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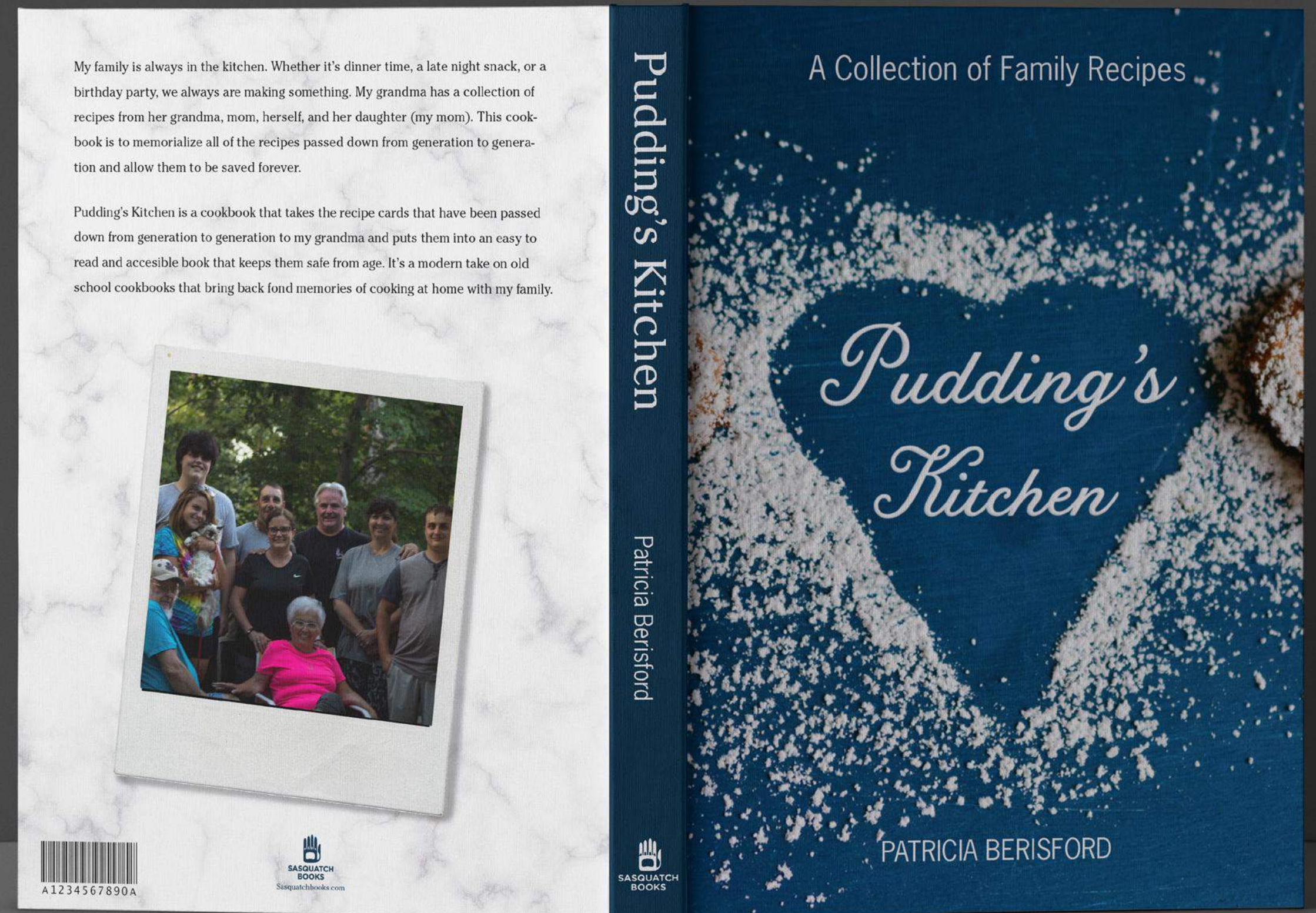
Writing Sample

DES 290, Pg 48

1 Pudding's Kitchen Cookbook

Self Initiated Project

Pudding's Kitchen is a cookbook that compiles my grandma's recipe cards, which have been passed down for generations. It's a modern take on old-school cookbooks that brings back fond memories of making recipes with your family.





Sunday Morning French Toast

- 1 pound (stale) loaf bread, cubed
- 2 8 ounce cold cream cheese bricks, cubed
- 12 large white eggs
- 2 cups whole milk
- ½ cup maple syrup



When you wake up in the morning, wouldn't it be great if breakfast was already made for you? Well, with this recipe, it can do all of that except cook itself! I love to make this right after I'm done cleaning up after dinner. I get myself a cup of coffee, a stale loaf of bread, and get to chopping.

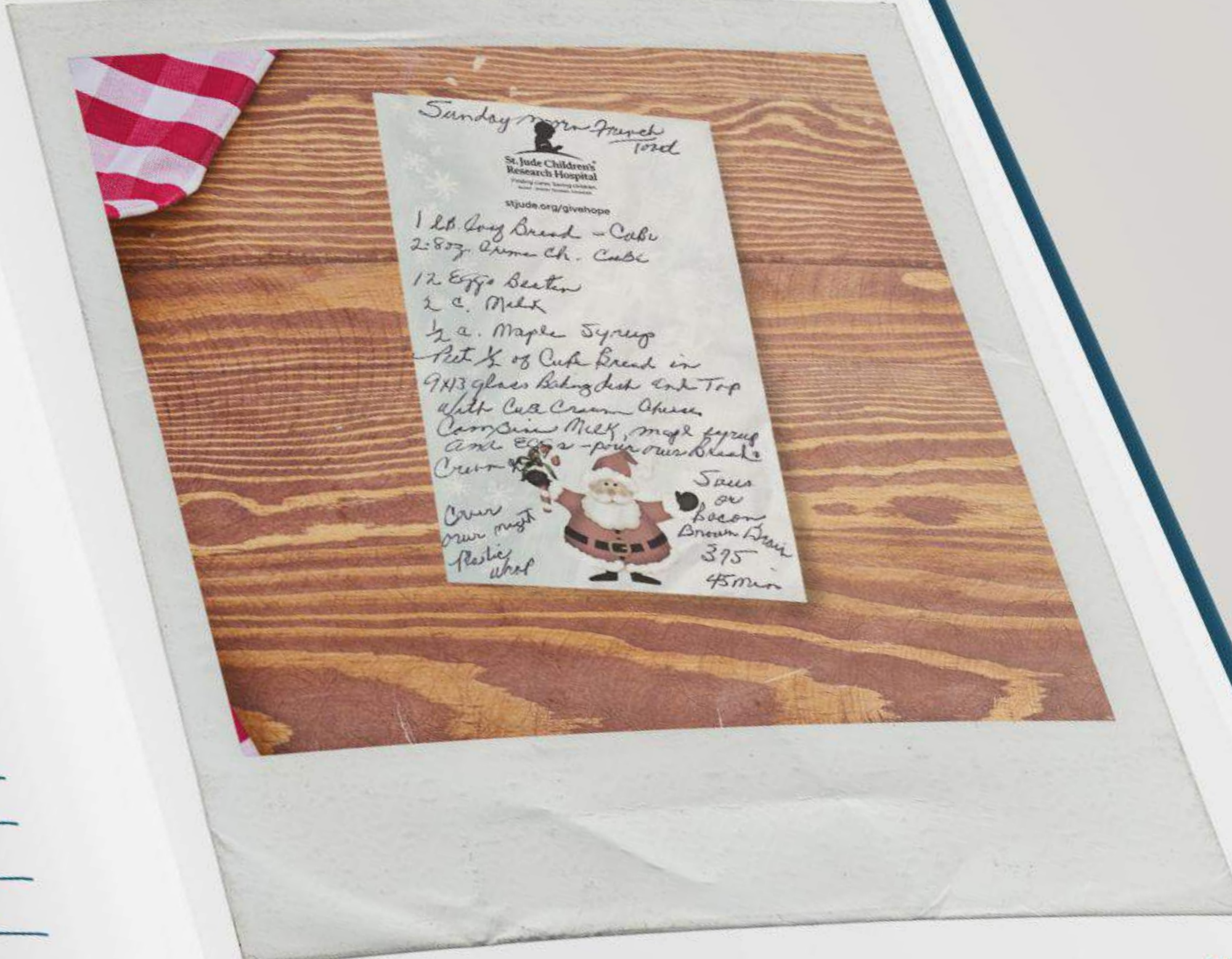
Start by slicing bread in to cubes (about 1 inch). Cube the 16 ounces of refrigerated cream cheese.

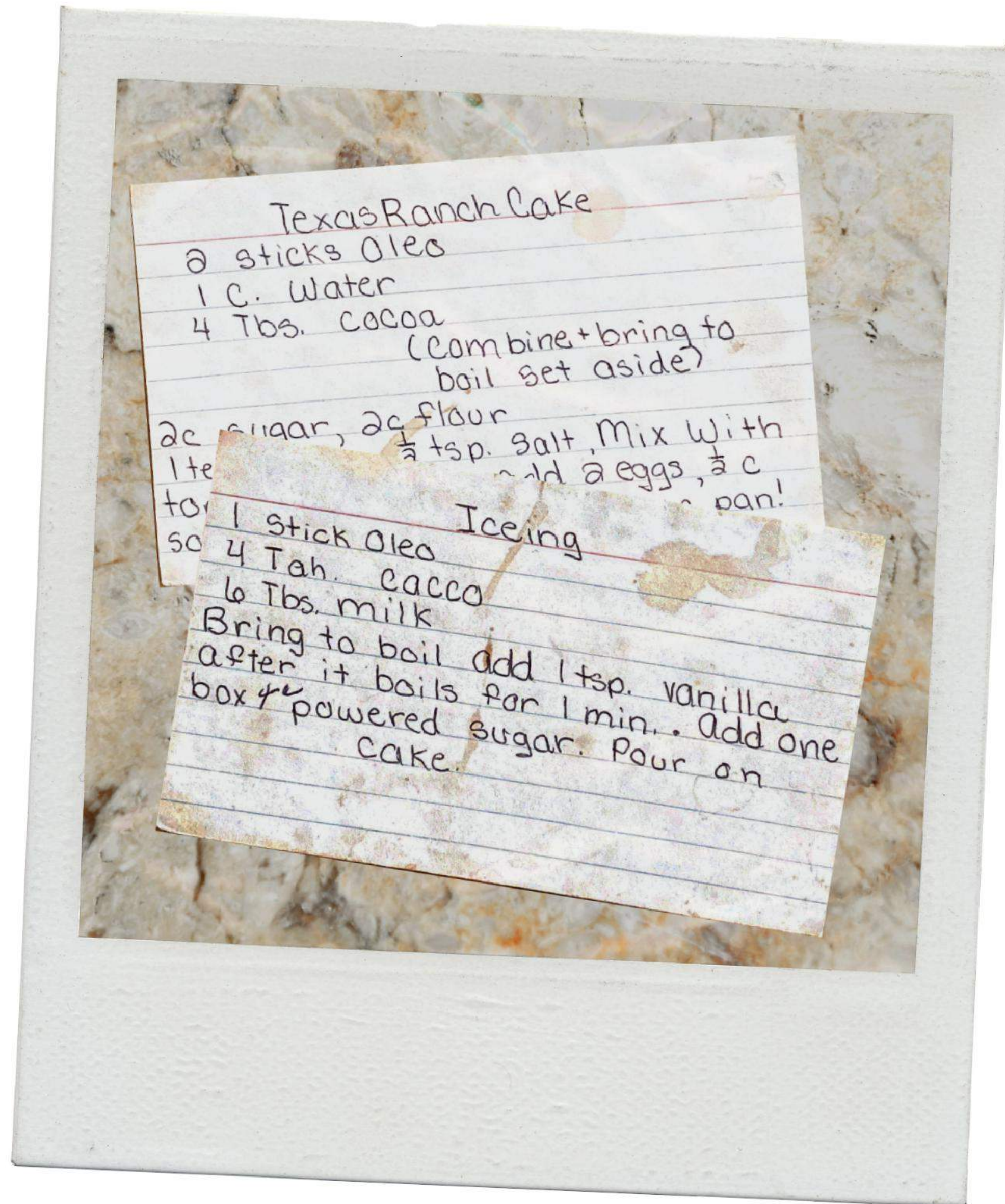
Put 1/2 of the cubed bread in a 9x13 inch glass baking dish. Top with cream cheese and add the rest of the bread.

Combine milk, maple syrup, and eggs until evenly mixed. Pour over bread. Cover overnight with plastic wrap.

Bake at 375°F for 45 minutes. Serve with sausage or bacon.

Notes: _____





Texas "Ranch" Style Sheet Cake

2 cups sugar
2 cups flour
1 tsp baking soda
½ tsp salt
2 eggs
½ cup sour cream

2 sticks oleo (Parkay or
Blue Bonnet)
1 cup water
2 heaping tbsp cocoa
powder

1 stick (½ cup) oleo
6 tbsp milk
2 tbsp cocoa powder
1 tsp vanilla
4 cups powdered sugar
1 cup chopped nuts
(optional)

When I was around 5 years old, I remember having a birthday party in my garage. I wasn't excited for the party, presents, or people attending. I was excited for TEXAS SHEET CAKE! I love this cake with all my heart. It reminds me so much of my childhood and is such an easy dessert.

Preheat oven to 350°F

Combine the sugar, flour, baking soda, and salt together until evenly mixed. Set aside.

Heat a saucepan over medium heat. Add oleo (or butter, oleo is just cheaper!), water and cocoa powder to pan. Heat and mix together. Bring to a boil for one minute. Let cool slightly and add to the dry mixture, 1/2 at a time and mix. Add sour cream and eggs and beat until smooth

Grease and flour 11x15 inch pan.

Bake at 350 for ~20 minutes.

For the icing, Melt oleo. Combine with milk, cocoa powder, and vanilla over medium heat until boiling. Allow to boil for 2 minutes. Add powdered sugar and mix until combined.

Once the cake is cooled slightly, pour the icing on top. Let cool and serve.

