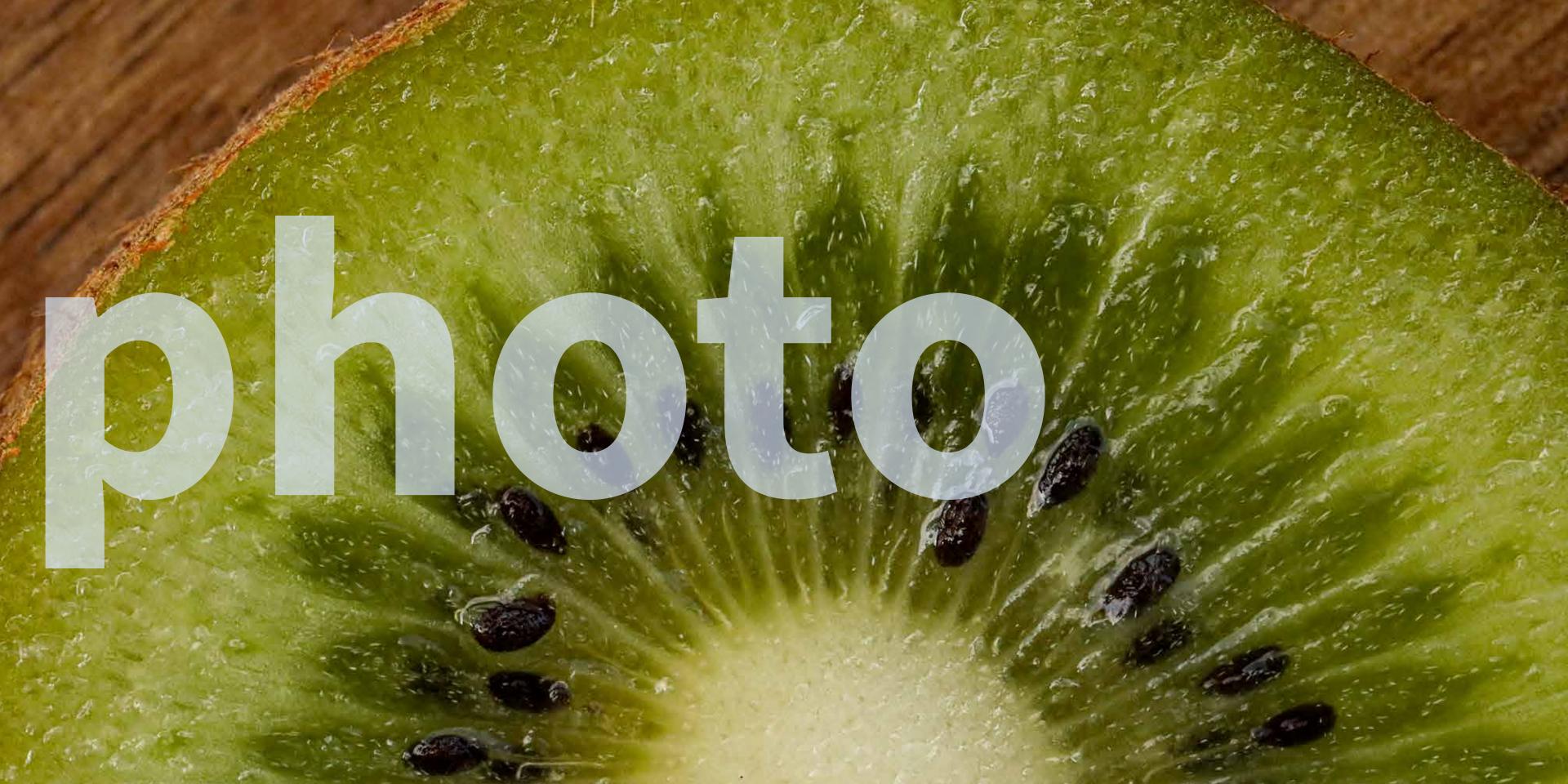portfolio
sarah moore

contents

hey there!

I'm a photographer and visual storyteller passionate about capturing authentic, meaningful moments that highlight the dignity, rights, and voices of people around the world. I graduated from the University of South Carolina in 2025 with a major in Visual Communications and a minor in Social Work — a combination that reflects both my creative drive and my commitment to social impact.

