



MADISON McALLASTER

DESIGN · LETTERING · PHOTOGRAPHY

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 [designbymadison](https://www.instagram.com/designbymadison)

A horizontal brushstroke of light green paint, with a slightly textured and uneven edge, serves as a background for the text.

DESIGN

Tara D

P H O T O S

Tara D
P H O T O S

TaraDPhotos@gmail.com
TaraDPhotos.com

Contact me to capture your love!

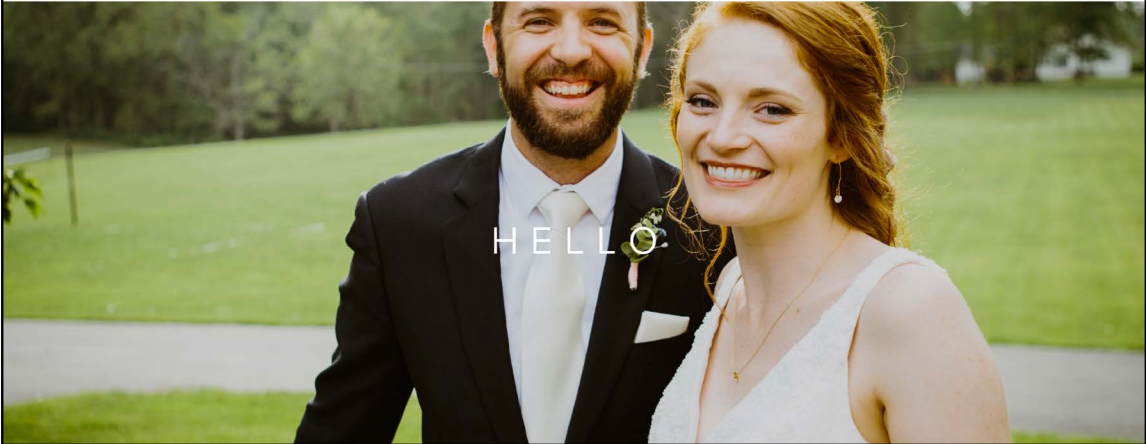


www.taradphotos.com

Tara D
P H O T O S

GALLERY CONNECT WEDDING INFO BLOG

HELLO



other versions/ideas



Tara D Photos- a golden logo

I created a beautiful gold logo for Tara D Photos as well as an ad she can use in any print advertising she wishes to do. The logo can also be seen on her website. www.taradphotos.com

My process included tons of other ideas and variations of logos, that never get chosen, but are still too beautiful to never show off.

PURE ROMANCE

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lingerie

bath and beauty



sexy is healthy

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Shop + Purchase NOW!
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Mira Devine- a new look

I had the chance to work with a wonderful Pure Romance representative, Mira Devine, to develop a look for her print advertising, as well as work with her web designer to create a website that mirrored the look that I had created with the ad.





primary

body text

Bliss - branding an event

I created a logo and supporting branding and collateral for a fictitious wedding planner's conference. I supplemented the project with lifestyle photography, further conveying the brand. I created a fully flushed out brand as well as a brand standards guidebook.

