

POSITIONS THROUGH CONTEXTUALIZING

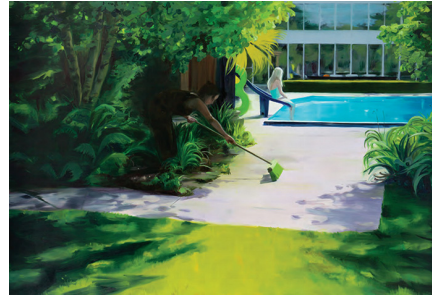
LAST WEEK

Focus on reference building around topics of feminism, the male gaze, the female gaze, etc.

Began to question the male gaze vs the female gaze

- Their contexts are quite different and not exactly the converse of each other as one would expect
- There is the male gaze and there is the female gaze but where does the depiction of male vulnerability fit in?
- Where do perceptions of vulnerability differ between men and women and their respective opinions - what does this look visually and in contrast with each other?
- If you look at these perceptions without knowing whose is whose can you tell if the perspective is male / female? What are the aspects that set them apart?

REFERENCE BUILDING

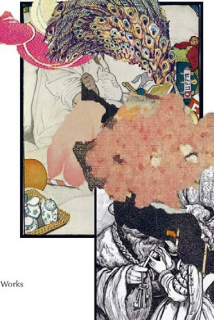


Laura Mulvey

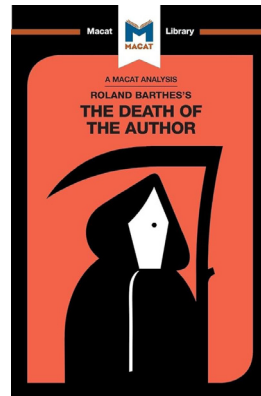
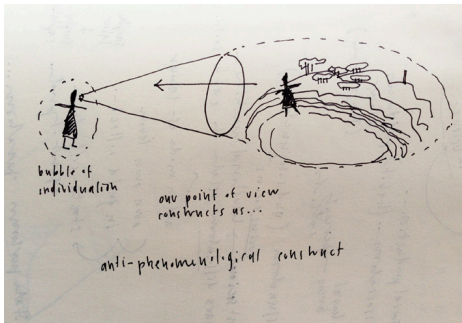
'Visual Pleasure and Narrative Cinema'

1975

Rachel Rose



Afternoon Books: Two Works



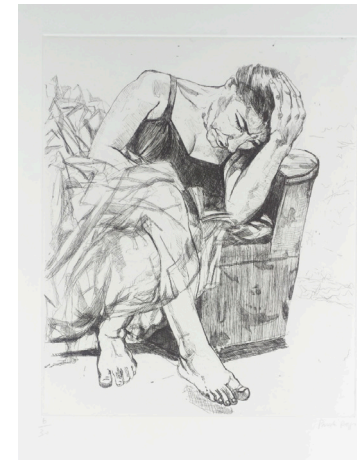
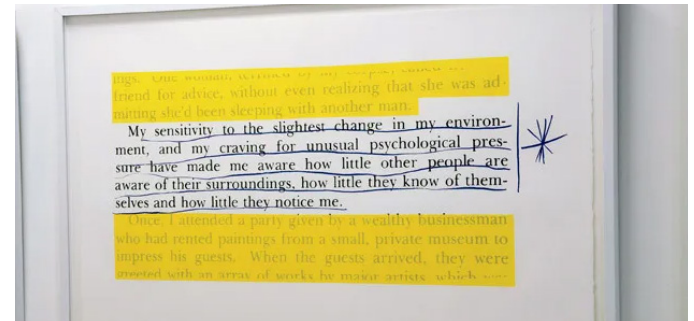
Ways of Seeing
John Berger



Seeing comes before words. The child looks and recognizes before it can speak.
But there is also another sense in which seeing comes before words. It is seeing which establishes our place in the surrounding world; we explain that world with words, but words can never undo the fact that we are surrounded by it. The relation between what we see and what we know is never settled.



