



GIRL
~~REDACTED~~

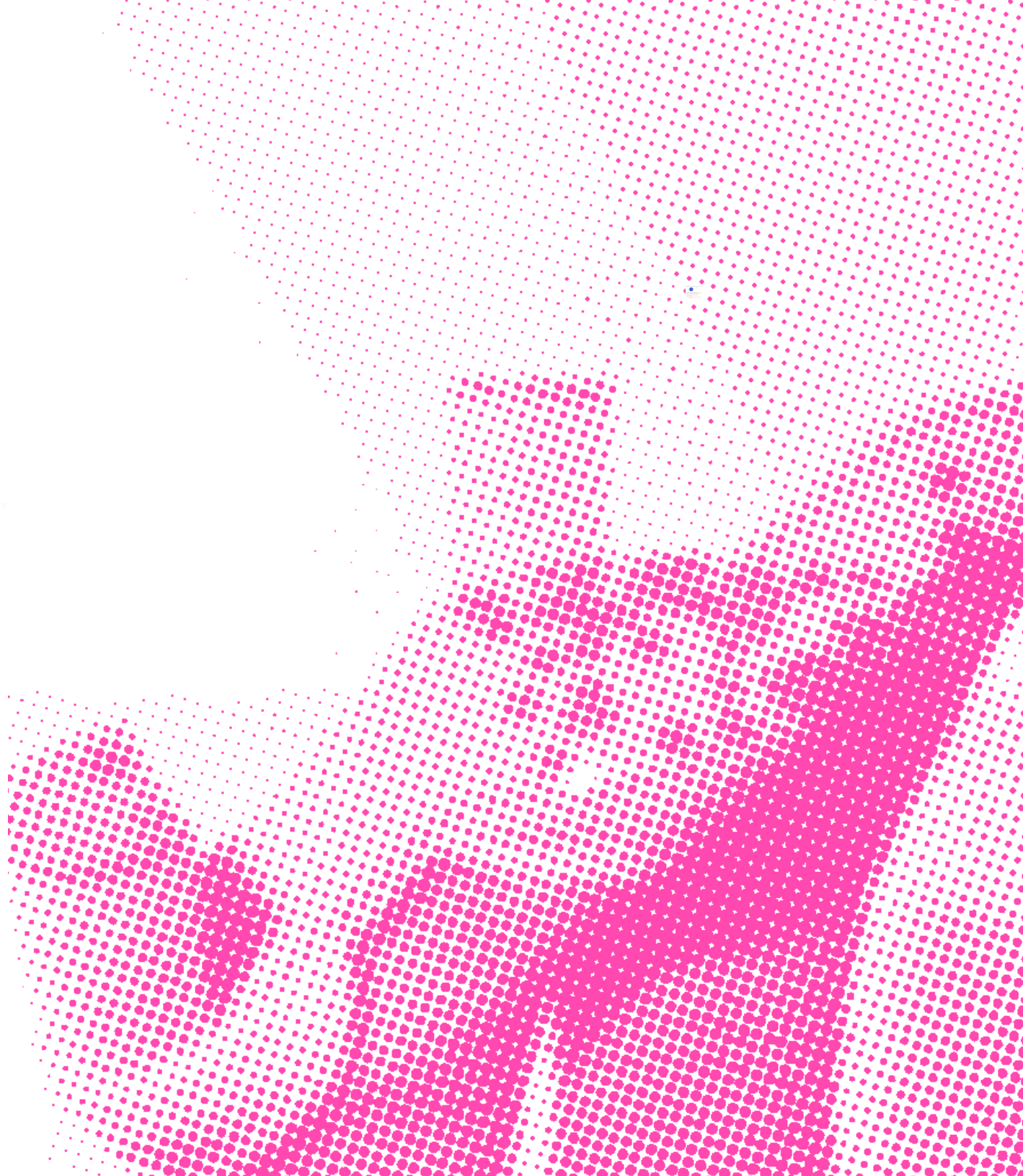
INTRODUCTION

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.

DESIGN SOLUTION

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.

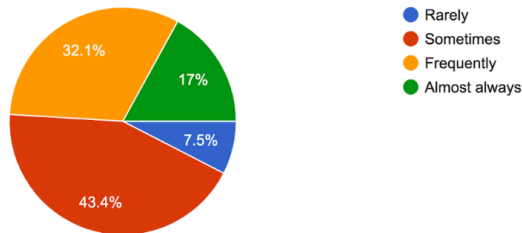


CONTENT GATHERING

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 prevalent and said what I wanted to say overall.

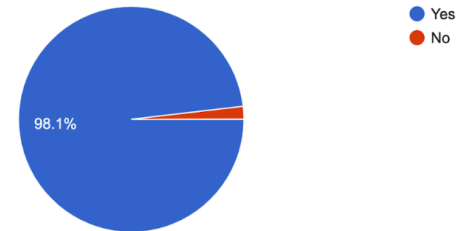
How often do you work overtime or pick up extra work when the opportunity presents itself?