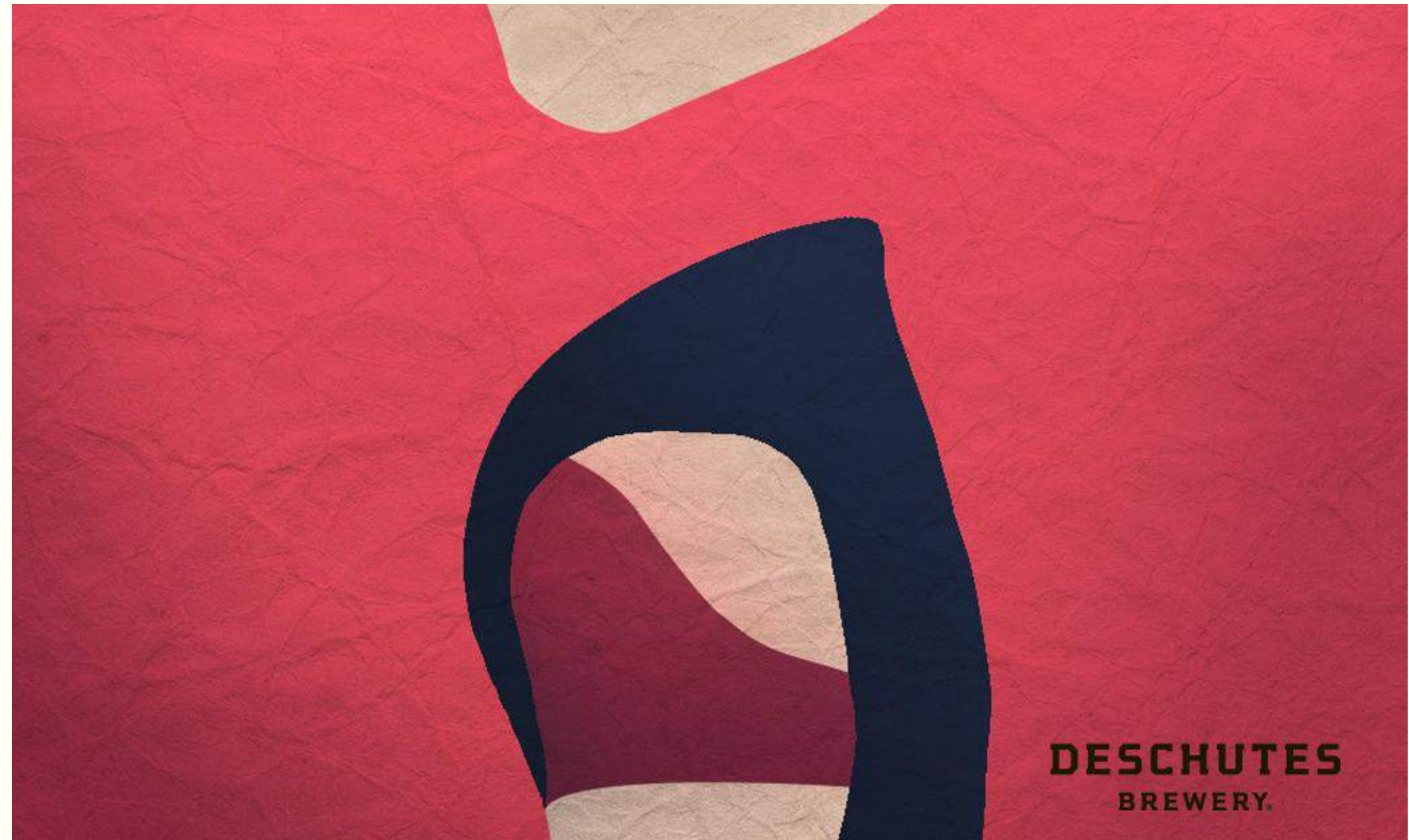
2 Deschutes Brewery Gift Certificates

DES 210

These gift certificates showcase the natural beauty of Deschutes Brewery's locations throughout the United States. Customers will be able to enjoy the illustrations of famous landmarks in their area while purchasing quality beer from Deschutes. This branding reflects Deschutes' commitment to these communities and a portion of the proceeds will go toward funding these natural wonders.







Amount: _____

To: _____

From: _____

Registration code 432FEWH0532CDS

Designed by Gage Murrey. Not for resale. Designed for licensing for Deschutes Brewery only. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde namque laeta natas et aut veluturum accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem

3 Funky Town: 1970s Interior Design Exhibit

DES 225

Funky Town is an interactive exhibit that shows the various interior design trends of the 1970s. It uses 1970s design aesthetics in everything - from the wordmark and wayfinding, to its type and color palettes. The deliverables consist of a viewmaster, mural and tickets for the exhibition.



Dining Room and Kitchenette

156 SQ FT







4 Skyline Soap Packaging

DES 254

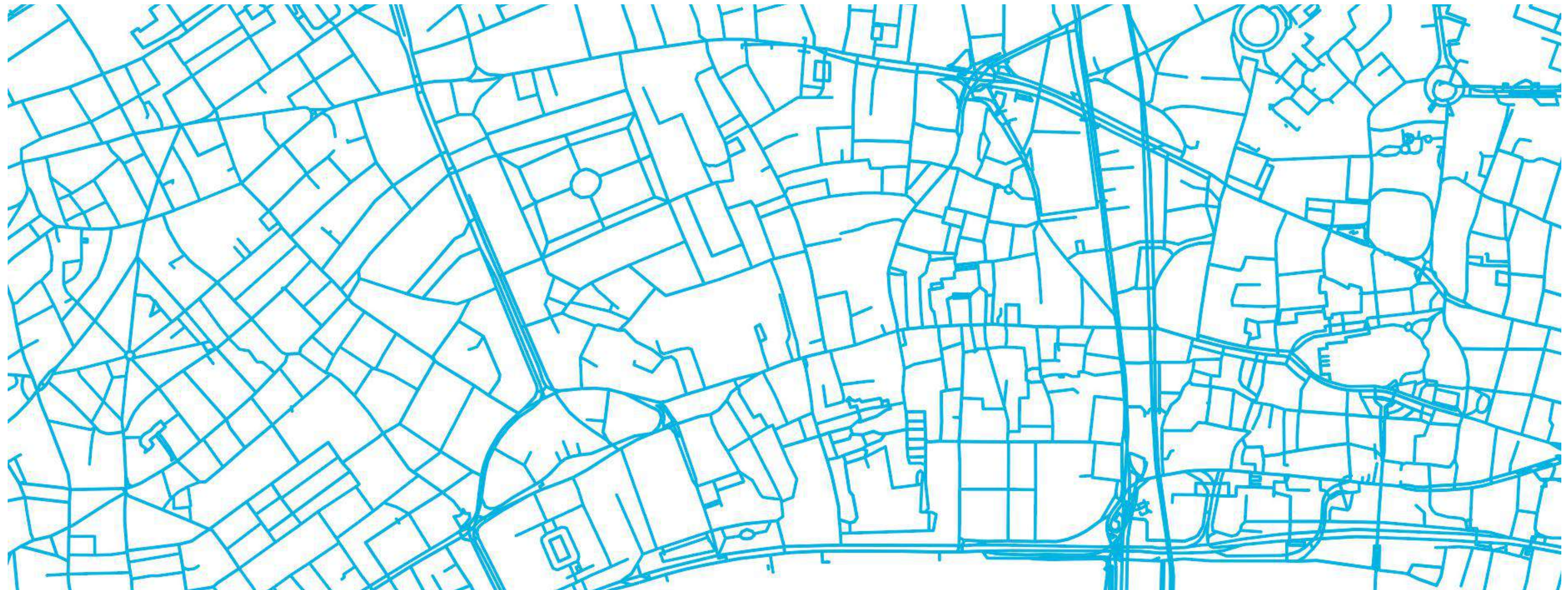
Scents can be a powerful tool for bringing up fond memories and thoughts, which is why Skyline Soap connects great smells with customers' hometowns and favorite destinations. The city maps on the packaging correspond with the brand's color palette and vary depending on the scent inside.







skyline
soap

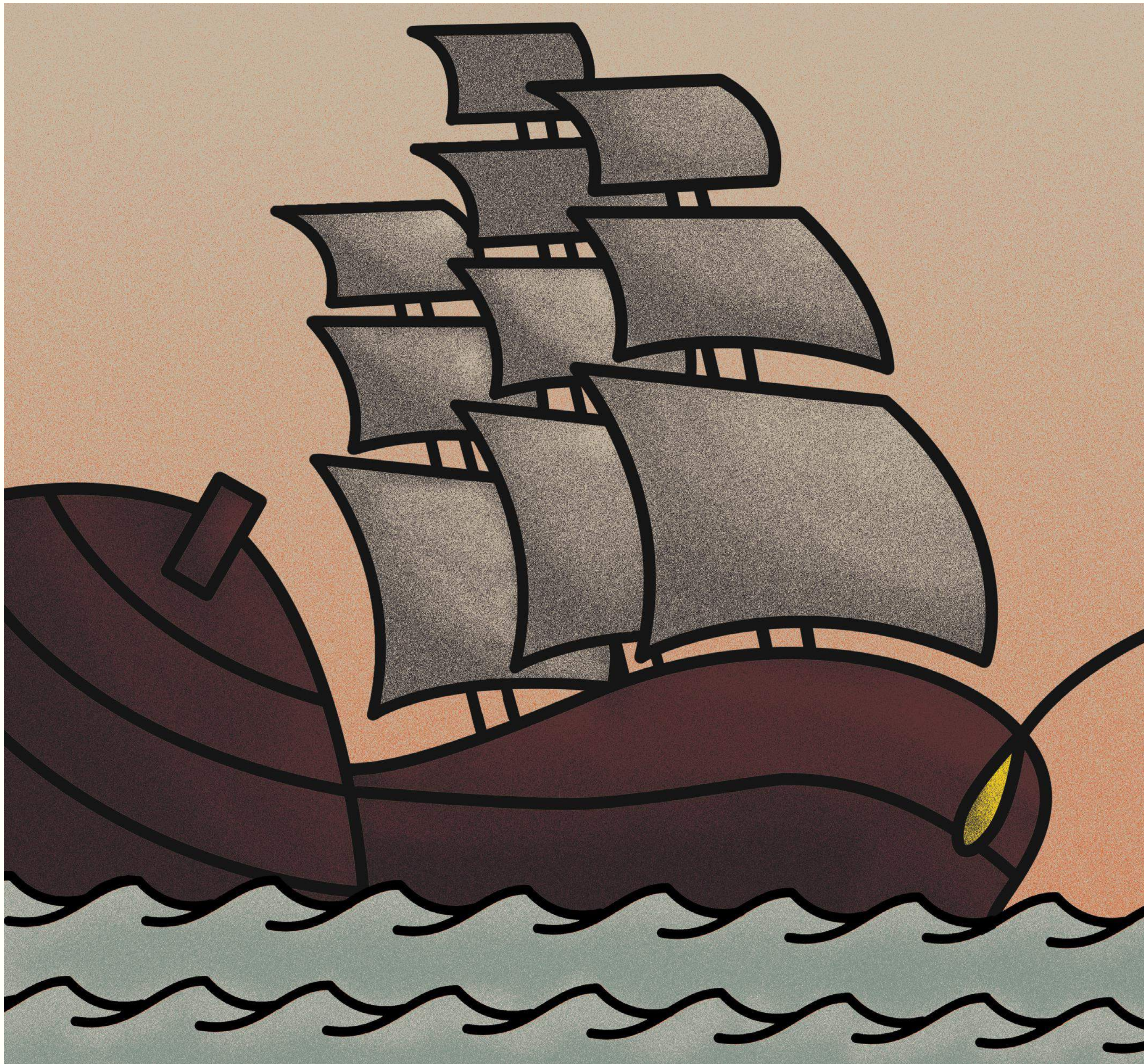


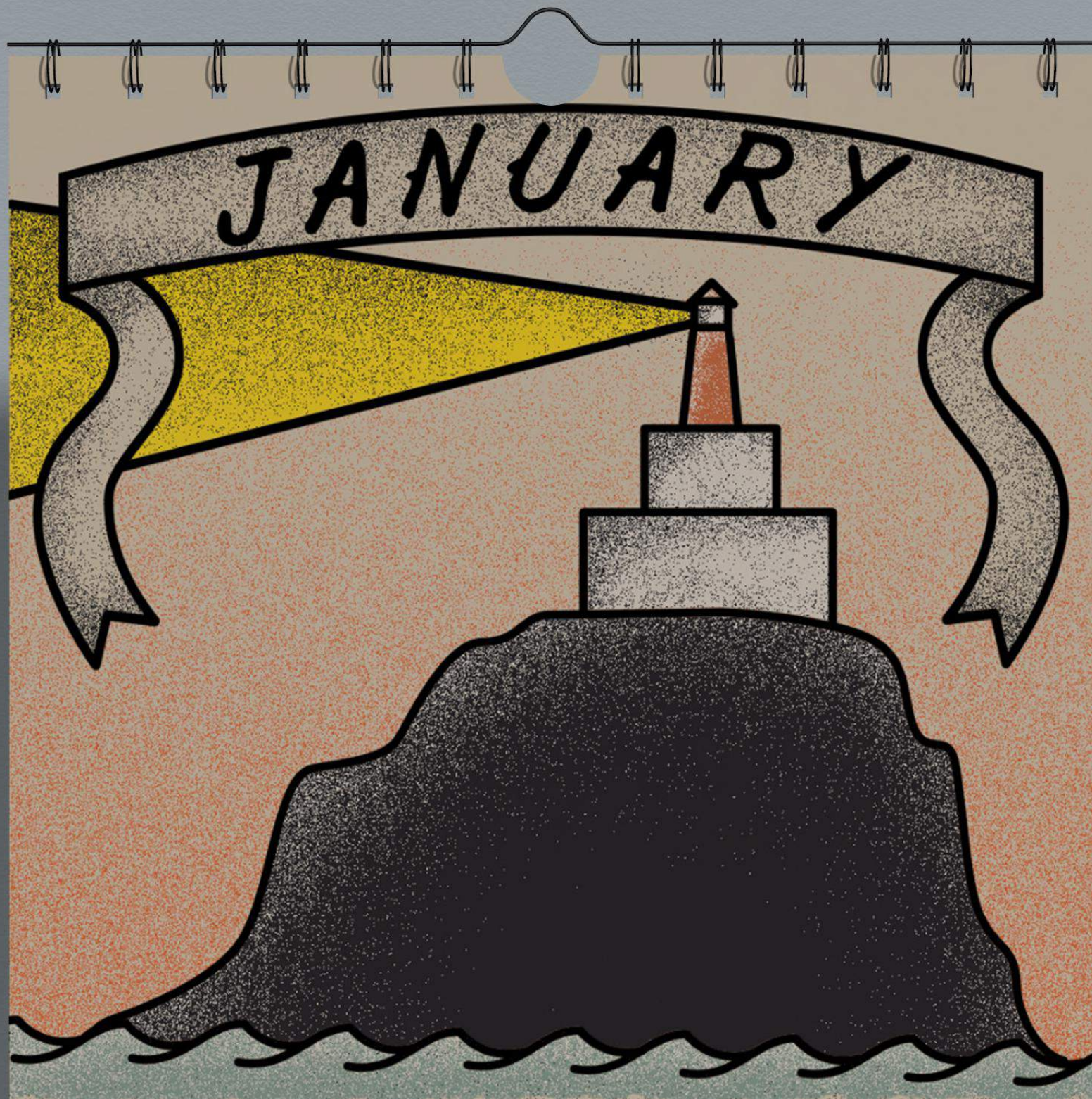
5 Creatures of the Night Calendar

DES 210

The Creatures of the Night Calendar showcases 12 myths and legends from around Oregon in a Sailor Jerry tattoo style. The art style is inspired by the tattoo and ghost-hunting trends in Portland, Oregon. The rough textures and speckled shading combined with heavy, smooth linework make these illustrations cute and creepy.







