SOCIAL AMWARNESS

PROJECT 1
PART 1

DHIKSHA SAJNANI PROJECT 1 STUDIO 2 GRDS 400 OL PROF.SHAWN MCKINNEY SPRING 2020

PROJECT DESCRIPTION:

Design a body of work that aims to create public dialog regarding a specific social issue ofyour choosing. Your final solutions can be in any format, provided they are appropriate to thesubject matter: a series of posters, a magazine, a Web site, informational mailers, or any combination thereof. The rationale for choosing the construct should be validated by your choiceof topic &target audience. The topic can be as general (domestic violence) or as specific(child abuse in rural areas) as you wish. You must determine your target audience and yourtenor immediately. Will you use humor? Satire? Shock? An appeal to intellect? Only then canyou determine what elements will be best fitted to the project. The objective is to communicate the desired message to the desired target audience in as effective a fashion as possible.

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DESIGN BRIEF: RESEARCH

GENDER EQUALITY

Equality is ensuring individuals or groups of individuals are not treated differently or less favourably, based on their specific protected characteristic, including areas of race, gender, disability, religion or belief, sexual orientation and age. Equality is removing discrimination in all of the aforementioned areas. Bullying, harassment or victimization are also considered as equality and diversity issues. Diversity aims to recognise, respect and value people's differences to contribute and realise their full potential by promoting an inclusive culture for all staff and students.

The world has achieved progress towards gender equality and women's empowerment with the Millennium Development Goals, which includes equal access to primary education between girls and boys, women and girls continue to suffer discrimination and violence in many parts of the world. Gender equality is not only a fundamental human right but a necessary foundation for a peaceful, prosperous and sustainable world. Unfortunately, at the current time, 1 in 5 women and girls between the ages of 15-49 have reported experiencing physical or sexual violence by an intimate partner within 12 months and 49 countries currently have no laws protecting women from domestic violence. Child marriages have decreased by 30% in the last decade but it's not eliminated.

Gender Equality is about providing women and girls access to education, health care, decent work and representation in political and economically. Implementing new legal frameworks regarding female equality in the workplace and the eradication of harmful practices targeted at women is crucial to ending the gender-based discrimination prevalent in many countries around the world.

DESIGN BRIEF: RESEARCH

FACTS ABOUT GENDER EQUALITY

1) Globally, 750 million women and girls were married before the age of 18 and at least 200 million women and girls in 30 countries have undergone FGM.

2) In 18 countries, husbands can legally prevent their wives from working; in 39 countries, daughters and sons do not have equal inheritance rights; and 49 countries lack laws protecting women from domestic violence.

3) One in five women and girls, including 19 per cent of women and girls aged 15 to 49, have experienced physical and/or sexual violence by an intimate partner within the last 12 months. Yet, 49 countries have no laws that specifically protect women from such violence.

4) In 46 countries, women now hold more than 30 per cent of seats in the national parliament in at least one chamber and Only 52 per cent of women married or in a union freely make their own decisions about sexual relations, contraceptive use and health care.

5) Globally, women are just 13 per cent of agricultural landholders. Women in Northern Africa hold less than one in five paid jobs in the non-agricultural sector. The proportion of women in paid employment outside the agriculture sector has increased from 35 per cent in 1990 to 41 per cent in 2015.

6) More than 100 countries have taken action to track budget allocations for gender equality. In Southern Asia, a girl's risk of marrying in childhood has dropped by over 40% since 2000.

Their improvement in the world and UNICEF has worked very hard for these changes to be implemented however these problems haven't gone away yet, they still exist.

DESIGN BREIF: RESEARCH

MORE INFORMATION ABOUT UNEQUALITY AND SOUTH-EAST ASIA

There are so many issues, for example in south-east Asian countries having a son in the family is more helpful or will contribute more to the family income. A girl is looked at as responsibility, the girl child does get through health issues and gets a basic education, the likelihood of her escaping child marriage is less.

In the region, 1 in 2 girls is married before the age of 18. Bangladesh has the highest rate of child marriage at 52 per cent, followed by India at 47 per cent, Nepal at 37 per cent, and Afghanistan at 33 per cent. Although Bhutan is a middle-income country, it still has a high rate of women giving birth before the age of 18.
Due to the woman having a child when they are just a teen, there decision making power and poor education level nad poor power of control over resources, which lead to ill-equipped support to healthy foetal growth and raise a healthy child. The region has the second-highest number of maternal deaths worldwide.

The structure of inequality has always existed in south-east Asia, some of this stems on how the religion/culture is interpreted by the people of the country due to the education level as well as the level of open-mindedness. The girl is systematically disadvantaged across the region, the low status of a woman affects their rights. The social norm in south-east Asia is that the male child receives higher education so the girl often loses out on continuing her education. Women make up less than 5 per cent of the police force and less than 10 per cent of judges in south Asia. This reflects the strength of social norms and the disparity in justice systems.

Cultural shifts over the last 40 years mean that Southeast Asia currently has a female workforce participation rate of 42%, which is higher than the global average of 39%.
The one exception to this is Vietnam. Female workforce participation rates have reached 48% and the country now has women filling 22% of senior leadership roles and 25% of CEO and board-level positions.
Female-owned enterprises in Vietnam reached 30% in 2015 and the country firmly believes that 35% of the nation’s entrepreneurs will be female by 2020. As you can see numbers are changing things are changing however inequality still exists, therefore I want to challenge the train of thought. Women repeatedly report that a lack of career advancement, leadership roles and poor female retention rates are the biggest hindrances facing them and the overall fight for gender equality.

