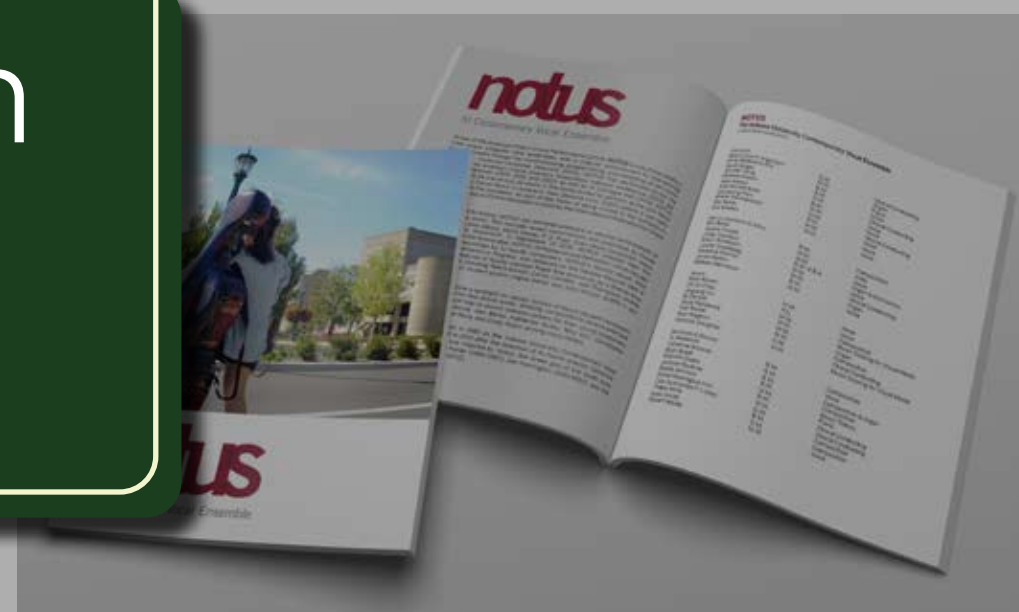


# Graphic Design & Illustration Portfolio



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## Ellie Pursley

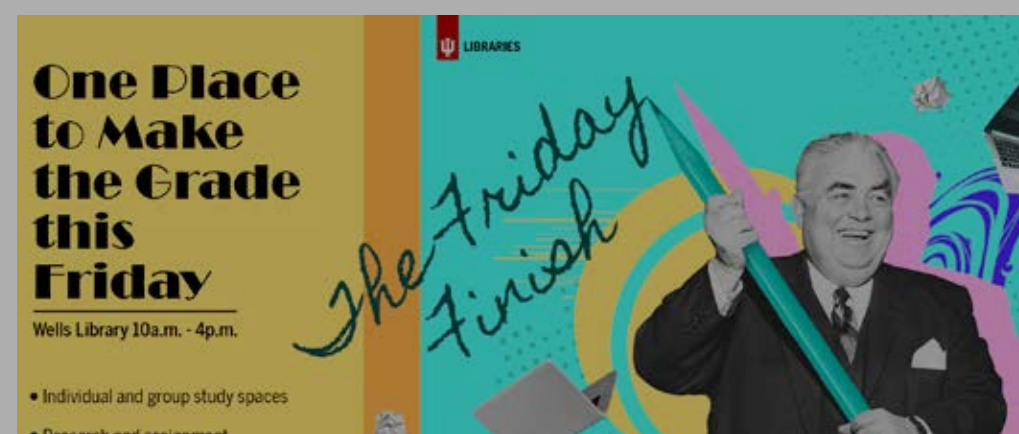
📍 Bloomington, IN 47403  
✉ pursley.ellie@gmail.com  
☎ 812.606.9319