I love to travel, explore new perspectives, and create work that sparks connection and understanding. Whether I'm photographing in a new environment or working on a local project, I strive to approach every story with empathy, curiosity, and purpose.

In this portfolio, you'll find a mix of my work across photography, video, design, and UI/UX projects. It's a reflection of the things I love most: visual storytelling, thoughtful design, and exploring the world through a creative lens.

photo

Portraits

Left: The purpose of this project was to create Valentine's Day themed photos in the photo studio using color gels and creative lighting techniques.

Right: The purpose of these portraits was to use various studio lighting techniques to create moody black and white photos.
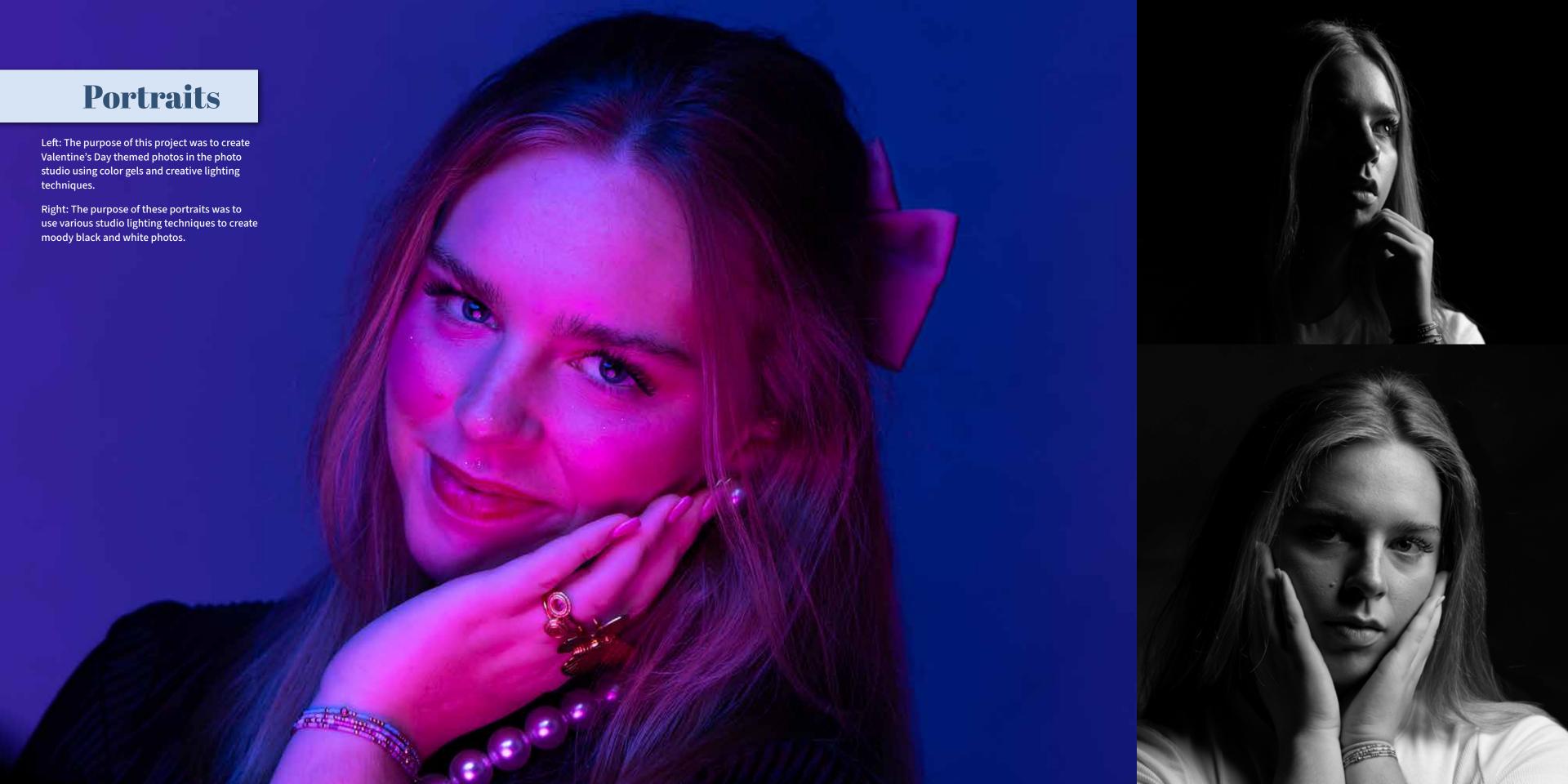
Carolina Cup

