

*mt*

*fun things inside...*

# hey, I'm Madison!



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## a little about me:

For as long as I can remember, I've always loved taking pictures. I know that sounds cliché, but whether it's a DSLR camera or the video camera Barbie I had as a kid, I've always taken the phrase "if there's a will, there's a way" to a new level when it comes to photography.

As someone who strongly values authenticity, I strive to capture and convey the beauty of authenticity in my work. Thankfully, my abilities with a camera have improved since my video camera Barbie and iPod Touch days, and all those not-so-great photos remind me of my journey towards becoming who I am today: an adventure-seeking, iced coffee-loving, social media-scrolling creator obsessed with Harry Styles and Ariana Grande.

This book is a collection of some of my favorite creations that I've made during my time at the University of South Carolina. I hope you enjoy exploring my work as much as I have loved creating it!

welcome in!

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# gregg mckenzie pageant & prom



# Gown and Earring Shots

During my one-year tenure as the Social Media Manager for Greg McKenzie Pageant & Prom, I produced and published multimedia content on the store's Instagram, TikTok, and Facebook accounts. As a pageant girl myself, it was like this position was made for me. One of my favorite parts about the position was photographing the store's inventory of gowns and earrings. Being able to use my visual communications skills in combination with my pageantry experience to bring my vision for the store's social media presence to life was so much fun, and seeing the results of my work for the brand's social media accounts was such a rewarding feeling.



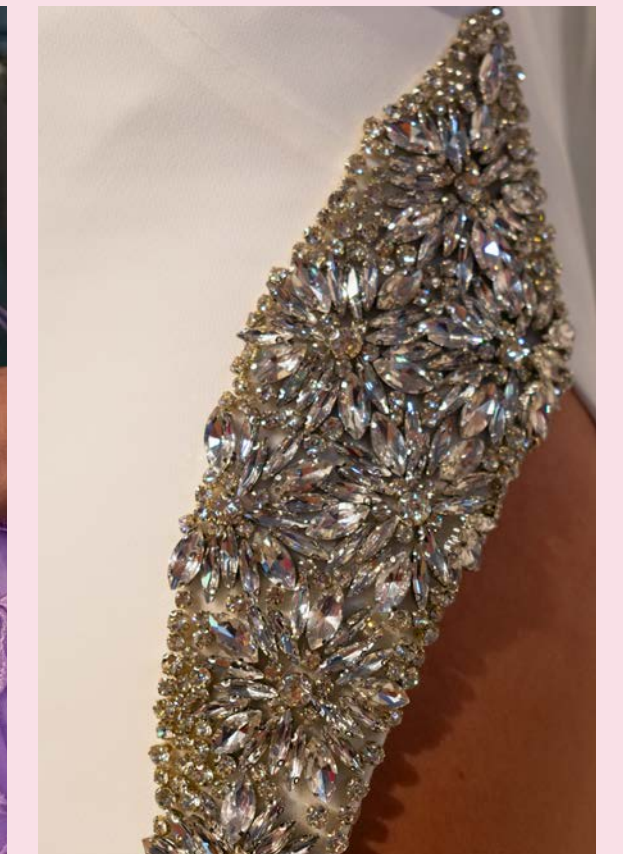
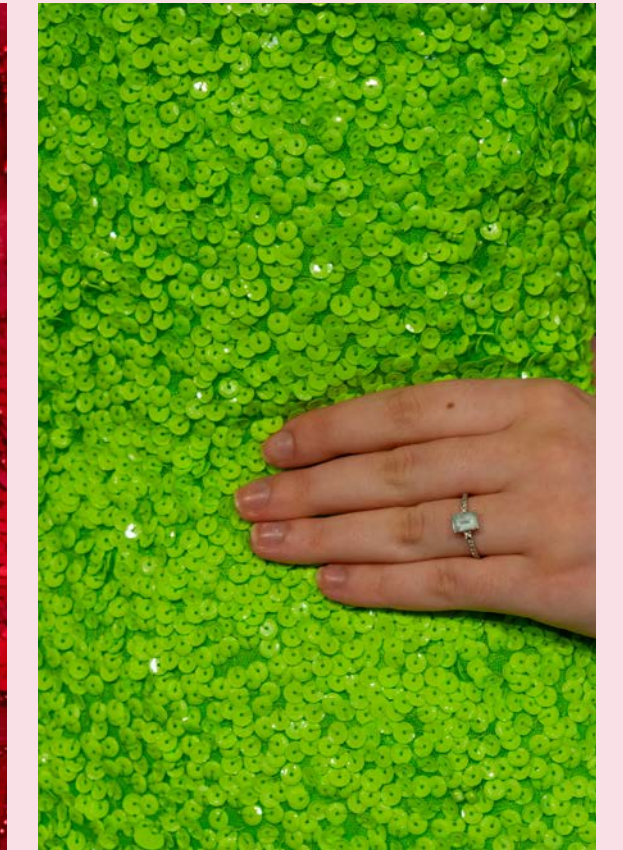
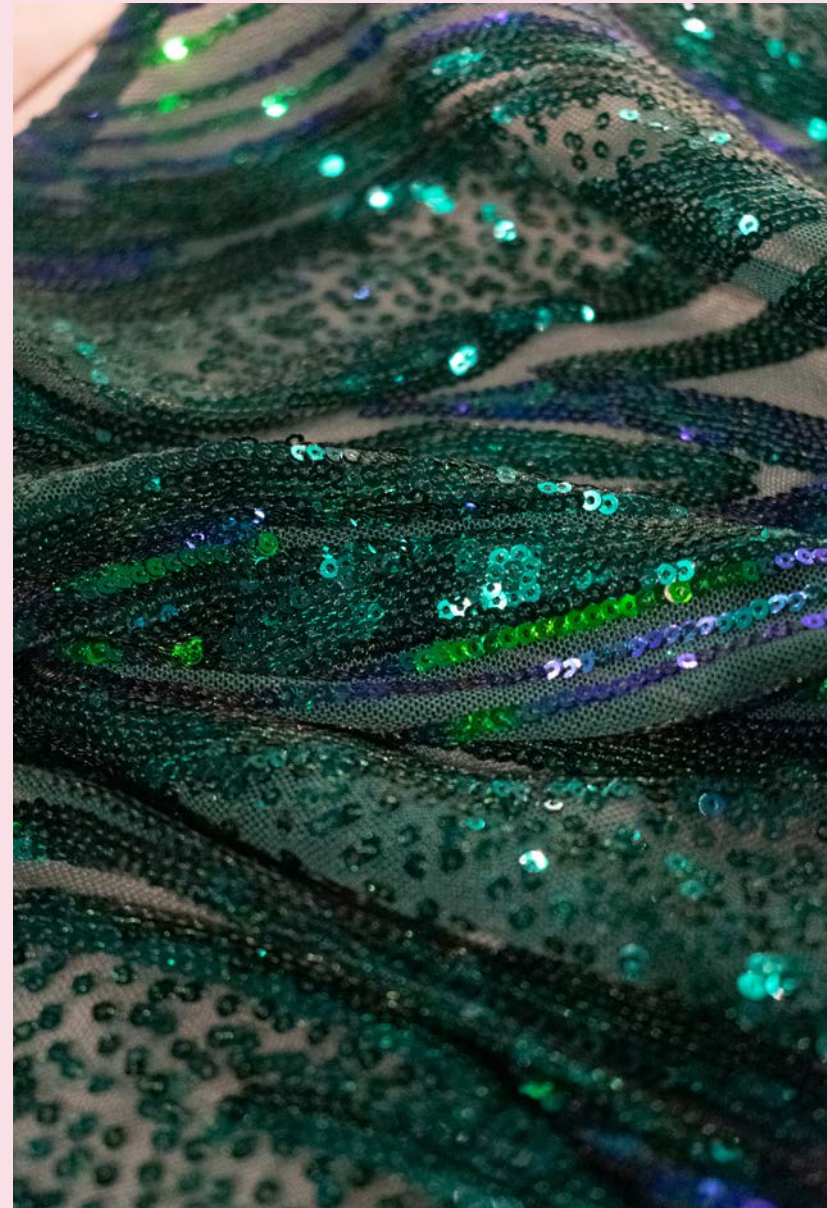






# Detail Shots

I also had a lot of fun experimenting with capturing the details of gowns during my inventory photoshoots. I believe there is beauty to be found in the little things in life, and the intricate details in fabrics are no exception to this. I loved getting to play around with taking unique photos of the little details found in each of the beautifully crafted gowns in the store's inventory. Just like people, there are details found in the craftsmanship and design of gowns that make each one unique. Even two of the exact same dresses will never be exactly the same, each one has its own unique qualities - like a different colored sequin carefully sewn somewhere inconspicuous on the gown representing that individual sewer's "signature." I loved being able to bring attention to these details through my work.