PROJECT BREIF:
TARGET AUDIENCE:

The target audience for this Project is females from all ages who can connect the feeling of inequality and can fight for empowerment and equality.

GEOGRAPHIC SCOPE:

As gender equality is a problem everywhere I how would be focusing on developing countries in south-east Asia. I would like to target Women all educated women to help women who don't have these opportunities. I would also like to create posters which women who go through inequality can connect to them as well. So basically All women living in south-east Asia.

METHODOLOGY:

This project aims to create awareness around a serious problem, which is gender equality.By creating or highlighting ways people can help through this campaign will be the goal. through this project I want people to take action and help in some sort of way if that's donating money, clothes or time. The issue is the change peoples mindsets or some male mindsets towards women.

STRATEGY:

While researching I noticed making people take action isn't hard, the audience has to connect to the poster and relate. The audience should feel unified/connected, For Example, girls supporting girls, women supporting women but with hard facts. The audience needs to feel empathic and connect with the poster, by using the truth/facts and quotes which would want them to take action.

The poster should have a call to action, a strong message. The Poster should make the audience want to share it on social media.
I would like to design for their cultures, so people in south-east Asian countries, especially the not as fortunate can connect to these posters about equality.

PART 2-
COLOR SCHEME:

#231f20

#3f3c3d

#ffffff

#fcb41b

#ea612b

#e89d24

#231f20

TYPOGRAPHY RESEARCH:

Gender equality

Font- Stymie

GENDER EQUALITY

Font- Mono45-Headline

Gender Equality

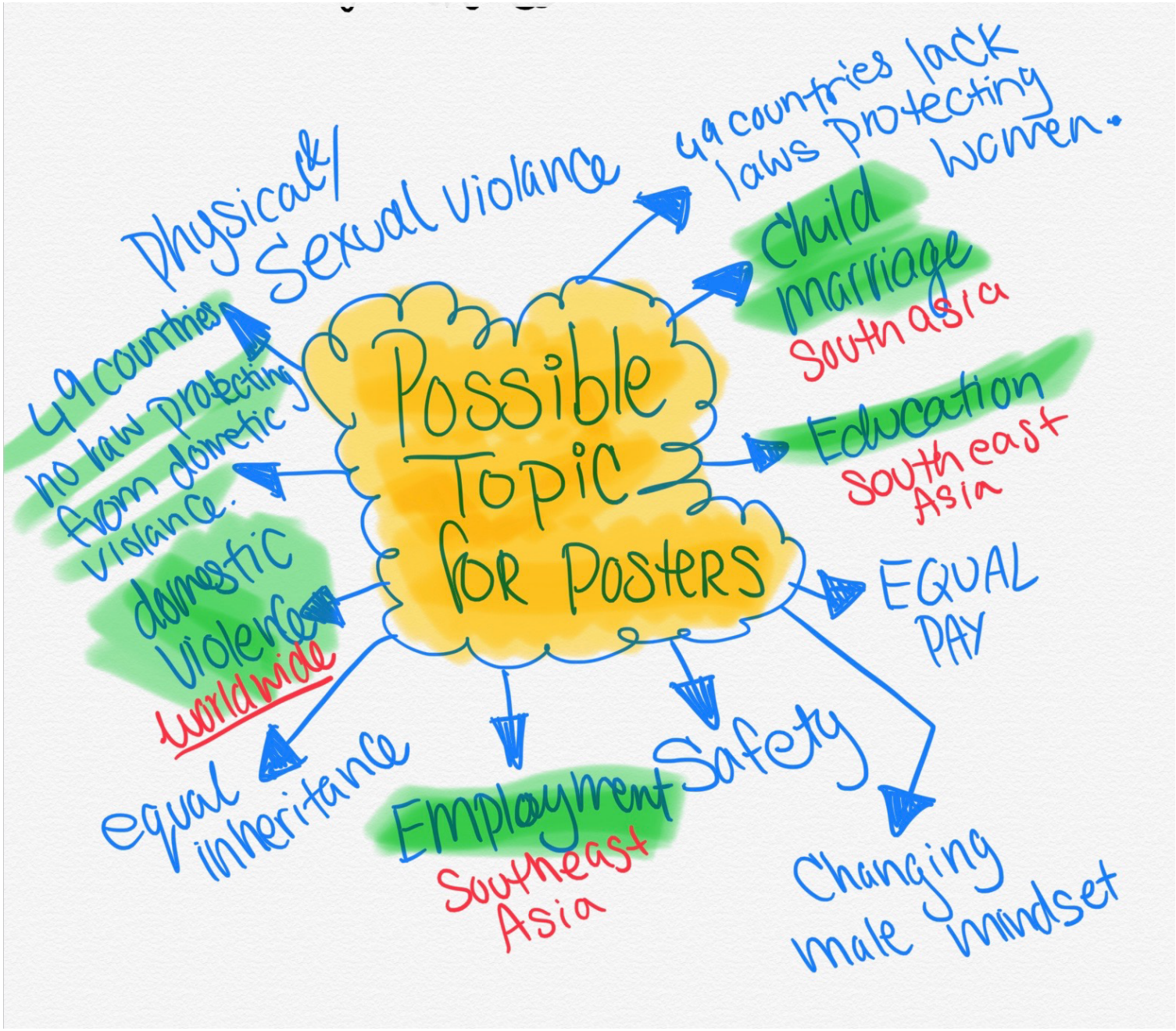
Font- Futura PT Bold Oblique

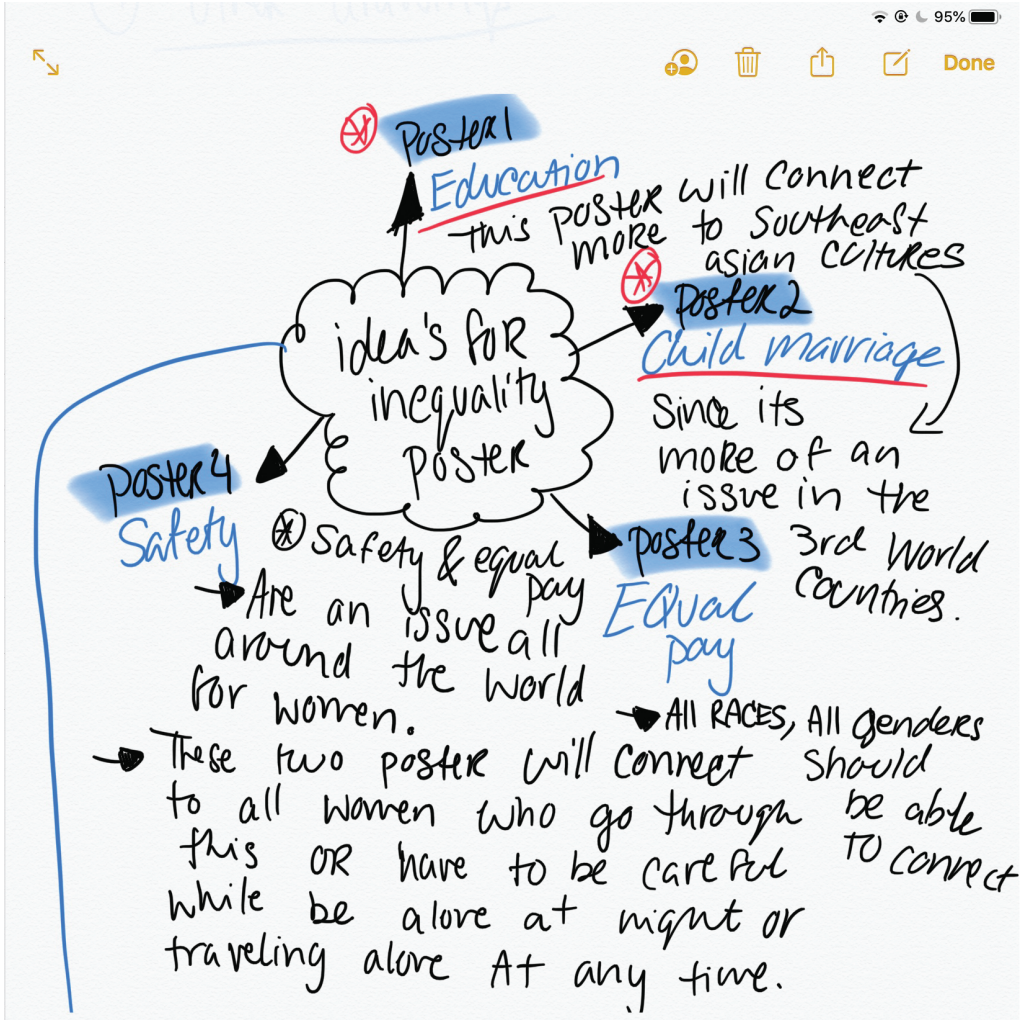
Gender Equality

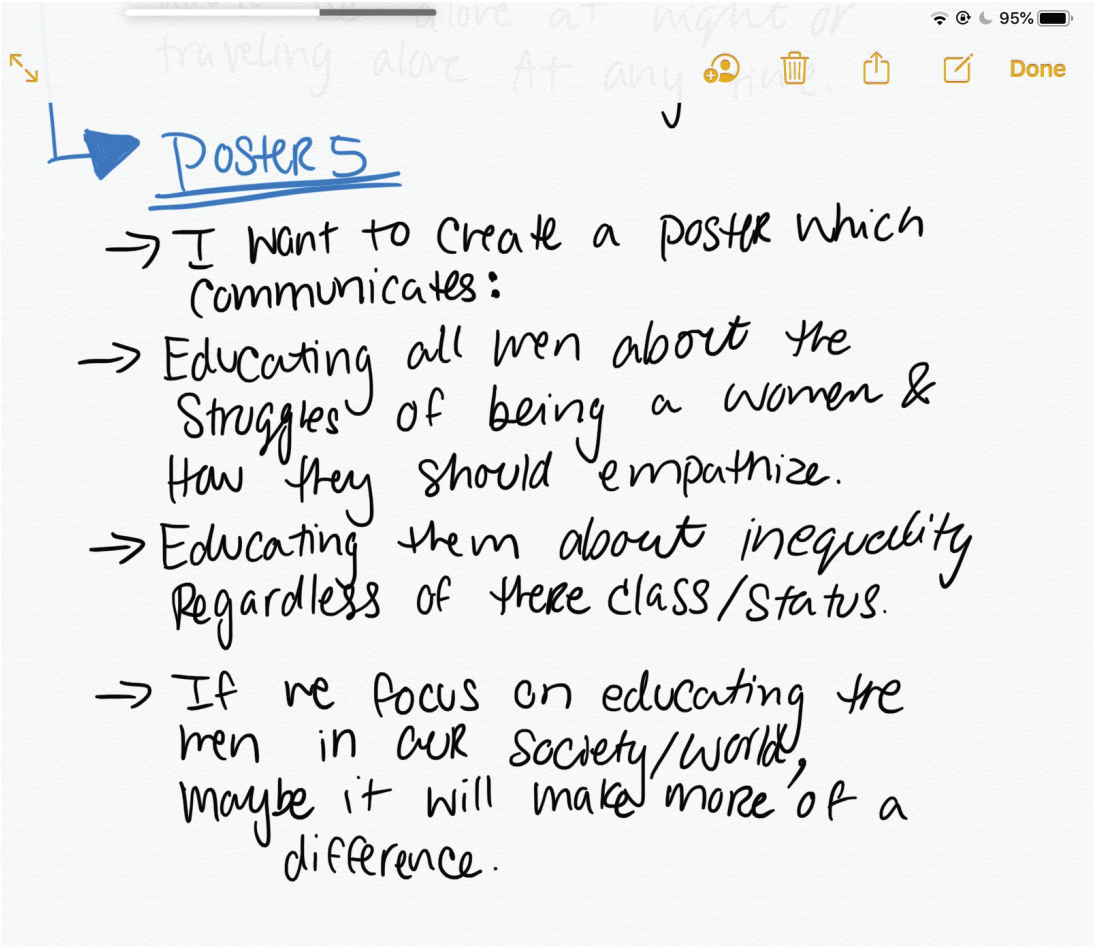
Font- Dante MT Std Medium

For the text, I wanted it to be strong and powerful that in order to set the mood and the vibe of the posters. The colours I wanted them to bold, that why the colours picked are shades of red and yellow, against back and white so the attention is directed towards what needs to be addressed.

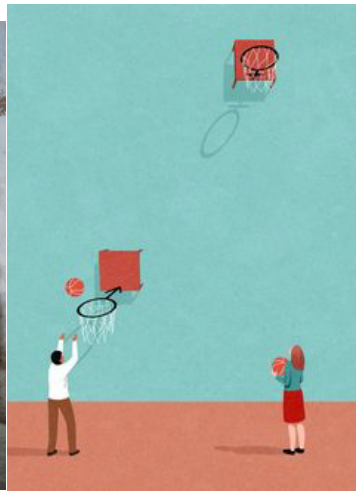
BRAINSTORM FOR POSTERS:

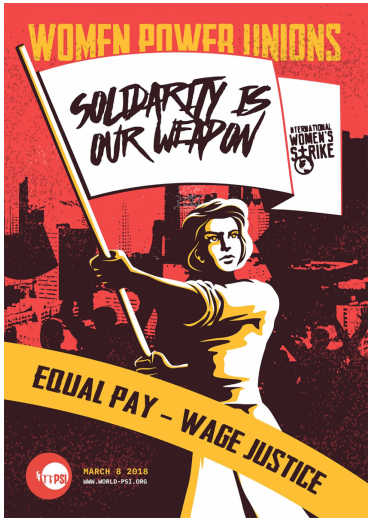


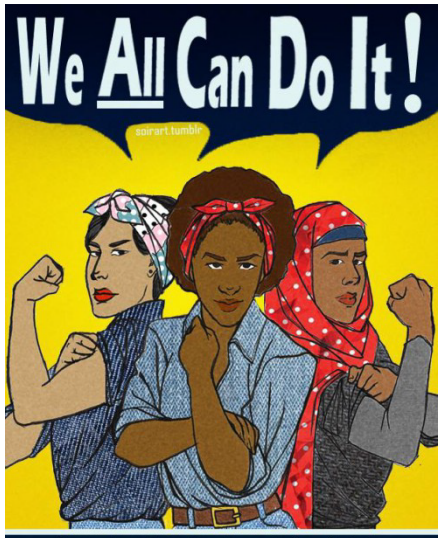

95%
Done
Poster 1
Education
this poster will connect more to Southeast asian cultures
idea's for inequality poster
Poster 2
Child marriage
Since its more of an issue in the 3rd World Countries.
Poster 4
Safety
Safety & equal pay
Are an issue all around the world for women.
Poster 3
Equal pay
All RACES, All genders Should be able to connect
These two poster will connect to all women who go through this OR have to be careful while be alone at night or traveling alone At any time.

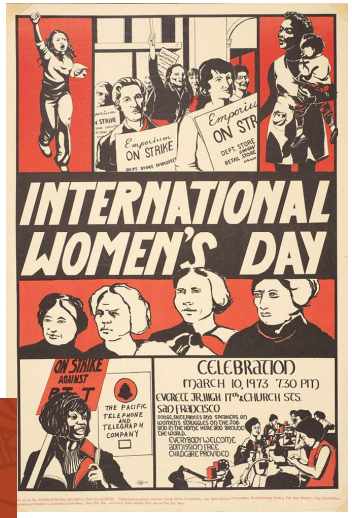

95%
Done
Poster 5
→ I want to create a poster which communicates:
→ Educating all men about the Struggles of being a women & How they should empathize.
→ Educating them about inequality Regardless of there class/Status.
→ If we focus on educating the men in our society/world, maybe it will make more of a difference.