This photo essay documents the Carolina Cup in Camden, SC, capturing the event from early morning preparations through the races and interactions among jockeys, trainers, and spectators. The series of photos aims to visually communicate the energy, dedication, and traditions of this event. As the photographer for this project, my role involved comprehensive coverage of the Carolina Cup, including engaging with participants throughout the day and working to meet a tight publication deadline. Some of my photos were published in *The State,* a newspaper published in Columbia, SC.

Product Photos

This product shoot for Poppi aimed to generate engaging visuals for ads and social media campaigns. As the designer and photographer for this project, I leveraged bright colors, playful straws, and fresh fruit in the studio to effectively communicate the brand's fun and refreshing mood. This approach was intended to create engaging content aligned with the brand's identity.

Prebiotics for a Healthy Gut

5g — 5g Sugar or Less

BS — No Fake Stuff

25 — 25 Calories or Less

it's time to love soda again

Strawberry Lemon

Orange

Raspberry Rose

On the Farm

On my grandparent's farm in North Carolina, I document the quiet routines and personalities of the cows that live there. As the photographer, I focus on their expressions, body language, and the textures of the rural landscape to highlight the deep connection between animals and the land they inhabit. This series explores the rhythms of farm life through one of my favorite subjects — the cows who make it feel alive.
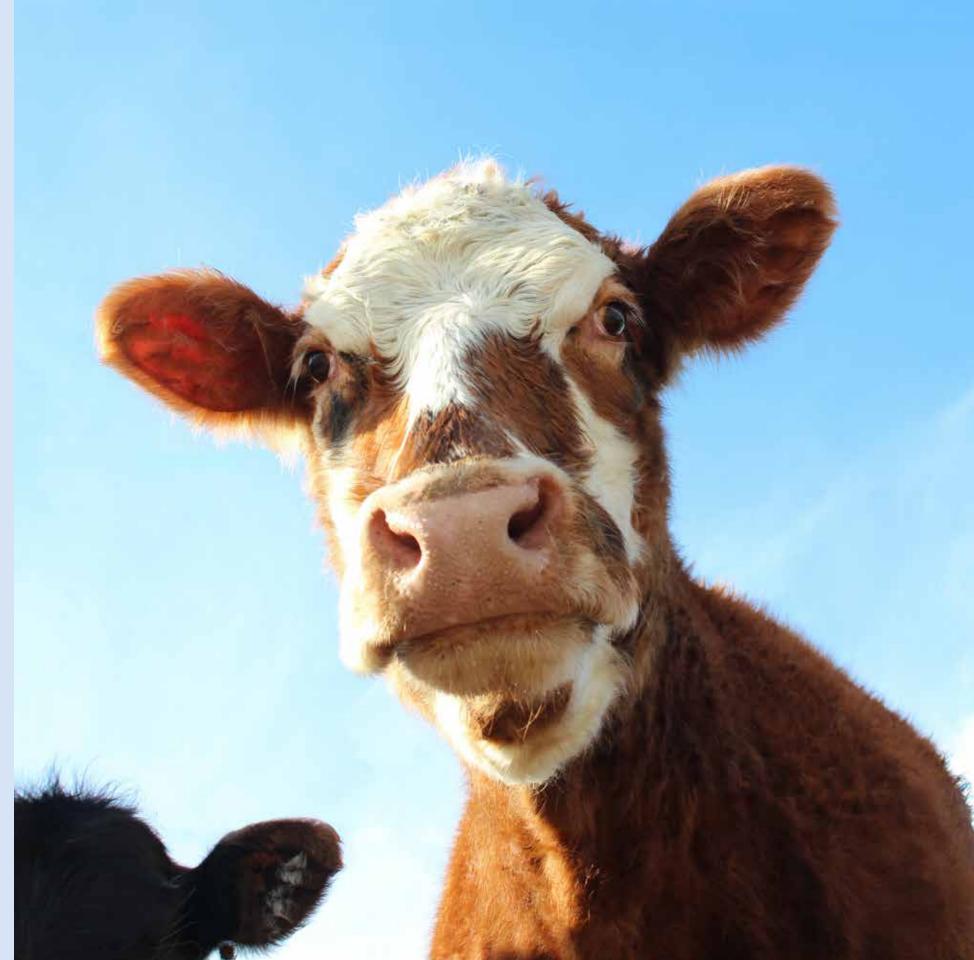
The Warm Heart of Africa