multnomah village

↗ Portland

village coffee

JOURNEYS

SW CAPITOL HWY

multnomah
antique
gallery

thinker
toys

DOWN TO EARTH
CAFE

MARCO'S
CAFE &
ESPRESSO
BAR

GRAND CENTRAL BAKERY

SW MULTNOMAH BLVD

↕ multnomah Arts Center

SW 34th AVE

SW 35th AVE

FAT CITY CAFE

ANNIE
BLOOM'S
BOOKS

NECTAR
frozen yogurt

northwest
wools

RENNER'S GRILL

medley

INDIGO
TRADERS

WHAT TO DO IN
MULTNOMAH
EAT
SHOP
VISIT

SW 37th AVE

SW 36th AVE

SW MULTNOMAH BLVD

MULTNOMAH BLVD

SW CAPITOL HWY

↖ Beaverton

↙ Tigard

logo

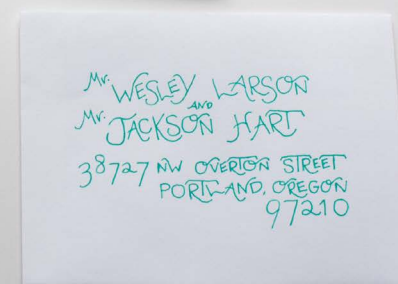
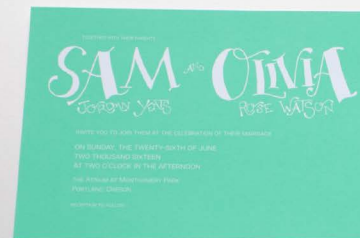
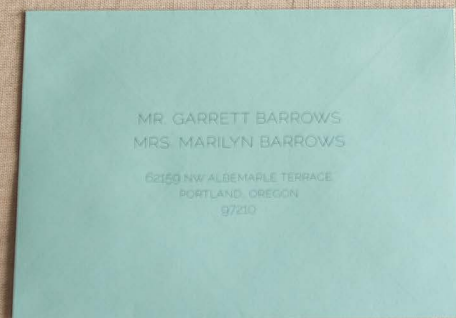
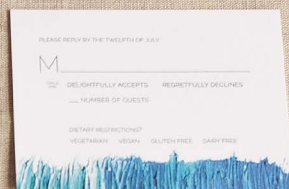
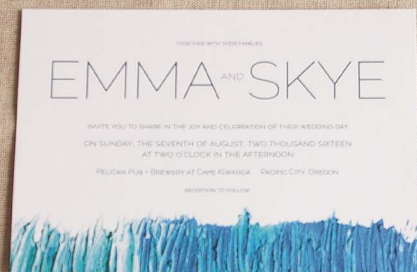
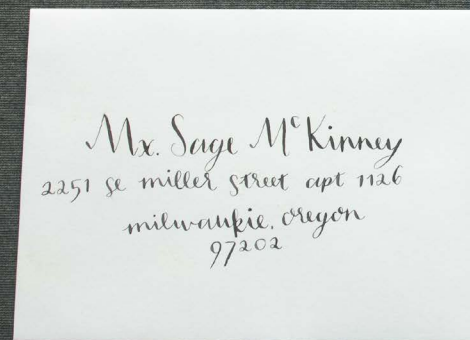
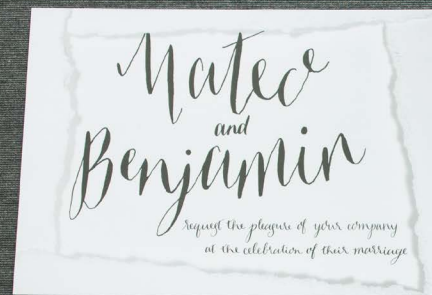


color palette



Multnomah Village - rebranding a neighborhood

My challenge was to rebrand the Multnomah neighborhood of Portland and its shopping district. I created a logo, color palette, and map to embody the essence and charm of its small town feel.





#all kinds
of love

@designbymadison

All Kinds of Love - a queer wedding campaign

For my thesis at Pacific Northwest College of Art, I created four example wedding design suites for four fictional queer couples and a social media campaign #allkindsoflove for vendors and wedding business to show their support for queer couples. To see more check out www.made-bymadison.com/wedding

DEPARTURE / ARRIVAL

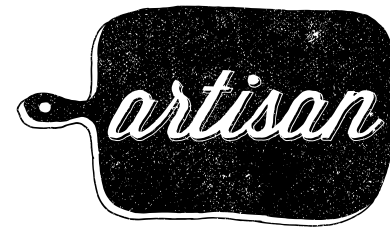
Thursday, April 21 4-7pm / PNCA / 511 NW Broadway



Departure / Arrival - image asset

Departure / Arrival is a design arts open house and senior portfolio show at Pacific Northwest College of Art. Each senior was asked to create a black and white image to be used on the posters and other materials for the event with the prompt departure/arrival. I created a paper airplane covered in calligraphy.

other logos



A horizontal brushstroke of light green paint, with a textured, slightly irregular edge, spanning across the middle of the image. The word "PHOTOGRAPHY" is superimposed on this stroke.