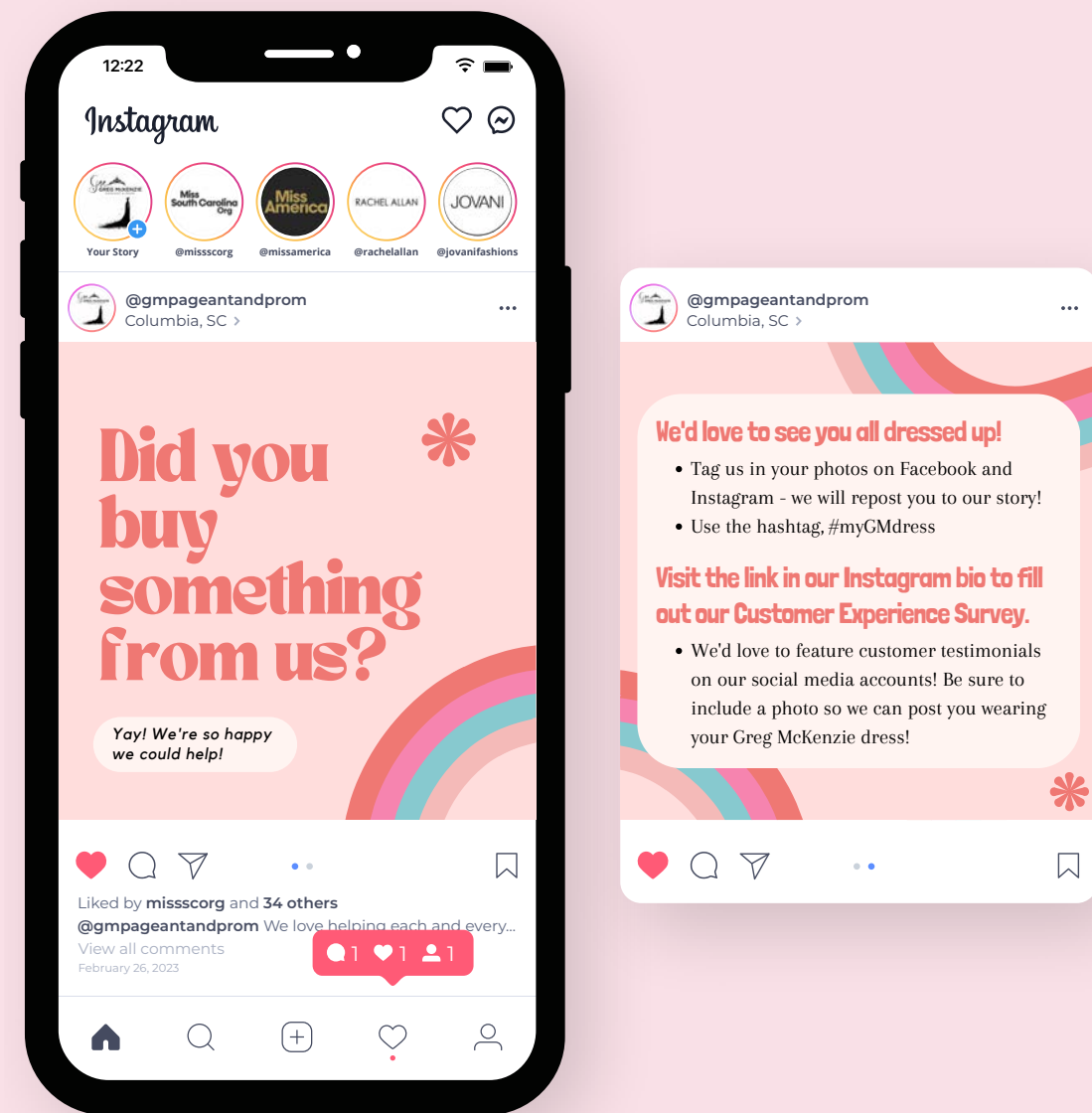






# #myGMdress Campaign

In order to strengthen Greg McKenzie Pageant & Prom's relationships with their followers online, I ran a social media campaign encouraging customers to post photos in their Greg McKenzie gowns tagging the store and using the hashtag, #myGMdress, to be reposted on the store's Instagram and Facebook Story. I also created a corresponding Customer Experience Survey for customers to fill out regarding their shopping experience. Reviews were posted on the store's Instagram and Facebook feeds, and customers were encouraged to upload a photo of them wearing their dress along with their review to have both posted on the store's Instagram and Facebook feeds.



# Customer Experience Survey

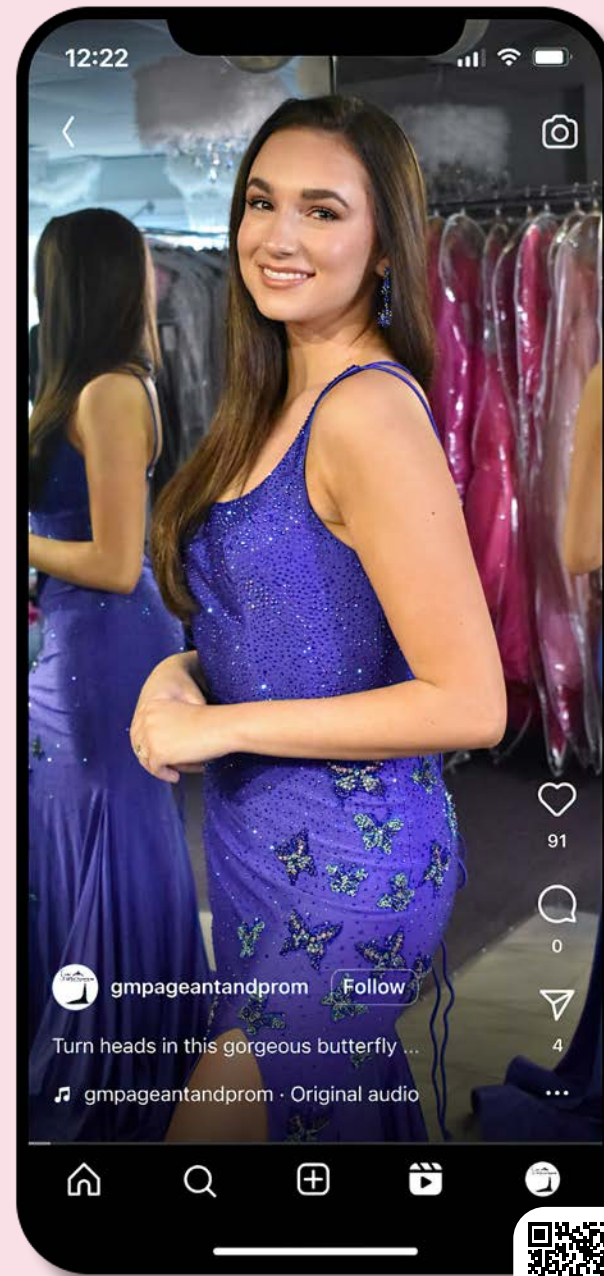
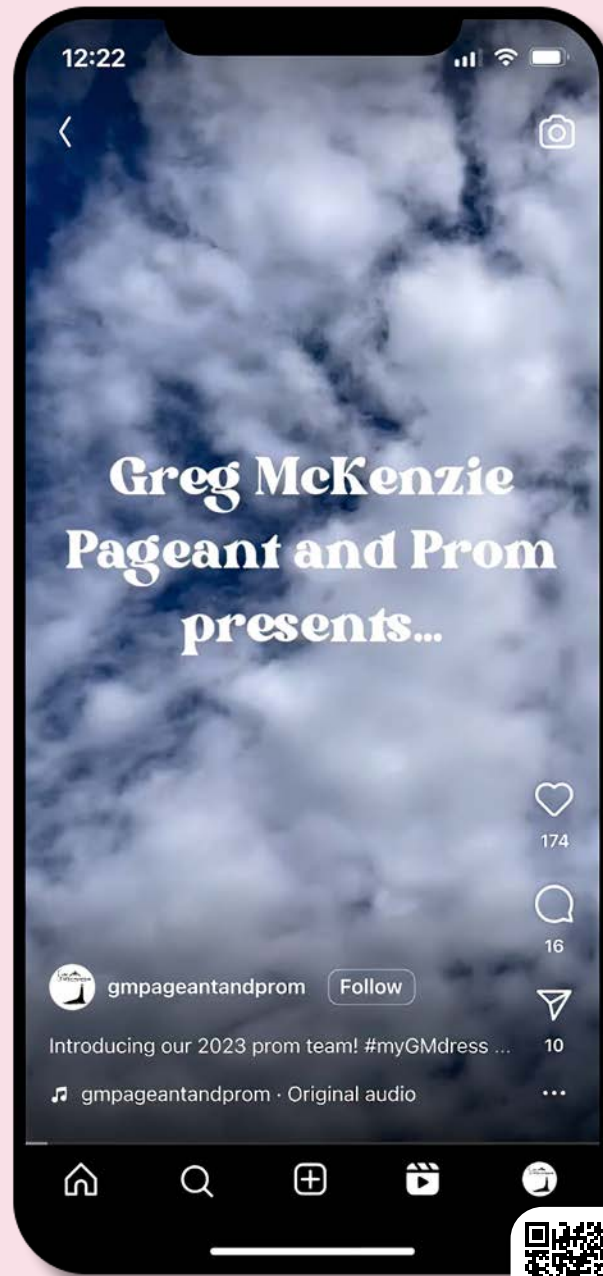
In addition to the social media campaign, I created a business card promoting the Customer Experience Survey to shoppers. The card was displayed in-store and given to customers as they made their purchases. It featured a QR code that would take shoppers directly to the Customer Experience Survey, which prompted shoppers to rate and describe their experience in the store. Customers also had the option to upload a photo of them wearing their Greg McKenzie gowns to be featured on the store's social media accounts along with their submitted review.