The Surrealist painter Magritte commented on this always-present gap between words and seeing in a painting called 'The Key of Dreams'.
The way we see things is affected by what we



THIS WEEK

Shifting from the male gaze and exploring the 'masks' women wear in society to conform to a male dominated world.

I first thought this concept was outdated based on the 1929 writing by Joan Riviere but the more I thought about it the more I began to relate to the concept of womanliness as a mask and what this looks like in today's society in relation to sexuality, race, etc. and conforming to societal norms.

To hone in on a specific realm of this I chose to consider the workplace and what that looks like for women. This is a realm where I have frequently found myself altering my persona / outward perception to conform to a male dominated environment.

What does this look like in the world of design?

What are the implications and why does it feel normalized? Companies put up the facade of diverse workforces / hiring but in talking with others that is almost never the case in reality.

Why did I not know the extent of inequality in the design world?

WOMANLINESS AS MASQUERADE

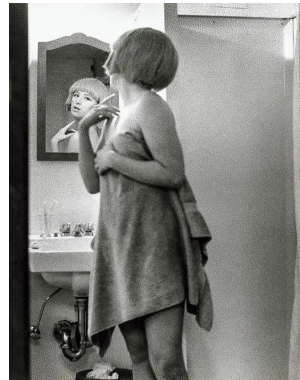
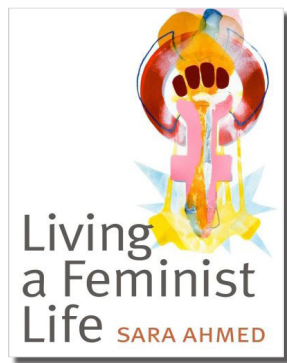
JOAN RIVIERE



“Womanliness therefore could be assumed and worn as a mask, both to hide the possession of masculinity and to avert the reprisals expected if she was found to possess it — much as a thief will turn out his pockets and ask to be searched to prove that he has not the stolen goods.” (Riviere, 1929)



REFERENCE BUILDING



Laura Mulvey

'Visual Pleasure and Narrative Cinema'

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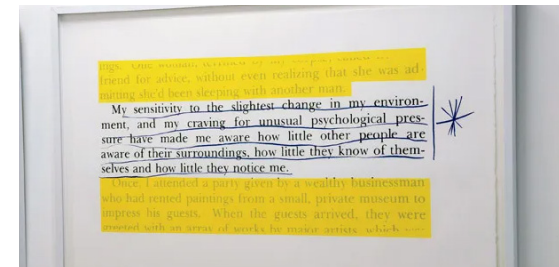
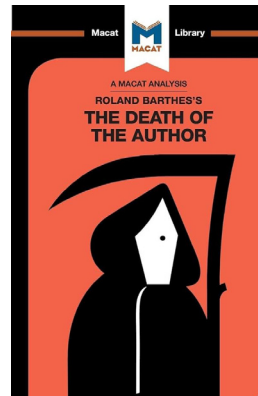
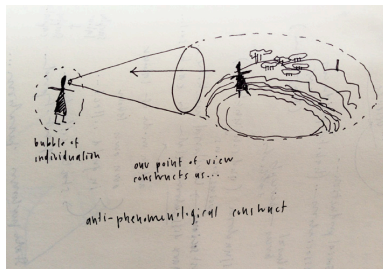
Abigail Rocke Two Works



Libby Sellers

Women Design

Pioneers in architecture, industrial, graphic and digital design from the twentieth century to the present day



Ways of Seeing John Berger

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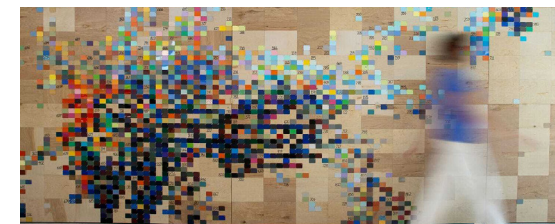
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HARVARD Advanced Leadership Initiative Impact Review

