Hands-on Experts Kick Off
CAL’s Creativity Exploratory

Helping kick off the College of Arts & Letters’ new Creativity Exploratory during fall term, 2011, London-based Condé Nast UK Tablet Design Team Leader Liam Keating and CAL 2010 Distinguished Alumna Nancy Haley conducted two workshops each for CAL students.

CAL alumna Nancy Haley (left) and Condé Nast tablet team leader Liam Keating (standing, top right) conducted several workshops for College of Arts & Letters students.
TABLETIZING MAGAZINES
His second day on campus, Liam Keating conducted a Creativity Exploratory student workshop in Linton Hall on converting publications for tablets, including the Apple iPad, utilizing the Adobe Digital Publishing Suite. He followed up with a second session on electronic portfolio development for the television, film, video, gaming and fashion industries in the MSU Union. Following his return to the UK, Liam continued working with students remotely from his office in London via e-mail and Skype to help them complete their projects.

“More than anything, what I tried to impart to CAL students was that technology changes the way we work; sometimes, on a monthly basis. The most important thing is to be able to adapt and learn quickly,” Keating said.

WINNING THE JOB
A few weeks later, Nancy Haley conducted two student workshops on “Putting Your Best Foot Forward to Employers.” In a pair of two-hour sessions that built on each other and were scheduled on succeeding days, Mrs. Haley worked with CAL students on their résumés, cover letters, portfolios and interviewing skills. Students prepared for a short role-play job interview with Haley, who critiqued their total presentations.

“Essentially, they had to show and tell me enough about my company and themselves to win the job,” Haley says. Mrs. Haley concluded her visit with a student free-ranging question and answer session on the areas of finance, marketing and promotion, design, sourcing, production, sales, pitfalls, competition and pricing, or, as she put it, “the whole nine yards.”

Nancy Haley met one-on-one with CAL students to advise them on their cover letters, résumés, electronic portfolios, and interviewing skills. Liam Keating conducted a student workshop in the MSU Union on creating electronic portfolios his second day on campus.
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—Liam Keating

Mrs. Haley sold her interest in Tehama in 2010 when sales surpassed $50 million. Since then, Nancy has returned to her love for painting, and begun the newest chapter in her life with Nancy Haley Fine Art: http://nancyhaleyfineart.com/

See Nancy Haley’s Spartan Saga at: http://spartansagas.msu.edu/spotlight/1026/

NANCY HALEY
Graduating from MSU in 1972 with a BFA in art practice, Mrs. Haley, who was recently featured in a Spartan Saga, went on to found three successful companies. The first designed model home interiors for developers. She followed this up with two highly successful golf apparel firms, Sport Haley and Tehama.

With Sport Haley, Nancy designed and sold the first lifestyle sportswear for women golfers. She sold that company when sales hit $21 million, and, while in semi-retirement, started Tehama in partnership with film actor, director, producer and writer Clint Eastwood.

LIAM KEATING
Raised in Liverpool, England, Liam Keating was drawn to art at an early age. As a teen, he found that 3D seemed to offer the most innovative tools to advance his artwork, and, over a six-year period, taught himself 3D illustration and digital painting. Keating was studying graphic design at Salford University in Manchester, England, when Condé Nast UK came calling.

Liam is an active participant in the Google online community, which led to becoming a Beta tester for Google SketchUp (2008-present). Every two years, Google invites the most talented users from around the world to attend lectures and meet the creators and developers of the software, as well as offer feedback to improve SketchUp. Keating is also Lead 3D Artist at Whisper Games Studio, a cloud-powered gaming studio based in Seattle and Aberdeen, Washington, that creates small titles for the XBox 360 and, more recently, phone and tablet devices.

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