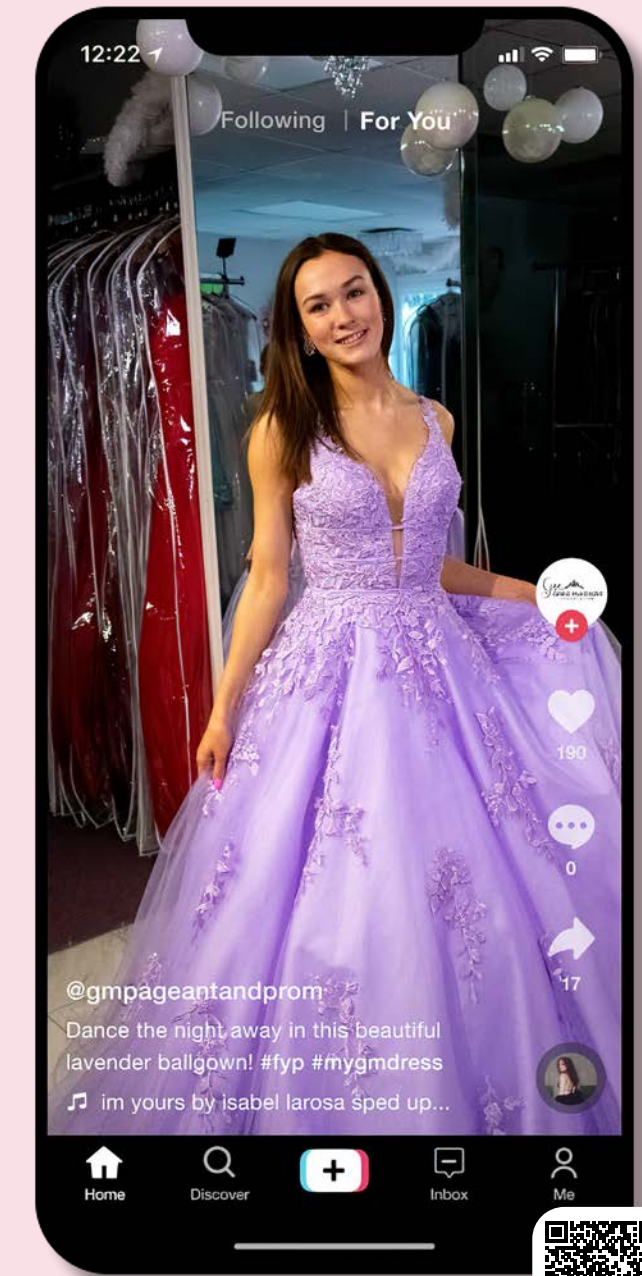
# Instagram Reels

Making Instagram Reels during inventory photoshoots was another one of my favorite parts of the job. I loved getting to make videos of models wearing Greg McKenzie gowns as a fun and unique way of showcasing the store's inventory. These videos played a large role in growing Greg McKenzie's social media presence.



# TikTok Videos

Posting videos on TikTok was another way that I was able to creatively showcase the store's inventory, as well as expand Greg McKenzie Pageant & Prom's audience and social media presence.





photo



# Palestine Protest

Beginning in October 2023, the Carolina Peace Resource Center held weekly peaceful demonstrations at the South Carolina State House in support of a ceasefire in the Israel-Palestine conflict. Their mantra: "Every Saturday until the killing stops."

These photos were taken in February 2024 at one of their weekly rallies where people from all different backgrounds united together under one cause. Demonstrators held signs and led chants, advocating for a ceasefire and for the liberation of Palestine from Israeli occupation.











STAND WITH HUMANITY

CEASEFIRE NOW

GAZA CEASEFIRE NOW

STOP ARMING ISRAEL

GAZA CEASEFIRE NOW

NO WAR

GAZA IS STARVING

BIDEN DEMAND A CEASEFIRE

YOU TAX OURS IS FUNDING GENOCIDE

FREE PALESTINE

SILENCE IS BETRAYAL

THERE ARE NO TWO SIDES TO GENOCIDE

NO TURN ON RED



# Mood Photography

For this assignment, I was tasked with creating images that conveyed some kind of mood. I decided to photograph Burberry and Yves Saint Laurent perfume bottles, which I illuminated using orange gels placed over strobe lights. My goal was for the warm lighting and prop necklaces to convey a luxurious feeling that aligned with the prestige and aesthetic of both luxury brands.



# Chick-Fil-A Product Shoot

The purpose of this project was to get a taste (pun intended) of the world of food photography. I've always liked Chick-Fil-A's visual aesthetic and branding, and I wanted to create images that would align with the brand's clean and minimalistic style. Chick-Fil-A prides itself on being the "home of the original chicken sandwich." This phrase is seen throughout their website and advertising, so I created an ad tying back to this idea using a photo of their staple menu item.

I also experimented with different approaches to photographing the restaurant's chicken nugget meal. Chick-Fil-A nuggets were my favorite thing to eat as a kid and always brought a smile to my face. I decided to showcase that feeling by arranging a Chick-Fil-A nugget meal into a smiley face. I used this photo to mock up an Instagram post that I could see being used for Chick-Fil-A's Sunshine Days, a week-long kindness campaign designed to spread more joy and encouragement to their customers.







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WARNING: This plastic is not to be used for microwave cooking. MISE EN GARDE: Cette matière plastique n'est pas à utiliser pour la cuisson au micro-ondes.

Chick-fil-A®, The Kids Logo® and the Chick-fil-A Calves™ are trademarks of / sont des marques de commerce de / CFA Properties, Inc. registered trademark of / est une marque de commerce déposée de / Sassy Baby, Inc. All rights reserved. / Tous droits réservés.

These colors are all around you?

2 Shapes are everywhere. Can you find the square? Do you...

EAT MOR CHIKIN

Chick-fil-A Barbeque Sauce

Share with a friend. 5 seconds. Do you...