A comprehensive website featuring blog posts and photographs documents a service learning trip to Malawi, Africa, undertaken with the USC journalism school. Developed to inform about the realities and lessons of the trip, this platform shares the experiences and insights gained during this study abroad program. As the creator of this website, my role involved documenting the trip through photographs and writing, and subsequently developing the platform.

check out my website!

One Eared Cow Glass

The purpose of this project was to highlight artists in Columbia through a series of photo essays. I contacted local artists and was able to photograph them working in their various studios, then conduct interviews with them.

One Eared Cow is a hot glass studio and store located in Columbia, SC. Tom Lockhart has owned One Eared Cow since 1991, when he started the business after graduating from USC with two of his classmates. The name "One Eared Cow" comes from a one-eared, hand carved cow's head that was nailed to the barn that they first started their business in - it was the only building they could afford after graduating. Lockart describes why he enjoys his work, "I enjoy the vastness of what we are able to do and accomplish with our art and creativity."

> " I enjoy the vastness of what we are able to do and accomplish "

Alicia Leeke

As part of a project documenting local artists in Columbia, SC, I photographed and interviewed Alicia Leeke, a contemporary painter, in her home studio. The project seeks to highlight the diverse talents and workspaces within the city and to explore artist's creative processes and contributions to the city's cultural landscape.

Kirkland Smith

Kirkland Smith creates art from post-consumer materials, called "assemblage," challenging viewers to reconsider their relationship with waste. As the photographer, I captured her in her Stormwater Studios workspace as part of a series on artists shaping the creative landscape of Columbia, SC. The images reflect both her process and the message behind her work.

multimedia

Liebe Leica

Liebe Leica, meaning "Love Leica" in German, is a multimedia project I created with a small group in Munich and Berlin. The project focused on exploring the German camera brand Leica. Our goal was to gain firsthand insights into the brand and its community.

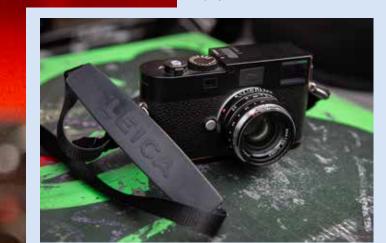To the right is an excerpt from *Why Should You Care?,* a piece I wrote for the project.

The Leica viewfinder is always placed on the side of the camera, rather than the middle. This is done so the user can stay connected with those around them while looking through the camera. Nico Linnstedt, a Leica employee, said, "…if you're shooting with your right eye, you always leave the left eye open so you will not be disconnected from the world. So even if I'm taking a portrait, I'm still in contact with my subject."

Leica encourages people to see the world differently, to create the art before you even touch the camera. Alexander, a long-time user of Leica, said, "that's also the idea of Leica, you must make a picture before you press the button." The design promotes the idea that Leica wants photographers to preserve beautiful moments in time, not just snap pictures while only seeing the world through the viewfinder.

Leica is not only for the rich and famous, nor is it only for professional photographers. Leica welcomes anyone brave enough to push beyond the ordinary and discover more. More art. More meaning. More life. More love. It urges you to stay passionate, whether it's about photography or not— the values Leica was built upon reaches an audience far beyond the cameras they produce. Leica is inspiration. Leica is connection. Leica is passion. Leica is love.

Editorial

A series of editorial spreads showcasing travel photography. Through layout and photography, I focus on creating visual flow and a strong sense of place.

Magazine cover:

TRAVELER

SPRING 2025

ESCAPE TO THE SOUTH OF FRANCE

Travel Tips for Cannes, Nice, Marseille & More

AND MORE!

