

PROBLEM SPACE #

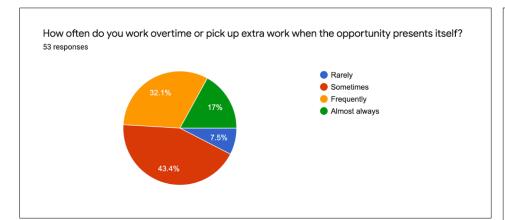
Young career women freshly in the workforce feel disillusioned and pressured by the claims of "girlboss" feminism which promote that climbing the corporate ladder is the main path to true success as a woman, no matter what is sacrificed mentally, physically, and/or morally along the way.



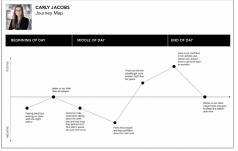
Girl [Redacted] is a risograph zine that defines, critiques, and re-evaluates the topics of girlboss feminism and hustle culture with information pulled from interviews, surveys, and articles. Taking inspiration from 90s Riot Grrl zines, Girl [Redacted] utilizes hand-drawn elements that contrast against its more uniform body text as well as layered imagery.

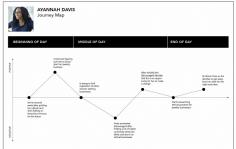
#### **CONTENT GATHERING**

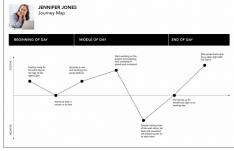
To research and start gathering content for my project, I started by taking a survey regarding the topics of girlboss feminism and hustle culture (asked people how they would define them, how they feel, etc.). Then I interviewed two of the survey responders. For the rest of my content, I sourced articles that I thought were especially prevalant and said what I wanted to say overall.

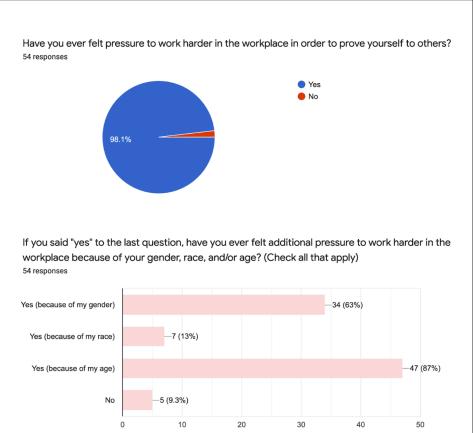












#### **INITIAL DESIGN IDEATION**

When I first started designing Girl [Redacted], I knew I wanted to play off of the pink aesthetic related to the term "girlboss". The name, too, is a play off of girlboss by removing or redacting the boss part. I also wanted to try using physical overlays of some type to create a reveal effect (on spread 3 below).



















# +15 OR SO ADDITIONAL PAGES

## 3 Main Page Types:

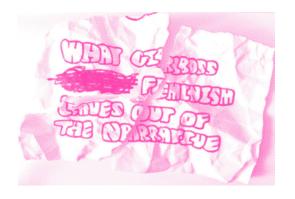
Type Heavy Section Intro Mixed Photo and Type

#### **IMAGE EXPERIMENTATION**

After some time away from my project, I realized I wanted to start fresh and try a different approach. I started experimenting with hand written text and doodles as well as a halftone texture for all of the imagery. I wanted it to look more "DIY" and was really inspired by RiotGrrl zines that had a lot of handwritten text and layered, textural imagery.

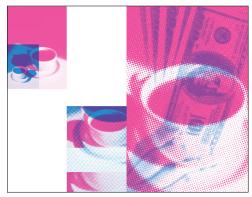
I still wanted to use some kind of reveal effect from my original idea so I started trying oout different layering options and compositions with my newly edited images and text. This along with the handwritten grafitti-inspired text really help inform the rest of my project and created the right "punch" I was looking for.



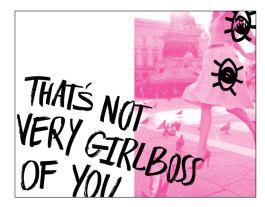










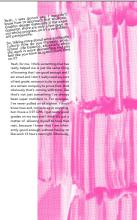


#### TYPOGRAPHIC EXPERIMENTATION

When it came to my more type heavy spreads, I explored a few different options to create hierarchy. These are specifically of one of the interviews. I liked the idea of doing this through creative typography and while I didn't end up using these specific ideas, it helped lead me in the right direction.