THE GHOST OF THE TILLAMOOK LIGHTHOUSE

When construction on the lighthouse began in 1878, the Native Americans warned the government that the rock it was being built on was cursed by the god. Many men died during the construction, however the people in charge chose to finish the project. It was completed in 1881 and was used until 1957. The island is said to be haunted by all the men who perished during the construction, along with the gods that the Natives warned about.

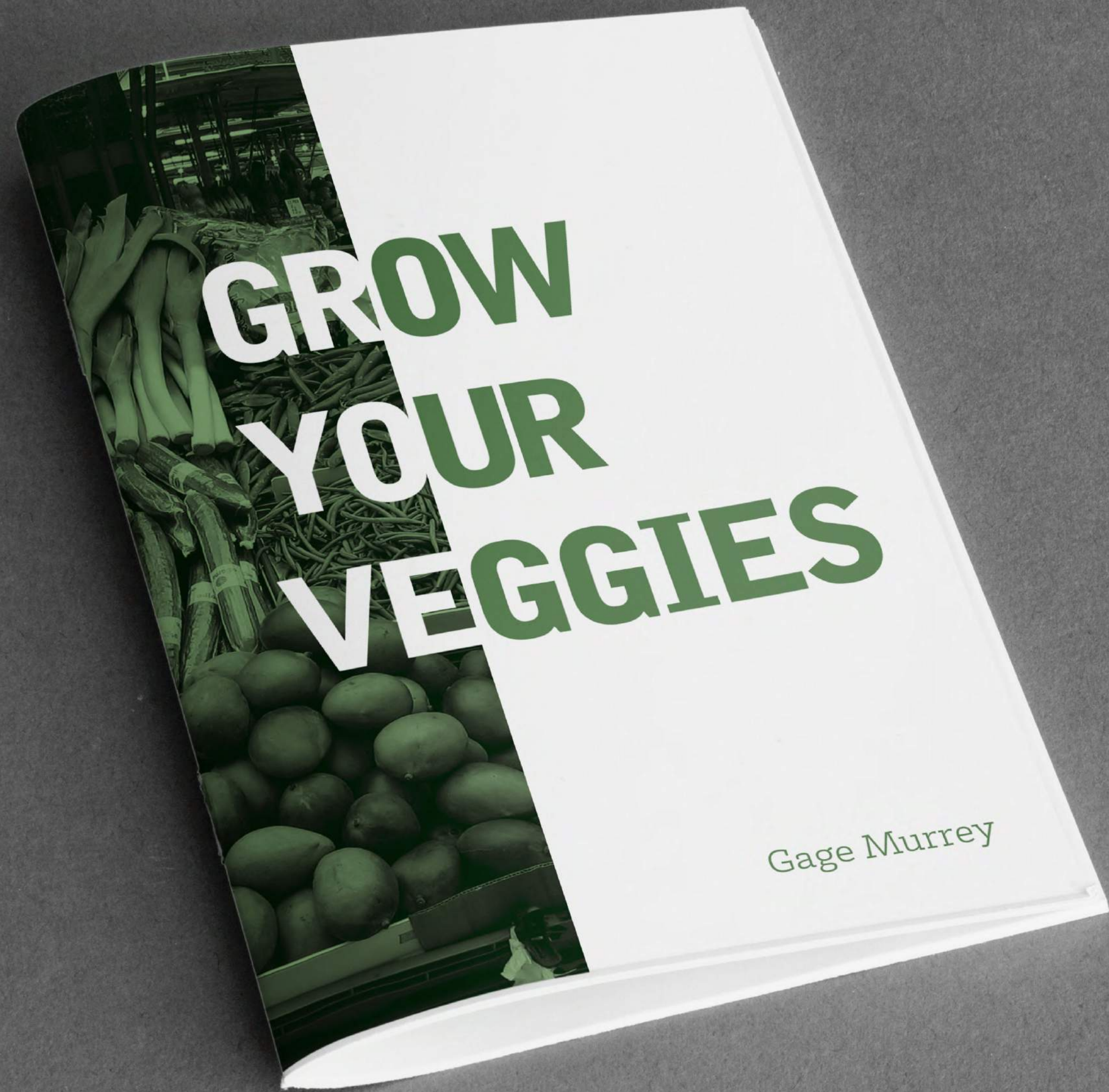
SUN	MON	TUE	WED	THU	FRI	SAT
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



6 **Grow Your Veggies Booklet**

DES 200

Grow Your Veggies is a comprehensive guide on how to grow and maintain a wide variety of vegetables, all compiled in one concise booklet. This type detail piece is playful but also practical, and the image treatment and page layout style is chosen to best showcase those traits.



HOW TO GROW

To reduce the risk of cabbage diseases, seeds should not be planted where other cauliflowers, cabbages or any other cabbage relatives have grown within the past three years. In regions where frost is expected in winter and maximum summer daytime temperatures average 75° or less, cauliflower can be grown as a spring or fall crop. In regions where winter temperatures rarely fall below 30°, it can be grown as a winter crop.

For a spring crop, sow seeds indoors or in a hotbed four to six weeks before the last spring frost is expected, setting the seeds 2 inches deep. When the seedlings are 1 to 2 inches tall, transplant them to individual pots. Set the plants into the garden at about the time of the last frost (light frost does not harm them); space them 18 to 24 inches apart in rows about 3 feet apart. For a fall crop, sow seeds directly into the garden in late spring. For a winter crop, sow seeds outdoors in late summer.

To sow seeds in the garden, group three or four seeds in a spot, setting each group 2 inch deep and 18 to 24 inches apart in rows about 3 feet apart. When the plants are 1-inch tall, pull out all but the strongest plant in each group. Because of the wide space between cauliflower plants, lettuce, radishes or other quick-maturing crops can be planted between rows and in the same row.

12

CAULIFLOWER

Brassica oleracea botrytis

Soil pH: 6.0 to 7.5

Sow to Harvest: 8 to 9 weeks

Companion Plants: Beans, celery, oregano, peas, tomatoes

Cauliflower is a cabbage relative grown for its flower buds, which are clustered together in a head (sometimes called a curd). Cauliflower grows about 2-feet tall and has long blue-green leaves.

There are two main kinds of cauliflower—one kind has white buds, the other has purple buds (the purple buds turn green when cooked). To ensure the production of firm as well as, white heads, the white varieties must be blanched—that is, their buds must be shielded from light, a procedure that changes their color from green to white. Purple-budded varieties form solid heads naturally.

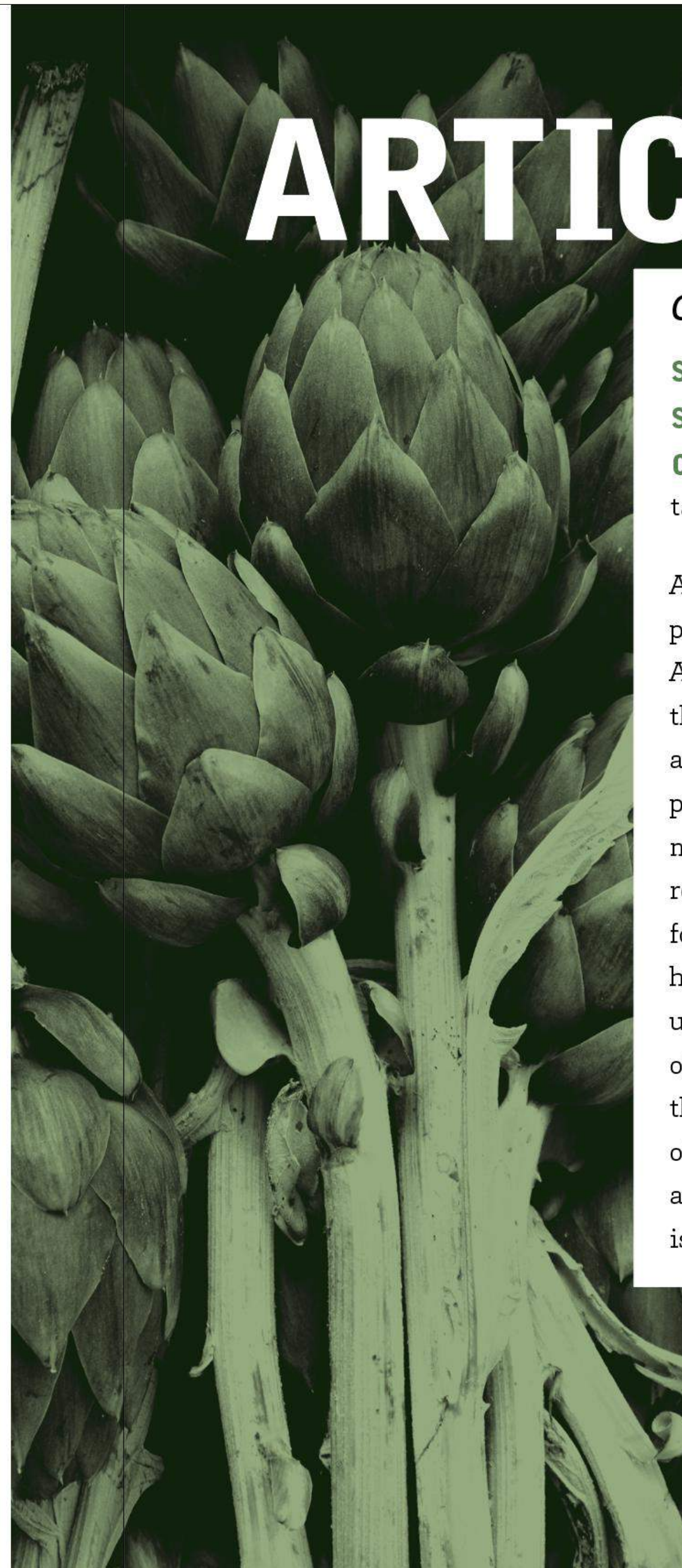
13

STALK VEGETABLES

HOW TO GROW

Because it often takes two years for artichokes to flower, they are normally planted as container plants that are sold in their second year, or from established root crowns. In zones 9 to 11, artichokes can be planted in either the spring or fall. Gardeners in cooler climates should do their planting in the early spring, just after the last frost passes. Plant them in soil that is light and well-drained: Slightly sandy soil (think Mediterranean) is ideal. Artichokes are large plants that should be spaced at least four feet apart—six feet is even better. Artichokes that are grown as annuals, or where the tops will be killed back by frost, will not get as large and can be spaced a little closer. Good drainage is crucial to prevent the roots from rotting, especially in areas where they will be overwintered. However, the soil must also be able to retain water long enough to allow the roots to take it in during hot summers. It is especially important when you are growing your artichokes as perennials to take the time to amend your soil before planting to ensure they will grow well in future years. If your garden soil is poor, consider growing your artichokes in raised beds. Artichokes need a lot of water to produce tender flower buds. Water them deeply and frequently. Harvest the buds for eating before they develop into thistle flowers. If you are growing them as annuals, cut them down to ground level after flowers have faded, and cover them with mulch for the winter.

16



ARTICHOKE

Cynara scolymus

Soil pH: 6.5-7.0

Sow to Harvest: 2-3 years

Companion Plants: Sunflower, tarragon, peas

Artichoke plants are herbaceous perennial plants, members of the Asteraceae family of plants, a group that includes thistles, dandelions, and sunflowers. They are short-lived perennials in warmer climates but are normally grown as annuals in cooler regions. Artichokes are usually grown for the edible flower buds, which are harvested before the flowers open. The unopened bud has overlapping rows of spine-tipped green bracts enclosing the actual flower parts. At the base of the bud is the tender, flavorful artichoke "heart," which is the part that is cooked and eaten.

17

7 Keshawood Album Collection

DES 224

This album and merchandise collection is a celebration of Kesha's greatest hits. The album cover is a reflection of her contradiction with Hollywood and the music industry as she would not exist without it, but she also wants to change it from the inside. The album and eyeshadow palette designs show off Kesha's psychedelic and counterculture aesthetics.





