

# CHALK

## IT UP TO TALENT

If it's true that "the world is just a canvas of the imagination," then with its miles of picturesque pavement and snazzy sidewalks, the Clearwater Beach Chalk Art Festival takes the phrase quite literally.

As did PCSO **Graphic Designer Tracey Welch** when she developed the concept that won her the 2015 Chalk Art Festival poster contest.

"I wanted to do something different, so I went literal," **Tracey** said. "I had a great idea, so I went with it."

Having received minimal guidelines, like poster size and content, when she was presented with the contest information, **Tracey's** imagination flared as ferociously as those of the chalk artists to whom she was advertising.

But her submission to the poster contest wasn't the first project ever to stimulate her right brain.

"I come from a family of painters, illustrators, and graphic designers," **Tracey** said. "It must be hereditary."

From basic drawing with her siblings to formal training at Clearwater's Pinellas Technical College, **Tracey** has been cultivating her creativity from a young age.

"I've always had a pencil in my hand growing up," she said. "It's hard for me to sit still."

As these very pages in "The Star" illustrate, **Tracey's** artistic acumen hasn't deteriorated throughout the years. But her expertise transcends the Adobe InDesign and Photoshop finesse from which the Sheriff's Office has so abundantly benefited.

When she's not sketching realism portraits with pencil or charcoal at home, she'll craft anything she can get her hands on. "I have to have some kind of project to work on. If not, I get bored really easily."

Perhaps that is why she welcomed the Chalk Art Festival poster contest submission to her already extensive workload.

A mixture of stock photography, filters, Photoshop manipulation, and hand-drawing that took about six hours to complete, **Tracey's** poster will be featured in all of the event materials including its website, social media, and news releases.

**Tracey** will also be honored October 25th during the ceremony at which the Chalk Art Contest winners are presented with their awards – lucky for them, **Tracey** hasn't experimented with chalk, yet.