**Thunder Ode!** Dana T. Marsh, conductor  
IU Baroque Orchestra | Voices of Conventus

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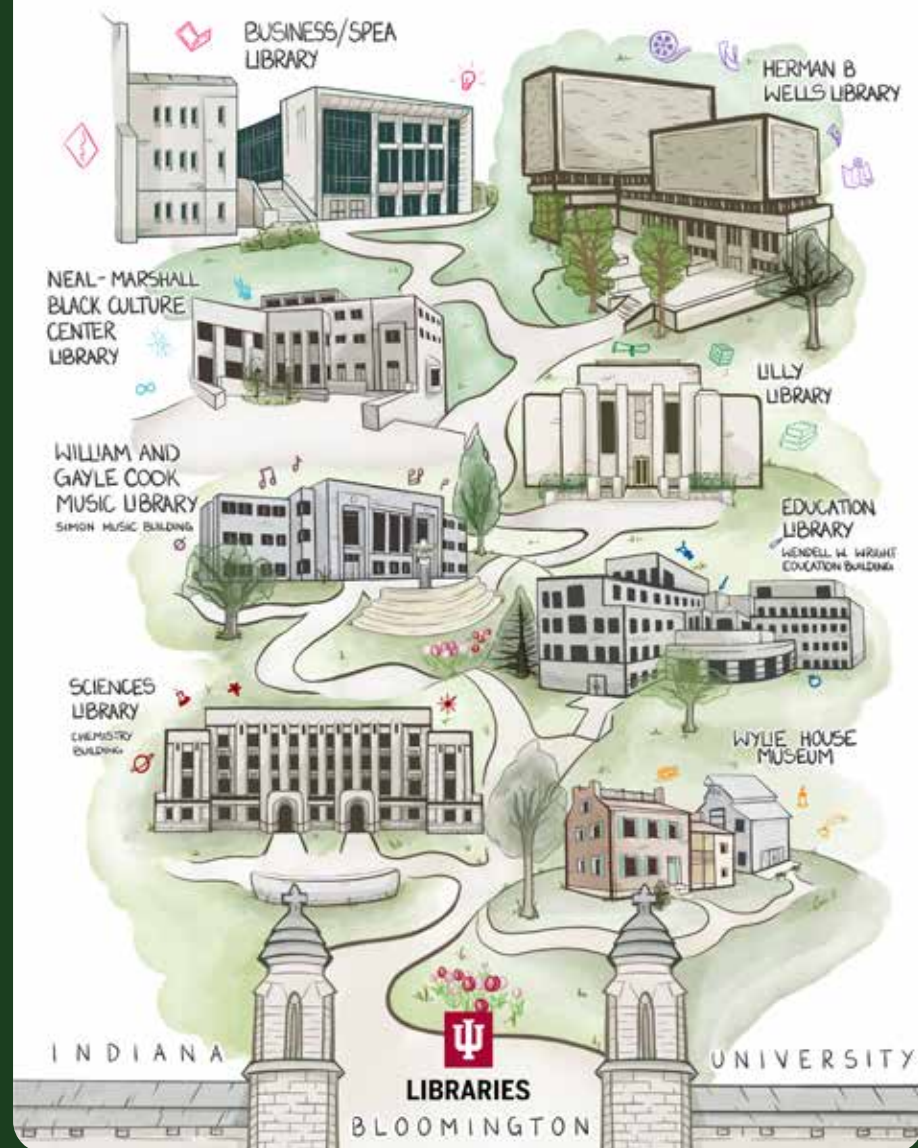
JACOBS SCHOOL OF MUSIC  
Indiana University Bloomington