KESHAWOOD

Collection of Keshha's Greatest Hits

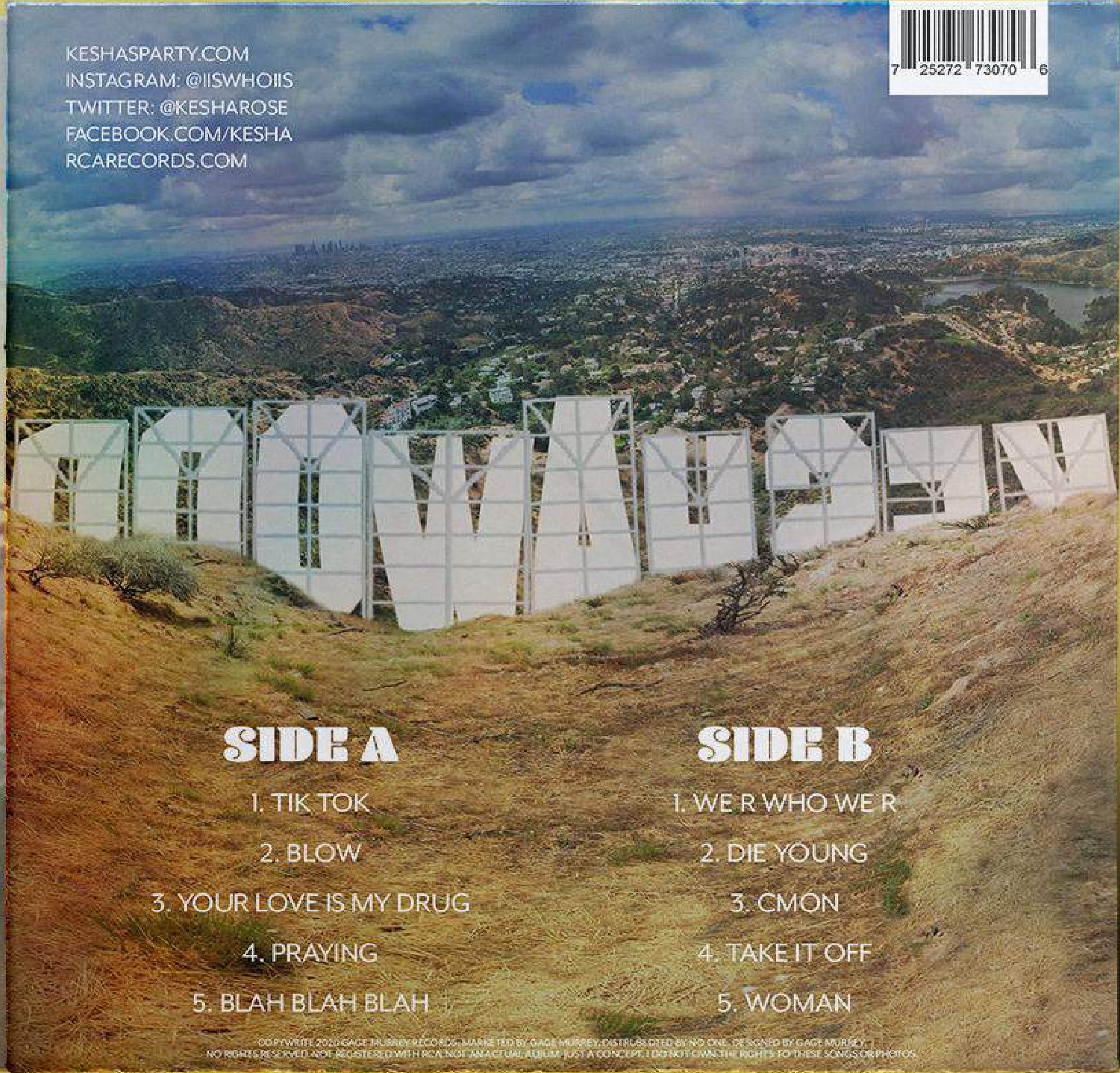
- Tik Tok (3:20)
- Blow (3:40)
- Love is My Drug (3:06)
- Praying (3:50)
- Oh Blah Blah (2:52)

**PARENTAL
ADVISORY**
EXPLICIT CONTENT



KESHAW
A Collection of Keshha's Greatest Hits
RCA
We R Who We R (3:33)
Die Young (3:33)
C'mon (3:34)
Take it Off (3:35)
Woman (3:16)

KESHAPARTY.COM
INSTAGRAM: @IISWHOIIS
TWITTER: @KESHAROSE
FACEBOOK.COM/KESHA
RCARECORDS.COM



SIDE A

- 1. TIK TOK
- 2. BLOW
- 3. YOUR LOVE IS MY DRUG
- 4. PRAYING
- 5. BLAH BLAH BLAH

SIDE B

- 1. WE R WHO WE R
- 2. DIE YOUNG
- 3. CMON
- 4. TAKE IT OFF
- 5. WOMAN

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Browse

NEW ALBUM + TRACK BY TRACK

Keshawood

Kesha



UPDATED PLAYLIST

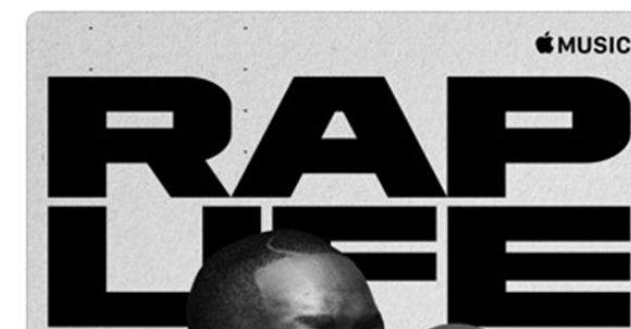
A-List Pop

Apple Music Pop



You Gotta Hear

[See All](#)



- ☆ Favorites
 - Apple
 - iCloud
 - Bing
 - Google
 - Wikipedia
 - Facebook
 - Twitter
 - The Weather Channel
 - Yelp
 - TripAdvisor
 - LinkedIn
- ▼ Portland State
 - ▶ Saved Tabs
 - ▶ Shopping
 - ▶ Work
 - ▶ Etsy

COLOURPOP

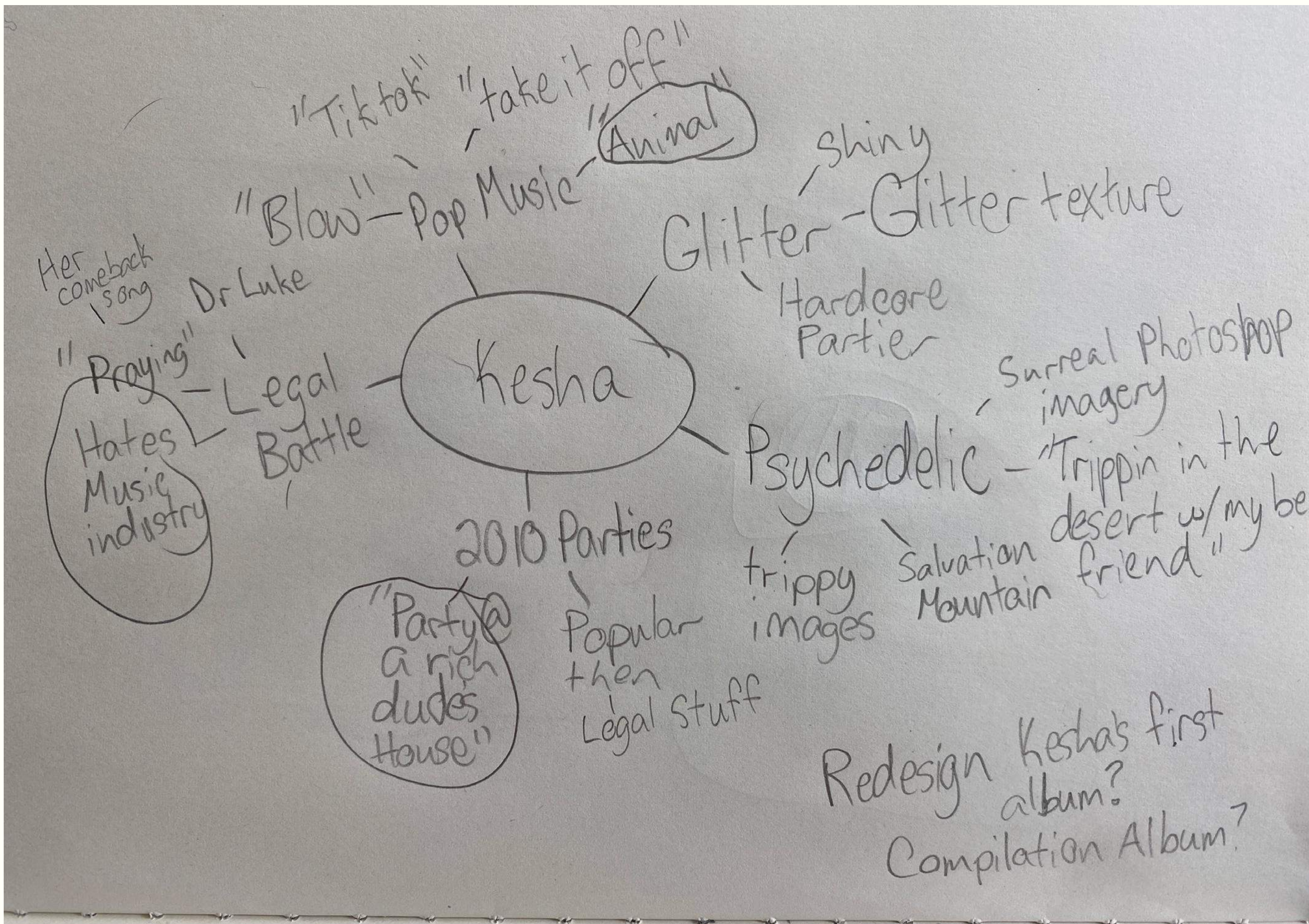
get inspired



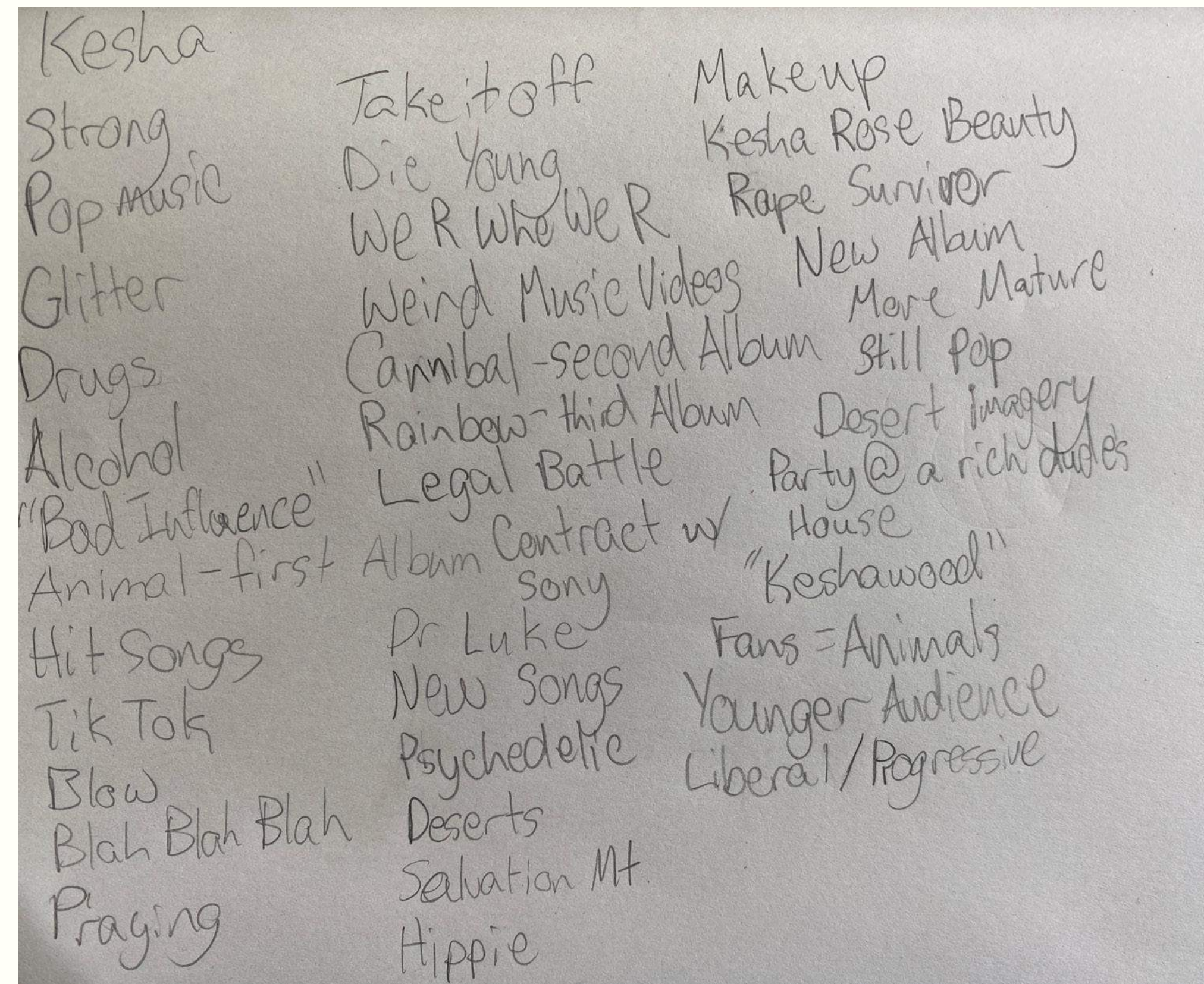
add to bag



Process



Mind map ideation



Word map ideation

Visual Research

Imagery from Kesha's past music videos. Common pattern of psychedelic symbols and imagery. Wild and creative party scenes.



