– Colophon –

This book contains sketches and photographic evidence of the semester-long process, the outcomes of every writing and project workshop, personal journal entries, and finalized mock-ups and imagery of final project deliverables.

I wrote this book with the purpose of recognizing and documenting the presence of gender stereotypes in product design. I focused my research on gender neutral products. This includes shaving cream, razors, deodorant, hair care, lotions, and facial washes. My solution is to design a genderless body care product line that is marketed to every person and every type of skin, regardless of gender.
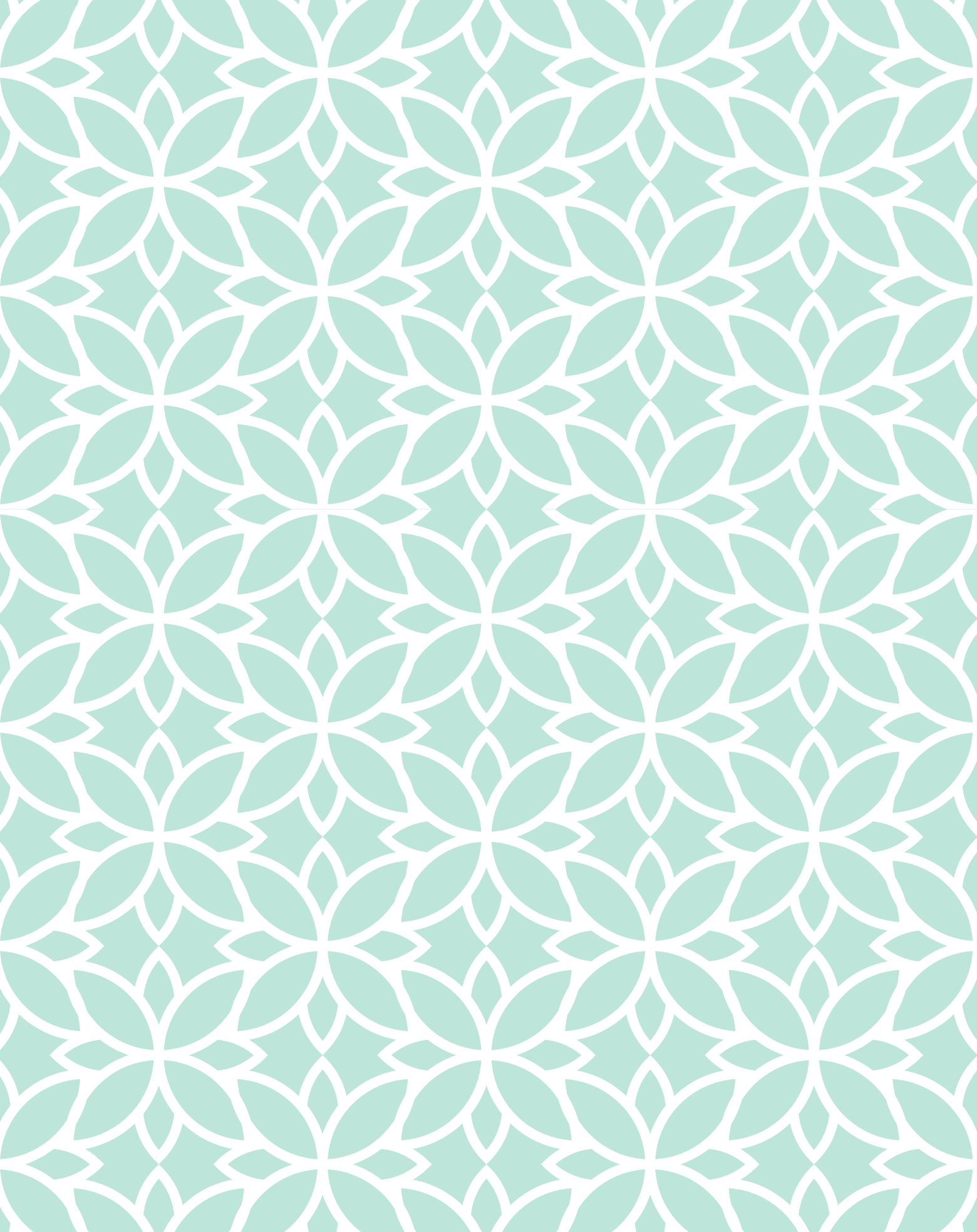
BODY CARE PRODUCTS FOR
everyone and every skin.