This performance is made possible in part by the William Baus Early Music Fund

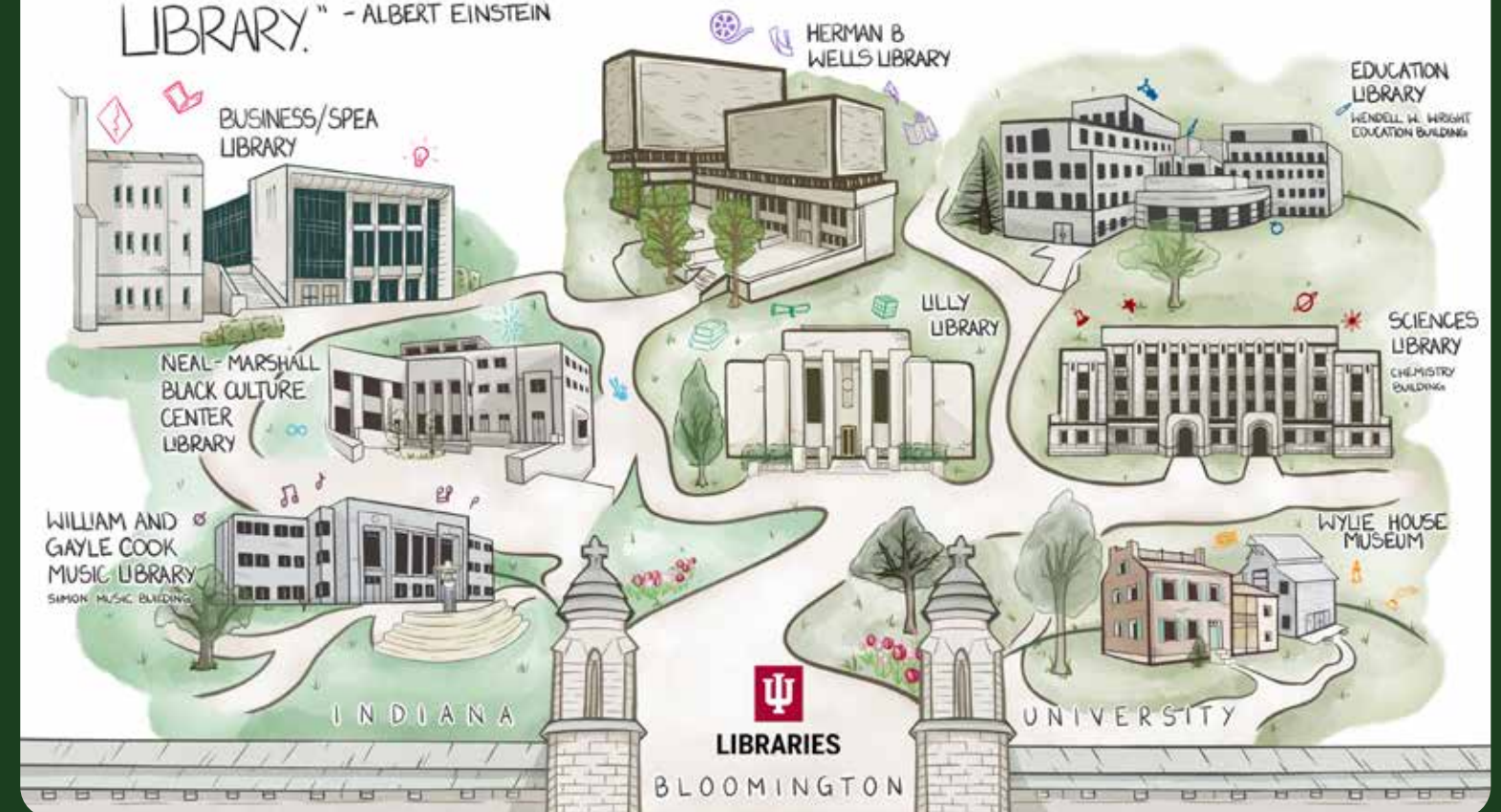




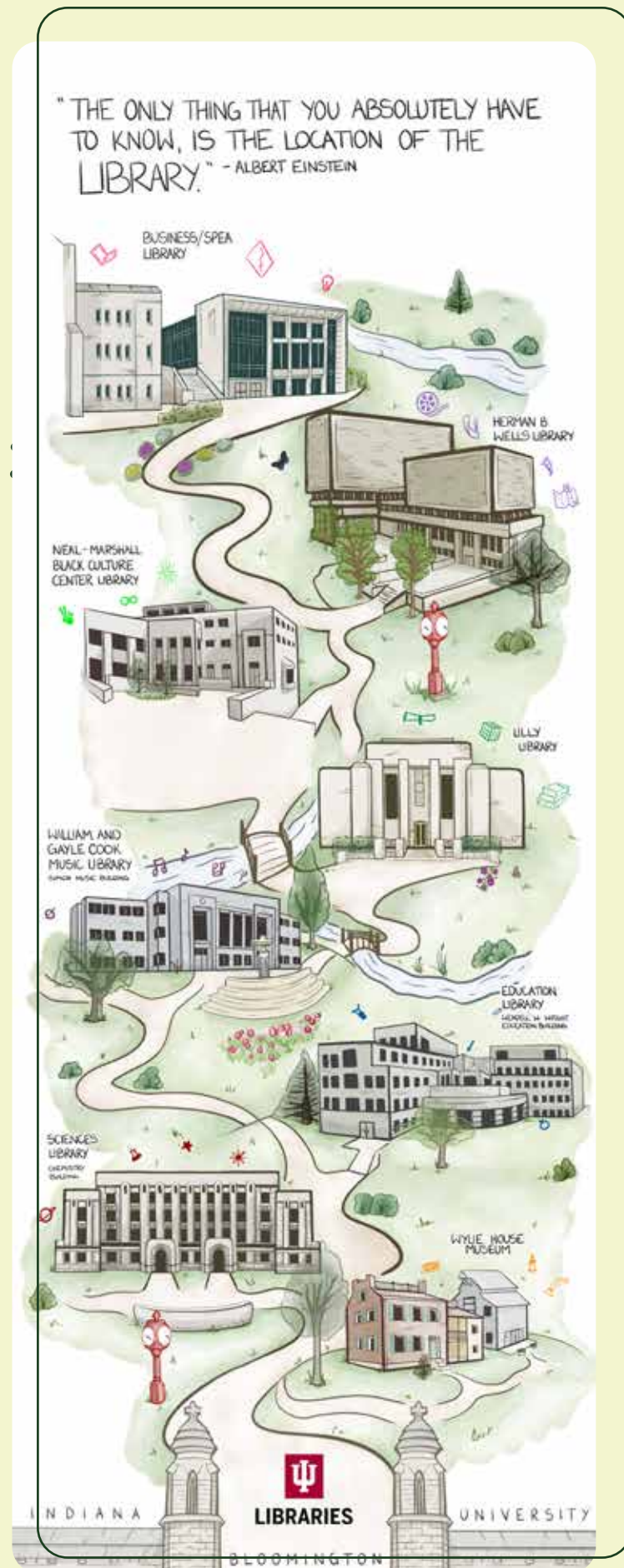
"THE ONLY THING THAT YOU ABSOLUTELY HAVE TO KNOW, IS THE LOCATION OF THE LIBRARY." - ALBERT EINSTEIN



"THE ONLY THING THAT YOU ABSOLUTELY HAVE TO KNOW, IS THE LOCATION OF THE LIBRARY." - ALBERT EINSTEIN







# Libraries Map Illustration

An illustration map of eight Indiana University Bloomington campus buildings featuring notable libraries and Sample Gates in a storybook illustration style. Three maps were made in total: one 24'x63' that would be printed and displayed on as an X-banner; one 11'x17' in a poster style to be given out as prints; a 17'x11' print for social media, a display case, and other donor necessities as needed. Reference photos two of the buildings were taken by the artist. A ninth building illustration of the Ruth Lilly Auxiliary Library Facility was apart of the original draft but was later removed at the Dean of Libraries's request.