# Wedding Anniversary Portraits

During the summer before my senior year of college, my parents celebrated their 25th wedding anniversary. I thought it would be a fun idea to have a wedding anniversary photoshoot and recreate some of the photos they took on their wedding day. I thought that recreating these images twenty-five years after they were originally taken was a beautiful way to illustrate their relationship, and how even though time has passed and different things in their lives have changed, their love for each other hasn't.









# Sustainability in Style

This is an editorial-style shoot focusing on the ways that Gen Z has adopted thrift shopping as a way to give clothing items new life, save money, and prevent adding to the wasteful cycle of fast fashion. The outfits styled in the shoot were made entirely of thrifted clothing items.

I used the photos from this shoot to create a mock article in Cosmopolitan Magazine titled, *Sustainability in Style*. With artificial intelligence programs becoming increasingly popular, I decided to try my hand at using AI software in the writing of this article. I utilized ChatGPT's AI Chatbot and experimented with different prompts and keywords to generate the best results.



## Sustainability in Style

*Gen Z's Love for Thrifting and the Sustainable Fashion Revolution*

14 March 2024 | COSMOPOLITAN

15

In a world where trends change as quickly as a scroll through TikTok, Gen Z has found its newest obsession: thrifting clothes. While fast fashion brands continue to dominate the clothing industry, younger generations are rewriting the style narrative, one vintage find at a time.

### Trends with a Purpose

Gen Zers are leading the charge in embracing thrift shopping as a statement against the fast-fashion industry, which is spearheaded by brands like Shein who are notorious for their rapid turnover of low-priced and cheaply-made clothes. Beyond scoring unique pieces, Gen Zers view thrifting as a step towards a more sustainable future, combating the exploitative labor practices and environmental degradation inherent in the fast-fashion industry's business model.

These trendsetters are not just making a fashion statement; they're making a conscious choice with every purchase. By rejecting the throwaway culture perpetuated by fast fashion and opting for secondhand treasures, they are advocating for ethical consumption and environmental responsibility.

### The Thrill of Thrifting

For Gen Z, the thrill lies in the treasure hunt that is thrifting shopping. From quaint vintage boutiques to bustling flea markets, every piece tells a story as unique as it is. There's a certain magic in discovering a one-of-a-kind piece that has a history. It's like owning a piece of fashion history while sidestepping the harmful impacts of mass-produced, disposable clothing that is perpetuated by fast-fashion giants.

Beyond the excitement of finding hidden gems, thrifting shopping offers a sense of accomplishment and individuality. Each item purchased has its own story, adding a layer of authenticity and character to one's wardrobe. Moreover, the process of thrifting shopping encourages creativity and self-expression, as individuals piece together outfits from diverse and eclectic selections.

### The Sustainable Style Revolution

With every purchase from a thrift store, shoppers make a conscious choice to combat the negative impacts of fast fashion. By recycling and reusing clothing, they're reducing waste and carbon emissions. Sustainability isn't just a buzzword; it's a lifestyle. And looking fabulous while saving the planet? That's the ultimate win-win.

By opting for thrifted fashion, Gen Zers are actively reshaping the fashion landscape. They understand the power of their consumer choices and are committed to making a positive impact. From upcycling old garments to participating in clothing swaps, they're redefining what it means to be stylish while minimizing their environmental footprint.

### Social Media and the Rise of Sustainable Fashion Influencers

What began as a hobby during the pandemic lockdown has blossomed into an ever-growing movement. Across social media platforms like TikTok and Instagram, influencers are inspiring millions to say no to fast fashion and make the switch to thrifting. From DIY tutorials to thrifting hauls, young adults are proving that sustainable style is not only accessible, but affordable and entertaining.

Social media serves as a powerful platform for spreading awareness and fostering community around sustainable fashion practices. Gen Z influencers are leveraging their platforms to educate and inspire others to join the thrifting community. Together, they're challenging the status quo and reshaping the fashion industry one thrifted find at a time.

### The Community Behind #ThriftTok

Thrifting isn't just about snagging fabulous fashion finds; it's also a powerful force for building connections both in the physical world and across the digital landscape. As individuals scour thrift store aisles in search of hidden treasures, they often find themselves engaging in lively conversations with fellow shoppers who share their passion for sustainable fashion. These chance encounters create a sense of camaraderie and kinship, forming the foundation of a vibrant community of thrifting enthusiasts.

But the thrifting community doesn't stop at the doors of brick-and-mortar stores; it extends far beyond, permeating the online realm with its infectious energy. Social media platforms, particularly TikTok, have become virtual gathering places where thrifting aficionados from all corners of the globe come together to celebrate their shared love for secondhand style. Through the widely popular hashtag #ThriftTok, users proudly showcase their latest thrift hauls, offer styling tips, and participate in challenges that highlight the thrill of the hunt. This digital space serves as a dynamic hub where individuals connect, inspire, and uplift each other, united by their commitment to sustainable fashion; it also fosters a sense of belonging and empowerment, amplifying the message that sustainable style is chic and inclusive.

In both the physical and digital realms, the thrifting community fosters a sense of belonging and empowerment. Whether they're sharing tips on snagging the best deals or cheering each other on as they flaunt their latest thrifted finds, community members offer support, validation, and encouragement. Together, they amplify the message that sustainable style isn't just about looking good; it's about making a positive impact on the planet and embracing a more

environmentally conscious approach to fashion.

Both offline and online, the thrifting community fosters empowerment and belonging. Whether sharing in-store or scrolling through #ThriftTok, thrifters uplift and inspire each other, reinforcing the message that sustainable fashion isn't just about good—it's making a positive impact and embracing choices. So, whether you're a thrifter in the aisles of your favorite Goodwill or scrolling through #ThriftTok from the comfort of your own home, remember: the thrifting community is always there, ready to celebrate your unique style and champion your commitment to sustainable fashion.

### Level Up Your Closet

Thrifting offers shoppers a chance to break free from the cookie-cutter fashion dictated by fast fashion brands. With thrifted pieces, people can curate a wardrobe that is truly unique and reflects their own personality. By discovering one-of-a-kind items in thrift stores, thrifters can express themselves in ways that mass-produced clothing simply can't match. Whether it's a vintage band tee or a quirky statement jacket, each thrifted find adds a layer of personality to their style, setting them apart from the crowd.

Thrifting also allows people to experiment with different styles and aesthetics without breaking the bank. With the affordability of thrifting, they can take risks and explore trends that they might not have considered otherwise. This freedom to play with fashion fosters creativity and encourages self-expression, empowering people to embrace their own unique sense of style.

### The Going-Green Style Guide

Thrift shopping also provides educational value for individuals, offering valuable lessons about the environmental and social impacts of the fashion industry. As they browse through thrift stores, people

can learn about the importance of reducing waste and extending the lifespan of clothing. They discover the value of secondhand shopping as a sustainable alternative to fast fashion, which contributes to the reduction of textile waste and carbon emissions.

Furthermore, thrifting encourages individuals to research brands and educate themselves about ethical fashion practices. By seeking out thrifted items from responsible and transparent companies, they can support businesses that align with their values and contribute to positive change within the industry. This process of self-education empowers individuals to make informed choices about their clothing purchases, advocating for a more sustainable fashion industry through their consumer behavior. Through thrifting shopping, individuals not only expand their wardrobes but also their understanding of sustainability in fashion, paving the way for more conscious consumption habits in the future.

### Get Crafty With Sustainable Style DIYs

In addition to finding and buying secondhand clothing, Gen Z finds even more ways to reimagine used clothing pieces through DIY alterations. This DIY culture inspires individuals to get creative and reimagine thrifted pieces in new and exciting ways. With a little imagination and some basic crafting skills, individuals can transform thrifted finds into personalized treasures that reflect their unique style. From embellishing denim jackets with patches to repurposing vintage scarves as headbands, the possibilities are endless when it comes to DIY thrifting projects.

This DIY mentality not only allows people to express their creativity, but also contributes to the sustainability of their fashion choices. By upcycling and repurposing thrifted items, people can give new life to old garments and reduce their environmental footprint. In addition, DIY thrifting projects promote resourcefulness and self-sufficiency, empowering individuals to take control of their fashion choices and embrace a more sustainable lifestyle. DIYing lets people unleash their creativity and personalize their wardrobe while reducing their environmental footprint. This hands-on approach inspiring others to embrace sustainable fashion and reshape the industry.