Table of Contents

Introduction

> Throughout the semester, I investigated how design can reflect gender stereotypes. I researched marketing methods and multiple approaches for body care product design and recorded the differences between products advertised towards men vs. women. After conducting my research, I created my own body care product line that will be marketed to everyone and impact young men and women. This project is important because it analyzes how design can be gender biased and presents a potentially genderless and effective design solution.

MOTIVATION

The motivation for this project stems from a discussion during my Graphic Design III course at Oakland University regarding genderless design. After this discussion, I realized the impact that designers had upon society. Designers are trend setters and it's their job to reflect the needs of the people in their work.

GOALS

I hope to inspire individuals to recognize and question gender stereotypes in all industries, in addition to personal body care products. We cannot change society's views overnight, but I hope to start a conversation about preconceived gender expectations.

IMPACT

This topic will inspire individuals to be their most authentic selves. It will lift the pressure to follow preconceived social norms and gender stereotypes. It will impact those who are male, female, transgender, and those who identify as non-binary.
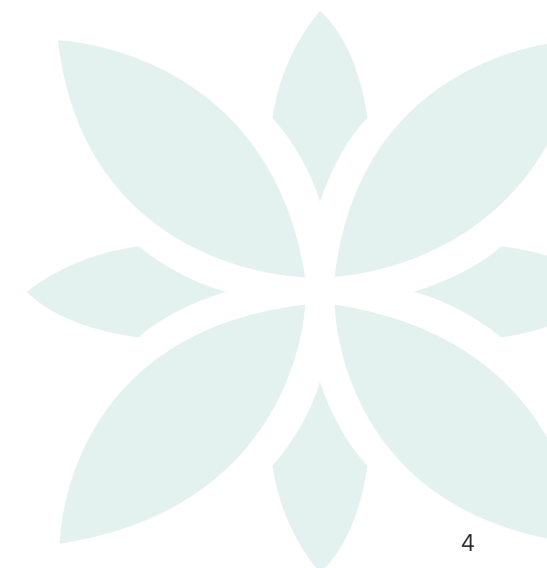
Research

Research Questions

The following are three research questions in which I hope to question and further explore with my research...

| **1** | How does gender biased design influence product marketing and would genderless design be as effective? |

| **2** | Is it the responsibility of graphic designers to be conscious of these gender stereotypes when working for either a company or client? |

| **3** | How are skin-care brands and companies currently addressing these issues and recognizing gender fluidity with their products? |

WHAT IS THE PINK TAX?

The pink tax is defined as the extra charges placed on products and services directed toward women. There are no major differences between the male version and the female version of personal care products, yet they are priced and marketed differently. This leads me to question why, and if there is a difference in the product's quality or design that results in a distinction of price.

In 2015, the New York City Department of Consumer Affairs (DCA) conducted a first-ever study of the gender pricing of goods in New York City across multiple industries. The DCA found that on average, women's personal care products cost 13 percent more than similar men's products. Their findings showed that the largest price discrepancy was in hair care, costing women 48 percent more than men, and razor cartridges were the second largest price discrepancy at 11 percent more for women on average.

Did you know?

Additional sales tax is charged on pads and tampons because they are considered LUXURY items.

My Own Findings...

I conducted my own series of product comparisons to see if the pink tax was still in effect today. I compared two similar products from the brand Gillette and I found that Gillette charges women more than men for razors. Also, I found it interesting that Gillette has two separate websites for men's razors (Gillette) and women's razors (Gillette Venus).

Women's Gillette Venus Disposable Razors Sensitive

- 3 pack, disposable razors
- Sensitive skin
- Target price: $12.99
- Walmart price: $12.62
- Walgreens price: $17.49

Men's Gillette Sensor3 Sensitive Men's Disposable Razors

- 4 pack, disposable razors
- Sensitive skin
- Target price: $5.99
- Walmart price: $5.97
- Walgreens price: $7.49

Products for women and girls cost 7% more than comparable products for men and boys.