All illustrations were made in CLIP STUDIO PRO and Adobe Illustrator using the pencil and watercolor brushes. The building illustrations were created in a separate file prior to the creation of the map to preserve quality and allow future use for social media posts of individual buildings.

This illustration project was requested and directed by Michelle Crowe, Assistant Dean of Libraries and completed after 50 hours.

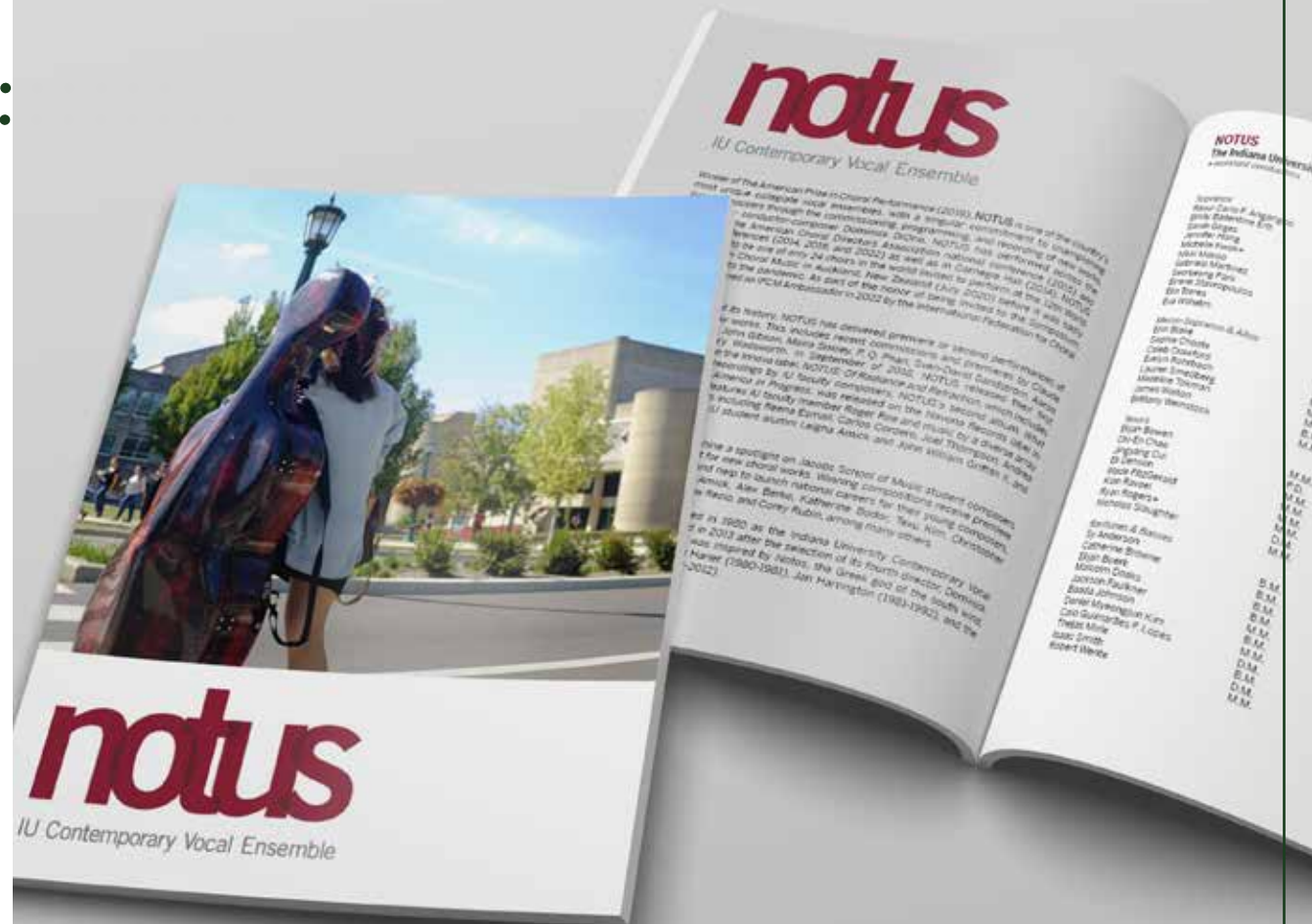


# NOTUS NCCO Program

A 32-page program for the NOTUS NCCO performance on December 11, 2023, in Atlanta, Georgia. Bound and printed by Document Services at Indiana University, this program has a glossy finish on thick paper with a cardstock cover.