53 responses



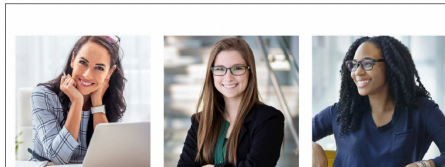
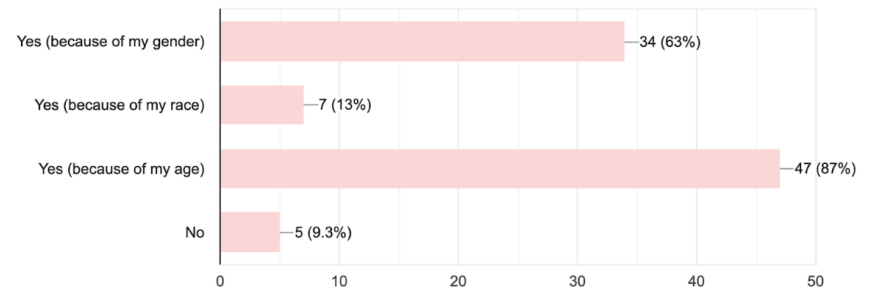
Have you ever felt pressure to work harder in the workplace in order to prove yourself to others?

54 responses



If you said "yes" to the last question, have you ever felt additional pressure to work harder in the workplace because of your gender, race, and/or age? (Check all that apply)

54 responses



JENNIFER JONES

Age 31
Designer, Senior Design Lead
Daily Activities: Running, Rock Climbing, Playing with her dog
Bio: Jennifer has been working as a full-time designer for 10 years. She is a avid runner and rock climber. She is also a pet lover and enjoys playing with her dog. She is currently working on a new project and is excited to see it through.

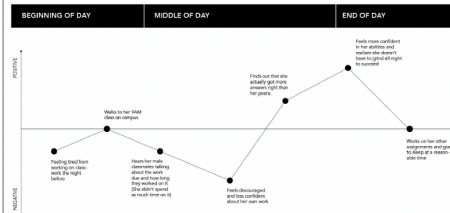
CAREY JACOBS

Age 31
Designer, Senior Design Lead
Daily Activities: Running, Rock Climbing, Playing with her dog
Bio: Carey has been working as a full-time designer for 10 years. She is a avid runner and rock climber. She is also a pet lover and enjoys playing with her dog. She is currently working on a new project and is excited to see it through.

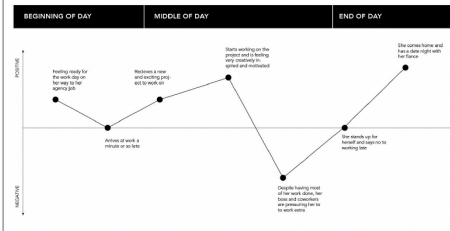
AYANNAH DAVIS

Age 31
Designer, Senior Design Lead
Daily Activities: Running, Rock Climbing, Playing with her dog
Bio: Ayannah has been working as a full-time designer for 10 years. She is a avid runner and rock climber. She is also a pet lover and enjoys playing with her dog. She is currently working on a new project and is excited to see it through.

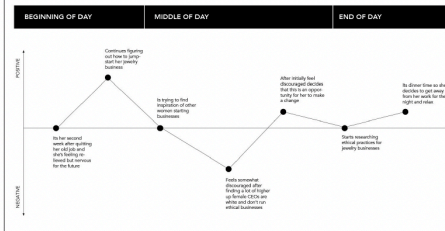
CAREY JACOBS
Journey Map



JENNIFER JONES
Journey Map

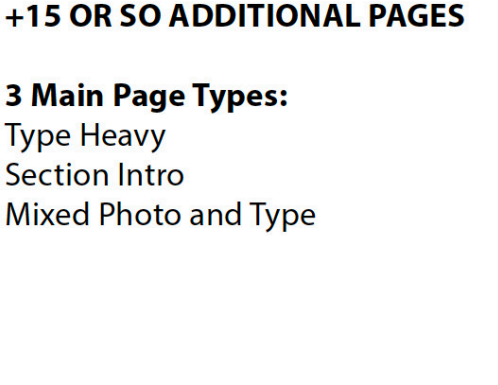
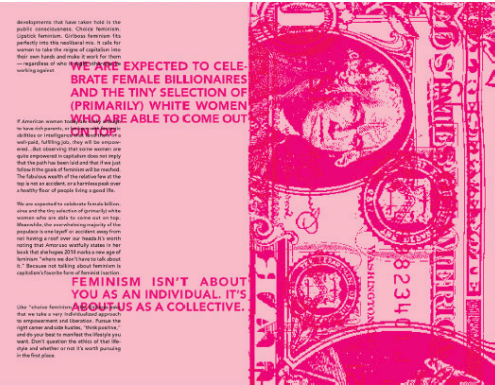
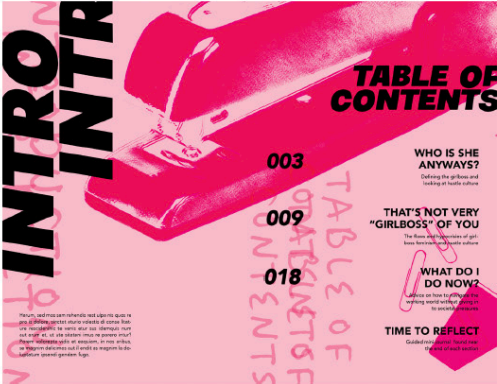
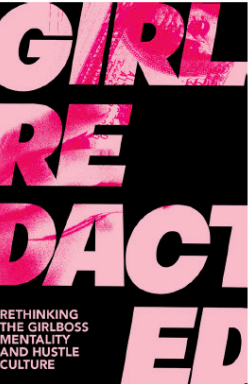


AYANNAH DAVIS
Journey Map



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).