The New York City Department of Consumer Affairs found that women's razors cost an average of $8.90 while men's razors are $7.99... That's an 11% difference!

PROFESSIONAL INTERVIEW

During an in-depth phone interview with Dr. Erin Meyers, I asked about her personal opinion on gender biases in our society and if she believed that gender-less design was possible.

Dr. Erin Meyers

Dr. Erin Meyers holds a master's degree in women's studies with a focus on gender representation in popular media from The Ohio State University and a Ph.D. in communication from the University of Massachusetts, Amherst. She teaches a range of communication courses at Oakland University that focus on the relationship between media and culture.

In April 2013, Dr. Meyers published her first book, Dishing Dirt in the Digital Age: Celebrity Gossip Blogs and Participatory Culture. The book explores the rise of celebrity gossip blogs in the mid-2000s and their impact on celebrity media and culture. Examining six popular American gossip blogs--including Perez Hilton, Pink is the New Blog and Jezebel--at a peak moment of influence, the book explores how technological affordances of new media enable the merging of the social practice of gossip with the practice of reading, creating an evolving participatory and community-based media culture that continues to transform celebrity culture in the digital age.

"I imagine gender stereotypes are so normalized and conditioned in the design world to be subjected towards males and females. To change these gender stereotypes, it must be a conscious effort by designers to be genderless. Companies are using gender-bias as brand profit. Slap on something pink to expand market reach to women and this only reinforces gender stereotypes in marketing. There are brands on the market who are trying to address the topic of gender-less design, but it has not been enough. There are large corporations that are using gender fluidity to their advantage to gain brand recognition and increase their sales."

- Dr. Erin Meyers

LITERATURE REVIEW

My research includes a combination of product comparisons, professional interviews, graduate research papers, and searching the web for scholarly articles on my topic. I never considered how design prejudice could impact an individual's gender identity and self-esteem before diving into this project. The sources that I have collected study the dangers of gender biases, how it can affect an individual's identity, and possible solutions to achieve genderless design. I will use these sources to address the gender biases and stereotypes in product design.

My first reference is a research paper written by Irem Cakiroglu, a faculty member of the Department of Industrial Design at Istanbul Commerce University. In Cakiroglu's research paper, "Genders of Products: Creating Genderless Design," she investigates how male and female stereotypes have been forced upon the product market and how we, as designers, can provide a solution to genderless product design. In her abstract, Cakiroglu summarizes her paper by outlining her investigation of feminist and queer theories to understand gender parameters in product design and how her research can contribute to future studies. She scrutinizes how society used to market products to males vs. females and how feminist & queer theory has led to the discussion of gender identity. Gender fluidity is currently a hot topic and many people do not agree or understand the right for an individual to choose their own gender identity.

The article "The Link Between Beauty and The Gender Gap" by Kim Elsesser gathers research and sales numbers from the beauty industry. Elsesser recognizes the pressure society places on women to fit certain beauty standards and accredits this to appearance-based discrimination. Elsesser is an author, she has a Ph.D. in psychology and a lecturer at UCLA, where she taught classes on psychology and gender. Elsesser recognizes that beauty and makeup are fun and forms of self-expression for women, but due to social pressure, beauty practices are becoming "socially coercive, and an obligation that women must fulfill. And if men are not held to these same standards, it results in appearance-based discrimination, creating barriers to gender equality in the workplace" (Elsesser). I believe that Elsesser brings up some very good points, but she doesn't provide any solid resolutions to the problem. Elsesser references academic research, studies, and surveys to prove women feel discriminated against in the workplace due to gender expectations and beauty standards. She demands that we hold men to the same beauty standards, but that leads me to ask, how do we do that?