Shrink It and Pink It: Gender Bias in Product Design

Oct 25 • Written by Karen Korelitz Reuther



The Design Economy 2018

The state of design in the UK

UK design industry

This factsheet presents the overall research findings for UK design businesses (freelance designers, design consultancies and in-house design teams). For details information on specific business types, see the relevant factheets. The UK design industry has experienced healthy growth over the last five years. It is estimated that there are now 232,000 designers working in the UK, an increase of 25% since 2013. The overall annual earnings of UK design businesses are estimated at £1.5bn - this includes design consultancy and freelance fees incomes as well as in-house design team budgets - an increase of approximately 15% since 2013, taking inflation into account. The financial picture is positive for some, with 37% of design businesses reporting a rise in fee income budget, but challenging for others, with 28% reporting a drop in income. The industry remains clustered around London and the South East, with 40% of design businesses based here. The majority of design businesses work in communications design and in digital and multimedia design.

Size and shape of the UK design industry

Business type	Number of businesses	Percentage of total
Freelance designers	102,000	44%
Design consultancies	65,000	28%
In-house design teams	65,000	28%

How many design businesses are there in the UK?
The UK design industry has experienced healthy growth over the last five years. It is estimated that there are now 232,000 designers working in the UK, an increase of 25% since 2013. The overall annual earnings of UK design businesses are estimated at £1.5bn - this includes design consultancy and freelance fees incomes as well as in-house design team budgets - an increase of approximately 15% since 2013, taking inflation into account. The financial picture is positive for some, with 37% of design businesses reporting a rise in fee income budget, but challenging for others, with 28% reporting a drop in income. The industry remains clustered around London and the South East, with 40% of design businesses based here. The majority of design businesses work in communications design and in digital and multimedia design.

MAKING

TRANSLATING TEXT TO DATA VISUALIZATION



Design Council

The Design Economy 2018: The state of design in the UK

A **45** page document on the design economy....

1 positivity-washed small font size paragraph on the design diversity 'challenge'