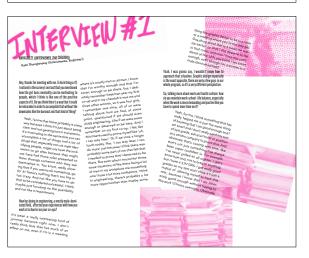








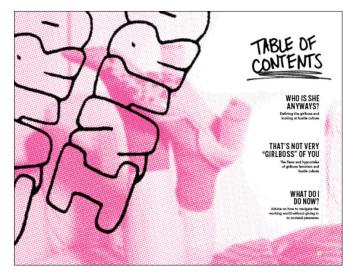




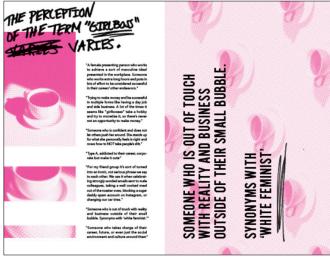
### **REVISED DESIGN IDEATION 1:**

PINK MONOCHROME

In my intitial redesign, I tried a monochromatic approach to simplofy things. I didn't continue in this direction because it felt a little flat and it was missing the two color reveal effect I wanted.







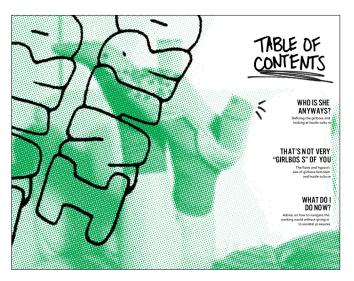


### **REVISED DESIGN IDEATION 2:**

GREEN + PINK DUO TONE

I decided to add green as a secondary color to create more contrast. While I liked this color combination, this green wasn't available for the kind of printing I was doing (risograph). I ended up switching it to a seafoam shade.

Additionally, before printing I reformatted things so I could use spiral binding instead of sewn binding whicih you may notice in the final spreads.







he age of the Kiriboss was ushered in by suinfesswoman Sophia Ameruze's book if the same name. In the years following is 2014 publisation, the term 'glirboss' secame synonymous with the 'empowneed'm 'llenial' usoma— financially indesendent, career-prioritizing, and (most proportantly) marketable. Desk placards and mugs with the term emblazoned in hing yalf often flooded the decer section of Target, and many women ate that this proper proposed of the proposed of the proposed proposed for a while, at thest proposed the second of the proposed proposed the second proposed the second proposed pr

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WRITTEN BY Casira copes

and power is meaningless without first reflecting on how they are utilizing that money and power. The Wolfieboss movement requires women to climb to the topof oppressive structures rather than topple them.

When a country is grappling with mass death, racist state violence, and the unemployment and potential homelessness of millions of people, it becomes incestpably clear that when women center their world-view around their own office hustle, it just re-creates the power structures built by men, but with women conveniently on top. The focus on entrepreneural and corporate the proper structures that the power structures built by men, but with women conveniently on top. The focus on entrepreneural and corporate properties of the prop



Jeta parisuits that the #Girlboss movement champions requires the women in question to dimb to the top of oppressive structure rather than topple them. In this way, there are always people at the bottom who as being explorted. We saw this play out lead-time when employees of Amoruso own company, Nasty Gal, began comin forward with accounts of how afful the work culture was amid a dew of layoffs an high turnover and as dew of layoffs an high turnover and as dew.

It's this kind of white patriarchal cosignitive that allows a white woman like Amorurus to stand in the limelight as a beacon progressive success while fundamentalize changing very little about the materialize of everyday women everywher. The girlloos is capitalism's best femalities of everyday women everywher friend. Capitalism is incompatible with the overarching collective aims of the feminism control of the

And those seeking to disrupt radical social movements understand this quite well. As a result, we'w seen capitalism attempt to a result, we'w seen capitalism attempt to the control of the control of the control of the control of the public consciousness. Choice ferminism its perfectly into this neoliberal mix, it calls perfectly into this neoliberal mix, it calls for examen to talk her rigger of capitalism or when the control of the control who are seen to call the control of control who are seen to control of control of the control of control who are seen to control of control of the control of control of the control of contro



"A female presenting person who works to achieve a sort of masculine ideal presented in the workplace. Someone who works extra long hours and puts in lots of effort to be considered successful in their career/ other

"Trying to make money and be successful in multiple forms like having a day job and side business. A lot of the times it seems like "girlbosses" take a hobby and try to monetize it, so there's never not an opportunity to make

Someone who is confident and does not le others push her around. She stands up for wha she personally feels is right and nows how t