### Sustainable Fashion: The Path to a Greener Future

In a world that often equates style with excess, Gen Z is redefining what it means to be fashionable. Through thrifting, they're not only expressing their individuality but also taking a stand for a more ethical and environmentally conscious industry. The underlying message: our choices today shape the landscape of tomorrow.

By embracing sustainable fashion practices, Gen Z is reclaiming their power as consumers and advocates for change. They recognize that their fashion choices have far-reaching implications and are committed to using their voices to demand transparency and accountability from brands. Through collective action, they're paving the way for a more inclusive, equitable, and sustainable future - both in fashion and for the world.

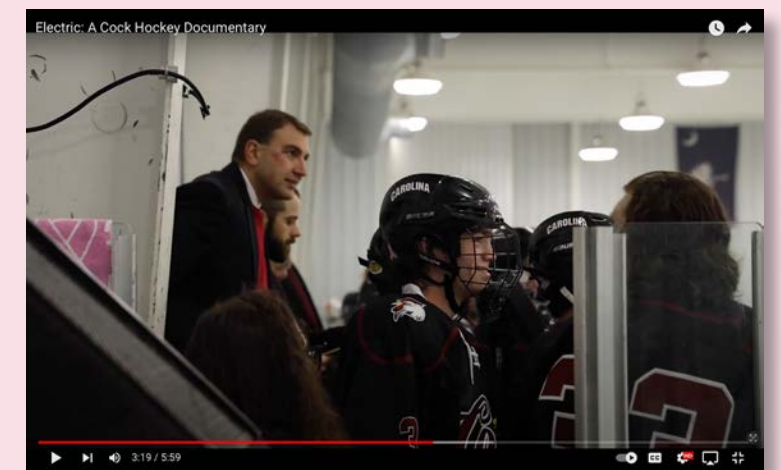
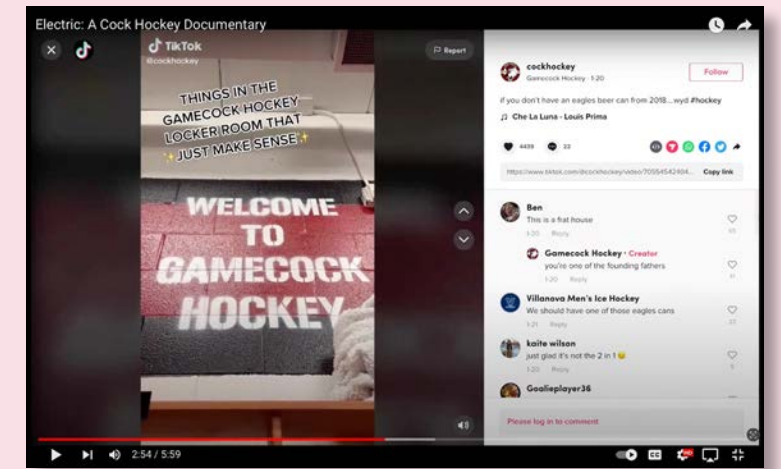
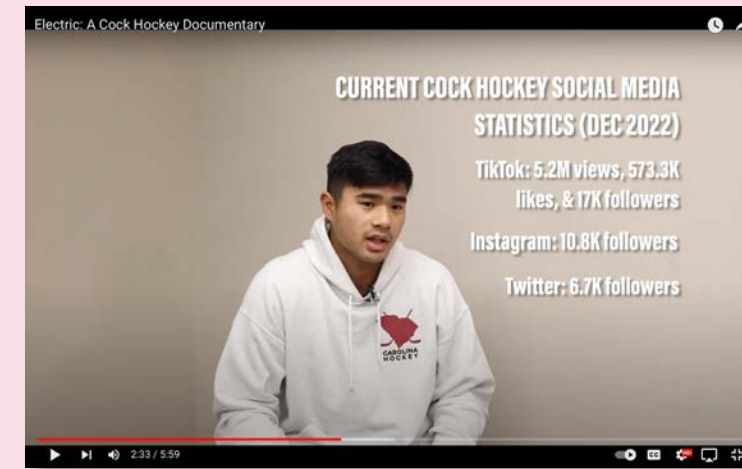
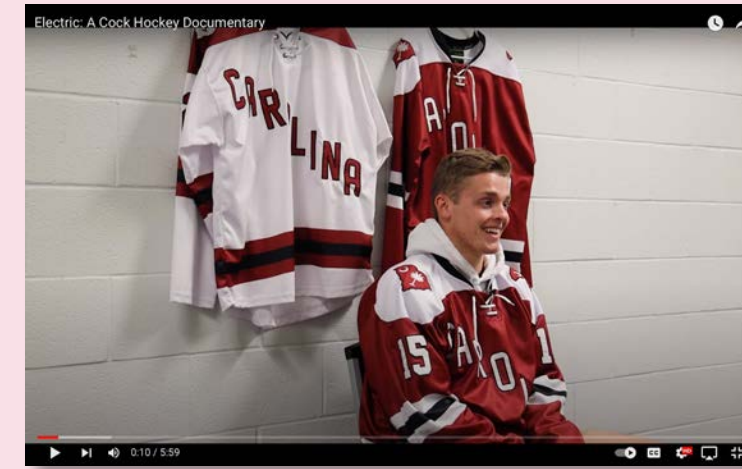
From runway to real life, sustainability in style isn't just a trend—it's a movement led by the fierce, eco-conscious spirit of Gen Z. So next time you're shopping for a wardrobe refresh, remember: the planet (and your wallet) looks good in thrifted threads. ♻️





video

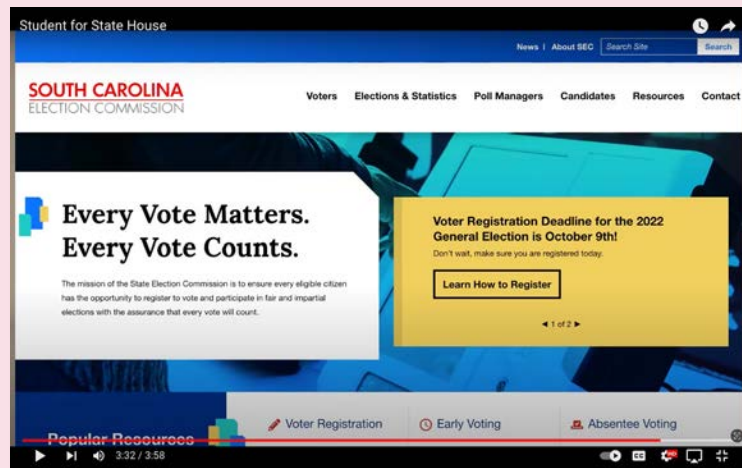
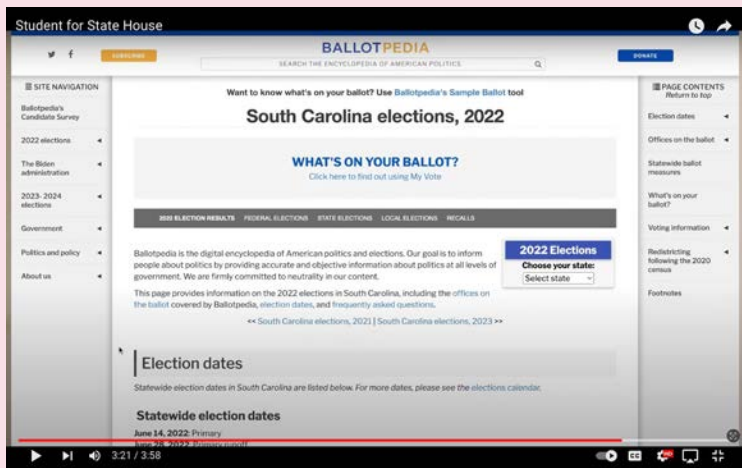
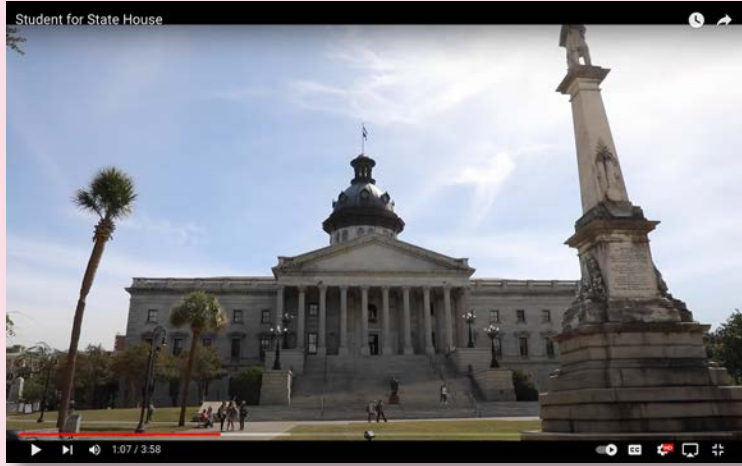




# Electric

*Electric* is a short documentary film about Cock Hockey, the University of South Carolina's club hockey program. The purpose of this film was to find out more about the entirely student-run organization and how they have garnered incredible success in a region of the country where hockey isn't as popular. I sat down with the then Club President and Vice President of Recruitment to speak about their experiences on the team, the growing interest and culture surrounding hockey at USC, and how social media has been instrumental to the development and success of the program.