My final reference is a selection of pages from Volume 98 of Social Forces, a peer reviewed academic journal, published by Oxford University. Three students evaluate the theory of gender status affecting products, made by men and women, by conducting three online experiments. Their first study shows the presence of gender-typing in product markets by testing cultural associations with masculinity vs. femininity among fifty different products. And studies two and three test for the transference of status beliefs from the producer to their own products by investigating how well products made by men and women perform in male or female-typed markets. They found evidence that suggested that those with greater product knowledge were not biased against women's products and those who were not as knowledgeable of the product exhibited significant biases against women. I personally found this source to be the most lucrative piece of research because the students conducted their own experiments and devised their own solutions to the issue of gender bias in the product market.

All three of these sources recognize the issue of gender discrimination and stereotypes in society. They present tangible data that proves gender bias in marketing and product design. I will use their research and findings to formulate my own solution in my senior thesis by addressing the gender bias in product design. I will create a genderless design for a body care product line that will provide all people with high-quality, natural ingredients at an affordable price for all.

Works Cited

Cakiroglu, Irem. "Genders of Products: Creating Genderless Design." Proceedings of the 9th International Conference Senses and Sensibility 2017, Funchal, Madeira 24-27, Oct. 2017. Print.

Elliott, Candice. "The Pink Tax: What's the Cost of Being a Female Consumer in 2020?" Listen Money Matters, 25 Jan. 2020, www.listenmoneymatters.com/the-pink-tax/. Web. 5 Feb. 2020.

Elsesser, Kim. "The Link Between Beauty and The Gender Gap." Forbes, 28 Oct. 2019, https://www.forbes.com/sites/kimelsesser/2019/10/28/the-link-between-beauty-and-the-gender-gap/#374742885545. Web. 10 Feb. 2020.

Menin, Julie. Blasio, Bill de. "From Cradle to Cane: The Cost of Being a Female Consumer." Case Study. Dec. 2015. New York City Department of Consumer Affairs. Print.

Wong, Jada. "7 gender-neutral skin-care brands that literally work for everyone." 2 April 2019. Business Insider. https://www.businessinsider.com/gender-neutral-skin-care-products. Web. 12 Feb. 2020.

Creative Process

PROJECT TIMELINE

01 PERSONAL PRESENTATION

02 WRITING/DESIGN WORKSHOP 1

INDIVIDUAL MEETING 1 **03**

04 WRITING/DESIGN WORKSHOP 2

FACULTY CRITIQUE **05**

06 WRITING/DESIGN WORKSHOP 3

INDIVIDUAL MEETING 2 **07**

08 SMALL GROUP CRITIQUES

FINAL PROJECT BOOK DUE **09**

SELF PARAMETERS

01	Complete in-depth research, professional interviews and product comparisons by February 14, 2020.
02	Compromise first set of brand names and logo sketches by February 20, 2020 and finalize sketches by March 1, 2020.
03	Keep up to date on project's progress by meeting with Setarah or Maria.
04	Rely on classmates and fellow designers for critique and ideas feedback.
05	Meet with Setarah to confirm Blurb book layout by March 4, 2020 and take logo sketches into Adobe Illustrator to refine by March 6, 2020.
06	Finalize Final Project Paper by March 13, 2020 and complete refined digital mockups by March 18, 2020.
07	Proofread finalized Blurb book and complete layout by April 1, 2020 and submit PDF file to Moodle.

We were tasked to set a series of self parameters for ourselves in order to keep track of our progress throughout our senior thesis project

THE CREATIVE BRIEF

The purpose of the creative brief is to act as a blueprint for my project and it shapes the overall strategy and goals for the project.

Overview

EverySkin is a gender-neutral body care brand that will provide high quality body care products made with natural ingredients at a fair price for people of all genders.

Objective

Create a new gender-fluid brand to provide body care items for everyone. Bring awareness to gender stereotypes in society and the effect they have on a person's self esteem and gender identity.