Visual Research

Kesha Animal

Imagery Moodboard

Gage Murrey



Imagery and Aesthetics: desert landscapes, abandoned/run down buildings, vandalism, sunset, surreal imagery, glitter

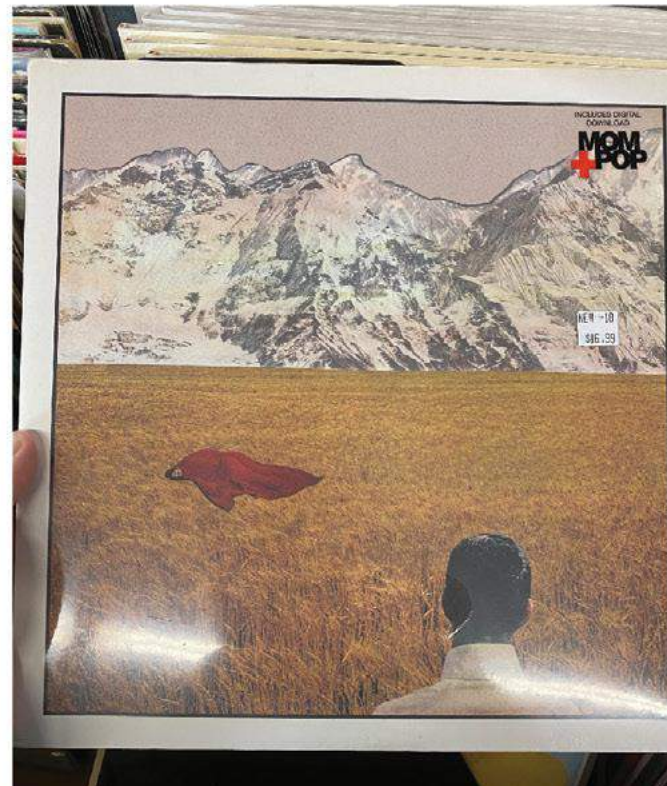


Visual Research

Kesha Animal

Cover Moodboard

Gage Murrey



Lady Lamb
After

Landscape and natural elements. Prismatic textures and grain. Photorealism and photoshop qualities. Expressing Kesha's aesthetic in a new way.



Kesha
Rainbow



Fitz and the Tantrums
All the Feels



Firefall
Mirror of the World



The Comet is Coming
The Afterlife



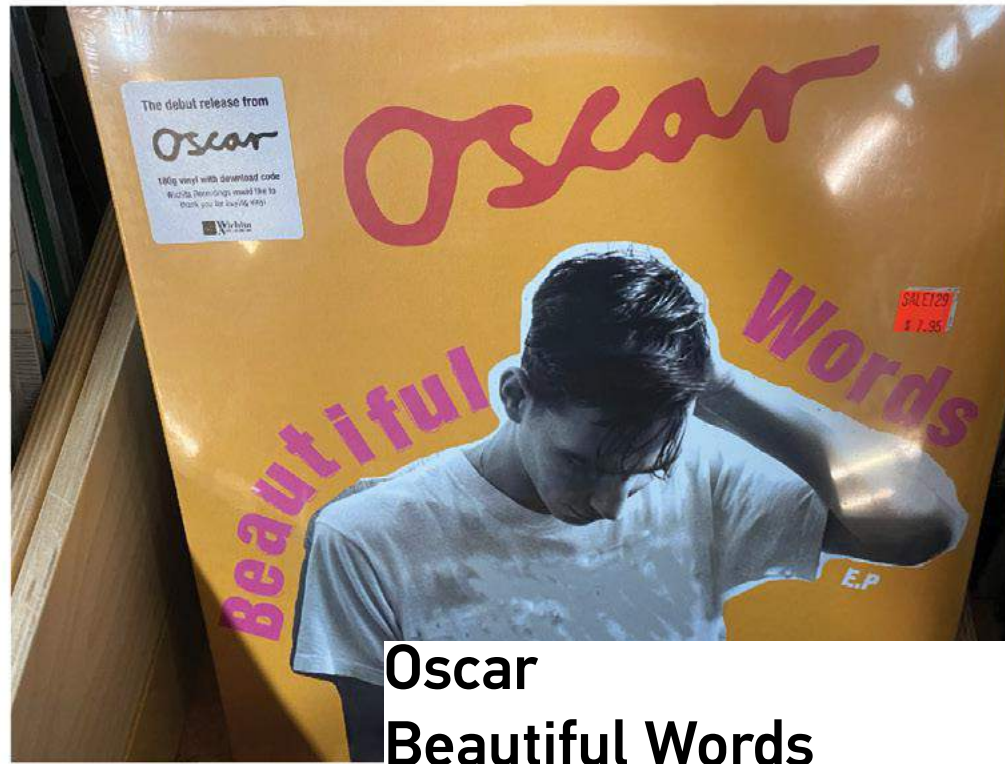
Always
Antisocialites

Visual Research

Kesha Animal

Type Moodboard

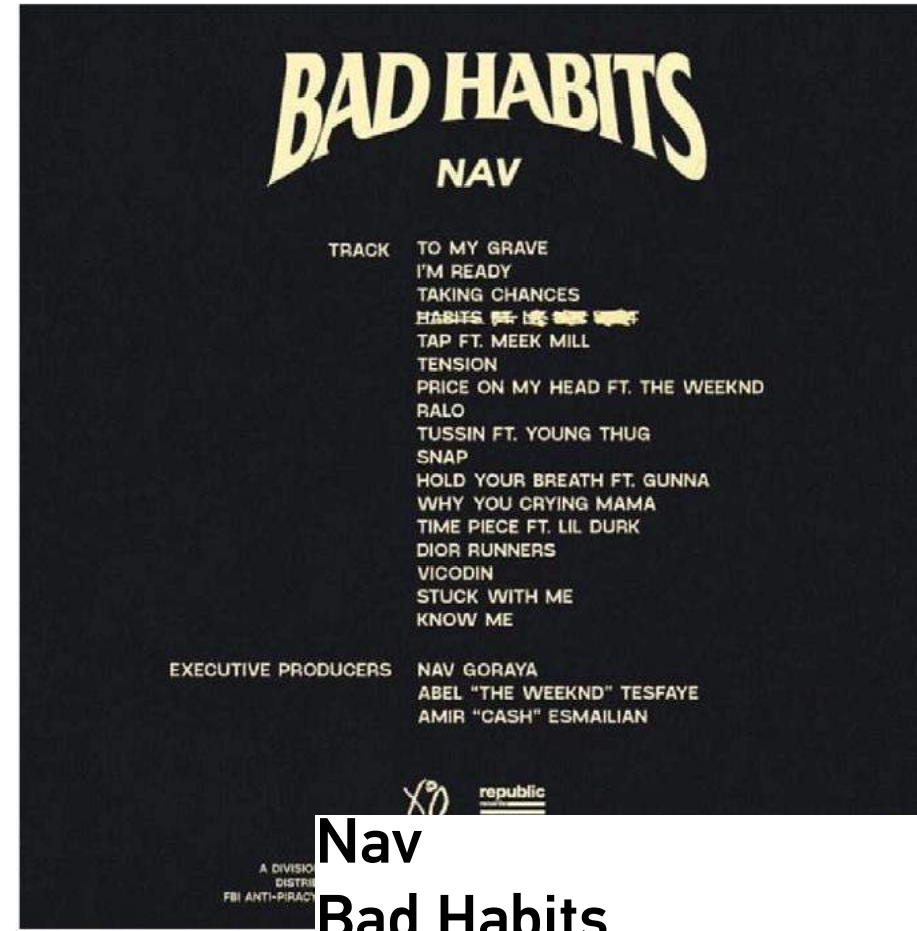
Gage Murrey



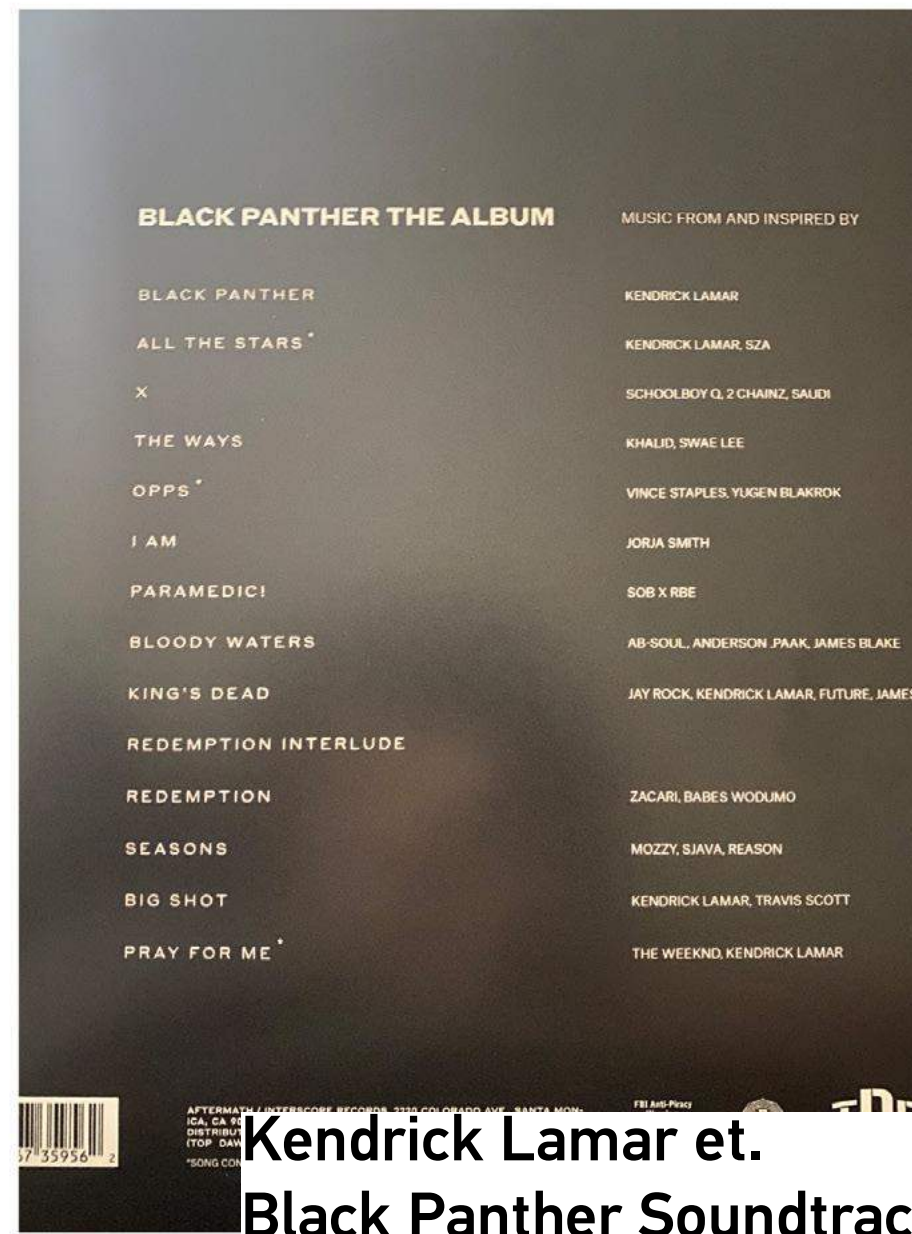
Oscar
Beautiful Words



Oscar
Cut and Paste



Nav
Bad Habits



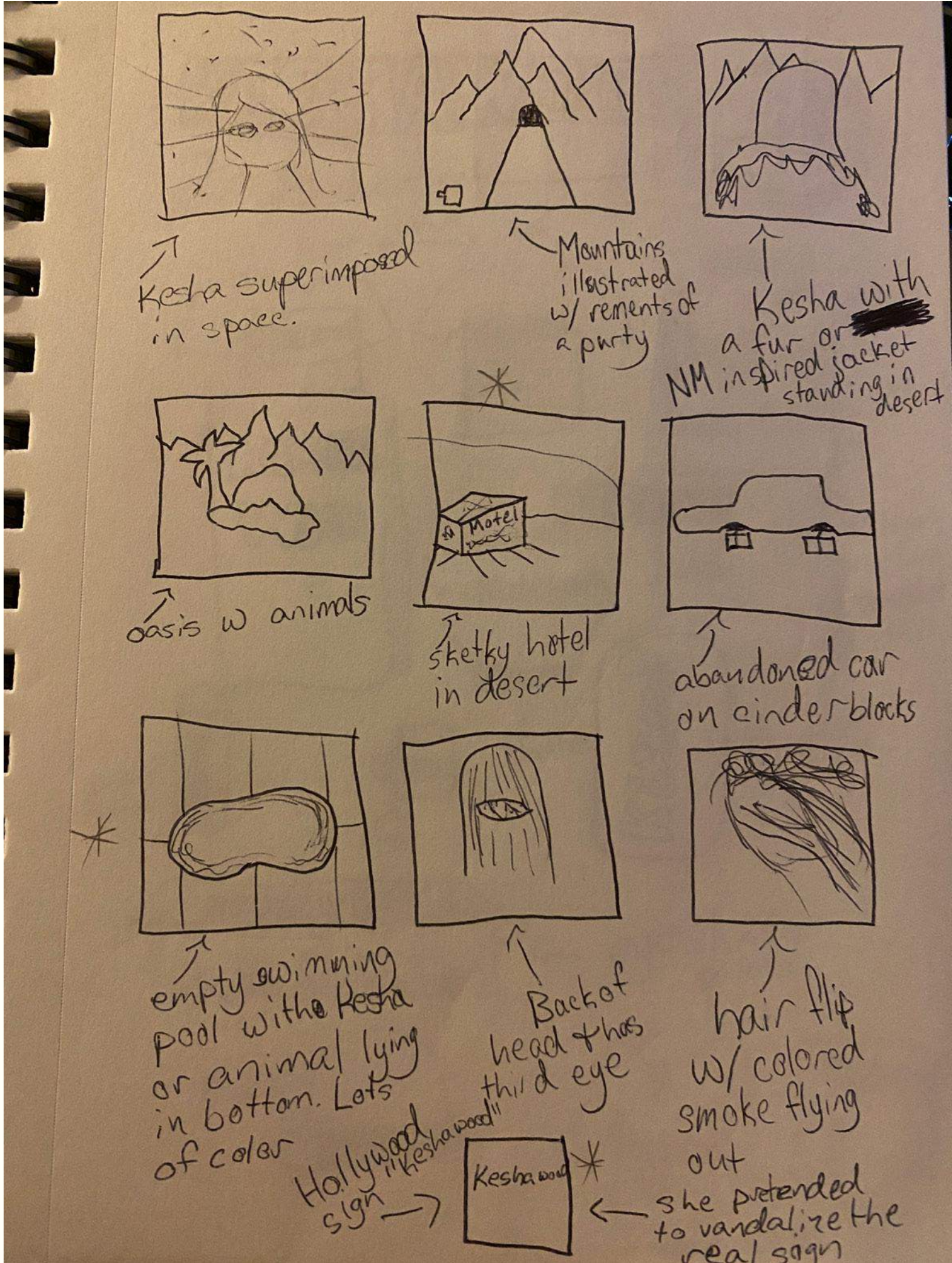
Kendrick Lamar et.
Black Panther Soundtrack