INPIRATION IMAGES FOR POSTERS:



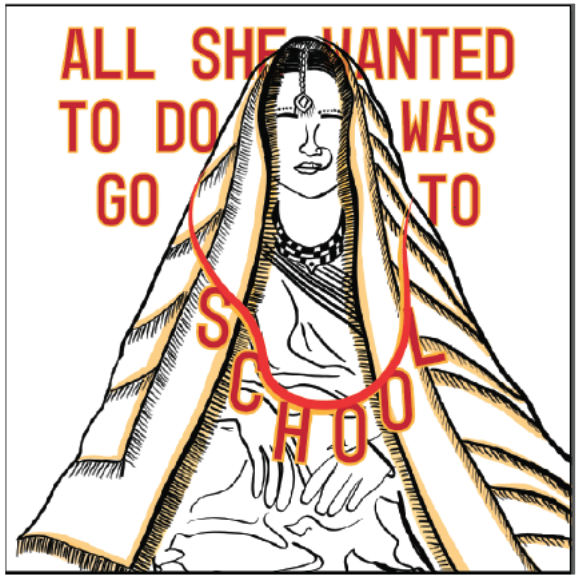






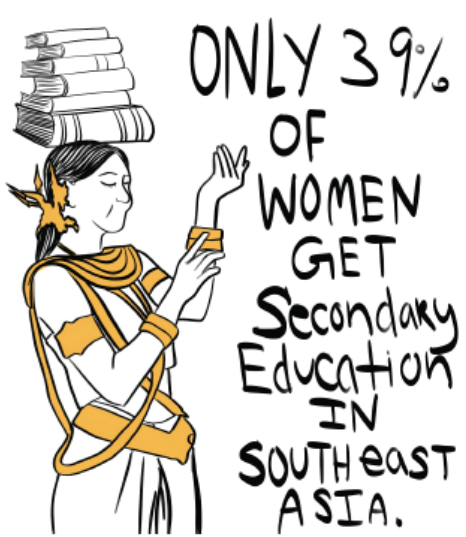
THUMBNAILS: POSTER 1,CHILD MARRIAGE

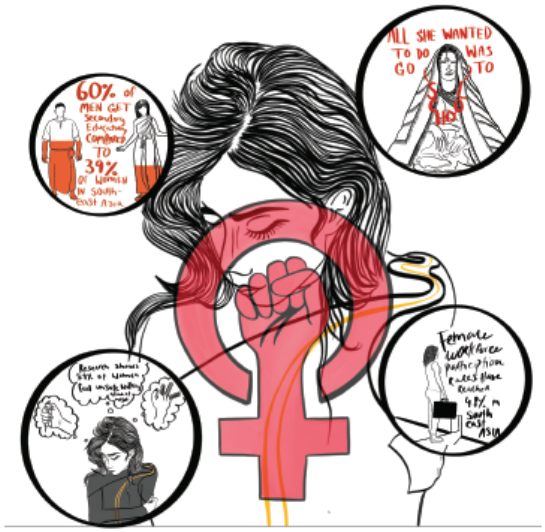
GLOBALLY, 750 MILLION WOMEN & GIRLS WERE MARRIED BEFORE THE AGE OF 18.

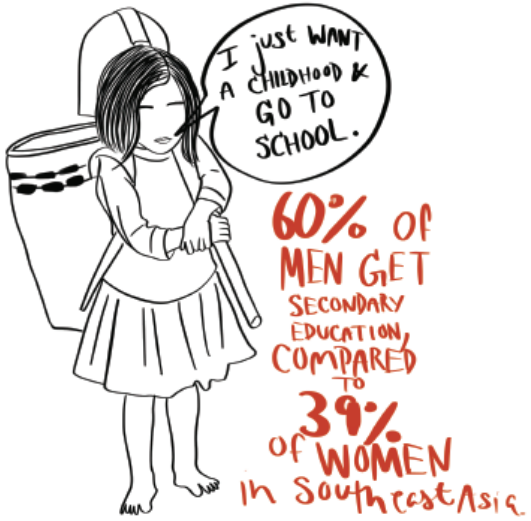


THUMBNAILS: POSTER 2,EDUCATION.

60% OF MEN GET SECONDARY EDUCATION, COMPARED TO 39% OF WOMEN, IN SOUTH EAST AISA.





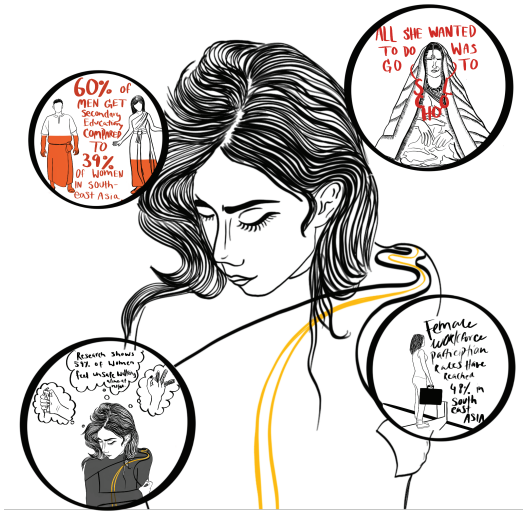


THUMBNAILS: POSTER 3,SAFETY

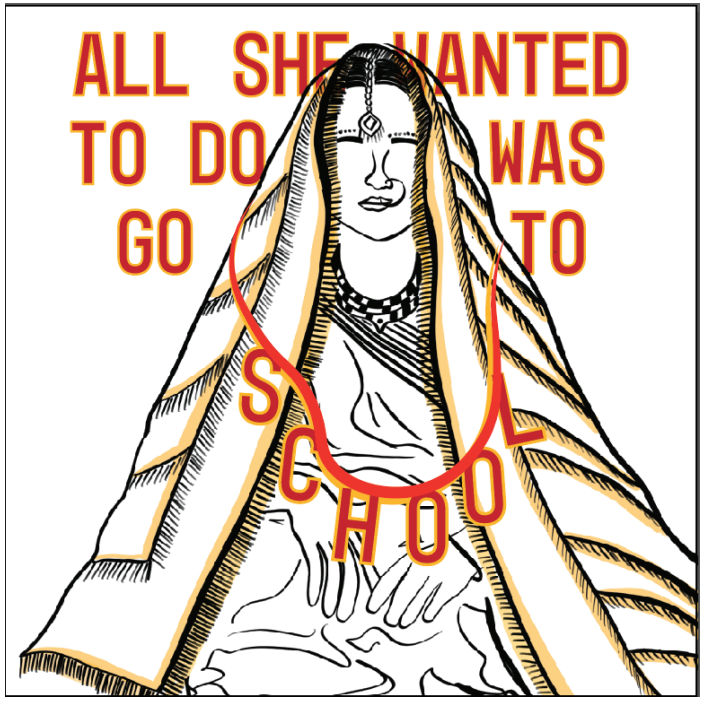
THUMBNAILS: POSTER 4,EQUAL PAY

FEMALE WORKFORCE PARTICIPATION RATES HAVE REACHED 48% IN SOUTHEAST ASIA.