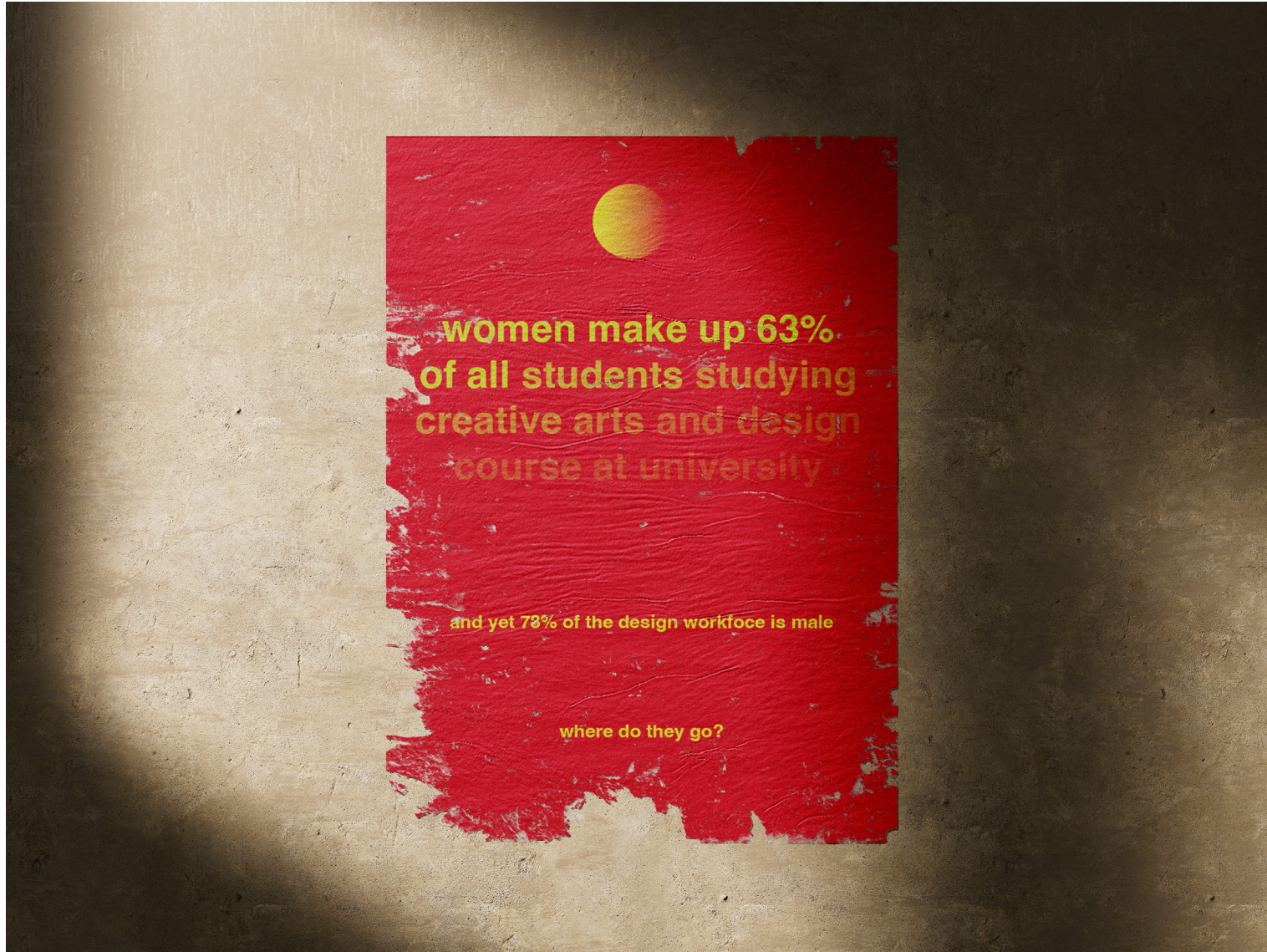
MAKING

“78% OF THE UK’S DESIGN WORKFORCE IS MALE.”