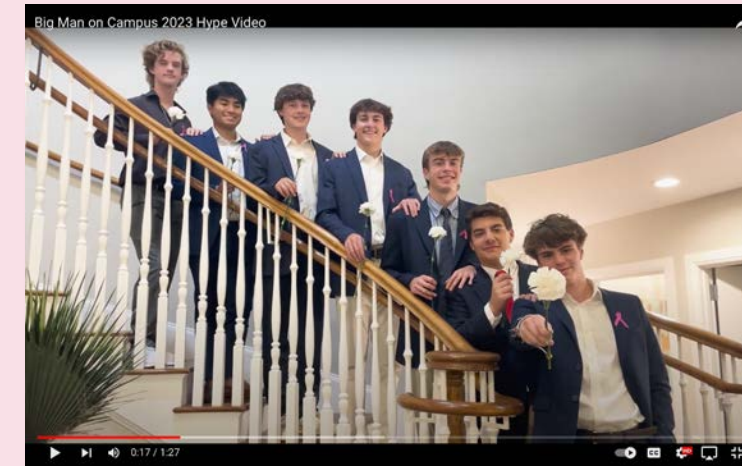


# Student for State House

*Student for State House* is an interview of Sydney Clinton, a former University of South Carolina student who ran for a seat in the South Carolina House of Representatives while being a full-time college student during the 2022 Midterm Election. Sydney ran as a Democratic nominee for District 98 while majoring in sociology during her junior year of college. I spoke with Sydney about her motivation behind running for office, how she balanced her political involvement with school, the importance of the 2022 Midterm Election, and the influence that Gen Z has in the political sphere.







## BMOC Hype Video

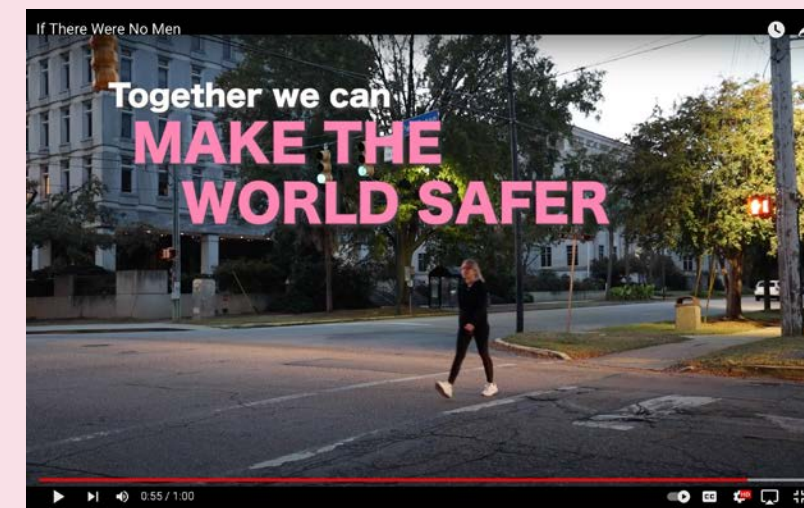
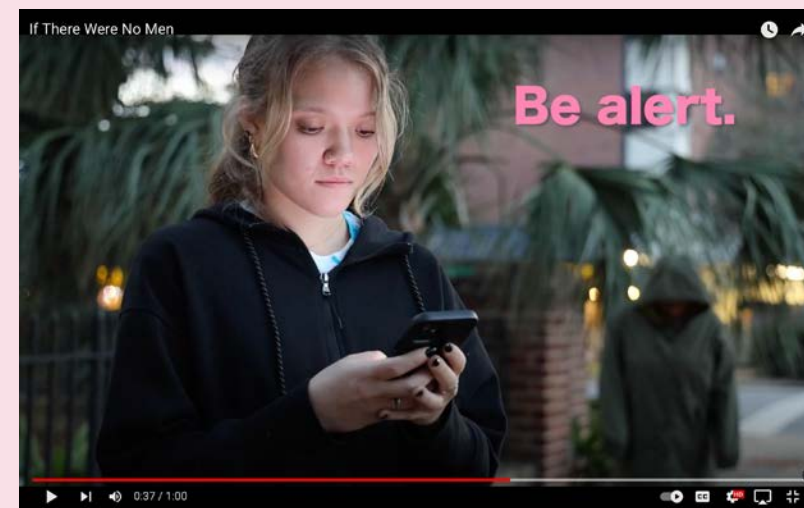
During the Fall semester of my senior year, I held a position on the Big Man on Campus Committee as a member of Zeta Tau Alpha at USC. Big Man on Campus is a male pageant held annually as Zeta Tau Alpha's Fall philanthropy event. As the committee's Music/Tech/Livestream Chair, I had the idea of making a hype video of the contestants to be played at the beginning of the show. As soon as I envisioned what I wanted the video to look like, I immediately started looking for the perfect audio and cut different audio tracks together to form the finished product, which both the contestants and audience loved.





# MAC Pageants Vlogs

In October of 2021, ten years of hard work paid off in the form of winning a national title with the Miss American Coed Pageants system. As the 2022 Miss American Teen, I spent a year traveling the country with my sister queens for regional pageants, our royalty trip, and the following year's national pageant where we gave up our titles. I documented our adventures during our year of reign in the form of video diaries that I'll always cherish.



## If There Were No Men

*If There Were No Men* is a public service announcement created by myself and two friends intended to raise awareness about women's safety and how women - specifically college-aged women - can keep themselves safe with several safety tips. This public service announcement video was the result of asking female students on campus one question: what would you do if there were no men for a day?