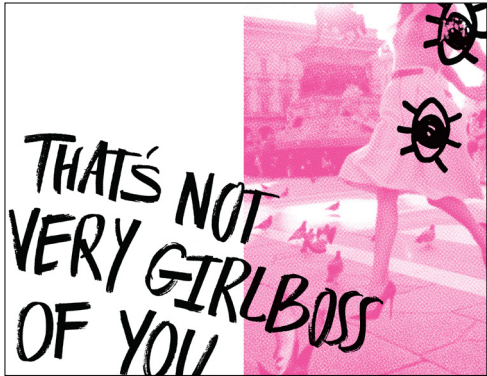
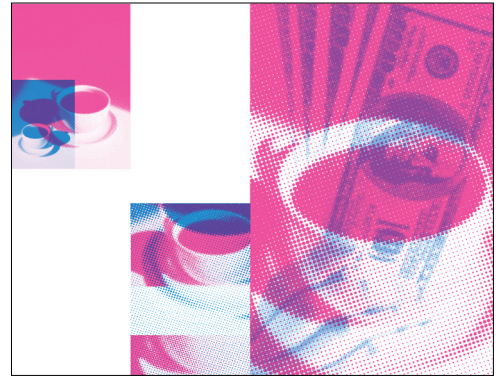
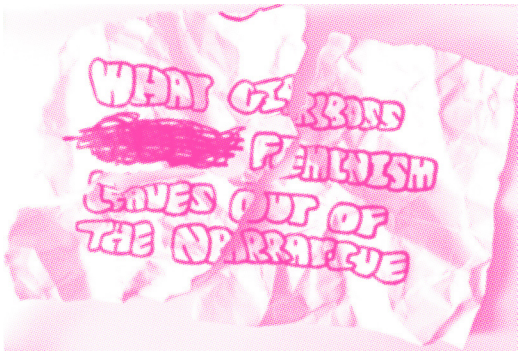
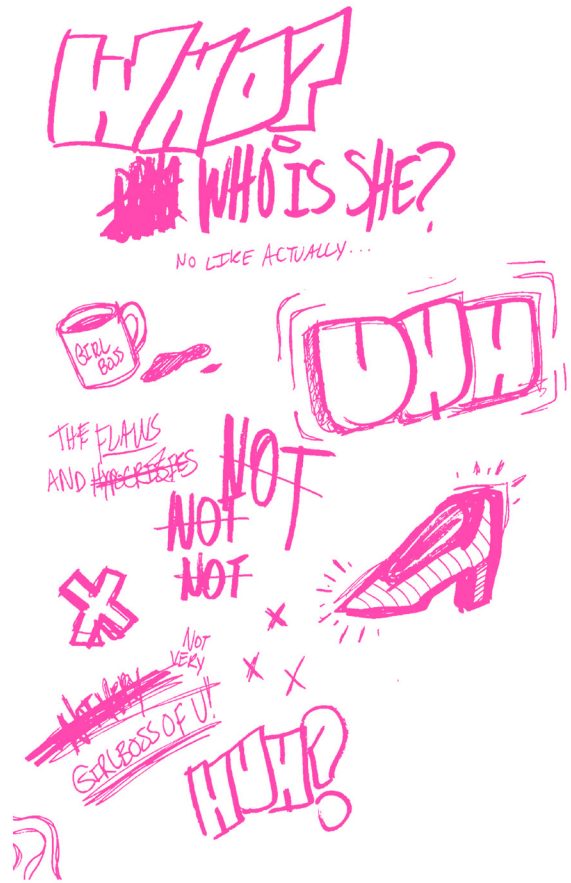
+15 OR SO ADDITIONAL PAGES

3 Main Page Types:
Type Heavy
Section Intro
Mixed Photo and Type

IMAGE EXPERIMENTATION

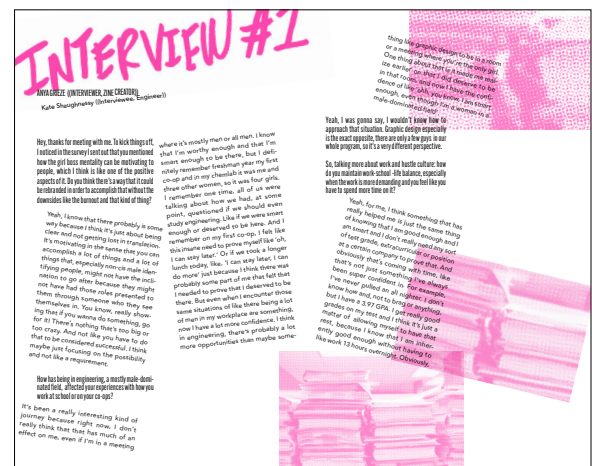
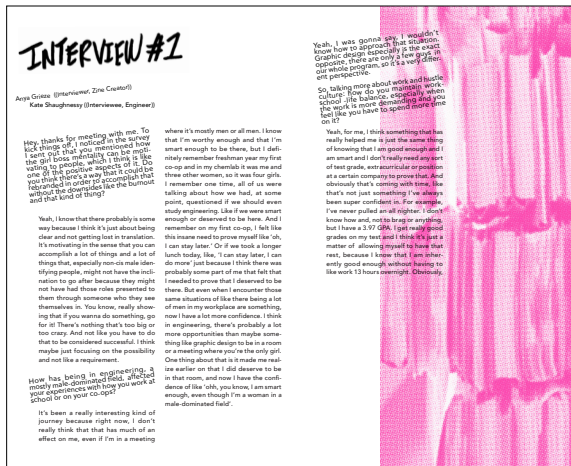
After some time away from my project, I realized I wanted to start fresh and try a different approach. I started experimenting with hand written text and doodles as well as a halftone texture for all of the imagery. I wanted it to look more “DIY” and was really inspired by RiotGrrl zines that had a lot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