Project goals

• Develop a genderless body care brand available to everyone
• Research gender stereotypes in the graphic design industry
• Experiment with the concept of genderless design
• Create a creative and unique product packaging design
• Establish branding guidelines and continuity of a new product design
• Investigate the price difference between men's and women's body care products

Audience

• Young adults and adolescence of all gender identities
• Individuals with an age range of 12-25 years old
• Individuals affected/influenced by society's gender stereotypes and expectations
• Open-minded clients who appreciate a product's design and packaging experience
• Those who are interested in high-quality, natural ingredient body care and beauty products

Challenges

• Competition with existing and recognized brands with a loyal audience
• Genderless brands currently on the market who are experimenting with a similar concept
• Gender is a hot topic in current society
• Many people do not agree with gender fluidity or understand what the term means

Deliverables/visuals

Visuals will consist of strong typography integrated with strong illustrations and a series of geometric patterns. They will be playful, but still professional and approachable with a secondary bright, eye-catching color scheme.
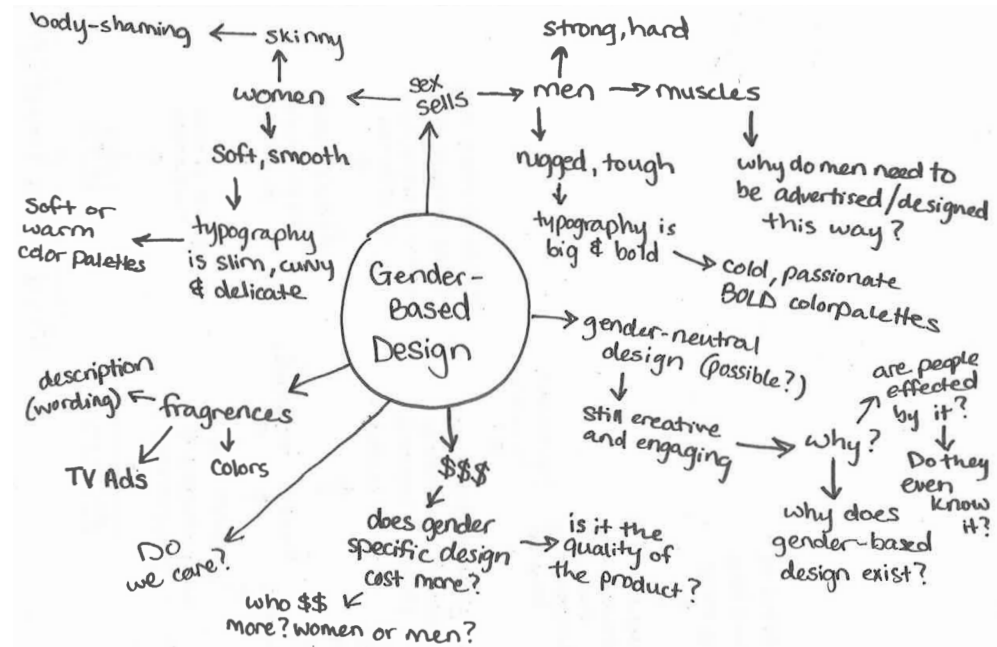
• Unique, recognizable package design
• Series of brand guidelines that outline the design rules
• Professional project book that highlights progress

Tone

• Cultured   • Elegant   • Clean
• Modern   • Impactful   • Natural
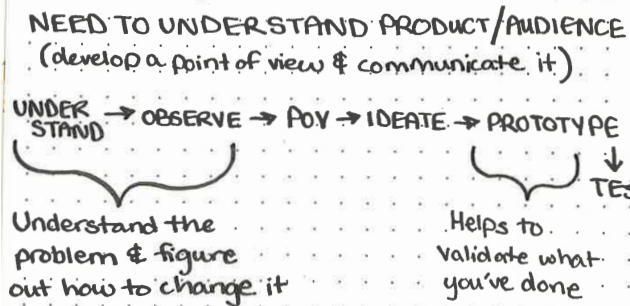
WRITING & DESIGN WORKSHOPS

The purpose of the writing and design workshops is to generate ideas and answer important questions about our senior thesis project. On the following pages, I have included scanned images from the three mandatory writing and design workshops throughout the semester.
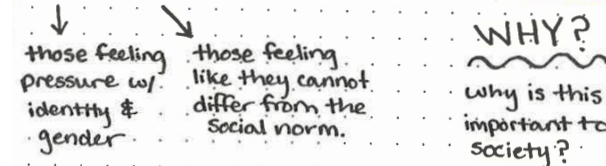
Gender-Based Design (Mind Map)