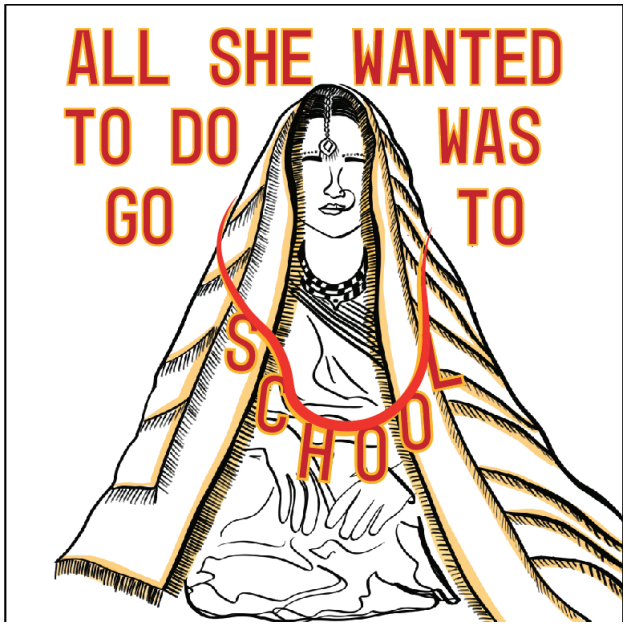
THUMBNAILS: POSTER 4,COMBINATION OF WHAT WOMEN GO THROUGH

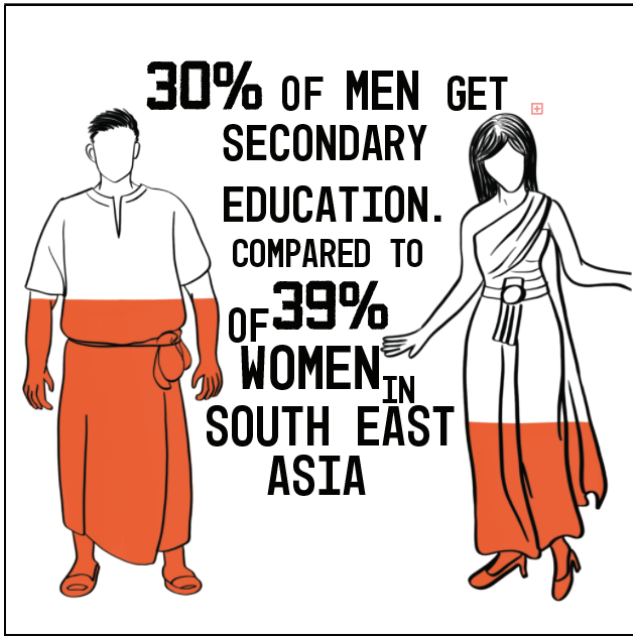


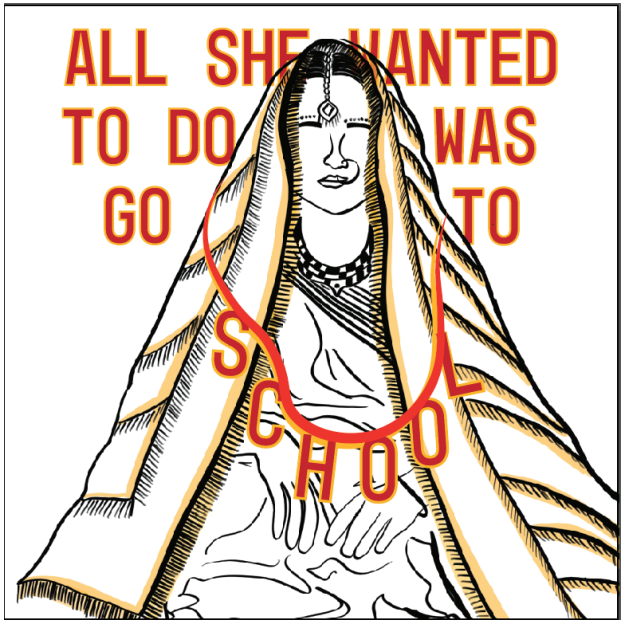
COMPUTER DEVELOPED THUMBNAIL- CHILD MARRIAGE POSTER



COMPUTER DEVELOPED THUMBNAIL- EDUCATION POSTER-







COMPUTER DEVELOPED THUMBNAIL- SAFETY POSTER-

CHOSEN THE THUMBNAILS TO DEVELOP: MOTION VIDEO, COMBONATION OF ALL POSTERS IN A 15-25 SEC VIDEO

FURTHER DEVELOPMENT OF POSTERS

POSTER 1

POSTER 2

POSTER 3

POSTER 4

After looking through all the feedback I recvied, looked through all my posters and choose the best ideas out of all the illustrations/posters I have created so far.