This program was created over the course of a month, working in tandem with the client to create a unified layout. The program is copy-heavy, making it a challenge to fit all the necessary performer headshots, group photos, and album covers without creating a visibly cramped layout. 16 pages are devoted to artist biographies, seven of which highlight guest performers from around the world. Where the program naturally falls open at the center pages is a foreword of the history and current state of the NOTUS group, the left page a darker grey to provide contrast and meaning compared to the roster provided on the right.

Eight additional photographs were added to the program, giving the copy breathing room and draw attention to the beauty of the Bloomington Jacobs campus. Two of these make up both the front and back covers of the program.





## ABOUT THE JACOBS SCHOOL OF MUSIC CHORAL CONDUCTING DEPARTMENT

The Indiana University Choral Department attracts some of the brightest, most creative musicians in the world to a bustling environment with over 100 opera choruses each year, a pool of over 300 singers, and one of the most libraries in the world. Our program prepares students to succeed in all areas of a faculty of choral professionals who specialize in repertoire across eras and

### A Collaborative, Multi-Faceted Faculty

The Choral Conducting Department is dedicated to fostering a support students and faculty work closely together to achieve musical excellence.

### Podium Time

All choral conducting graduate students receive extensive podium time, both in classes and with Jacobs School choral ensembles. All recitals are performed with the Chorus, a paid 24-voice ensemble, or with a major chorus of the Jacobs School. Students conduct a portion of a concert with the Conductors Chorus every semester, the first of their recitals with this paid ensemble, and the second with a large chorus. The Conductors Orchestra, a paid instrumental ensemble. Students frequent choral ensembles in rehearsals, sectionals, and performances as program

### Financial Support

All students in the doctoral program in choral conducting receive an Associate Master's degree stipend (approx. \$17k annually), and the master's degree students in our program receive financial support covering is made possible in part by the newly established Richard A. and Lynn C. Coker Fellowship. In their second year, all MM students receive an Associate Instrumentalist benefits described for the doctoral students above.

### Mentoring

Our students conduct often and are supported by an unusually strong faculty, especially during recital preparation. Faculty members work closely with students on these performances, starting private lessons weeks before the rehearsal continue through to the recital itself. The faculty mentors also attend most recitals to give on-the-spot feedback throughout the entire rehearsal process.

### Opera Chorus Master Training

IU offers unique and unprecedented professional training for opera chorus master graduate choral conducting curriculum. Every graduate choral conducting assistant or associate chorus master for at least one opera produced by IU Opera and Ballet Theater.

### Frequent Guest Master Teachers

Internationally recognized choral leaders come to campus annually to teach and have included Ragnar Bohlin, Simon Carrington, Rollo Dilworth, Joseph Flur, Matthew Halls, Ann Howard Jones, Edward Maclary, Lynne Morrow, André Tonder, and composer Caroline Shaw.

## Congratulations to IU doctoral choral conducting student Caio Lopes for being selected for the NCCO Graduate Student Conducting Fellowship

**Caio Guimarães** is a Brazilian conductor and educator, currently pursuing his Doctor of Music degree at the Jacobs School of Music at Indiana University. Caio was honored to be selected as a conducting fellow for NCCO 10, attending the Graduate Masterclass with Dr. Armstrong. He also appeared in the Graduate Masterclass at the 2023 ACDA National Conference, Cincinnati, OH. In 2022, he was named a conducting fellow in the International Choral Conducting Masterclass at Baylor University. Caio is currently serving as chorus master for the Columbus Indiana Philharmonic as well as assistant conductor for the Bloomington Chamber Singers. Collegiate roles include assistant conductor for all the concert choirs at the Jacobs School as well as assistant chorus Master for IU Opera Theater. He holds a Master of Music in Choral Conducting, also from IU, and a Bachelor of Music from São Paulo State University, São Paulo, Brazil.



Featuring music heard today by Reena Esmail, Moira Smiley, and Dominick DiOrio, the album includes works by Carlos Cordero, Andrea Ramsey, John William Griffith II, Leigha Amadio, and Reena Esmail.

Available now on Apple Music, Spotify, YouTube, Amazon Music, Deezer, and

## WHAT IS OURS: MUSIC FOR AN AMERICA IN PROGRESS

NOTUS | Dominick DiOrio director, featuring ROGER ROE, English horn  
Release Date: December 1, 2023

There are generally two crises. One can give up and use it to one's advantage. Dominick DiOrio defines during the pandemic, turning sentiments about it into almost philosophical challenges. *WHAT IS OURS*. DiOrio conjures a section of music by a group of composers that not only and multiplicity of movements, also its underbelly of struggle, and eventual triumph of humanity.