FROM COAST TO COAST
Our Guide to the Best Coastal Getaways Around the World

$14.99US $16.99CAN

Spread – Seaside Splendor:

View of Nafplio from the steps of Palamidi Castle

SEASIDE splendor

Experience the elegance of Nafplio, Greece's most enchanting port town

Just a two-hour drive from Athens, Nafplio is the perfect day trip for travelers craving a mix of history, charm, and coastal beauty. Once the first capital of modern Greece, this picturesque town blends neoclassical architecture, Venetian fortresses, and turquoise waters into a postcard-perfect escape. Climb the 999 steps to Palamidi Fortress for sweeping views, stroll the marble-paved streets of the Old Town, and sip coffee by the sea as the sun dips behind Bourtzi Castle. In Nafplio, every corner whispers a story — and every view steals your breath. Beyond its beauty, Nafplio is a gateway for exploring

nearby archaeological treasures like Mycenae and Epidaurus, both less than an hour away. Return in the evening to a quiet waterfront dinner and a golden-lit stroll through town. For travelers seeking both culture and calm, Nafplio delivers — with effortless style. Boutique hotels tucked into restored mansions offer a cozy, elegant stay, while family-run tavernas serve up warm hospitality alongside traditional Greek dishes. Whether you're wandering through local shops, enjoying a gelato in Syntagma Square, or dipping your toes into the Aegean at Arvanitia Beach, Nafplio feels like a timeless escape — intimate, authentic, and unforgettable.

15 EXPLORE Spring 2025

TOP SEVEN

things you don't want to miss

1 PALAMIDI CASTLE
Standing above Nafplio, Palamidi Castle is a must-see for its views and history. Built in the early 1700s, it's one of Greece's best-preserved fortresses. Visitors can climb the 999 steps from the Old Town or drive up.

2 EXPLORE OLD TOWN
Nafplio's Old Town is a mix of cobbled streets, colorful facades, and blooming balconies. Venetian and neoclassical architecture line the winding alleys, where you'll find shops, cafés, and hidden courtyards.

3 BOURTZI FORTRESS
Just off the harbor, Bourtzi Fortress is one of the town's most iconic sights. Built in the 15th century to protect the port, you can take a short boat ride to explore its walls and enjoy views back toward the town.

4 ACRONAFPLIA CASTLE
The oldest of Nafplio's fortresses, Acronafplia offers sweeping views and centuries of history. Perched on a rocky hill above the Old Town, it was once a key stronghold for Byzantines, Venetians, and Ottomans.

5 ARVANITIA PROMENADE
This scenic coastal path hugs the cliffs beneath Acronafplia, offering breathtaking views of the Argolic Gulf. The paved walkway connects Nafplio's harbor to Arvanitia Beach.

6 ARVANITIA BEACH
Tucked beneath the cliffs of Acronafplia, Arvanitia Beach is a favorite among locals and visitors alike. This small, pebbled cove offers crystal-clear waters perfect for a refreshing swim.

7 SEAFRONT WALK
A leisurely stroll along the harbor, lined with palm trees, charming cafés, and views of the Argolic Gulf. The path offers picturesque sights of Bourtzi Fortress perched offshore and the surrounding mountains.

Mango spread:

- Food & Drink -

A Mango State of Mind

Written and Photographed by Sarah Munro

...like they had soaked up all the sunlight and held it inside

14 COASTAL LIVING Spring 2025

Spring 2025 COASTAL LIVING 15

Wine & Dine spread:

WINE & DINE

A Dinner to Remember

Experience fine dining along the French Riviera in Nice at Le Plougeoir

Perched on a rock above the shimmering waters of the Mediterranean, Le Plougeoir in Nice is more than just a restaurant — it's a destination. With its unique setting on a historic diving platform once topped by a fishing boat, the venue blends Belle Epoque charm with Riviera elegance. Guests arrive to find themselves suspended between sea and sky, with panoramic views that make every meal feel like a special occasion.

The menu at Le Plougeoir celebrates Mediterranean flavors with a modern touch, spotlighting seasonal produce and fresh seafood sourced from local markets. Diners can choose from refined spaces

like "Le Rocher" or sip cocktails at "Le Vivier," the overwater lounge bar. With its breezy blue-and-white décor and the sound of waves below, every detail is crafted to create a sense of effortless sophistication — a perfect backdrop for a dinner to remember.

