madeline beard

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Emily Schuman, creator of the acclaimed blog Cupcakes and Cashmere, shares her passion for style, entertaining, decorating and cooking in her new book of the same name. Schuman was born and raised in California, reflected in her laid back aesthetic and simplified hair and beauty routines. She first started her blog in 2008 and has experienced a meteoric rise to success, with her blog garnering more than 8 million views per month.

cupcakes and cashmere

emily schuman

Cupcakes and Cashmere guides readers through a series of beauty, style, cooking and entertaining tips for every season. Keeping with some beloved features of her blog, Schuman's book includes easy to follow step-by-step instructions on everything from baking a cake to organizing your office. Schuman not only gives solutions to common every day problems, but also addresses questions that the reader may not have even considered (example: what type of playlist should I create if I'm throwing a party?). The beautiful photography that Cupcakes and Cashmere fans have come to expect from the blog is also a large component of the book. With this book, Emily exhibits her own talents and creativity while helping others achieve this lifestyle.
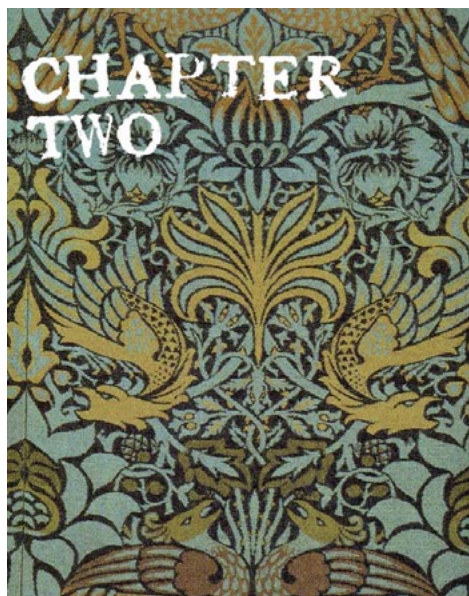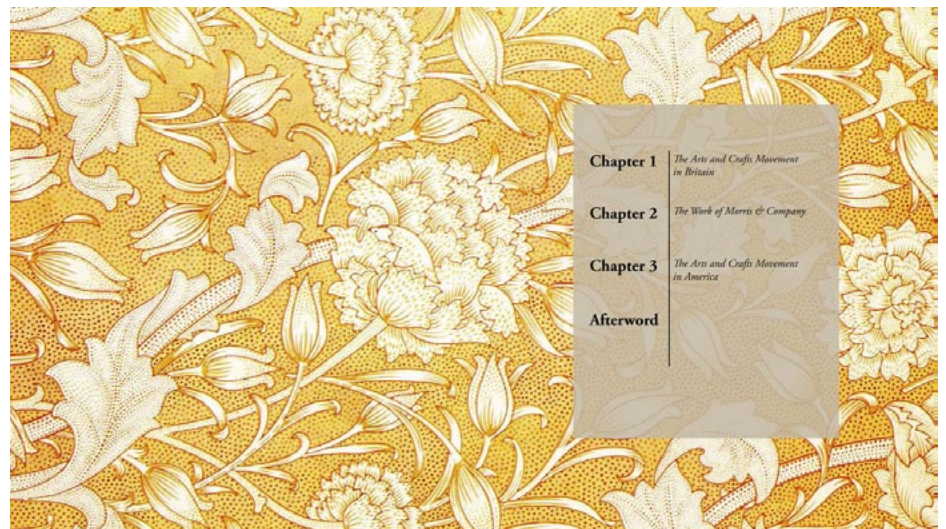

Book Jacket Design

A redesign of the book jacket for the coffee table book "Cupcakes and Cashmere" by Emily Schuman. As a project for my Intermediate Typography class, I photographed and layed out images that captured Schuman's girly, playful aesthetic. Used Adobe InDesign.

print

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Neon Photo Series

A photo series of the vintage neon signs on Fremont Street in Las Vegas, Nevada. Photos were taken for my Principles of Photography using black and white 1600 speed film. Photos developed in a studio dark room.

photo

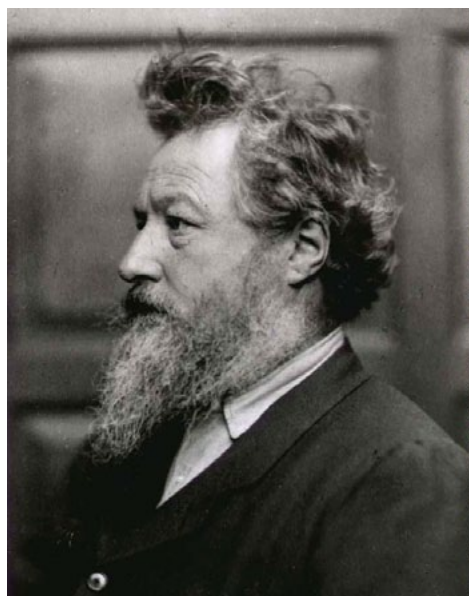## The Arts & Crafts Movement Booklet

Wrote, designed and layed out a 20-page booklet on the history of the Arts and Crafts Movement as a final project in Introduction to Typography. I used a combination of techniques including hand stamped lettering and grid design to create the booklet. Used Adobe Photoshop and InDesign.

print

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See. Like. Blog.
(http://seelikeblog.com)

A Wordpress blog built by creating a customized child theme using the Oxygen theme framework. See. Like. Blog. showcases my love of fashion, writing, photography, food and DIY-projects, and invites readers to join me as I explore "life's little adventures". Used Dreamweaver for locally hosted theme development.

web