## Reena Esmail (b. 1983)

**Tuttarana** (2014, arranged for mixed chorus 2016)  
Textless.

Indian-American composer **Reena Esmail** works between the worlds of Indian and Western classical music, and brings communities together through the creation of equitable musical spaces. Esmail's work has been commissioned by ensembles including the Los Angeles Master Chorale, Kronos Quartet, Imani Winds, Richmond Symphony, Town Music Seattle, Albany Symphony, Chicago Sinfonietta, River Oaks Chamber Orchestra, San Francisco Girls Chorus, The Elora Festival, Juilliard415, and Yale Institute of Sacred Music. Upcoming seasons include new work for Seattle Symphony, Baltimore Symphony Orchestra, Santa Fe Desert Chorale, Amherst College Choir and Orchestra, Santa Fe Pro Musica, and Conspirare. Esmail is the Los Angeles Master Chorale's 2020-23 Swan Family Artist in Residence and Seattle Symphony's 2020-21 Composer-in-Residence. Previously, she was named a 2019 United States Artist Fellow in Music and the 2019 Grand Prize Winner of the S & R Foundation's Washington Award. Esmail was also a 2017-18 Kennedy Center Citizen Artist Fellow. She was the 2012 Walter Hinrichsen Award from the American Academy of Arts and Letters (and subsequent publication of a work by C.F. Peters). Esmail holds degrees in composition from The Juilliard School (BM'05) and the Yale School of Music (MM'11, MMA'14, DMA'18). Her primary teachers have included Susan Botti, Aaron Jay Kernis, Christopher Theofanidis, Martin Bresnick, Christopher Rouse, and Samuel Adler. She received a Fulbright-Nehru grant to study Hindustani music in India. Her Hindustani music teachers include Srimati Lakshmi Shankar and Gaurav Mazundar, and she currently studies and collaborates with Saili Oak. Her doctoral thesis, entitled "Finding Common Ground: Uniting Practices in Hindustani and Western Art Musicians," explores the methods and challenges of the collaborative process between Hindustani musicians and Western composers. Esmail was Composer-in-Residence for Street Symphony (2016-18) and is currently an Artistic Director of Shashtra, a non-profit organization that promotes cross-cultural music connecting music traditions of India and the West.

Of her work, the composer states:

*The title of this piece is a conglomeration of two words: the Italian word "tutti" means "all" or "everyone," and the term "tarana" designates a specific Hindustani (North Indian) musical form, whose closest Western counterpart is the "scat" in jazz. Made up of rhythmic syllables, a tarana is the singer's chance to display agility and dexterity. While a Hindustani tarana is a solo form, I wanted to bring the tarana into an ensemble setting.*

*"Tuttarana" was commissioned by the Mount Holyoke College Glee Club for their 2014-15 season, and has since been performed across the US, also in arrangements for SATB and brass quintet.*

*An addendum: Three years after I wrote this piece, the #metoo movement, created by Tarana Burke broke on social media. It occurred to me that the title of this piece, if read a different way, literally means "We are all Tarana." I couldn't believe the incredible coincidence that this work, a powerful three-minute tidal wave of sound, written for an all-female ensemble from the oldest women's college in the country, bore this name. I'm so grateful for what this movement has done to move the discussion forward about the horrors we face as women, and how we can begin to change and heal our society.*