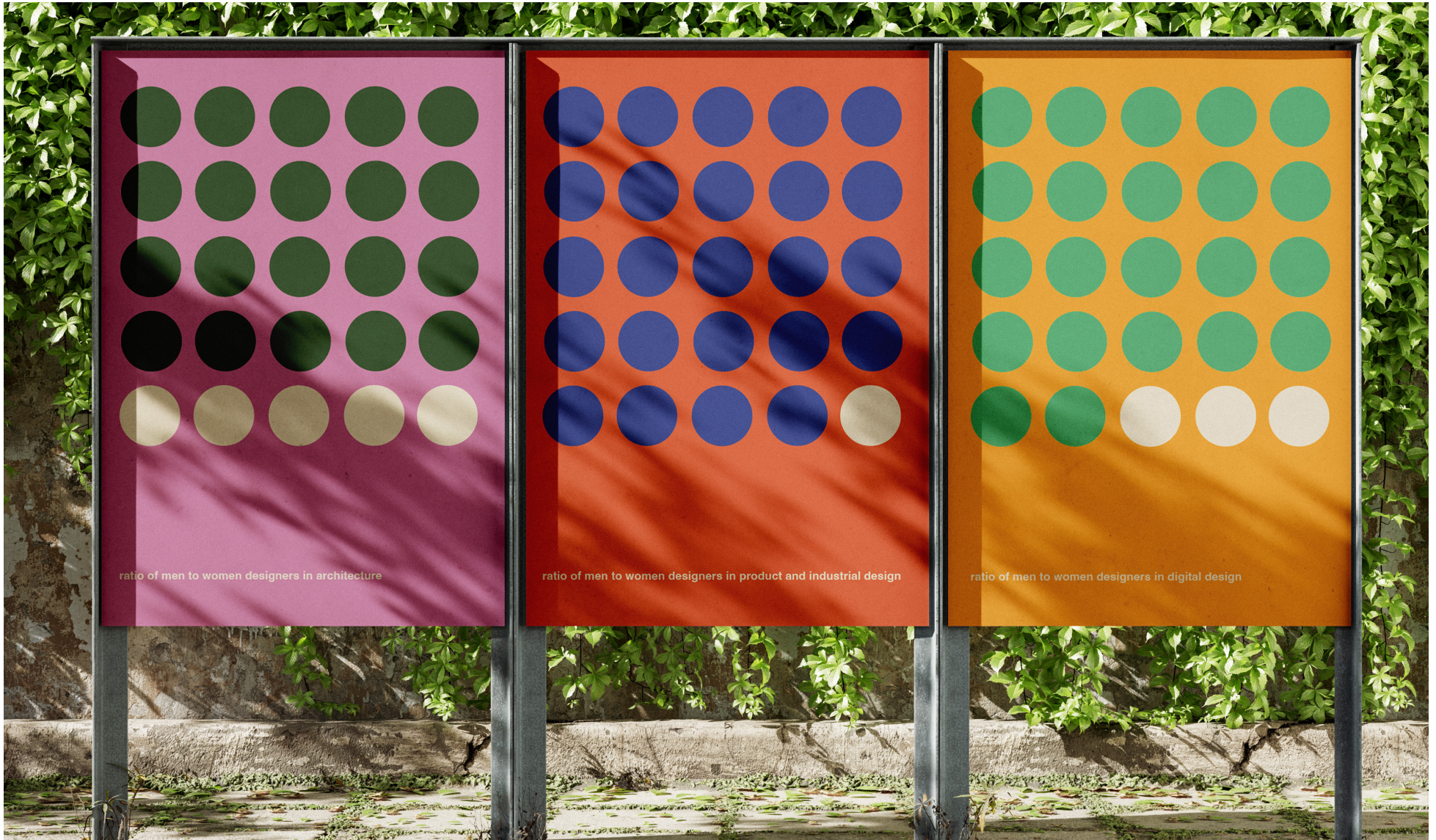
MAKING

“WOMEN MAKE UP 63% OF ALL STUDENTS STUDYING CREATIVE ARTS AND DESIGN COURSES AT UNIVERSITY”



