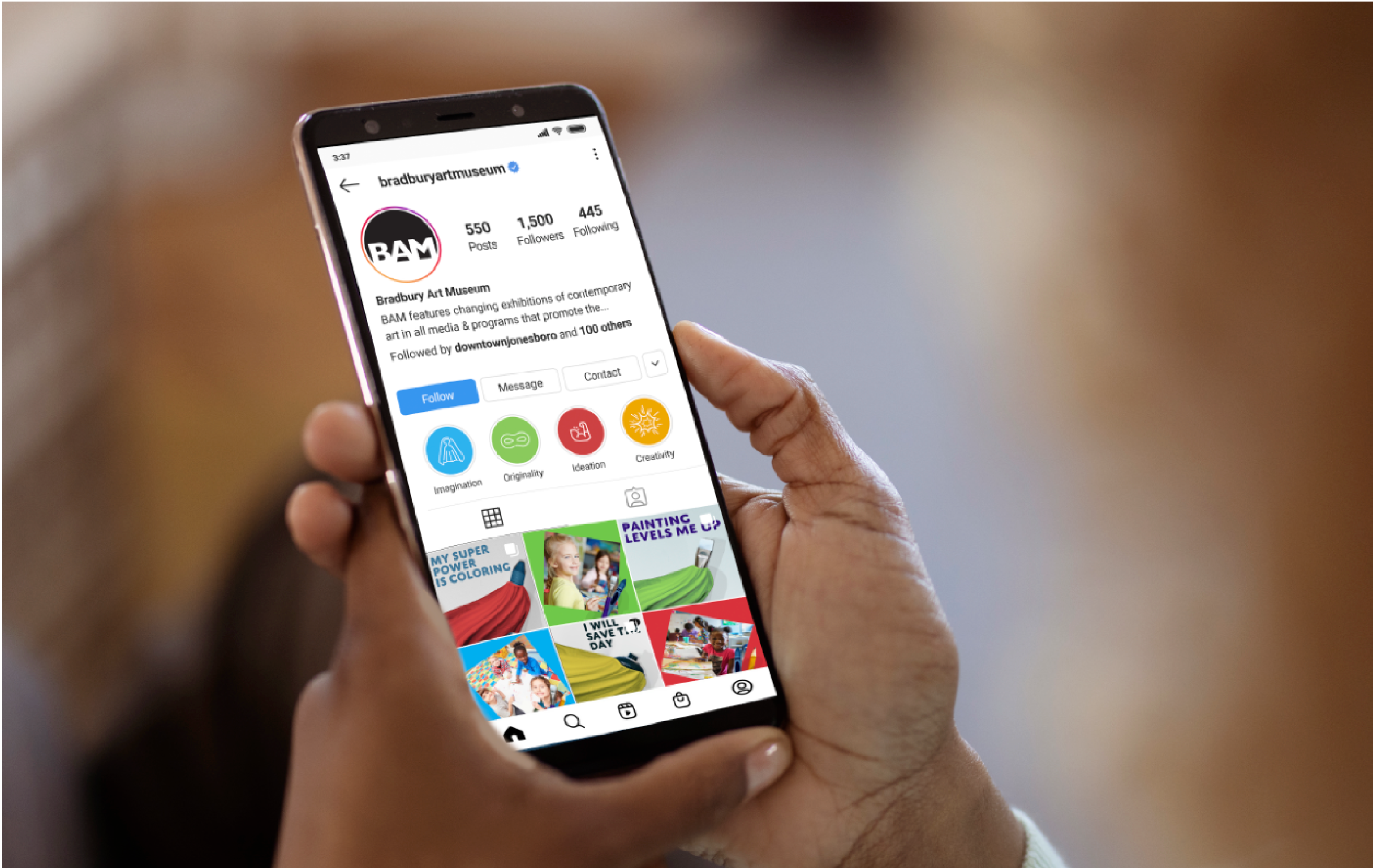
We successfully pitched a campaign with 3 print ads, social media strategy, coloring pages, direct mail, and promotional merchandise to the client. This campaign won two Chapter Student ADDY Awards in 2023. My teammates were Crystal Pate and Woodbine Fraine.