design



# Wanderly

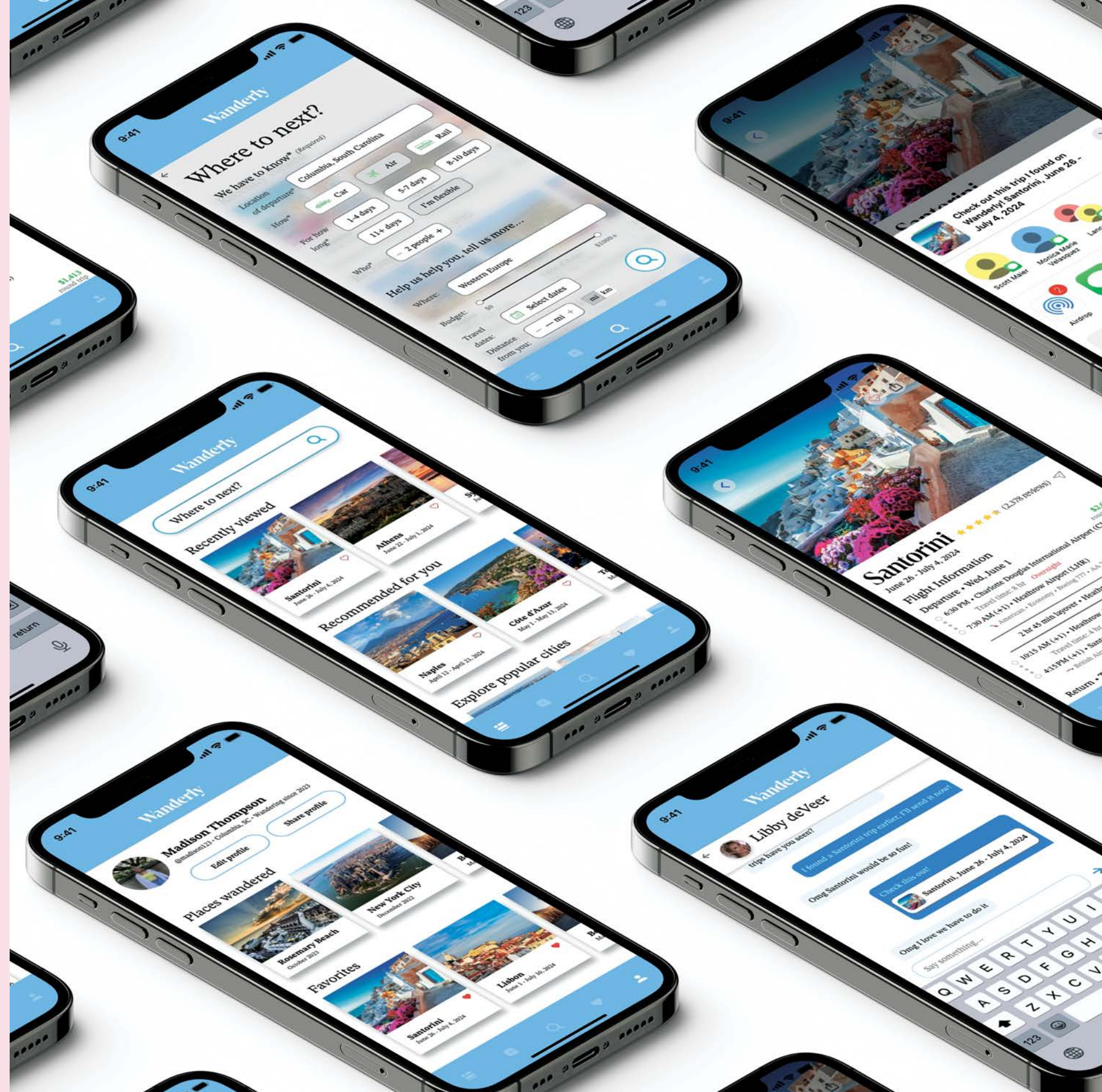
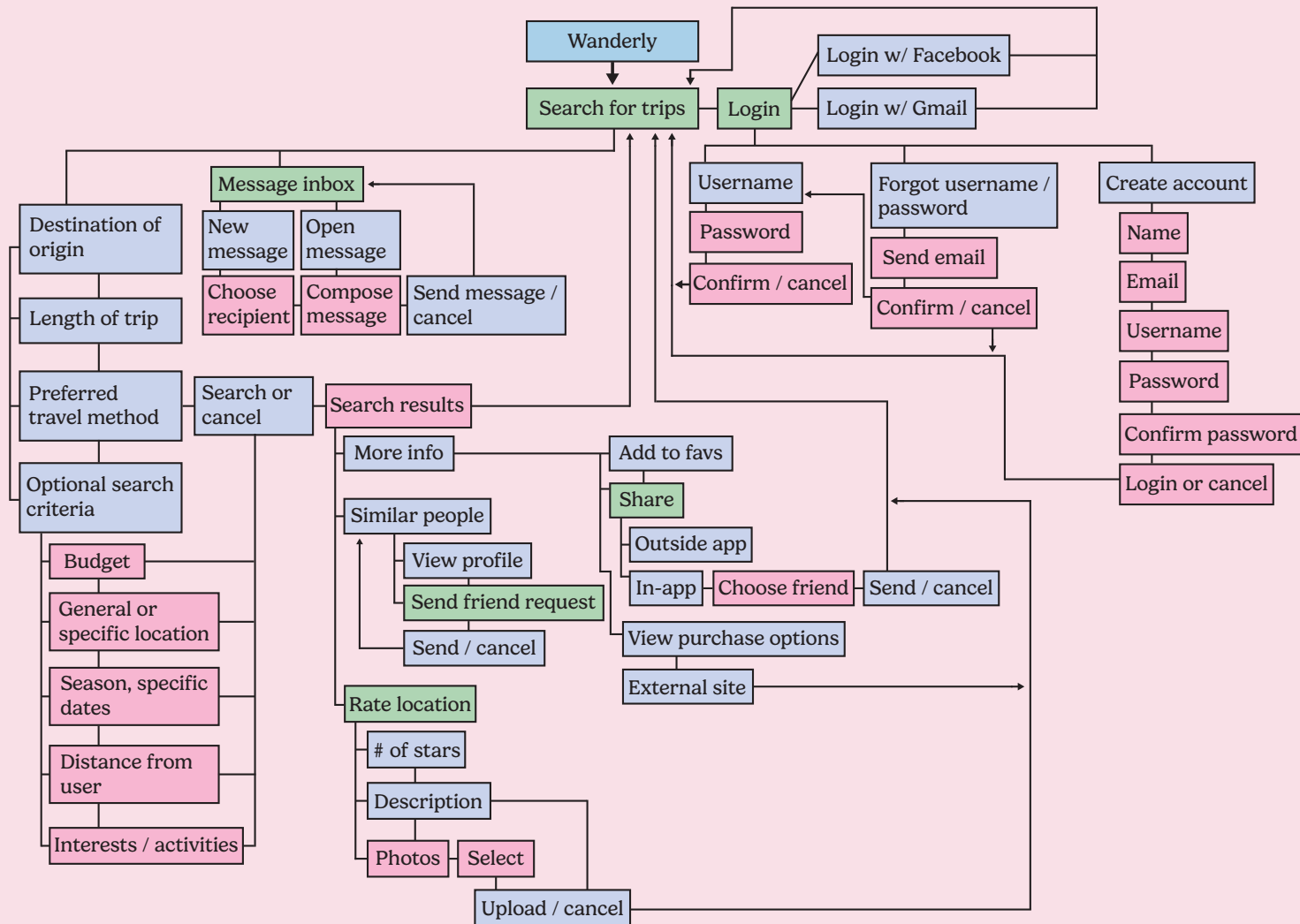
★ 2024 AEJMC VIM Fest “Interactive and Motion Design” Bronze Award Winner!