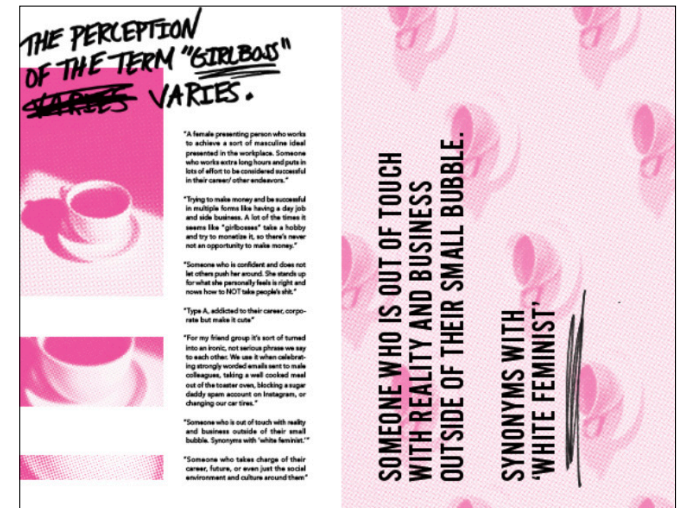
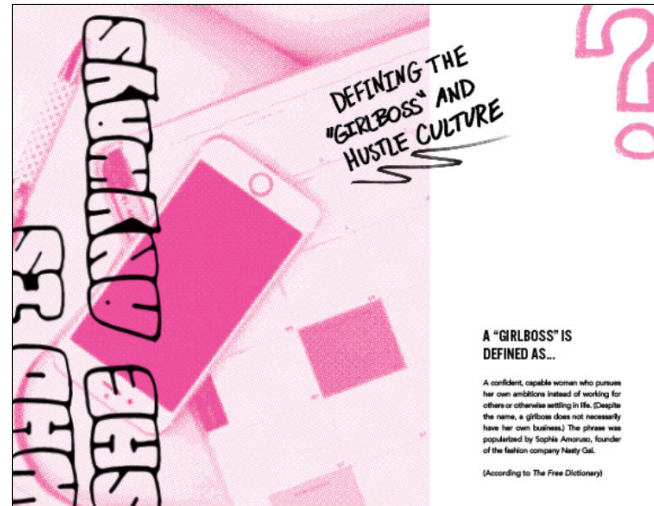
When it came to my more type heavy spreads, I explored a few different options to create hierarchy. These are specifically of one of the interviews. I liked the idea of doing this through creative typography and while I didn't end up using these specific ideas, it helped lead me in the right direction.



REVISED DESIGN IDEATION 1:

PINK MONOCHROME

In my initial redesign, I tried a monochromatic approach to simplify 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.

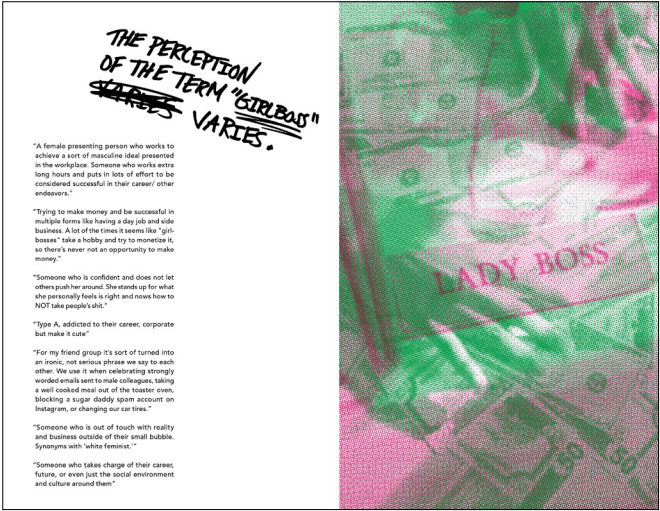
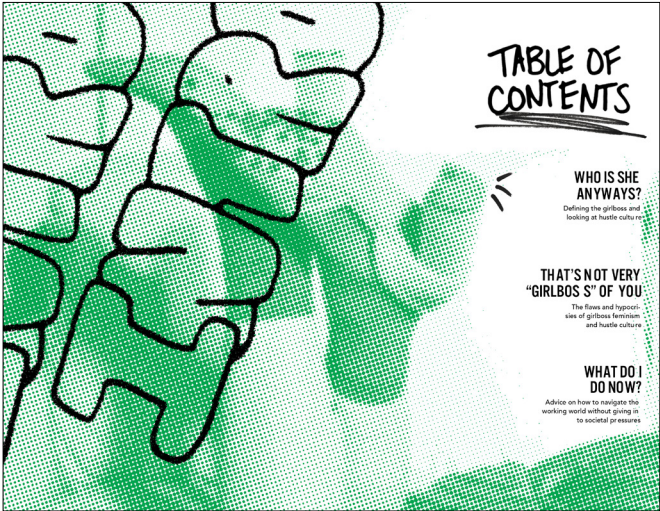


REVISED DESIGN IDEATION 2:

GREEN + PINK DUO TONE

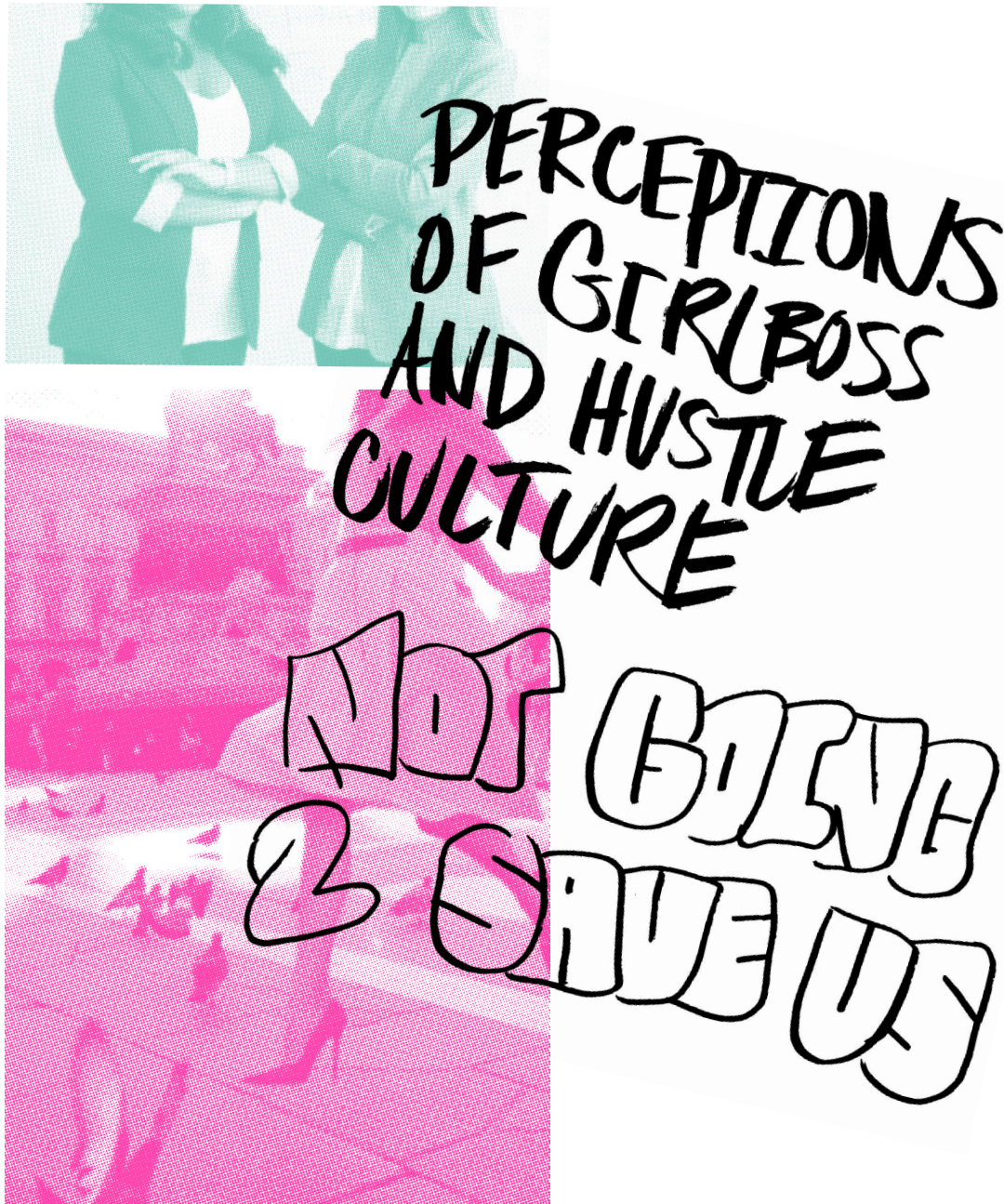
I decided to add green as a secondary color to create more contrast. While I liked this color combination, this green wasn't available for the kind of printing I was doing (risograph). I ended up switching it to a seafoam shade.

