

MADISON SHAW

Graphic Design and
Illustration Portfolio



WEBSITE:

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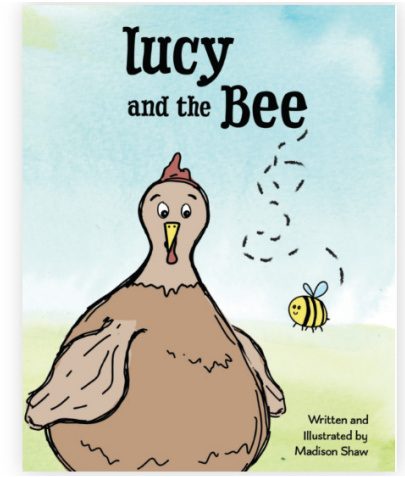
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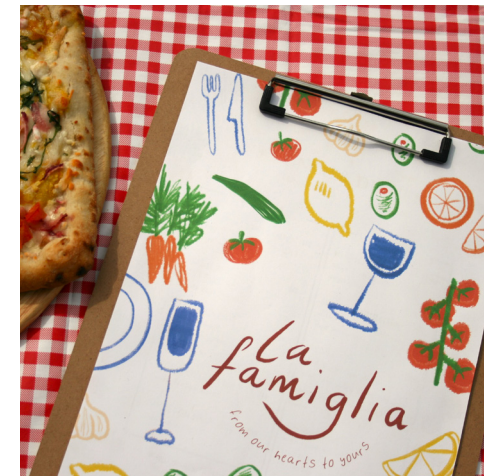
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MADISON SHAW

Bloom Magazine

ELEMENTS:

I used botanical images and delicate typography choices, with a light colour palette that corresponds with the selected images. In order to produce a visually positive, calming, and tranquil look.

PROGRAMS:

Adobe InDesign

PURPOSE:

BLOOM Magazine is a wellness and health publication that I designed for a publication design course.

CONSISTING OF:

BLOOM Magazine consists of 24 pages, including a front and back cover. It also comes with a poster aimed to advertise the publication whilst spreading awareness about the importance of our health.

COURSE COMPLETED FOR:

Publication Design



Page Spreads





Accompanying Poster

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Journey Magazine Cover

MATERIALS:

Watercolour painting. I chose a predominantly traditional form to complete the artwork, with digitally added highlights and shadows.

PROGRAMS:

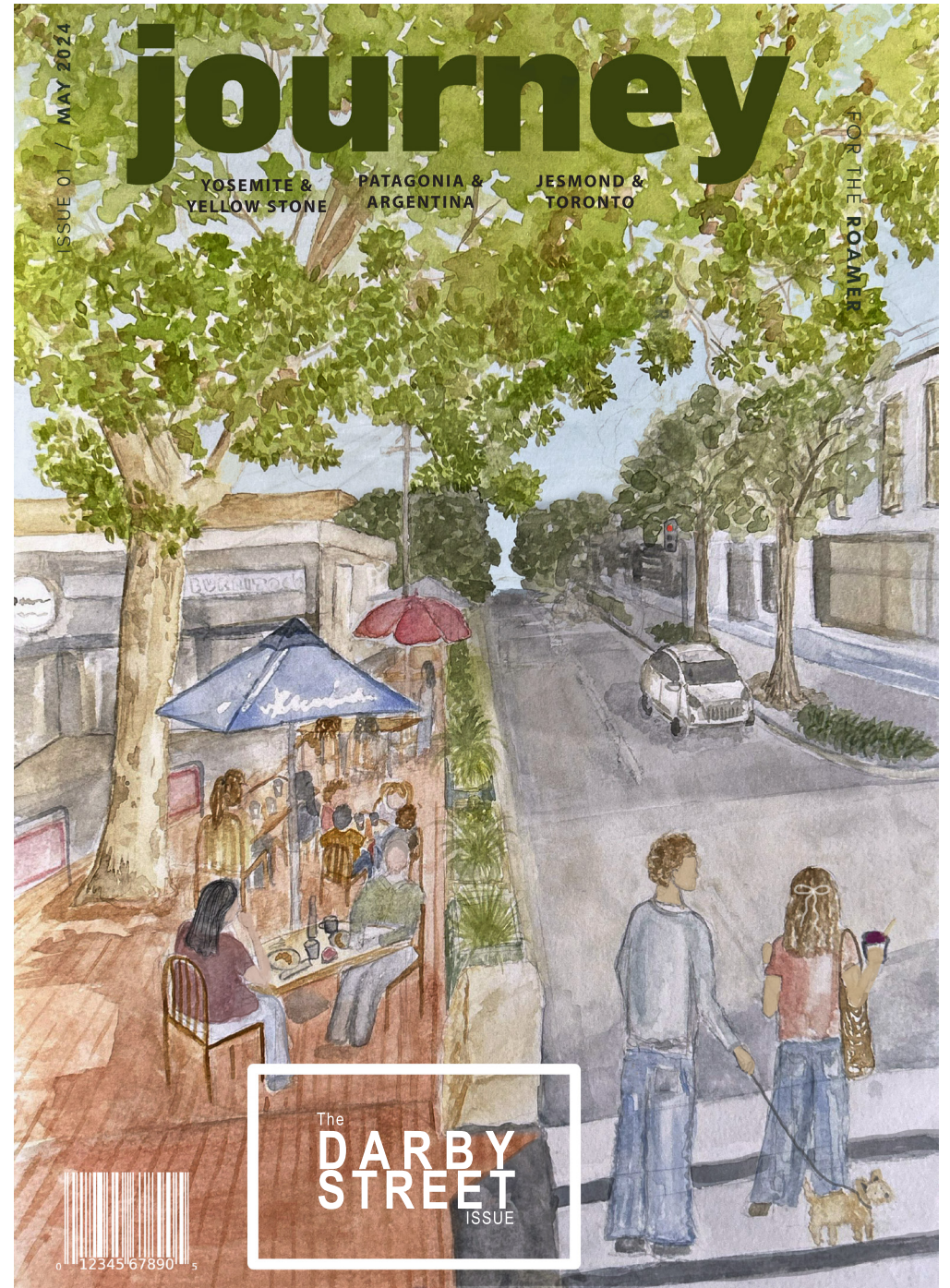
Adobe Photoshop

PURPOSE:

This JOURNEY magazine cover was an assessment based around the connection between us and the City of Newcastle.

COURSE COMPLETED FOR:

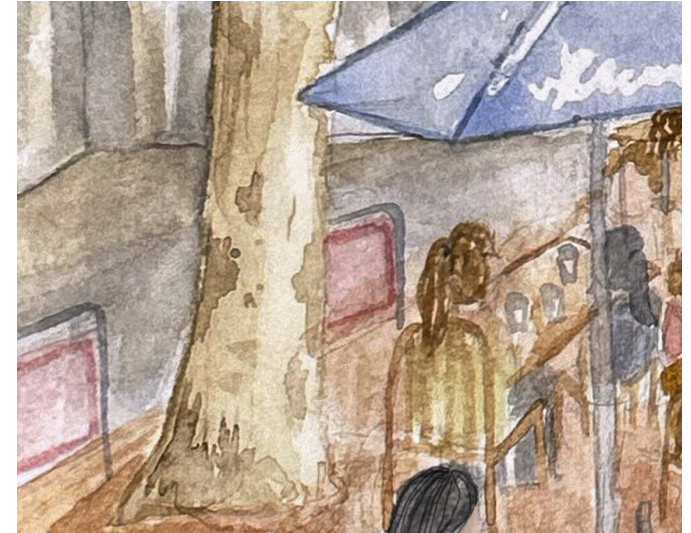
Drawing Foundations



CREATIVE PORTFOLIO



Artwork without Template
and Close-ups



Lucy and The Bee

MATERIALS:

Watercolour Painting (page backgrounds), and digital drawing (characters and other illustrations)

PROGRAMS:

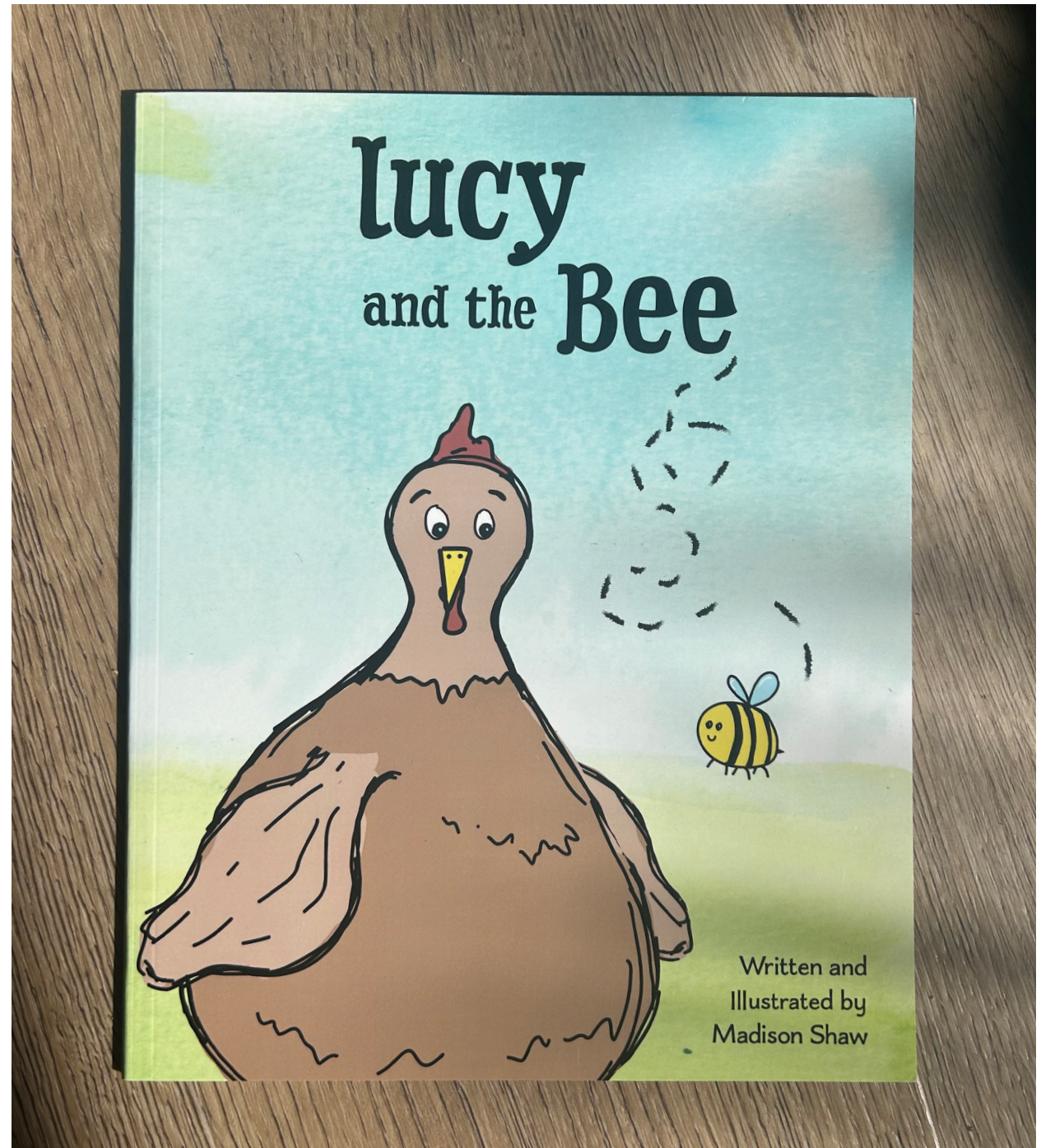
Adobe InDesign
Adobe Fresco

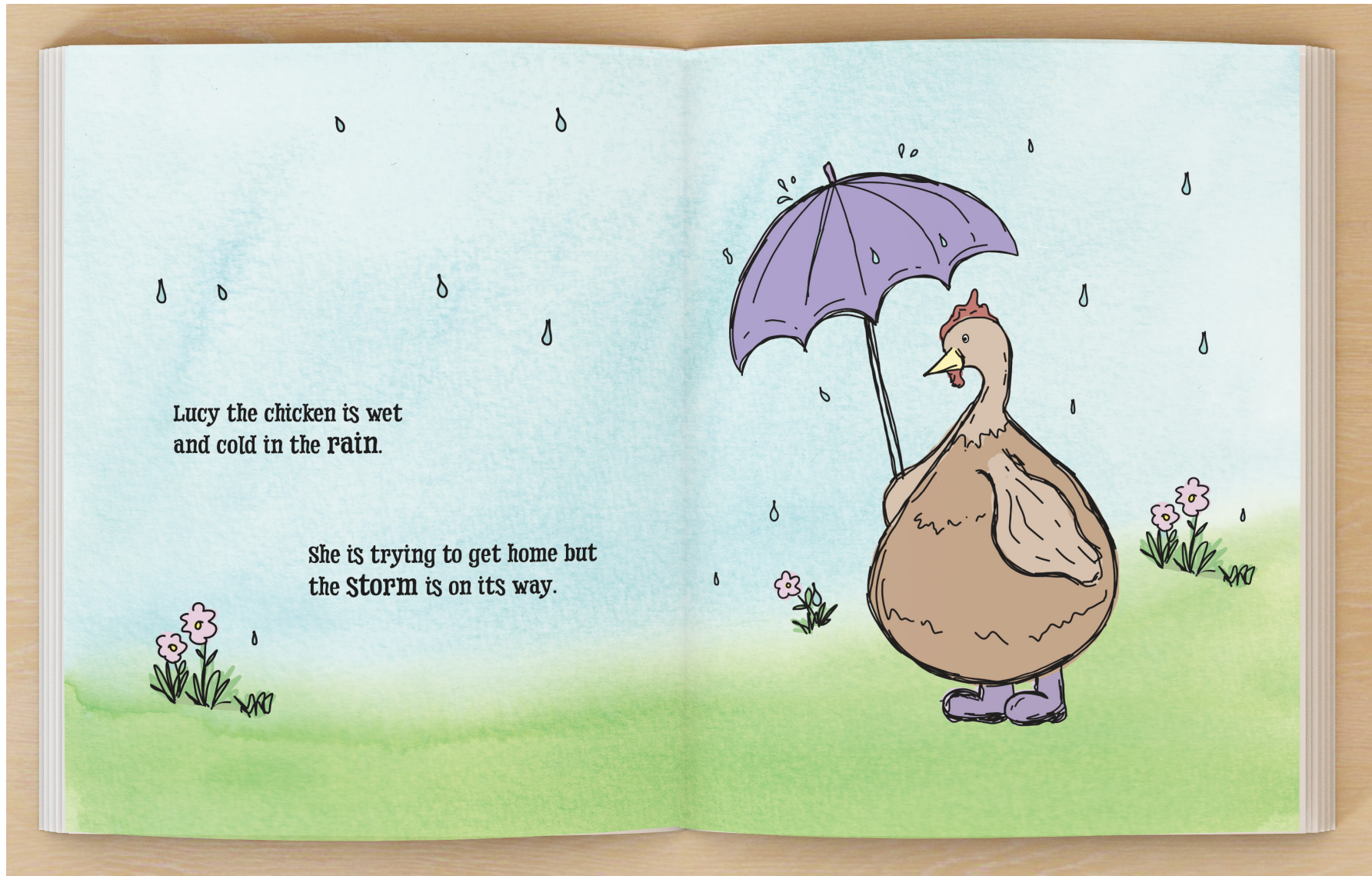
PURPOSE:

Children's Picture Book

COURSE COMPLETED FOR:

Visual Narrative





Example Spread



NATIO SUN

Photography Campaign

PROGRAMS:

Adobe InDesign

PURPOSE:

Promotional campaign for Natio's Sunscreen range 'NATIO SUN'

COURSE COMPLETED FOR:

Commercial Photography



Collection of 6 Photographs

THE GRIND COFFEE CO.

brand identity

PROGRAMS:

Adobe InDesign,
Adobe Photoshop

ELEMENTS:

Logo, packaging, colour palette

COURSE COMPLETED FOR:

Design Futures and Professional
Practice

RATIONALE:

The Grind Coffee Co is the perfect balance between luxury and efficiency. The name creates a double meaning for the term, 'the daily grind', as well as grinding coffee.

Designed to be an everyday coffee brand for busy people on the run, The Grind is affordable, whilst still preserving a fine and enjoyable taste.





Packaging



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LA FAMIGLIA

brand identity

PROGRAMS:

Adobe InDesign, Photoshop

ELEMENTS:

Logo, Menu, Illustrations, Recipe card collectable box, Branded napkins and cutlery holders, mockups and studio photography.

COURSE COMPLETED FOR:

Creative Industries Professional Project

CREATIVE PORTFOLIO