Whether you're visiting for a romantic evening, a special celebration, or simply to soak in the Riviera magic, Le Plougeoir delivers an experience that lingers long after the last bite. As the sun dips below the horizon and the coastline glows with golden light, there's a sense that time slows down — letting you savor not just the food, but the moment itself.

12 TRAVELER Spring 2025

ORDER UP

drink

Nice's cocktail scene is as vibrant as its coastline, with drinks infused with local flavors like citrus, lavender, and herbs. Sip a limoncello spritz by the sea or try creative concoctions in cozy spots like Bar des Oiseaux. For dinner, local favorites like La Merenda and Peixes serve fresh, Mediterranean dishes that pair perfectly with regional wines and aperitifs — a true taste of the Riviera lifestyle.

eat

Nice is a paradise for food lovers, especially when it comes to local bites that capture the spirit of the region. Stroll through markets and find socca, a crispy chickpea pancake served hot and lightly salted, perfect for a quick snack. A favorite is pan bagnat, a sandwich version of the Niçoise salad, with tuna, olives, anchovies, and vegetables in olive oil-soaked bread. From savory pissaladière, a caramelized onion and anchovy tart, to tourte de blettes made with Swiss chard and pine nuts, these dishes are a delicious introduction to the culinary heart of Nice.
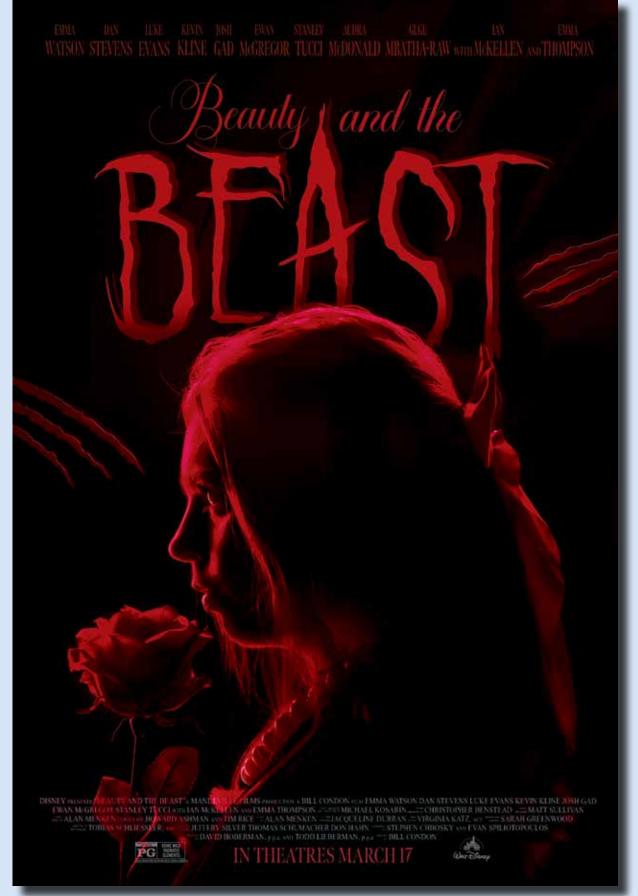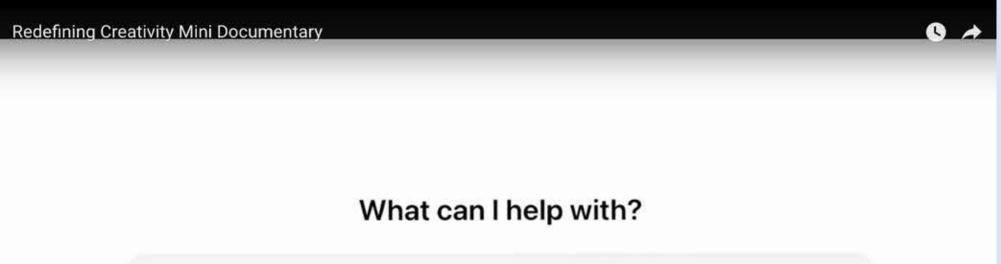
Beauty & the Beast

This project involved creating distinct visual interpretations for a book cover and movie poster, reimagining Beauty and the Beast through a horror lens. As the creative director, photographer, and designer, I drew on themes from the classic tale and introduced a darker twist through strategic visual choices. The concept came to life in the photo studio using color gels, rim lighting, and silhouette techniques.