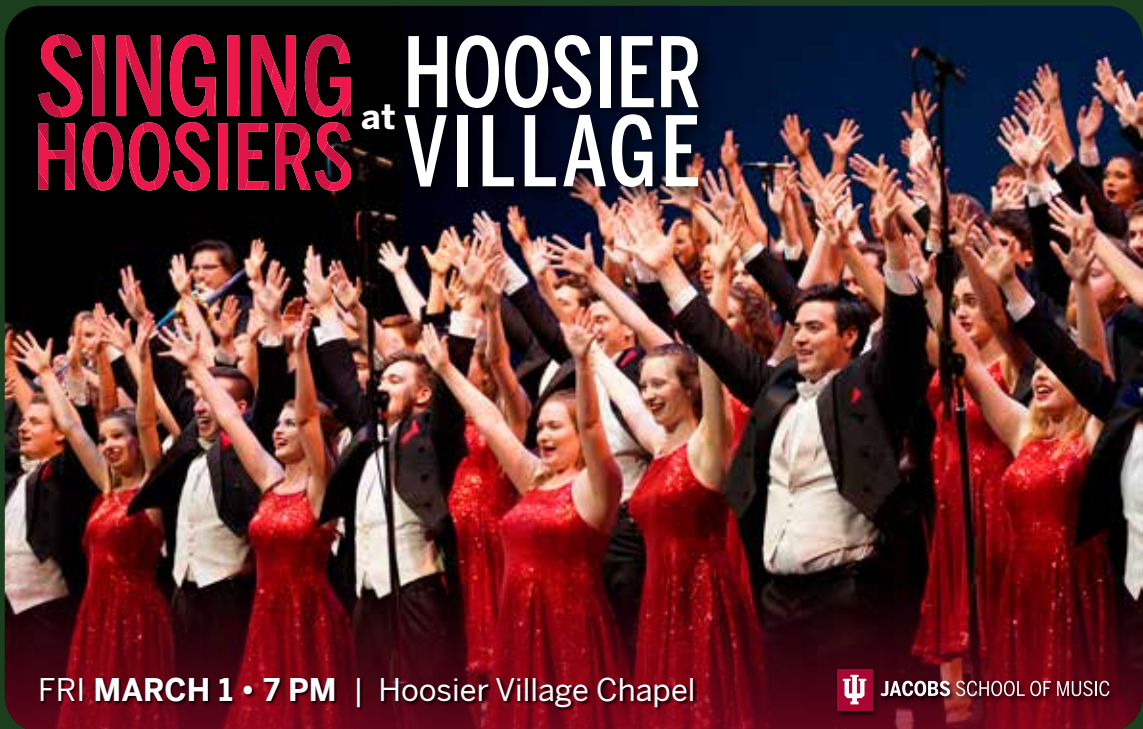





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 JACOBS SCHOOL OF MUSIC



**Thunder Ode!** *Dana T. Marsh, conductor*  
IU Baroque Orchestra | Voices of Concentus

**SATURDAY, APR 15 • 8 PM** | Auer Hall

 JACOBS SCHOOL OF MUSIC  
Indiana University Bloomington

*Repertoire:*  
J.S. Bach, "Herr Gott, dich loben alle wir," (BWV 130)  
G. Ph. Telemann, *Die Donner-Ode* (TWV 6:3)

*Soloists:*  
Olivia Prendergast, Ella Torres, soprano  
James Walton, countertenor  
Elijah Bowen, Nate Paul, tenor  
Colin Anderson, Aaron Cain, bass-baritone

[go.iu.edu/4N8d](https://go.iu.edu/4N8d)

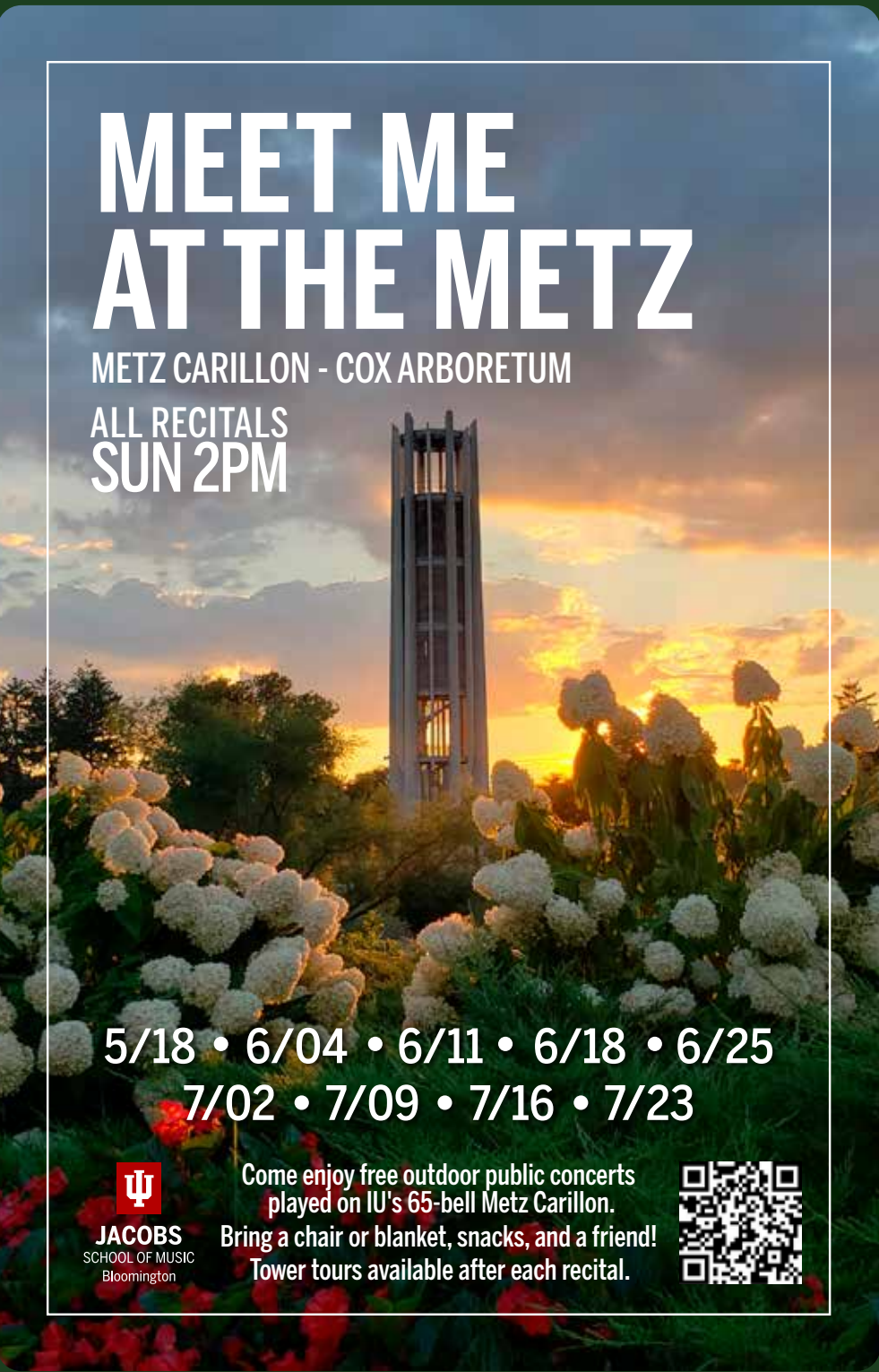


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AT THE METZ

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Bring a chair or blanket, snacks, and a friend!  
Tower tours available after each recital.