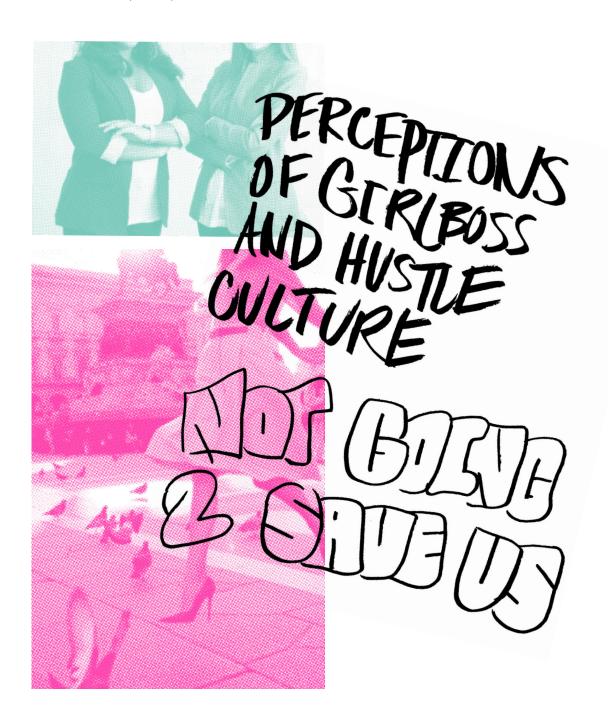
pe A, addicted to their career, corpor

For my friend group it's sort of turned into an ironic, not serious phrase we say to each other. We use it when celebrating strongly worded emails sent to male collegues, taking a well cooked meal out of the toaster oven blocking a sugar daddy spam account or

Someone who is out of touch with realit and business outside of their small bubble

Someone who takes charge of their career future, or even just the social environment





## **ALTERNATE GOTHIC NO2 D**

15pt

AVENIR BOOK

AVENIR HEAVY ITALIC

9pt



#### **FLUORESCENT PINK**

#FF48B0

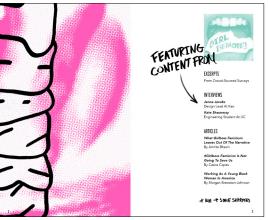


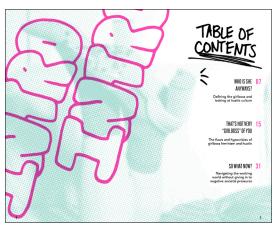
#### SEAFOAM

#62C2B1







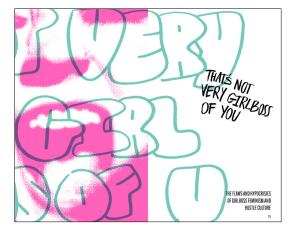


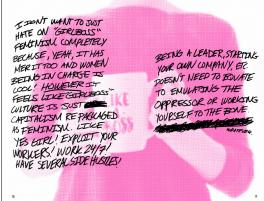




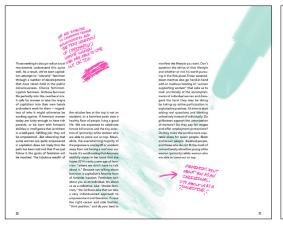








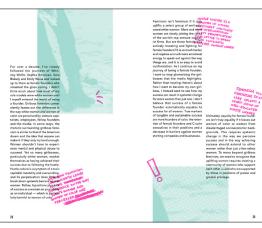


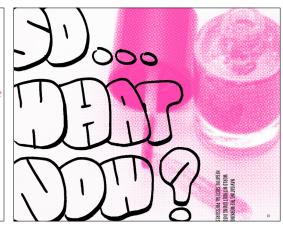








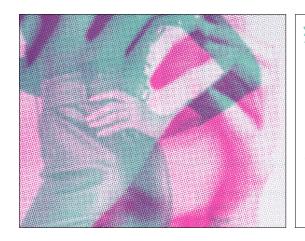




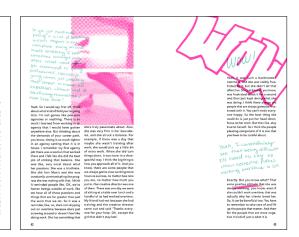






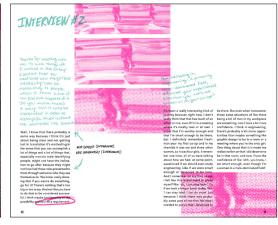
















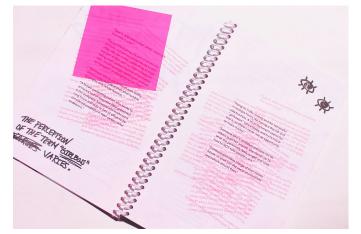


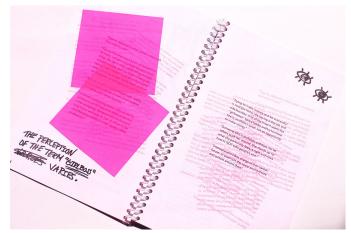


















# **SOURCES**

# **EXCERPTS**

From Crowd-Sourced Surveys

# INTERVIEWS

**Jenna Jacobs** Design Lead At Kao

Kate Shaunessy Engineering Student At UC

# ARTICLES

What Girlboss Feminism Leaves Out Of The Narrative By Amrita Bhasin

**#Girlboss Feminism Is Not Going To Save Us**By Casira Copes

Working As A Young Black Woman In America By Morgan Brewston-Johnson