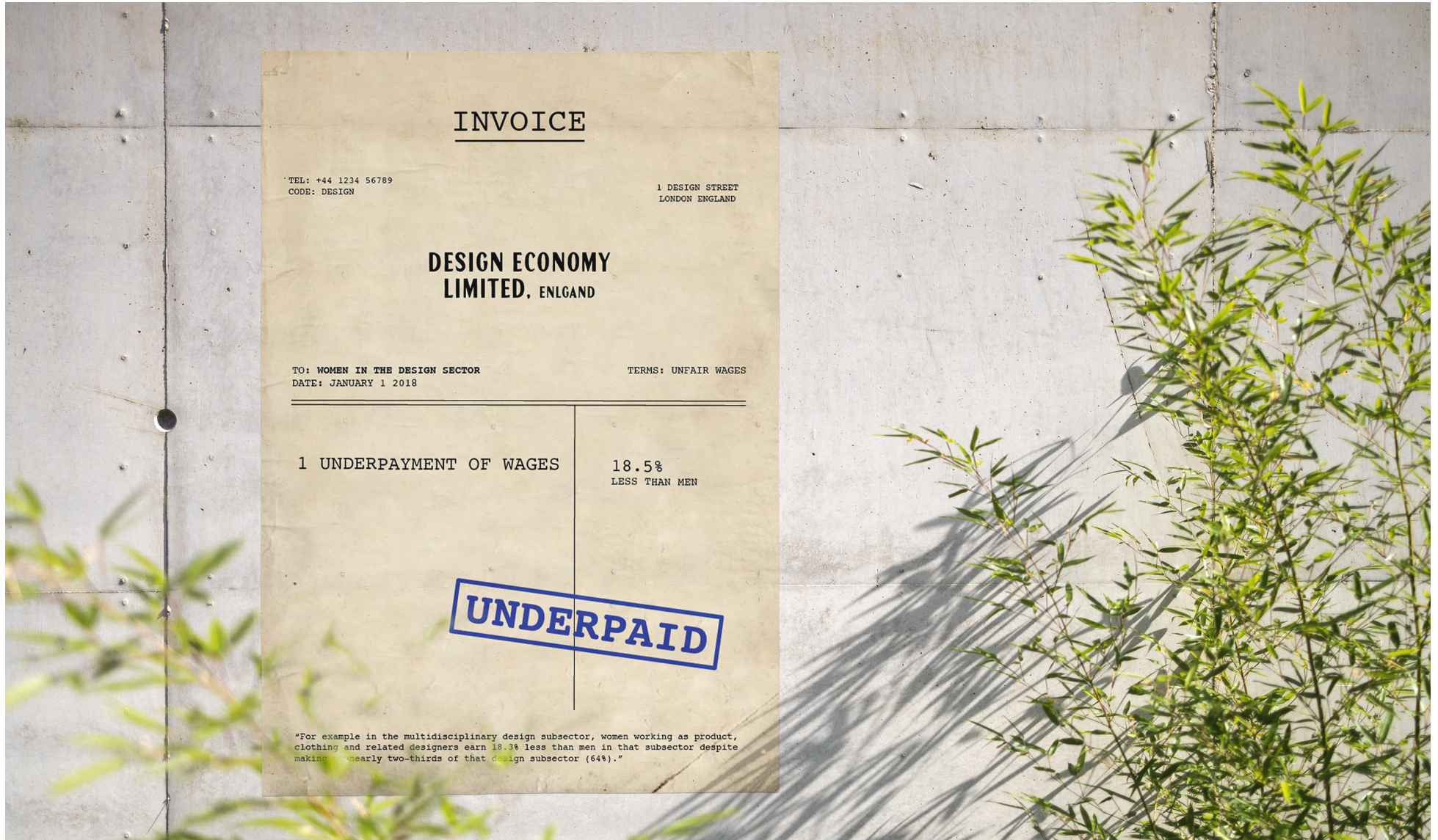
MAKING

“THE OVERALL RATIO IS SKEWED BY THE MALE DOMINATED SUBSECTORS OF PRODUCT AND INDUSTRIAL DESIGN (95%)”



MAKING

“WOMEN WORKING AS PRODUCT, CLOTHING AND RELATED DESIGNERS EARN 18.3% LESS THAN MEN”



MAKING

“WOMEN ARE ALSO LESS LIKELY THAN MEN TO BE IN SENIOR ROLES, WITH ONLY 17% OF DESIGN MANAGERS BEING FEMALE.”



CRITICAL ANALYSIS



WOMANLINESS AS A MASQUERADE

JOAN RIVIERE

- The highly traditional writing style and language alienates the concepts at hand at first glance but once you unpack it you realize the translation to today's society is fully present, 100 years later -- it feels like this strengthens the impact of the concept
- The use of analogies and comparisons could represent raw data in a way that feels more relatable and digestible to drive home key points
- The concept as a whole referring to the act of hiding and stealing space in a male dominated world could inform the form and medium with which physical making takes



THE DESIGN ECONOMY 2018

DESIGN COUNCIL

- The layout and typography in this reference feels as if it is trying to hide the negative side of the design economy which only makes me want to highlight it more. The facts are so strong and shocking but hidden away in 12 point font.
- This disregard for such striking facts only drives home the hidden inequality within the design workforce in terms of women and race.
- The way in which data visualization is represented (or lack thereof) leaves a huge gap to fill in terms of communicating highly important statistics that the design community (and others) should be made aware of. I think this will drive my project moving forward and I want to explore the ways in which data visualization can have the utmost impact on the viewer (physical installation, 3D, etc).