[Leave Behind PDF](#)











3:14

Instagram

bradburyartmuseum



Liked by **astateartdesign** and others

bradburyartmuseum Our heroes are coloring their way up to inspire the world with their incredible creations. These heroes in training are determined to change the world. Show us your [#ColorPower!](#)

[#childrenimagination](#) [#childrenart](#) [#childrencreativity](#)

3:14

Instagram

bradburyartmuseum



Liked by **astateartdesign** and others

bradburyartmuseum Their creativity is just as important as their individuality. Why not bring them to one of our workshops? BAM provides a variety of exercises to help your child grow into a successful [#LittleCreativeHeroes](#). Bring your child to BAM, and let them explore their [#ColorPower!](#)

[#childrenimagination](#) [#childrenart](#) [#childrencreativity](#)

3:14

Instagram

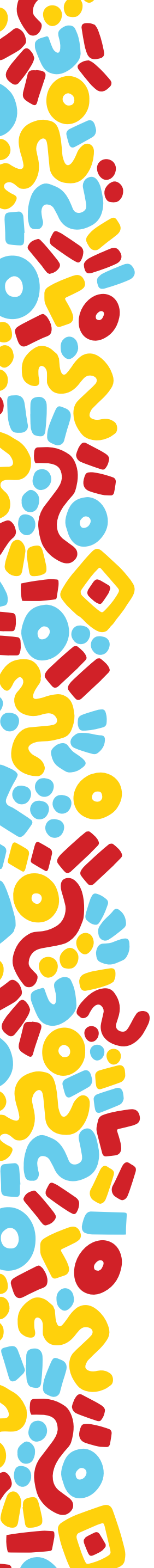
bradburyartmuseum



Liked by **astateartdesign** and others

bradburyartmuseum BAM's workshops and art exhibitions are where everyone becomes a [#LittleCreativeHero](#) of the arts by learning, growing, and creating together. Bring your child to BAM, and let them explore their [#ColorPower!](#)

[#childrenimagination](#) [#childrenart](#) [#childrencreativity](#)



5 TIPS TO IMPROVE YOUR BOWLING AVG. ZINE

I want to create a meaningful piece that is dedicated to both of my passions, bowling and graphic design, into one beautiful piece of art. The project pushed my skills and further developed my typographic skillset. The bowling zine explicitly emphasized creating something visually compelling by the movement with the headlines and imagery. It all started with brainstorming divergent layout designs to a finished masterpiece that won a Gold Student Chapter AAAward back in 2022. The credits of photography are at the end of the zine.

[Read more about my process here.](#)





PRACTICE

This is why I play the game. You have to control the heart rate, the blood rushing through the veins, the emotions. You get the job done and then you can celebrate. To be able to do that on this stage just feels good.
Kyle Troup

Have you ever heard the saying practice makes perfect? Well, that is the same deal when it comes to bowling a better average. Professional, league, and tournament bowlers practice every time they get the chance before a big competition comes up.

During a tournament, there are practice sessions that are allowed before the match. There are usually two of these; an open practice and a ten-minute practice before the tournament begins. Open practice allows teams to experiment with equipment and watch how lane transition may progress come tournament time, and those are deliberately allowed to help improve the bowling average.

THREE

Most bowlers use the ten-minute time to warm up and get loose before the actual game starts during the ten-minute session. Yet, other bowlers tend to find their mark quickly and use the rest of the time to practice spares.

Some bowlers use the ten-minute "team" session, to throw one ball down the lane, and their partner picks up the space until time runs out. This method is perfect for both you and your partner by picking up spares.



OREO DESSERTS FOOD PHOTOGRAPHY POSTER SERIES

This food recipe collection intends to prove my efficiency in photography, typography, and editorial design. I took a detailed recipe and executed the hierarchy into a visual narrative. It was required only to do one, yet I expanded into a series by expressing the visualized sweetness of desserts.

Oreo Cheesecake bites

940 kcal
12 servings

- 1 Line a 12-cup muffin tin with paper liners. Place 1 Oreo in each of the liners. Place the remaining 12 Oreos in a large zip-top bag and crush with a rolling pin.
- 2 In the bowl of stand mixer fitted with a paddle attachment, beat the cream cheese on medium until smooth, about 2 minutes. Add the sugar, sour cream, vanilla and salt. Beat until smooth and creamy, about 2 more minutes.
- 3 In a medium bowl, whisk the heavy cream until stiff peaks form. Add the whipped cream to the cream cheese mixture and fold just until combined.
- 4 Add 1 cup of the crushed Oreos and fold until combined.
- 5 Spoon the cream cheese mixture into each muffin liner (about 1/4 cup each) and smooth the top. Sprinkle all over with remaining Oreos.
- 6 Chill the cheesecake bites until firm and set, at least 6 hours or up to 2 days.