There will be 2 posters about child marriage and education and they tie together very well.

The 3rd poster will be about comparision of secondary education between boys and girls.

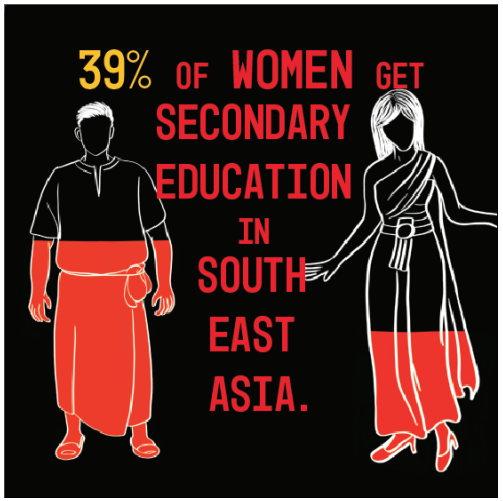
The 4th poster will touch on equality between men and women.

The 5th poster will be about safety for women in southeast asia.

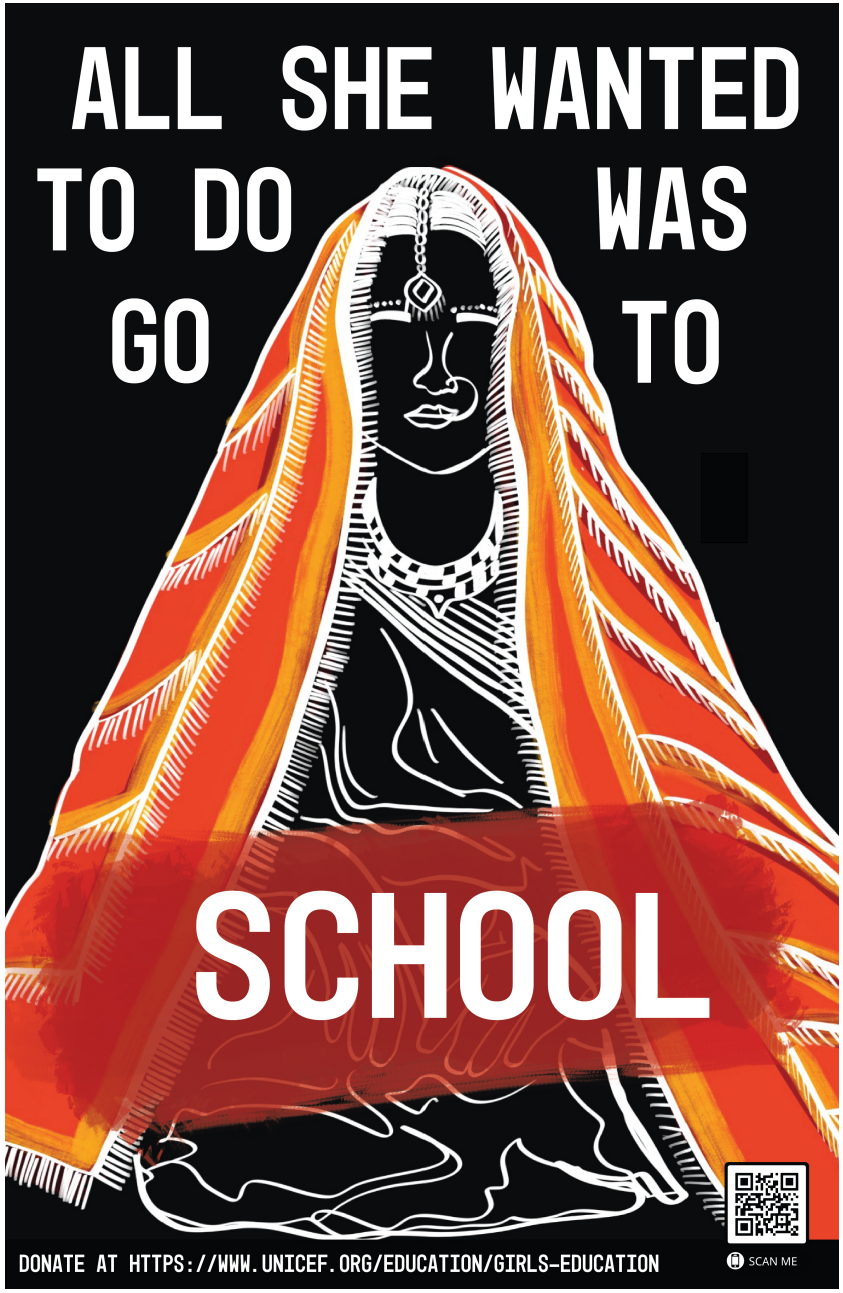
The last visual is a thumbnail of the video which will be a composition of all the posters combined in video form.

POSTER 5

DEVELOPED POSTERS



FINAL POSTERS



NO MORE CAGES,
WE WANT TO BE EQUALS.

DONATE TO HTTPS://WWW.GLOBALFUNDFORWOMEN.ORG/OTHER-WAYS-TO-GIVE/

SCAN ME

39% OF WOMEN GET SECONDARY EDUCATION IN SOUTHEAST ASIA.