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



FINAL DESIGN

IMAGE TREATMENT, FONTS, COLOR PALETTE



ALTERNATE GOTHIC N02 D

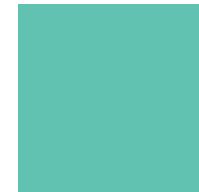
15pt

AVENIR BOOK
AVENIR HEAVY ITALIC

9pt



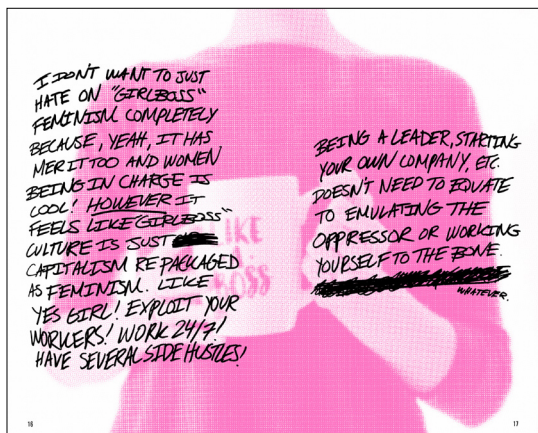
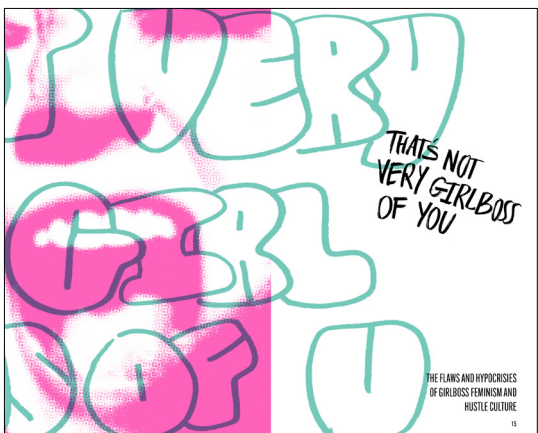
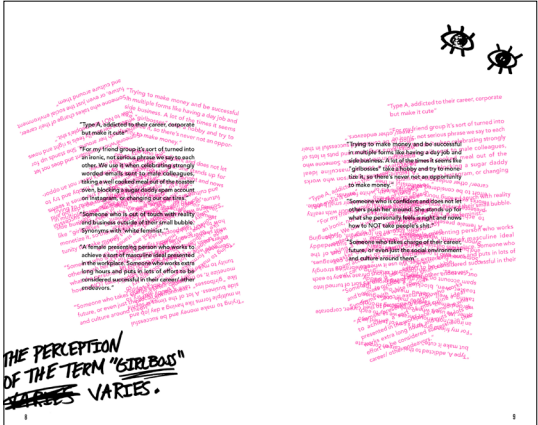
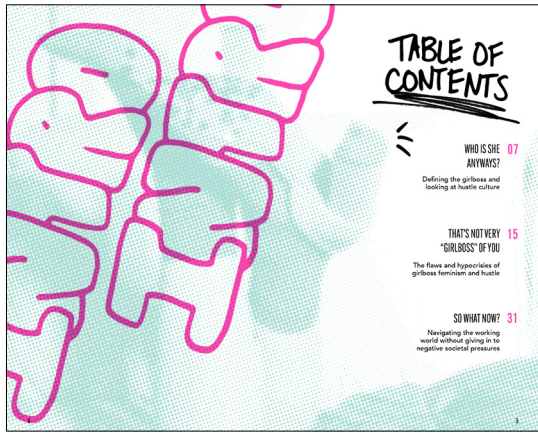
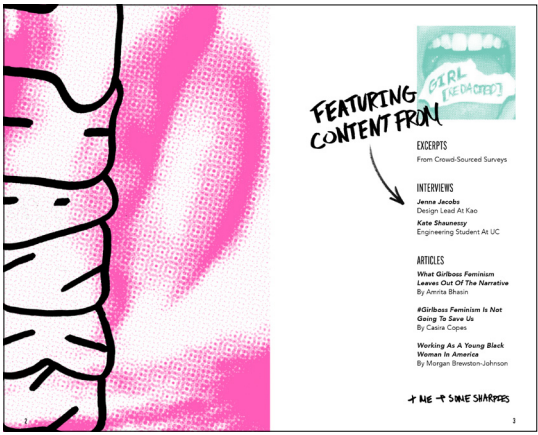
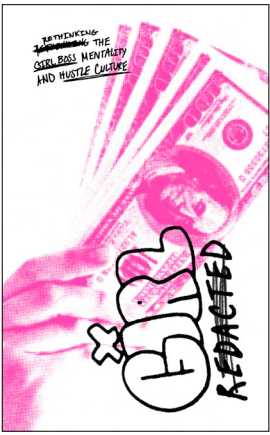
FLUORESCENT PINK
#FF48B0



SEAFOAM
#62C2B1




BLACK
#000000



[illegible][illegible]

RETHINK GIRL

A collage featuring a portrait of Whitney Houston on the left, a handwritten note on the right, and a large pink graphic on the bottom right. The graphic contains the text "WHITNEY BOSS FEMINISM LEAVES OUT OF THE NARRATIVE" and "THIS INFORMATION WAS NOT CAPTURED".

[illegible]

SH...
WHAT
NOW?

ANALYSTS HAVE PREDICTED THAT THE
WORLD WILL BE LIVING IN AN
INFECTIOUS AGE BY 2050.

31

DO MORE.