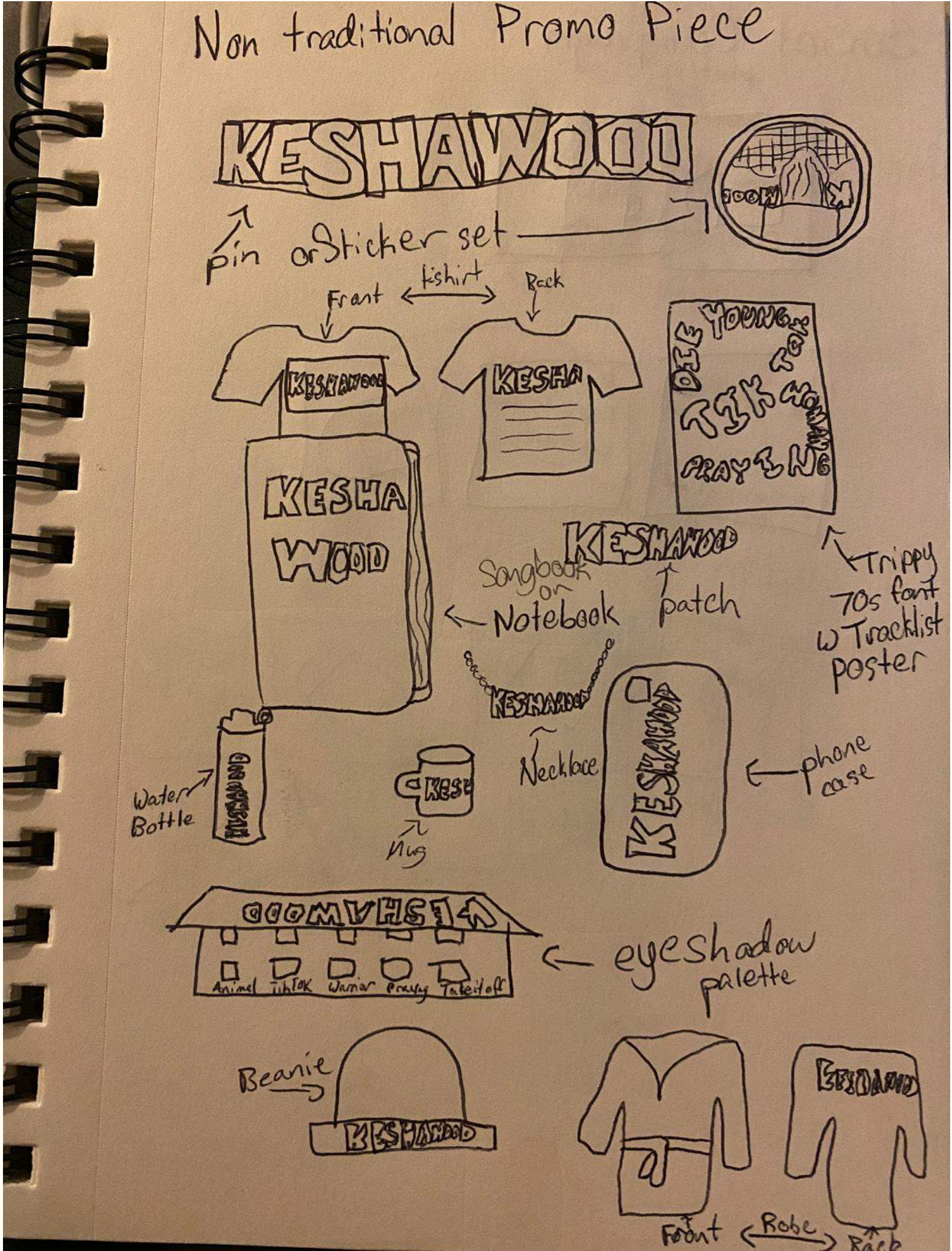
Rooler
Straight Outta Future

Simple 2-3 column grid. Tracks and type plays with background elements. Includes necessary items for retail (barcode, copywrite, etc.). Background plays with the front's art style.

Analog Ideation



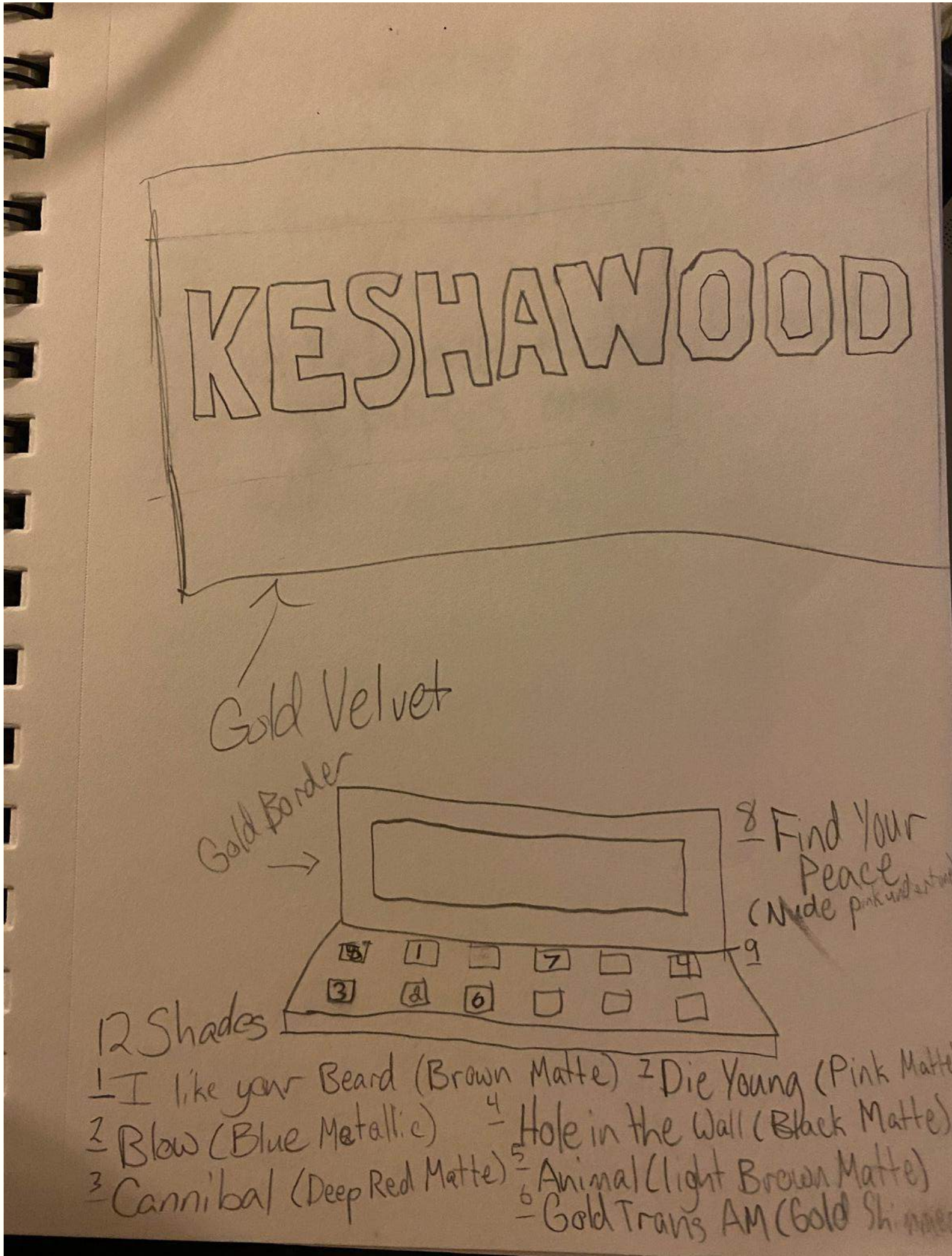
Thumbnail sketches for front cover



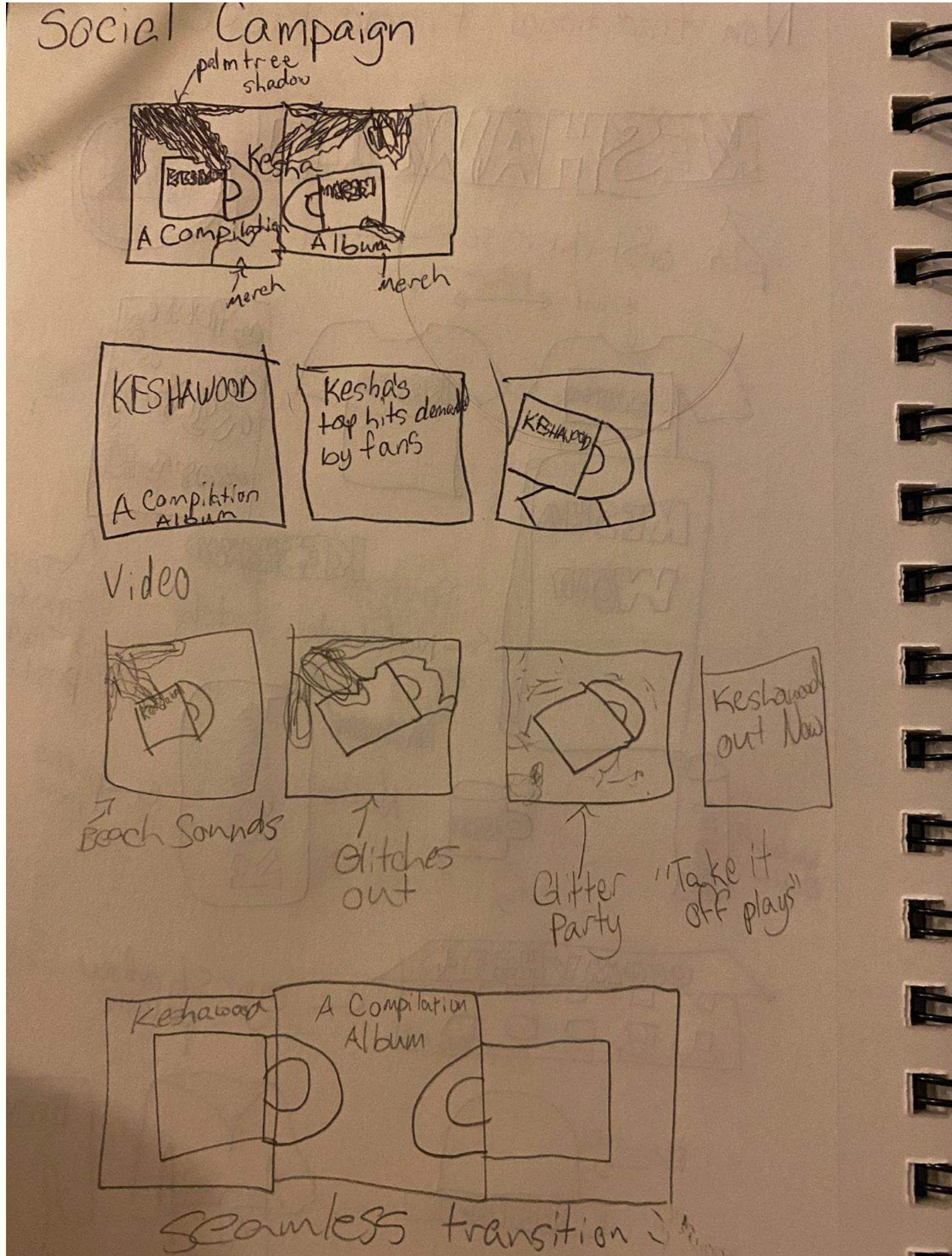
Merchandise sketches

Multiple thumbnail sketches for the front cover of the album design. The second set of sketches were for the additional promo piece that would go along with the album.

Analog Ideation



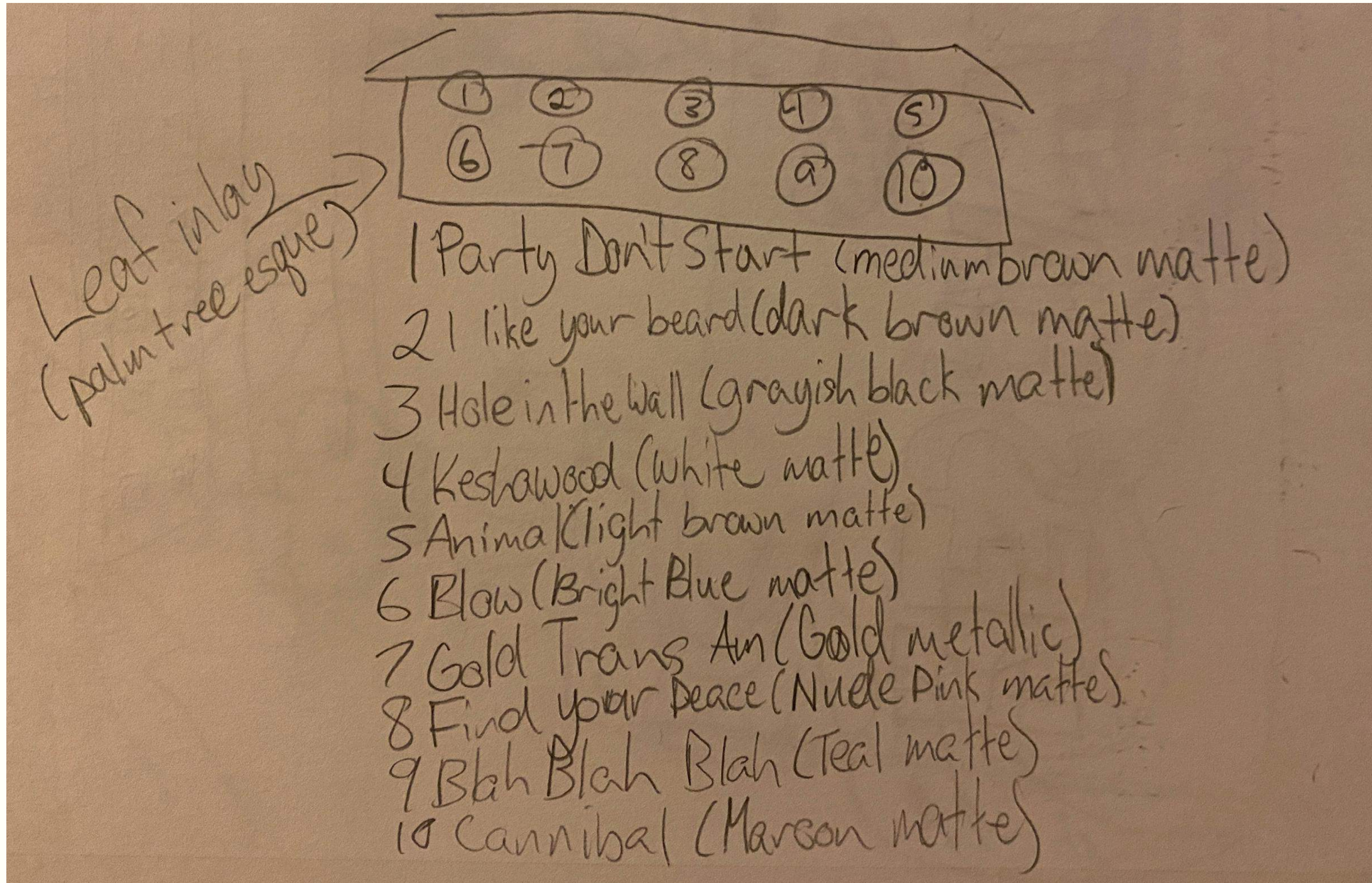
Eyeshadow Palette Form Sketches



Social Campaign Ideation

The promotional piece became an eyeshadow palette, which would be unique and fit with Kesha's brand. The social campaign was a seamless Instagram carousel.