- body-shaming ← skinny
- skinny → women ← sex sells → men → muscles
- strong, hard
- women → Soft, smooth
- Soft or warm color palettes
- typography is slim, curvy & delicate
- description (wording) ← fragrences → TV Ads, Colors
- Do we care?
- who $$ more? women or men?
- does gender specific design cost more?
- $$$
- is it the quality of the product?
- men → rugged, tough
- typography is big & bold → cold, passionate BOLD color palettes
- why do men need to be advertised/designed this way?
- gender-neutral design (possible?)
- still creative and engaging → why?
- are people effected by it?
- Do they even know it?
- why does gender-based design exist?
- does gender-based design exist?

Journey Mind Map

- [user]
- either born male or female
- grows up surrounded by gendered design
- society pressures individuals to identify themselves & follow the leads of others

- [End result]
- provokes emotions & feelings from the user → inform
- Sympathize empathy inspire
- does gendered design impact the $$?
- demand change?
- what is the cost of products that are each aimed to men & women
- pushes user to question gendered design and question if it is possible?
- are they interested?
- do they feel pressure to follow social norms & gender stereotypes?
- Show them they aren't alone in these feelings

2 × 2

PROS	Cons
- will inspire individuals to be more authentic	- won't effect people who don't care
- removes social/ societal pressure	- Gen X and above are against gender-fluidity
- brings to the light why gender design exists	- Those who enjoy gender-based design
- does it cost more? (men vs. women)	- Is there a specific product to market?
- empathizes w/ users and feel less alone	- Controversial
- Hot topic	- genderless design can be seen as less creative (boring)

3 Research Questions:

1) What factors influence individuals to choose a certain product over another? (price, package design, ingredients, advertising)

2) Why are products marketed/advertised differently to men or females?

3) Do women's products cost more than men's? If so, why?
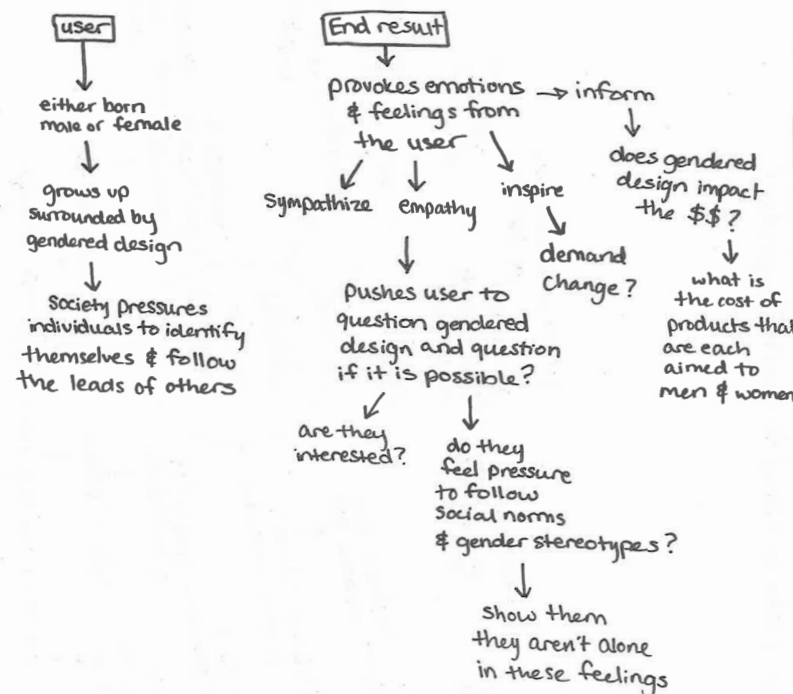
Writing Workshop #1

NEED TO UNDERSTAND PRODUCT/AUDIENCE
(develop a point of view & communicate it)

UNDERSTAND → OBSERVE → POV → IDEATE → PROTOTYPE → TEST

Understand the problem & figure out how to change it

Helps to Validate what you've done

USER + NEED + INSIGHT = point of view

- those feeling pressure w/ identity & gender
- those feeling like they cannot differ from the social norm.
- WHY? why is this important to society?