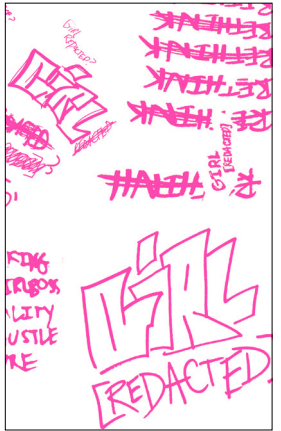
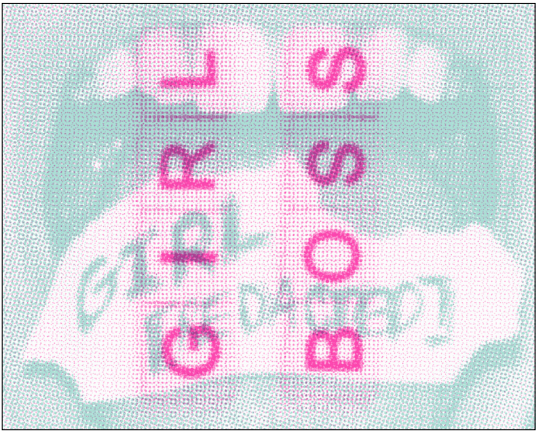
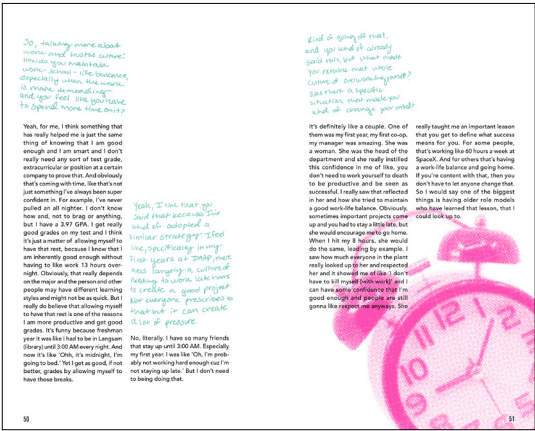
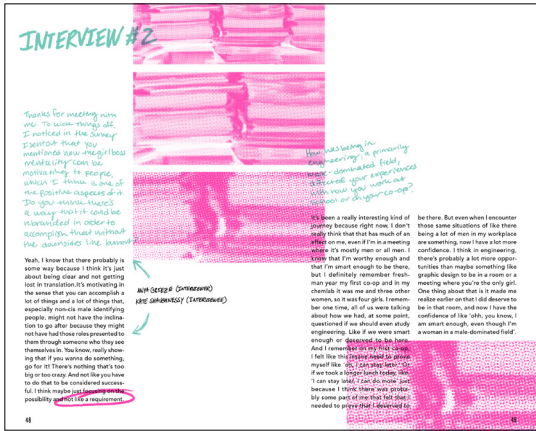
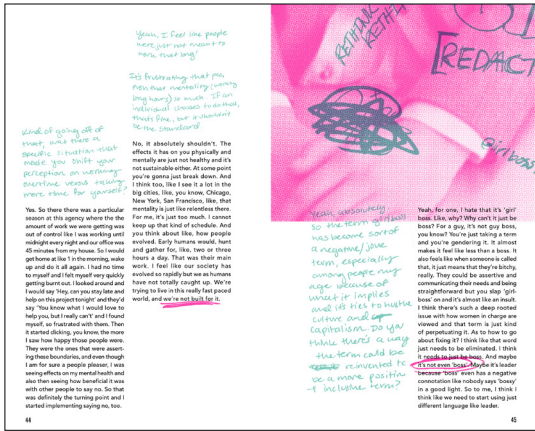
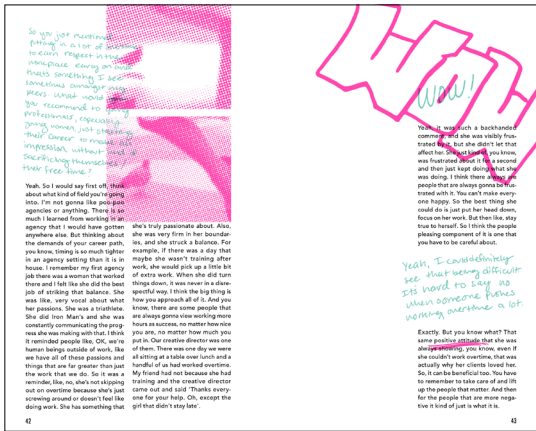
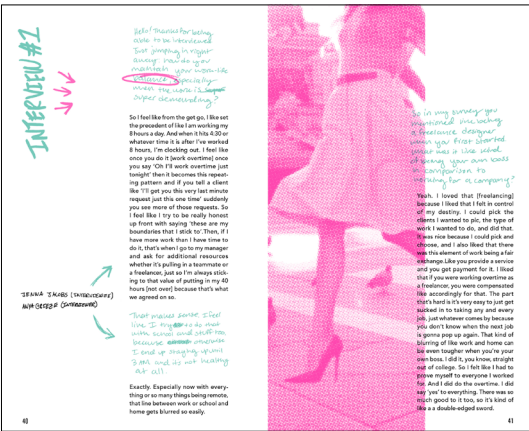
DO WHAT YOU CAN

YES!

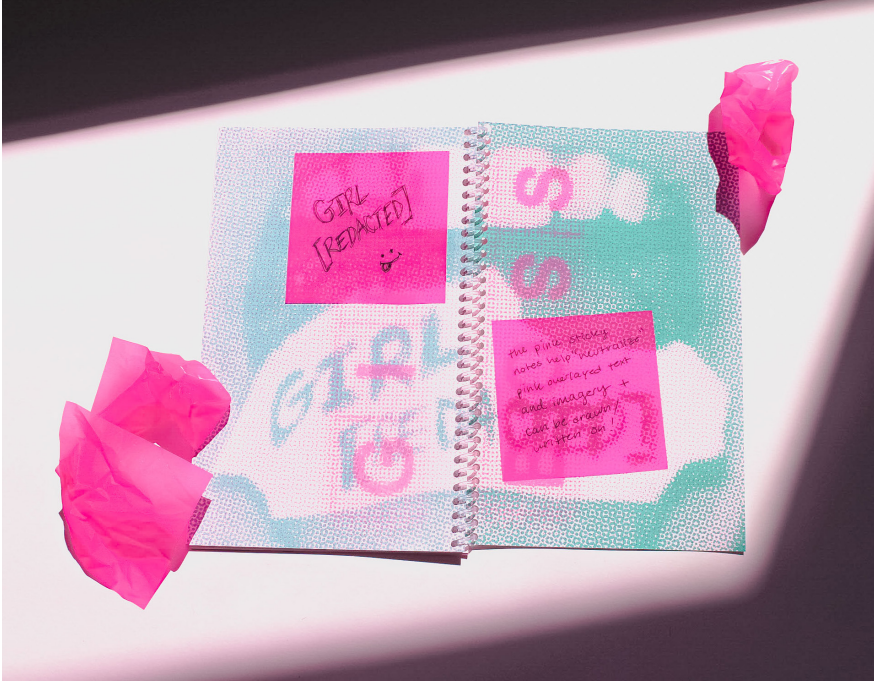
I HAVE NO FEELINGS!