Analog Ideation



Further ideation for the promotional piece.
Deciding colors, names, and packaging details.

Names and color choices

Digital Iteration



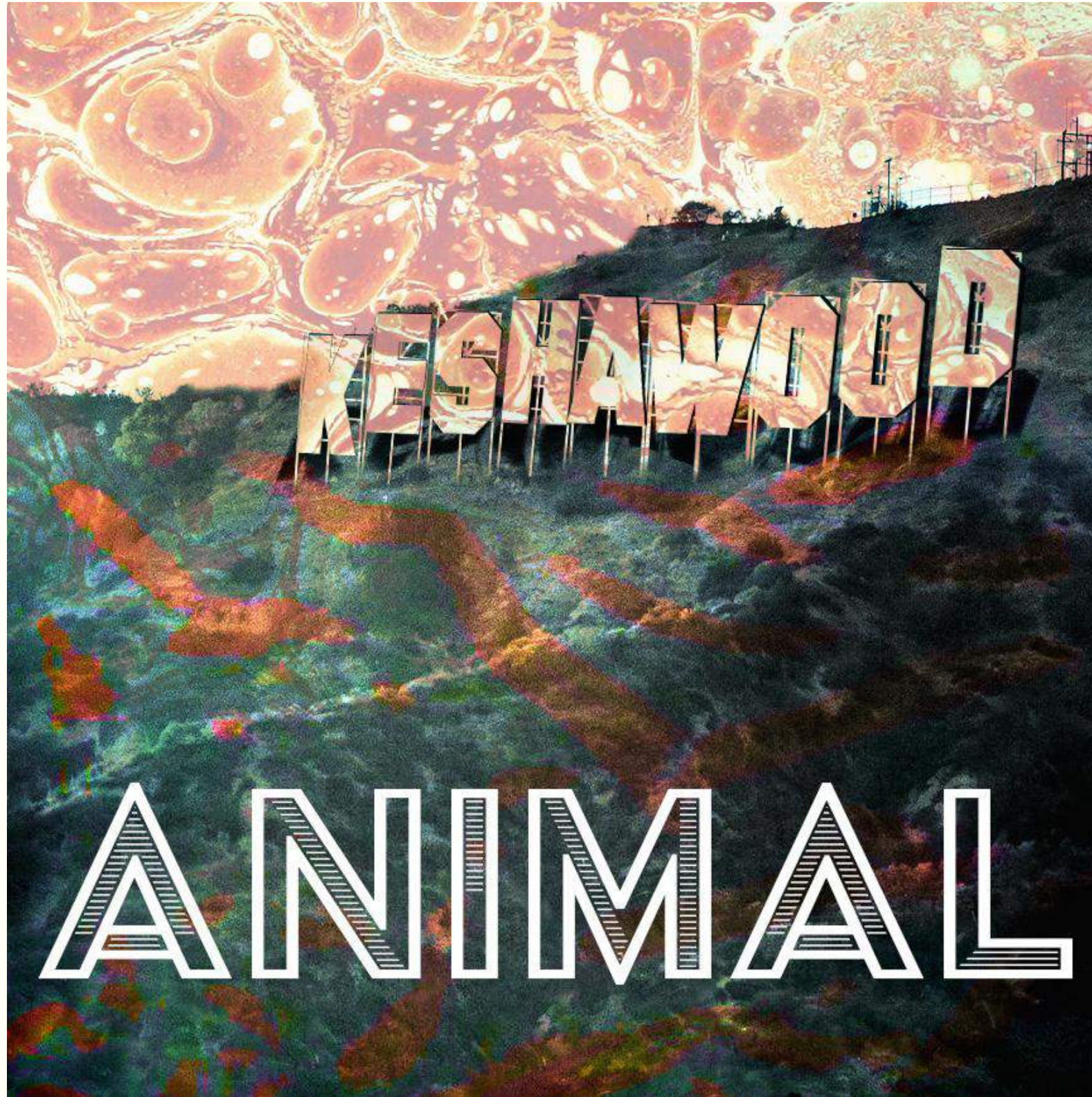
Concept 1 first draft



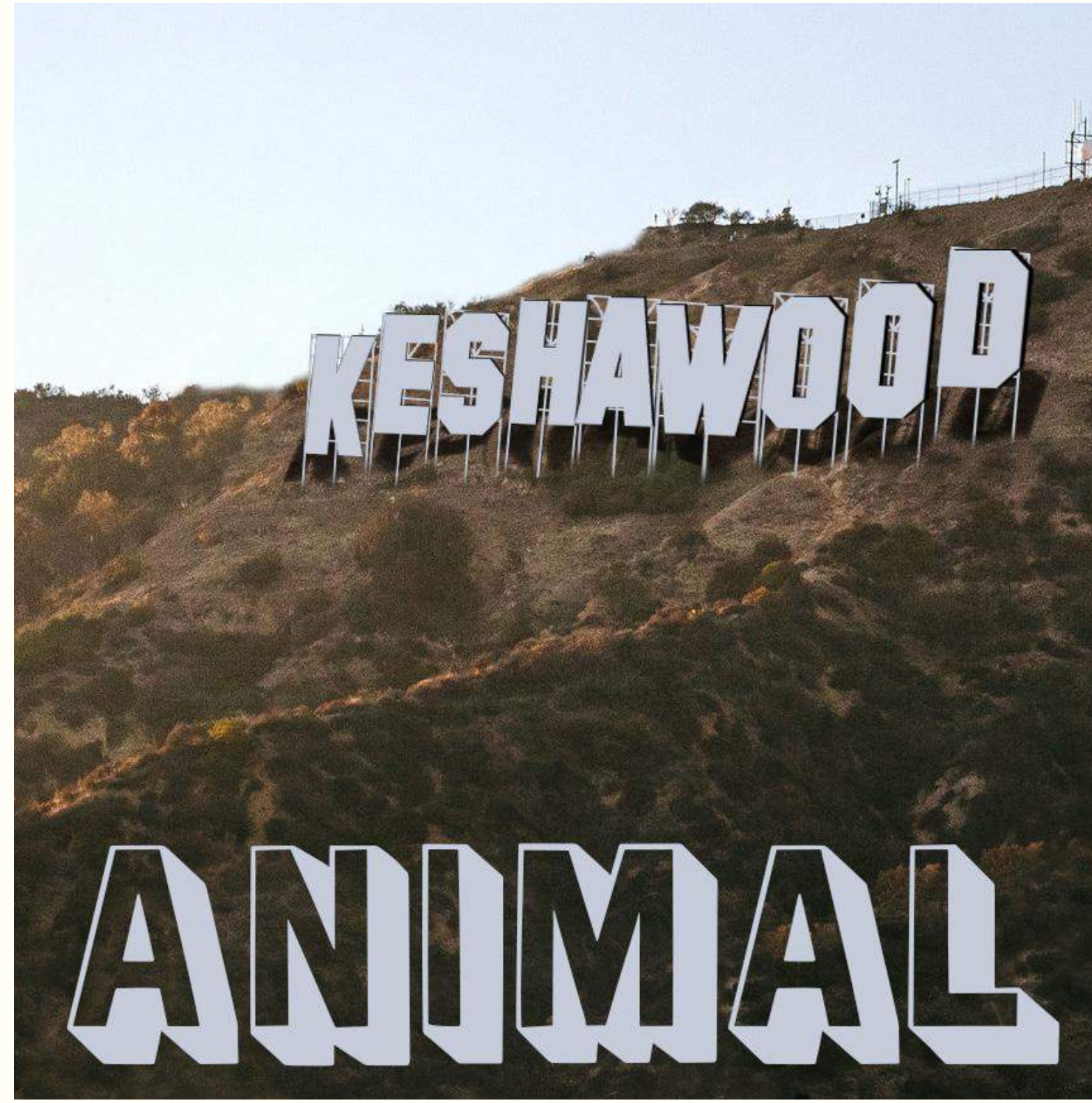
Concept 2 first draft

Experimentation with desert imagery. Further research on Kesha's influences and aesthetic of psychedelic art.

Digital Iteration



Concept 3 first draft
Variation 1



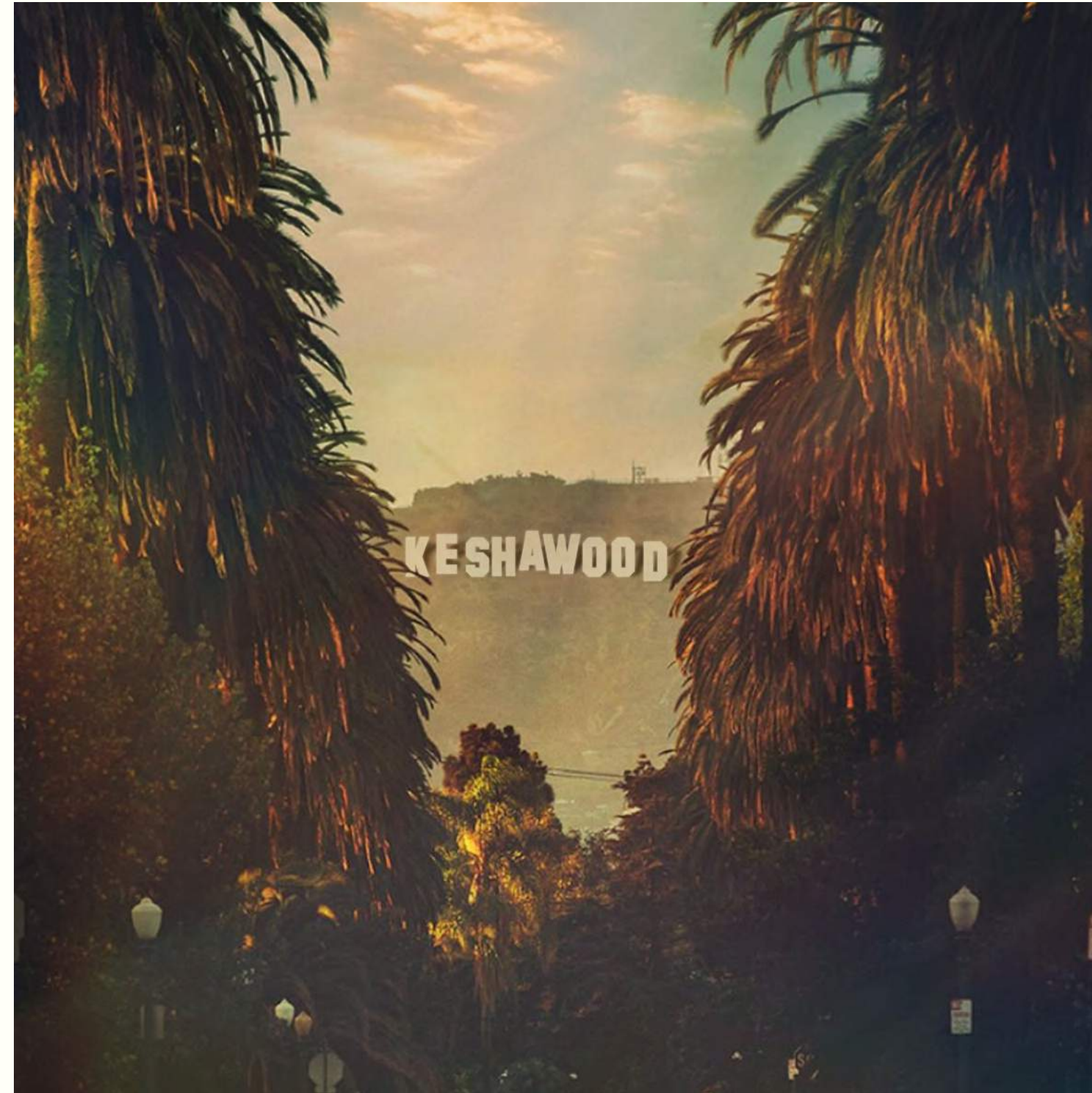
Concept 3 first draft
Variation 2

Experimentation with Hollywood sign and some psychedelic textures.