Oreo fudge

241 kcal
20 servings

- 1 Line an 8x8 square baking pan with aluminum foil.
- 2 Mix together the sweetened condensed milk, white chocolate, and salt together in a medium saucepan and heat over medium-low heat until the chocolate melts. Remove from heat.
- 3 Add in the vanilla and stir in. Crush half the Oreos and stir it into the saucepan. Pour everything into the prepared baking pan and smooth out.
- 4 Top with the remaining whole Oreos (optionally, you may roughly chop the Oreos before topping).
- 5 Chill the fudge for at least three hours, or until set. Cut into little squares.



Oreo truffles

241 kcal
20 servings

- 1 Put the oreo cookies into a food processor and pulse until you get fine crumbs. You can also use a blender or you can crush them by hand.
- 2 Scoop out about 1/4 cup of crumbs and reserve for sprinkling on top of the final product.
- 3 Put the crumbs in to a stand mixer (or mix by hand) and turn on low speed. Begin adding the cream cheese.
- 4 Once the mixture looks pretty uniform. Scoop out into 1 inch balls. Roll them in your hands to make a nice round shape.
- 5 Place on a baking sheet or in a container and put them into the fridge for 30 minutes to chill.
- 6 While the mixture is chilling, begin prepping the chocolate. Use a double boiler to slowly melt your chocolate chips.
- 7 Once the chocolate is melted, dip the oreo balls into the chocolate. Decorate with chocolate and/or cookie crumbs. Refrigerate until firm.



JONESBORO CHRISTIAN CHURCH LOGO & BRAND GUIDELINES

I worked on a rebranding project for Jonesboro Christian Church in 2022, located in Arkansas. The client, Vance McIntosh, requested a logo to help them advertise the church better. The logo aims to help the church grow members with a new and improved brand identity in a digital world.

Taking this request, I designed a new logo, brand identity guidelines, and print collateral for the church. I recently checked in with the client in 2023, Vance told me the rebranding was successful. The growth went from 0% to 30% at the end of 2022, and also attracted different age groups, from Gen Z, to Millennials, to Gen X.

[View the live version of Brand Visual Guidelines here.](#)



Jonesboro
CHRISTIAN CHURCH

BRAND IDENTITY GUIDELINES



OUR LOGO

The Jonesboro Christian Church identity consists of an icon and wordmark to make the whole logo. The typographical style is global, versatile, and distinct, which helps emphasize the organization's value as a modern, new beginning and growth reliable partner as Christ's followers rely on Jesus Christ. Jonesboro Christian Church will use this main logo across all primary brand applications. Our logo is a visual asset of our commitment to helping people become more fully devoted followers of Christ. It helps our audiences identify what we stand for, whom we represent, and whom we want to help. Our brand's success must ensure the logo is always in care and respected.

Using our logo is crucial in keeping its visual meaning and identity intact. While we can alter certain aspects of the logo without losing impact and recognition, these options are limited.

The Jonesboro Christian Church identity is a seal of approval and a promise of growth. The logo is stable and unchanging, whether seen on-screen, in print, or on apparel. Whether on or off campus, you represent JCC every time you use the brand. The identity can only make a positive impact if it is used consistently and correctly. By following these guidelines, you reap the benefits of JCC's identity and contribute to its strength.



ALTERNATIVES

These logos should be used only when the following are considerations: one-color print jobs, large print cost, outdoor signage implementation for increased readability, and smaller logo use for increased readability or harsh color contrast on a print piece. Utilize these options minimally and with purpose.



THE CREATIVEXTRA STICKER COLLECTION

These hand-rendered sticker designs contain fun and inspiring quotes that fall into four categories: “positive,” “motivational,” “creative,” and my personal favorite, “extra.” These stickers were hand-rendered lettering and have bright colors corresponding to each sticker’s category. These stickers helped to establish my brand and who I am as a designer, which is all about making the world more colorful.

positively
Killing
IT

BE A
CREATIVE
GENIUS

positive
ENERGY

BEING
EXTRA
IS BETTER THAN BEING
BORING

Cry your
Heart
OUT
then
BOSS BABE
BACKUP

Living
LOUDLY

believe
you can
& you're
HALFWAY
THERE

Darling
BE
EXTRA

No one
IS YOU THAT IS
YOUR
POWER