[illegible][illegible]

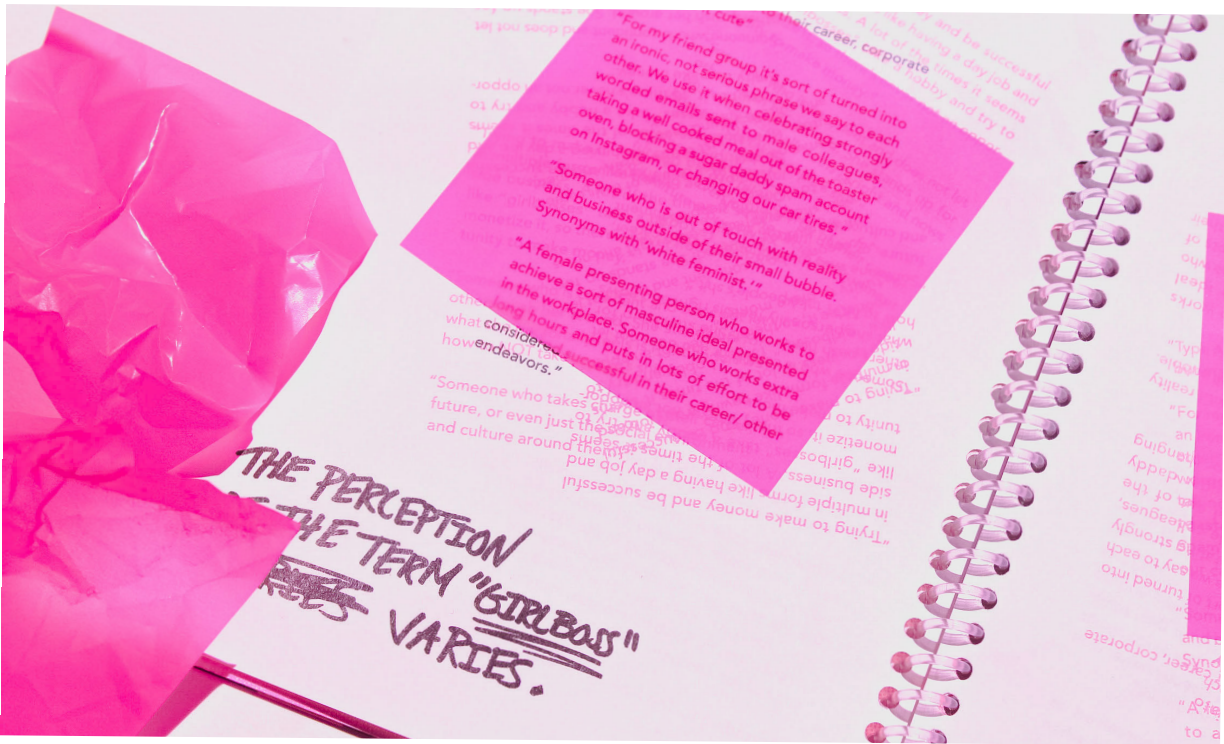
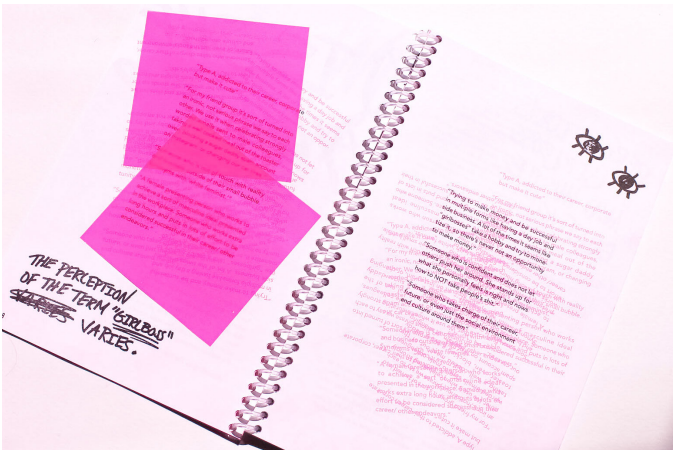
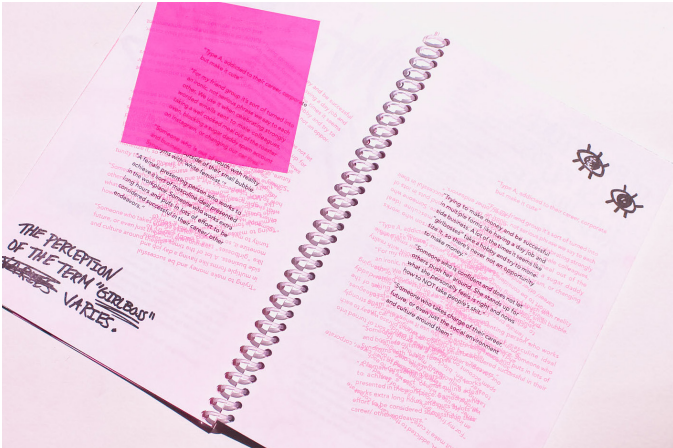
FINAL DESIGN



FINAL DESIGN



FINAL DESIGN



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