Digital Iteration



Concept 3 first draft
Variation 3



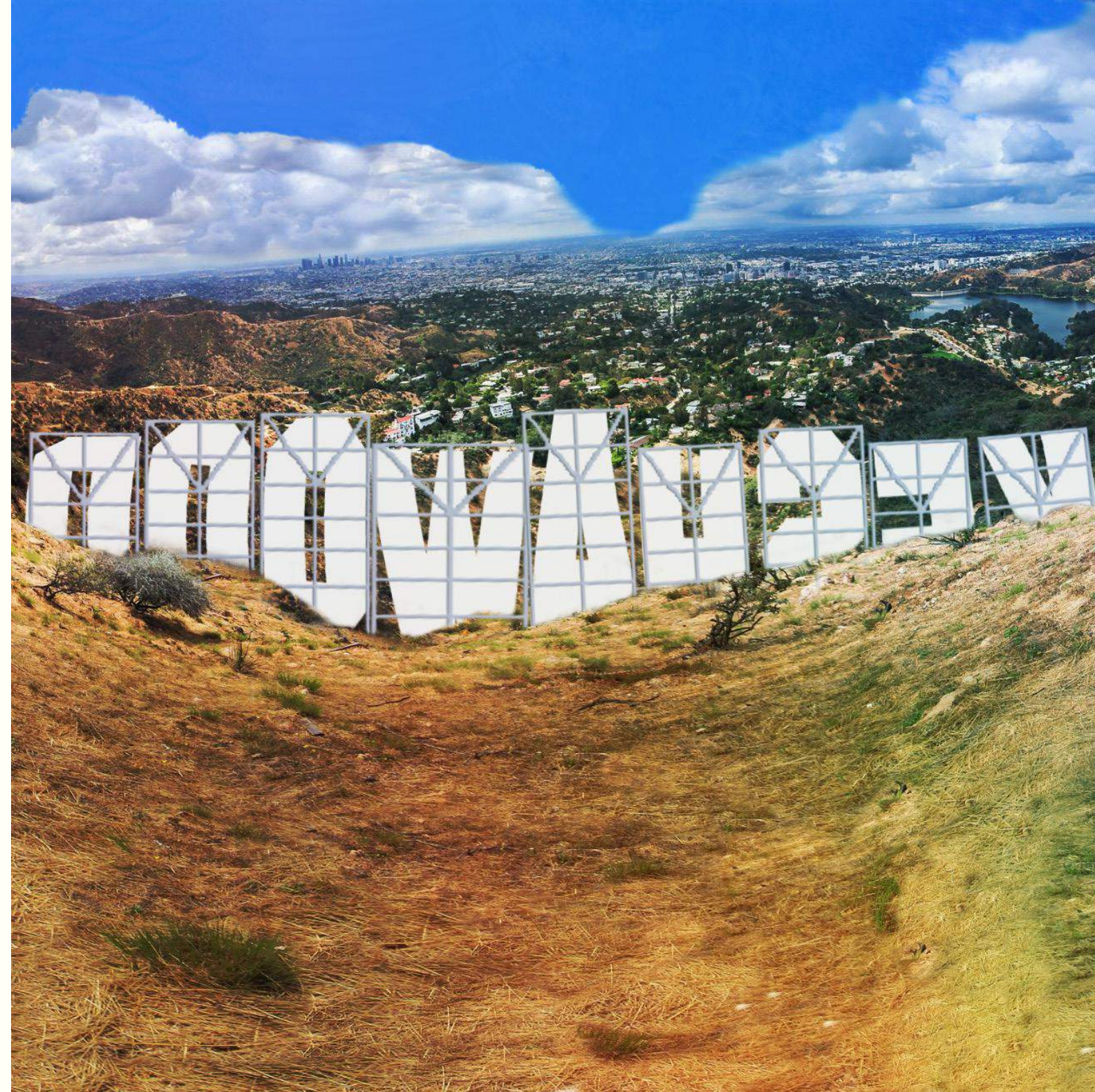
Concept 4 first draft
Variation 1

Further experimentation with the Keshawood concept. Multiple perspectives and effects.

Digital Iteration



Album back first draft
variation 1



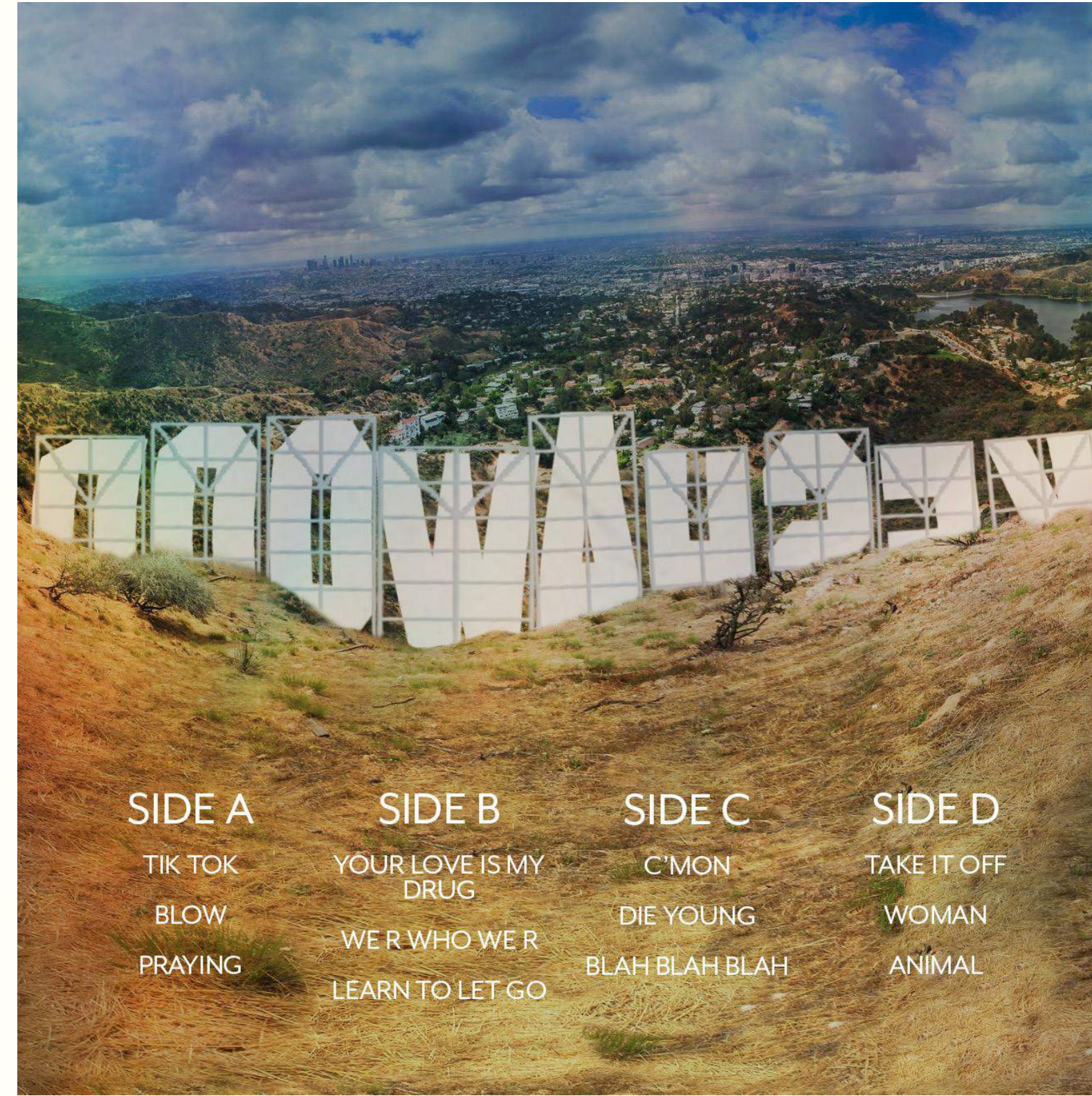
Album back first draft
variation 1

Showing perspective of Keshawood sign from the back. Different textures and effects.

Digital Iteration



Album front second draft

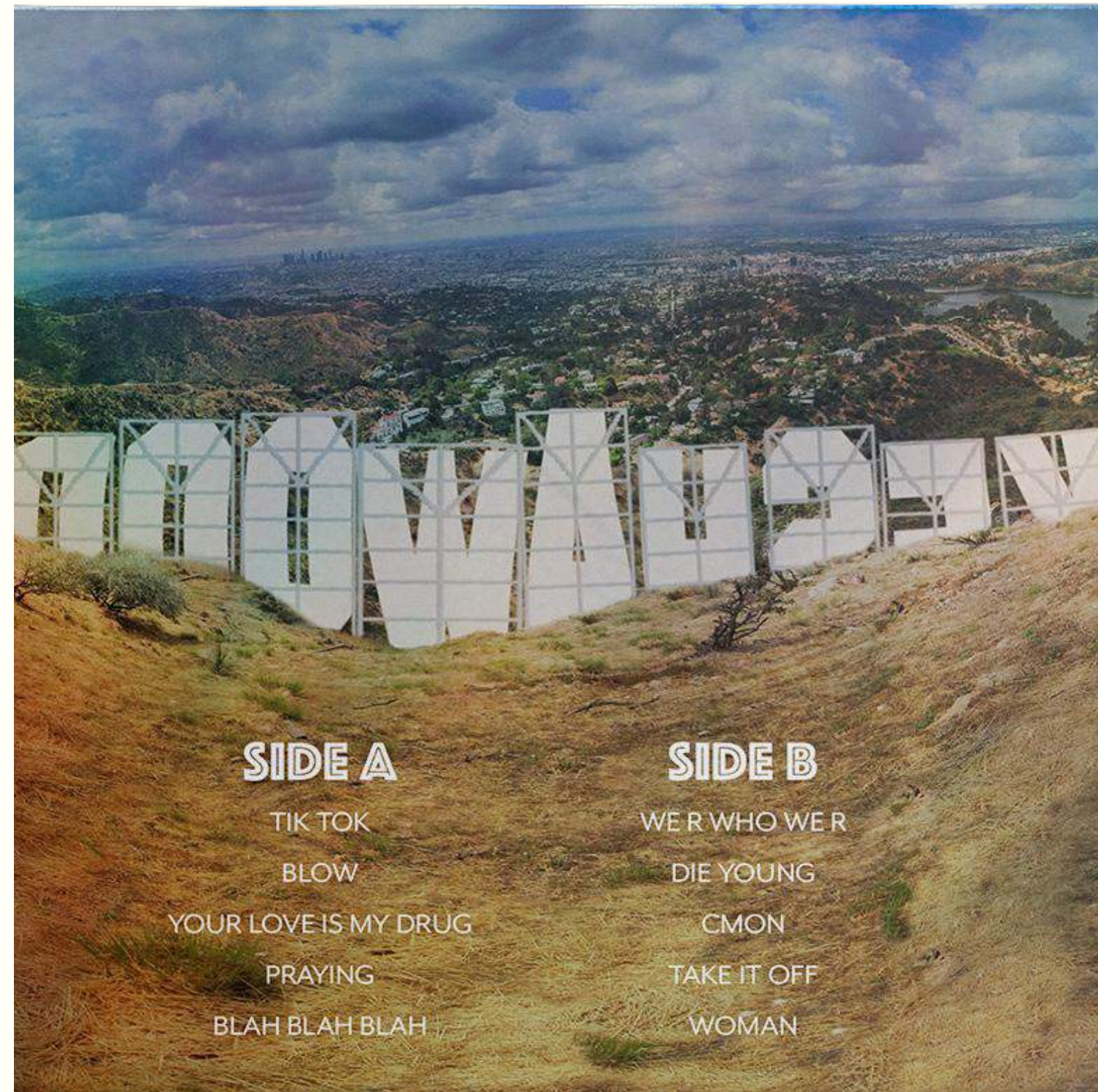


Album back second draft
Variation 1

Prism texture applied to front and back. Deciding between gate-fold or normal record sleeve.



Back of Album second draft variation 2



Back of Album second draft variation 3

Further type experimentation with sans serif and different header fonts.



Album Label third draft variation 1



Album Label third draft variation 2

Prism texture used on the record label.
Experimentation with opacity and type detail.



Promotional Piece third draft
Inside View



Promotional Piece third draft
Outside View

Elegant Hollywood aesthetic for packaging.
Exciting colors for the shades.



Different variants of the social campaign.

Social Campaign third draft
Variation 1



Social Campaign third draft
Variation 2

Writing Sample

How Protest Art Ended the Vietnam War

DES 290

The 1970's was an artistic era of humanitarianism and revolution. The prevailing artists used protest art to upset the status quo and promote peace. They were inspired by political issues ranging from the Vietnam War to the Feminist Movement and used their art to present their ideologies to a large audience. Vietnam War protest art was particularly successful in bringing the horrific reality of war into the limelight for average Americans. Artists from around the world condemned the brutal violence.

John Lennon and Yoko Ono managed to bring particular attention to the issue of world peace. They used the War is Over if You Want it piece to express that everyday people have the power in government and adopted political and corporate advertising techniques in the peace campaign. The design itself was printed on billboards and

posters around the world, cementing its status as one of the most recognizable Vietnam War designs.¹

Artists that were previously apolitical were so appalled by the war that they wanted to bring attention to it. Carl Andre was one such artist. The violence of the Vietnam War inspired him to create It Was No Big Deal, Sir, a design which shows a soldier's face mangled by a gunshot wound. He included the quote "It was no big deal, sir," on the image, a line from Lt. William Calley's Retrenchment. It represents the horrors of war and suggests that the war was "the source of a scar on the nation."²

Artists' peace messaging was effective in shifting public opinion, even though it ran counter to many mainstream media sources. The longer the war persisted, the more Americans hated it, and, by 1971, about 51% of the public disagreed with the war entirely. This extreme shift in public opinion eventually led to the end of the war.²

From the mid-60s through the 70s, artists from across the world, many of whom had

never expressed political opinions, joined the argument against the violence of the U.S. military. The United States eventually ended the war, mainly due to its increasing unpopularity, a direct result of these artists' work in shifting the narrative. Many Americans were previously living simple lives, unaware of the pain of the Vietnamese people. Artists managed to effectively upset that status quo in favor of peace and understanding.²

1. Lennon, John, John Lennon & Yoko Ono: WAR IS OVER! (If You Want It). 2016. YouTube, <https://www.youtube.com/watch?v=f7hxfGf7lyA>

2. Ho, Melissa, et. al Artists Respond American: Art and the Vietnam War, 1965-1975. 2019, Princeton University Press.

Thank you!

Gage M