PHOTOGRAPHY



Curated Clutter - a typeology

I created a series called “Curated Clutter: documenting women’s workspaces”. I wanted explore the fine line between our real selves, messy and imperfect; and the selves that we are expected to present. As women we are expected to be beautiful but effortless, perfect but not too perfect. A similar motif arises in lifestyle photography where an effortless and natural look is expected to be mimicked and arranged. I documented six women’s workspaces curated in a perfectly cluttered state.



APPROPRIATION
DESTROYS

Appropriation Destroys - propaganda poster

I was challenged to create a propaganda piece around the concept “appropriation destroys”. I utilized the motif of Andy Warhol’s tomato soup can. The piece features my photography.

cook food. not too much. mostly plants.

a cookbook inspired by Michael Pollan's *Food Rules*
recipes by Madison McAllaster



french toast

4 eggs
 $\frac{1}{2}$ cup heavy whipping cream
1+ tbsp of sugar
vanilla
cinnamon
10–12 slices of bread

1. Whisk together eggs, cream, and sugar until thick. Flavor with a little vanilla and a lot of cinnamon. Transfer to a wide, shallow bowl.

2. Melt butter in a large skillet over medium heat. Submerge each slice of bread in the mixture on each side and place in skillet. Cook until browned then flip. Place cooked slices in a pie tin and put in the oven at approx. 200° to keep warm.

3. Serve with fresh berries and powdered sugar or as desired.

bagel with cream cheese, apple and honey

1 bagel, sliced
1 green apple, sliced
cream cheese
honey

Slice your bagel and spread with cream cheese. Cut apple into thin slices removing core bits. Drizzle with honey and enjoy!

breakfast 2

breakfast 3

Cook food 2. Don't eat anything your great grandmother wouldn't recognize as food. 3. Avoid food products containing ingredients that no ordinary human would keep in the pantry. 4. Avoid food products that contain high-fructose corn syrup. 5. Avoid food products that have some form of sugar (or sweetener listed among) the top three ingredients. 6. Avoid food products that have

more than five ingredients. 7. Avoid food products containing ingredients that a third-grader cannot pronounce. 8. Avoid food products that make health claims. 9. Avoid food products with the word(s) "fat" or the terms "low fat" or "no fat" in their names. 10. Avoid foods that are pretending to be something they are not. 11. Avoid foods you see advertised on television. 12. Shop the



e.a.t. sandwich

1 egg
1 avocado
1 tomato, sliced
2 slices of bread
lettuce
mayo
honey mustard
salt
butter



1. Melt butter in a skillet over medium-low heat. Crack egg in bowl and gently transfer to skillet. Once whites solidify, turn down heat to low. Sprinkle a little salt over the egg. Once the yolk is firm, very gently flip trying not to break the yolk. Cook until desired firmness.

2. Cut the tomato and the avocado into slices. Spread one slice of bread with butter and the other with condiments. Lay the avocado, tomato and lettuce onto the condiments slice, then the egg, and top it off with the buttered slice. Serve.

peripheries of the supermarket and stay out of the middle 13. Eat only foods that will eventually rot 14. Eat foods made from ingredients that you can picture in their raw state or growing in nature 15. Get out of the supermarket whenever you can 16. Buy your snacks at the farmers market 17. Eat only foods that have been cooked by humans 18. Don't ingest foods made in

cook food. - a cookbook

I created a 12 page cookbook containing 10 recipes, all of which are completely designed, written, and photographed by me. I included photographs on every page in order to draw the reader into the recipe. One of the challenges was to include flowing text, so I incorporated excerpts from the book that influenced this cookbook, Michael Pollen's "Food Rules".

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