# Posters and Advertisements

A sample variety of posters and advertisements made over the 2022-23 and 2023-24 school years while working for the Jacobs School of Music of Indiana University Bloomington.

Posters were made year-round (with the exception of summer months) to showcase a variety of performances, recitals, operas, and ballets that occurred on our campus. Each poster was made from client information to be formatted on an 11" x 17" poster paper. An initial draft was sent to the client then reviewed and returned with edits, following as many rounds of this as necessary until approved for printing. Posters were printed in-house.

Advertisements were created once or twice every month, either through refreshing old concepts with current information or assembling a new concept geared toward a specific audience. We worked with companies such as WTFI, Bloom Magazine, Indiana Daily Student, Ryder, and many more. All magazines were made after purchasing a space, usually half or full-pages, and sized to that magazine's specifications. Bleed and margins varied between companies.







# Artemis

## Logo Design

Artemis was a branding and logo design exercise provided by class S450 in the fall semester of 2023. This exercise spanned across the entirety of the semester challenging students to brand an imaginary company, including several different logos, visual brand assets such as typography and color, documents that detailed how every asset should and should not be used, and mock-ups to support their designs.

Artemis was a high-end gym, founded and run by women to provide education and exercise from other women. Its name comes from the Greek goddess of the hunt, that detail driving the color theory home. The main logo is always a deep navy on light backgrounds or a stark white on dark, an A depicted as an arrow with the moon as it's bow. It is the forefront of a strong and fantastical company, made to remind people of the elegance and beauty of the goddess that which is its namesake.

Other colors included a dusty pink, a proud gold, and a peaceful light blue to be used as accents to make the dusky navy an even bolder color. Approved typefaces included Helvetica as the forefront of any written material with Filosofia as any title, subtitle, or attention-grabbing text.



# BFAS Annual Report

An eight-page report exercise provided by class S450 in the fall semester of 2023. All copy and statistics were provided by the professor and taken from the 2020 Annual Report of each given company.

BFAS Annual Report was an exercise in creating interesting infographics while managing large amounts of copy in few pages. This was my first introduction to professional magazine making, the layout and design drafted and finalized by myself. Peer review was substantial in this process and the class worked to provide direction and advice while moving forward.

This annual report was not printed and only exists as a digital design.





## Big Wins in Key States

Changing entrenched policy and legislation at the local level can be akin to the last year, that's essentially what Best Friends' advocacy team has been reviewing regulations, drafting new language and diligently shepherding it through

*"These legal wins are largely the result of our legislative team, who work tirelessly behind the scenes to ensure that our laws protect America's homeless animals."*

-Julie Cast

During fiscal year 2020, Best Friends' advocacy team gained some big wins. Here are just a few:

- Governor Gavin Newsom signed Assembly Bill 2152, aka *Bella's Act*, closing a loophole in the law and putting an end to the retail sale of dogs, cats and rabbits in California.
- Our puppy mill initiatives team helped enact 20 local ordinances to ban retail sales of dogs and cats from commercial breeding mills.
- After the success of a three-year Best Friends community cat program in Harris County, Texas, trap-neuter-return (TNR), which was previously not allowed by local law, has become the county's preferred method for managing outdoor cats.
- The 2025 Action Team movement working to help communities achieve no-kill. In Abilene, Texas, over 200 members quickly went to work to provide foster care, and volunteer vaccine clinic events.
- Iowa passed House Bill 1020, which allows for the humane euthanasia of animals who have been part of a no-kill movement, and to engage in TNR and other humane methods.
- The U.S. Department of Transportation announced that airlines can no longer refuse to accept animals based on their breed.



## Best Friends Animal Sanctuary

Since 1984, the Sanctuary, located in Kanab, Utah, has been the headquarters as well as the heart and soul — of Best Friends Animal Society. A home-between and safe haven for hundreds of animals, the Sanctuary is a cherished place of all ages — a place where kindness, compassion and community flourish. The lifesaving values and practices of the no-kill movement are embodied.

## By the Numbers: The Sanctuary



## Looking Back

It's safe to say 2020 was a year a lot of folks don't care to repeat. But no matter what was going on in the world, compassion ruled the day. And that's why there's so much lifesaving progress to look back on. More lives saved, more no-kill communities than ever, more laws to protect the pets we love — and the list goes on.

Thank you for being a beacon of hope for homeless pets everywhere, even during an unprecedented year. It's your compassion and dedication to saving lives that put a no-kill country by 2025 well within reach.

## Finances