video

Redefining Creativity Mini Documentary

What can I help with?

title for a documentary about ai's impact on creative professionals

Create image   Summarize text   Make a plan   Code   Surprise me   More

0:07 / 6:15

Artistry in the Age of AI: Redefining Creativity

The purpose of this project was to produce a documentary exploring the impact of Artificial Intelligence on creative professionals. I began by conducting research and developing storyboards to structure the film's narrative. The production process included filming interviews with individuals in the creative industry, paired with b-roll footage that visually supported and enhanced the topics discussed. Notably, some of the b-roll was generated using AI, incorporating the technology being explored to demonstrate its capabilities and relevance within the context of the documentary.

JASON PORTER
University of South Carolina
Visual Communications Instructor

TOM REICHERT
University of South Carolina
Dean of the College of Information and Communications

@LimusTG 2 weeks ago
You're a multi-billion dollar company. Hire some animators.
4.9K   Reply
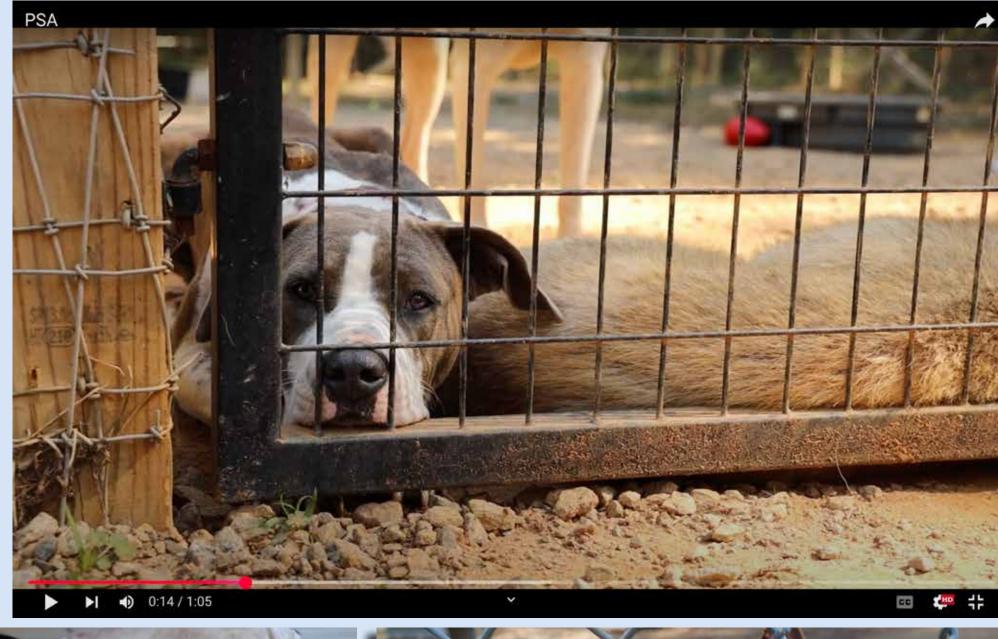
Animal Rescue PSA

The purpose of this project was to create a Public Service Announcement (PSA) video to encourage dog adoptions from Final Victory Animal Shelter in Columbia, SC. The process involved researching information about dog adoption and developing a storyline aimed at making the message feel more personal. To convey this message, on-site video recording was conducted at the animal shelter. The aim was to address the challenge of promoting dog adoption through a relatable narrative

design

Print Media

This poster was designed to promote a new program launched by Student Health and Well-Being at USC, aimed at helping international students connect with one another. As the designer, I created a visually engaging piece to inform students about the program's purpose, dates, and meeting locations. The poster was displayed around campus to raise awareness and encourage participation.
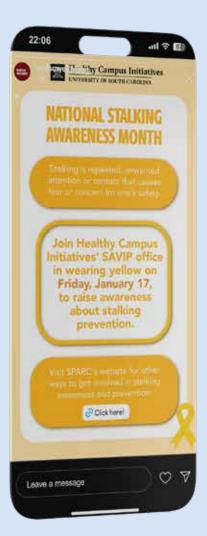
Digital Media