DONATE TO HTTPS://WWW.UNICEF.ORG/EDUCATION/GIRLS-EDUCATION

SCAN ME

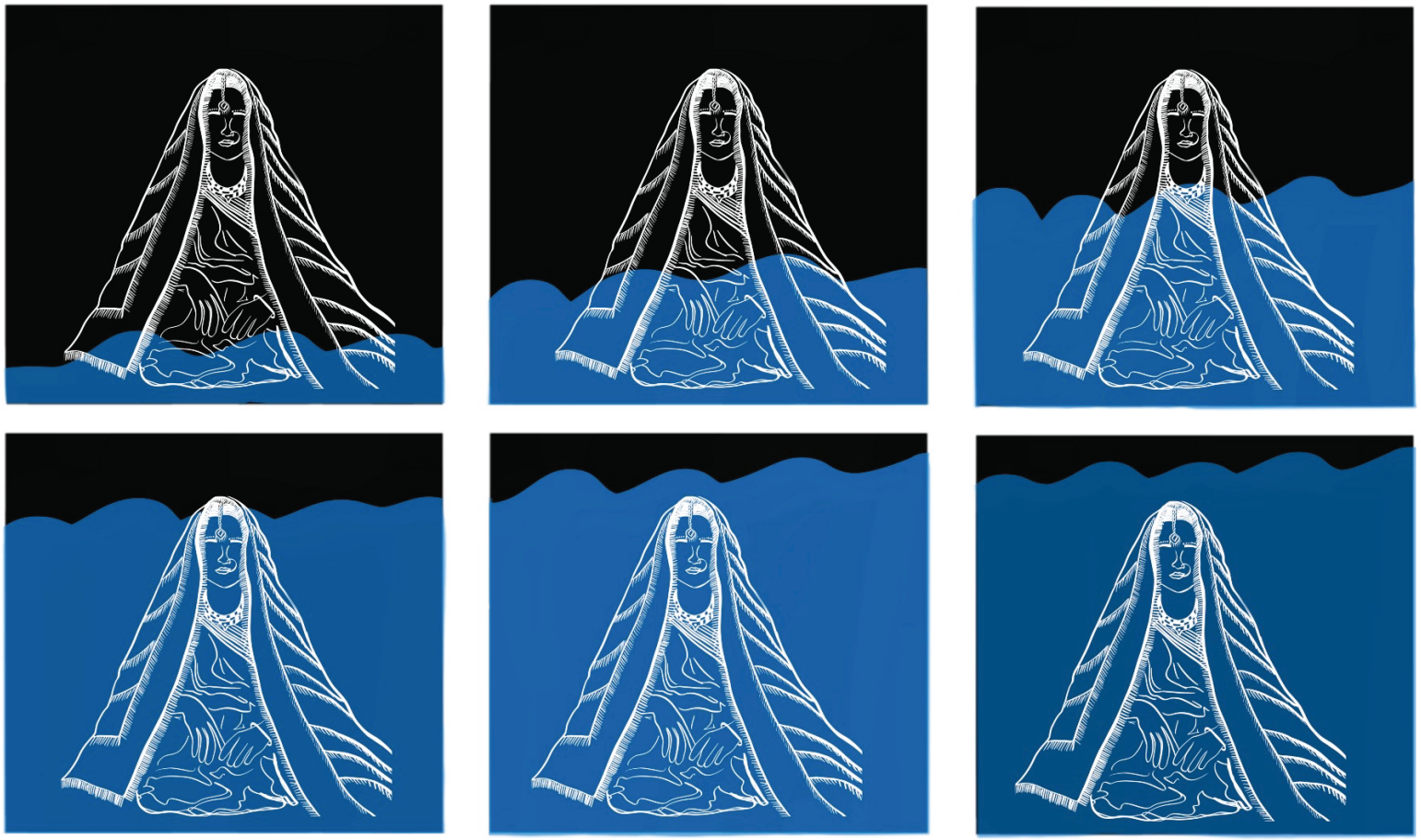
STOP SEXUAL HARASSMENT

ATLEAST 200 MILLION WOMEN AND GIRLS IN 30 COUNTRIES HAVE UNDERGONE FGM.

DONATE TO HTTPS://WWW.WOMENAGAINSTA USE.ORG/DONATE/DONATE-GOODS

SCAN ME

VIDEO STORY BOARD



THIS VIDEO IS CREATED FOR SOCIAL MEDIA PURPOSES, INORDER TO GET MORE ATTENTION ON A SOICAL PLATFORM.

THIS VIDEO WILL STATE WHAT EQUALITY MEANS, FOR EXAMPLE, EQUAL PAY. THE WATER IS A SYMBOLIZISM FOR THE OBSTICLES THESE WOMEN FACE. -THE ILLUSTRATION WILL BE MORE IN COLOR.

ALL SHE WANTED
TO DO WAS
GO TO
SCHOOL
SCAN ME
DONATE AT HTTPS://WWW.UNICEF.ORG/EDUCATION/GIRLS-EDUCATION

GLOBALLY, 750 MILLION WOMEN AND GIRLS WERE MARRIED BEFORE AGE OF 18.
I DON'T WANT TO GET MARRIED I'M ONLY FOUR TEEN!
DONATE AT HTTPS://WWW.UNICEF.ORG/EDUCATION/GIRLS-EDUCATION
SCAN ME

STOP
SEXUAL
HARASSMENT
ATLEAST 200 MILLION WOMEN AND GIRLS IN 30 COUNTRIES
HAVE UNDERGONE FGM.
DONATE TO HTTPS://WWW.WOMENAGAINSTA USE.ORG/DONATE/DONATE-GOODS
SCAN ME

6
8
39% OF WOMEN GET SECONDARY EDUCATION IN SOUTHEAST ASIA.

NO MORE CAGES,
WE WANT TO BE EQUALS.
DONATE TO HTTPS://WWW.GLOBALFUNDFORWOMEN.ORG/OTHER-WAYS-TO-GIVE/
SCAN ME