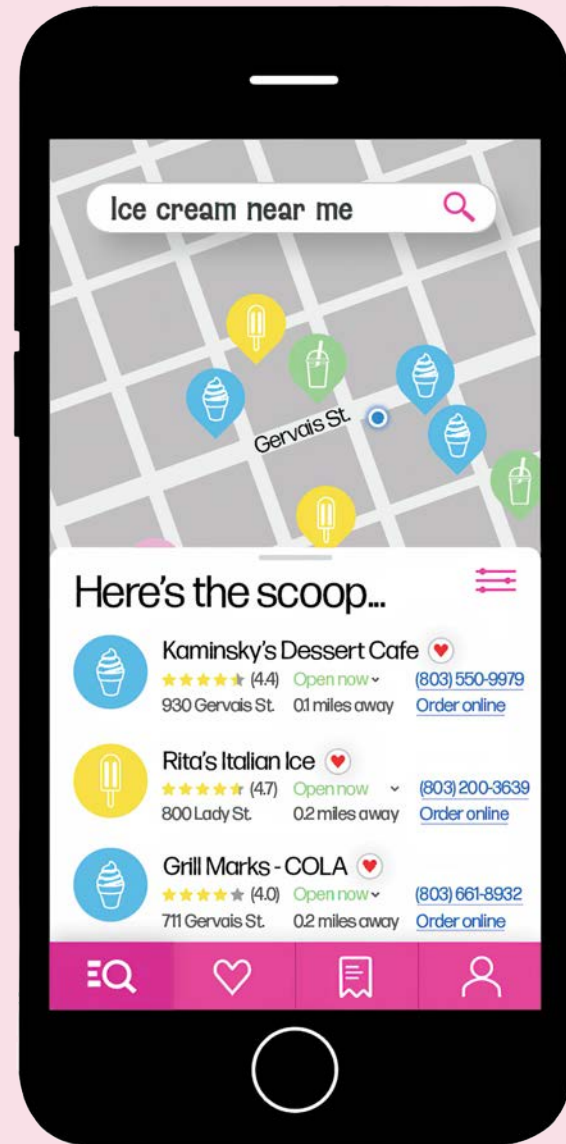
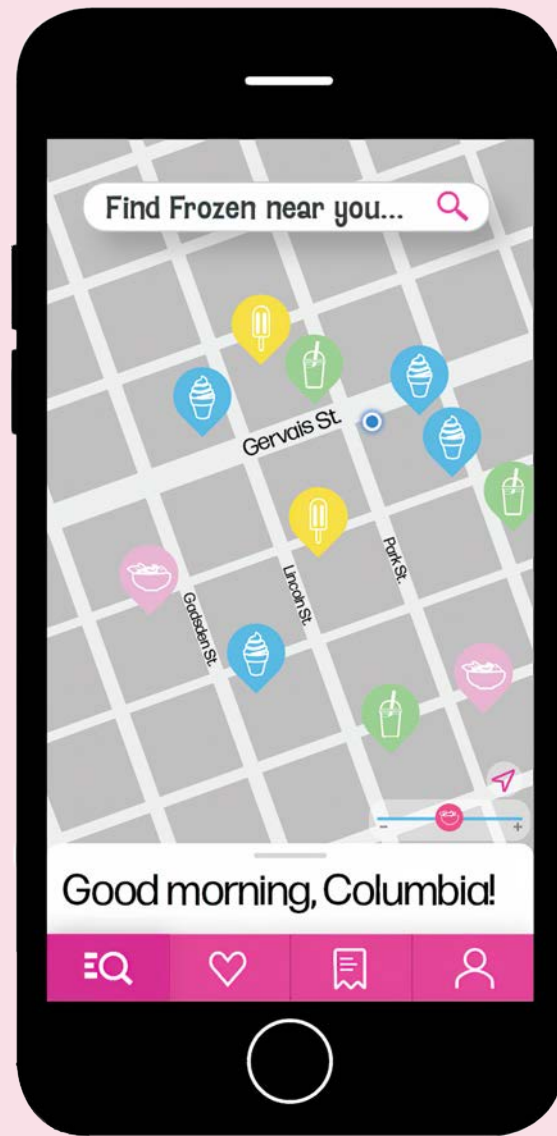
Have you ever wanted to go on vacation somewhere, but you didn't know exactly where to go? Worry no more, because that's what Wanderly is for! Wanderly generates trip ideas for people that want to see the world, but don't know where to start.

I came up with the concept for Wanderly while planning a vacation with my parents. When trying to pick a destination, we couldn't land on just one place. I thought to myself, “how much more fun and interesting would trip planning be if a travel service generated destination ideas for you?” And thus, the concept for Wanderly was born.

Wanderly, the world awaits.







## FindFrozen

Don't give yourself a brain freeze trying to find a refreshing treat nearby to cool off on a hot summer day. Beat the heat with a frozen treat using FindFrozen!

FindFrozen is a food-finding app for users looking for the perfect treat to satisfy their frosty cravings fast. Users in search of frozen treats like ice cream, smoothies, açai bowls and more can look through a map of their area to see what nearby restaurants offer, or they can search for specific frozen treats in their area using the search function.

## Broadway Play Poster

As a theatre minor, I've had my fair share of unique project assignments over the years. One of my absolute favorites was an assignment where we were tasked with designing a poster for the Broadway play, *A Doll's House*. But, there was a catch: We couldn't use bird cages, a woman's silhouette in a house, or a woman's silhouette in a bird cage in our design.

If you've read, seen, or know anything about *A Doll's House*, you know the symbolism behind these objects and their importance in the play. Naturally, I had planned on making a poster involving both a bird cage and a woman's silhouette inside the bird cage in my design. Once I came up with the idea of having a dancer held up by marionette strings as a representation of Nora's internal conflict and marital struggles, I ran with it.





# Tios Mexican Cafe & Cantina

Tios is a Tex-Mex restaurant in Columbia, South Carolina that is famous among the students at the University of South Carolina for one main (and very tall) thing: their margarita towers. I wanted to incorporate this staple menu item into their redesigned logo in a fun, yet minimalistic way. I designed an icon of a margarita tower that looks just like the ones served at Tios (except much shorter), and used it to replace the letter "i" in the restaurant's name. To illustrate this new logo in action, I mocked up a takeout box and a new website home page for the restaurant. I utilized Adobe Firefly generative AI tools to create the image of the takeout box. After using a variety of different keywords and phrases, Firefly produced this image, which I then used to mock up the logo.

## Type

**magallanes**  
extra bold / all lowercase

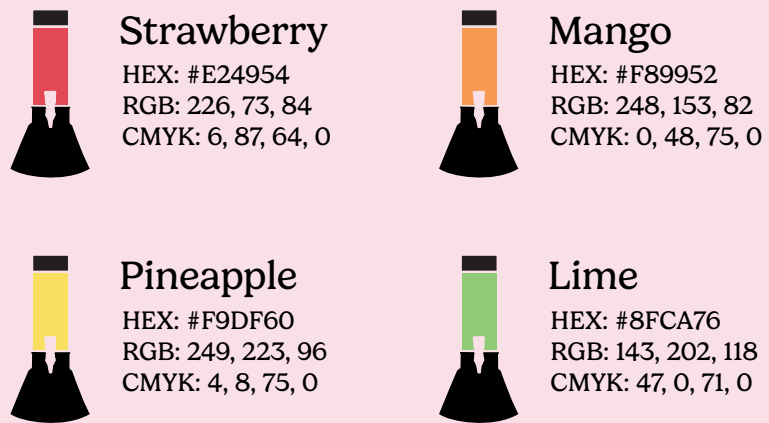
## Logo



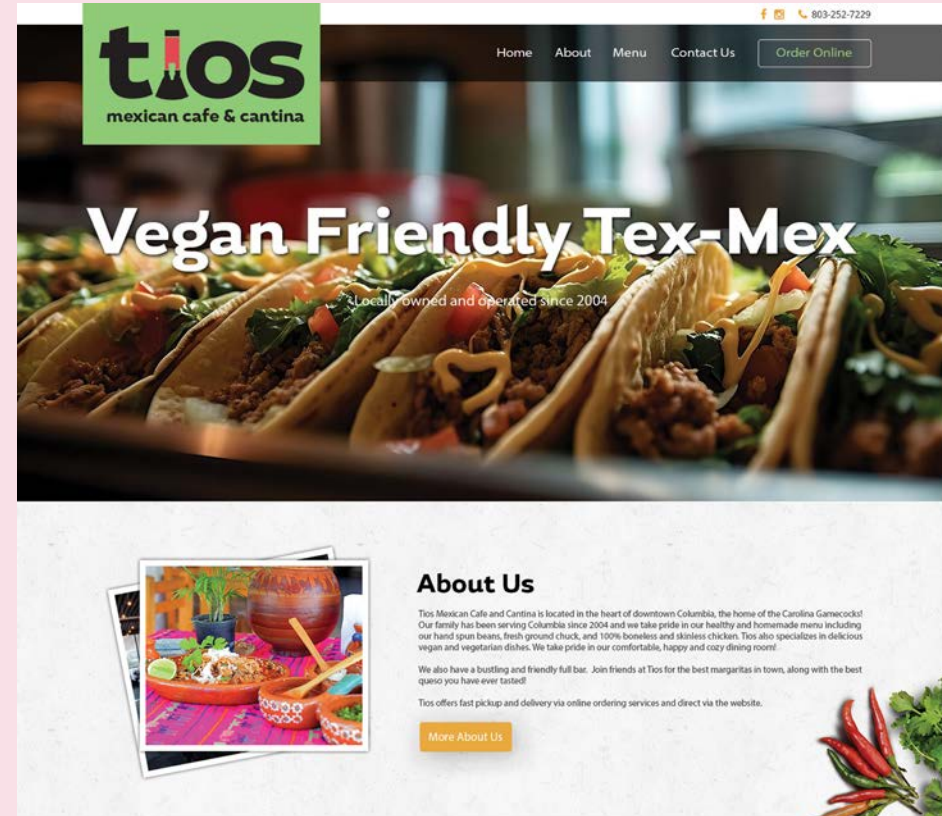
## Alternate Logo



## Colors



## Logo Sketches





thanks for exploring!