As the designer of these Instagram stories for Student Health and Well-Being at USC, my goal was to engage the student body and share information about various wellness programs. Targeted toward USC students, the stories visually communicated helpful tips, program details, and upcoming events to promote awareness and increase participation through accessible, engaging social media content.
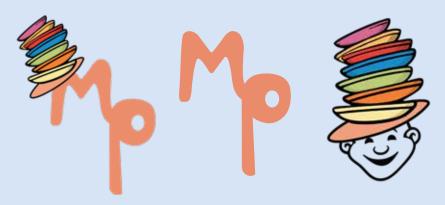
The Mad Platter Rebrand

The purpose of this project was to redesign the logo and develop a cohesive brand identity for The Mad Platter, a pottery studio. I chose neutral tones as the primary colors to represent clay, complemented by a vibrant range of secondary colors to reflect paint, creativity, and the studio's playful atmosphere. I chose a handwritten font to add an artistic feel and balanced it with a clean sans-serif for clarity.

Secondary Logos

Colors

#EFE3D4	#EF9F7D

#F47F34	#FDBD61	#D66744	#E24237	#058DC7	#BBCC78	#F9E79F

Fonts

Maku

Acumin Variable Concept

The Process

I first researched the existing branding to understand their purpose and values. I created a moodboard using Pinterest for inspiration, focusing on logos used by other art companies. Then I hand-drew the wordmark and sketched ideas for the icon. I then used AI to refine the icon—a simple face wearing pottery as a hat, referencing the studio's name, a play on "The Mad Hatter." Final edits were made to polish the logo.
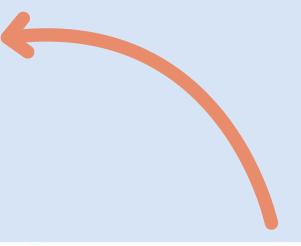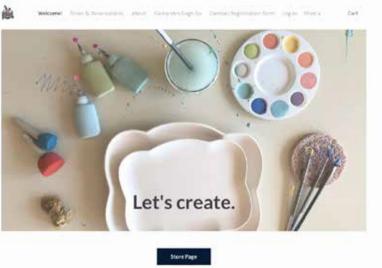
Original Logo

Mood Board

Wordmark Sketch

Logo Sketch

AI Comps

Final

New Website Design

For the website, I changed the font and colors to match the identity system and added a more consistent layout. I uploaded their overhead photo into an AI program and generated a new photo with improved lighting and composition. I then used the new photo as a style reference to generate additional photos for the website that matched the new brand identity.

Old Website
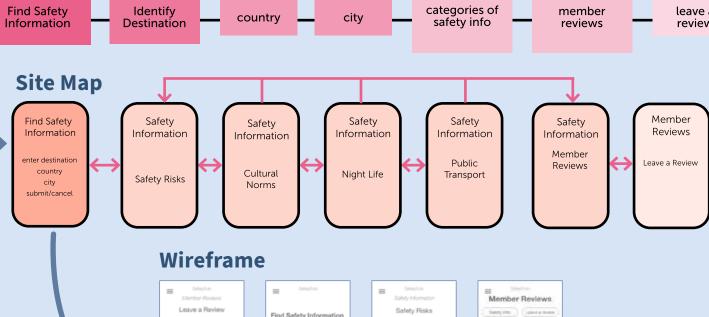
ui/ux

SafelySolo

safety first, adventure always

SafelySolo empowers solo female travelers to explore confidently. Discover safety insights for your destinations, plan trips, and share your itinerary with contacts you trust. Real-time location tracking keeps you safe, secure, and connected at every step, so you can embrace each adventure with peace of mind.

check out the clickable prototype!

SafelySolo is an app I designed and prototyped to address the need for increased safety among female travelers. Inspired by my own love for travel, I set out to create a tool that helps women feel more secure while exploring independently. My design focused on a user-friendly interface that communicates a sense of security, support, and community.

The Process

Content Map

| Find Safety Information | Identify Destination | country | city | categories of safety info | member reviews | leave a review |

Site Map

Find Safety Information
enter destination
country
city
submit/cancel

Safety Information
Safety Risks

Safety Information
Cultural Norms

Safety Information
Night Life

Safety Information
Public Transport

Safety Information
Member Reviews

Member Reviews
Leave a Review

Wireframe

Prototype

let's connect!

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