"This semester I will investigate the link/relationship between gender and design. I will research beauty and body care products advertised towards young men & females, but based on gender to differentiate them. This project is important because the topic of gender has been a controversial topic in today's society. Can design be genderless, but still creative and effective? This project will inspire men/women to break gendered stereotypes and feel less societal pressure to adhere to these preconcieved stereotypes."

questions

*has it been researched?
↳ fashion & body-care
Is there already products in existent?

Is genderless design possible and would it be as effective as gender-based designed products/services now?

Do products/services designed for women cost more than men's? If so, why? Is there a diffinitive reason?

How does this topic effect individuals emotionally?

Can we change gender-design stereotypes?

How is this problem currently being addressed?

Why do individuals feel pressured to act, speak, dress, or use certain products? Do they even feel this way?

Why do individuals choose one product over another? (price, ingredients, design, advertising?)

How will this topic evolve and inspire change?

What if everyone discredited gender stereotypes?

Why are products/services advertised and designed to women one way and to men another?

What if gender-based design never existed?

1919 - Congress passes /allowing women to vote
   (only 101 years ago)
"As an industry, is there more we can do to
   embrace equality?"

1950s - Booming commercialism & advertising
   glorifies the "idealistic housewife"
      * women depicted as always smiling/obedient

1960s - seatbelt design to male specifications
   * design that makes women 47% more likely to
   be seriously injured in car accidents

1970s - Female liberation (sexual freedom,
   feminism, fight for the right for equal pay)
      * begins celebrating the multi-face role of women

2010s - Marks young people rejecting traditional
   gender labels
      * shifted from designing for a WHO to a WHY

Example) ASOS' Face & Body
   - Canadian skincare brand launched in 2018
   - offers one product : Everything Serum
                                                "all humans"
Design disaster : 2012 Bic for Her
   - seven cents more for adding glitter and pink

* look at
genderless
products out
there already   • language   • beauty standards
                    • advertising approach → subvertisement
                    • use of color   - new, humurous
                       Ex) yellow?   approach to
                         honey, lemons   advertising

Genderless Brands

Context Skin → aims to become a go-to
source of health, beauty products for men
and women
   - Natural ingredients & formulated for
   all skin types
(cleanser, sunblock, eye cream, nail polish, lipstick)

One DNA → New York-based clothing brand
that aims to make gender neutral clothes that
are stylish, fitted, & contemporary

Feminine/masculine stereotypes are the most
notable design stereotypes, leading to the
growing topic of gender neutral design
   * But not yet as wide-spread, only talked about
      * haircare → haircuts for women vs.
                     barbershop for mens

   — Fotoshop by Adobé (youtube)
      ↳ satiracal video
         * making fun of beauty industry

   - Bennaton (dress brand)
      ↳ use shocking imagery
            for advertisement
         "United Colors of Bennoton"

   - Adbusters advertising
      ↳ "subvertise" = gives the message in a
                         different way

WRITING ABOUT YOUR PROJECT
(Writing Workshop #3)

- 6 pages (double spaced)
- 1200-1500 words

Organization

*refine Mad Lib & finalize

1. Introduction
    - give context/provide purpose
    - end w/ thesis statement
      (one sentence to sum up project → Mad Lib!)

2. Background
    - Motivation → Why is it important?
    - Problem   - Historical context

3. Goals
    - How does this project create impact/
      How does it make people feel?
    *Call to action?

4. Research/Methodology
    - What have you read/observed?
    - How did research impact your project?
      (What have you learned?)

5. Creative Process
    - Explain the project (list challenges & success)

6. Deliverables/Results
    - Talk about what you're making and why?
    - How do they assist to solve your problem?

7. Challenges
    - What has been the most difficult
      part of this process? (Are you left w/
                                        questions?

8. Conclusion
    - Summarize & restate thesis w/ strong
                                     ending sentence

9. Citations
    - MLA format on seperate page

Notes

- use active & decisive language (be confident!)

* For book: 12pt. Times New Roman/double spaced
  (import text to the book design & design text to suit
  layout → hierarchy, headings, subheads, text).

Paper Ideas

    ↳ create a narrative/story about the
      writing/design process
          * how the project changed!
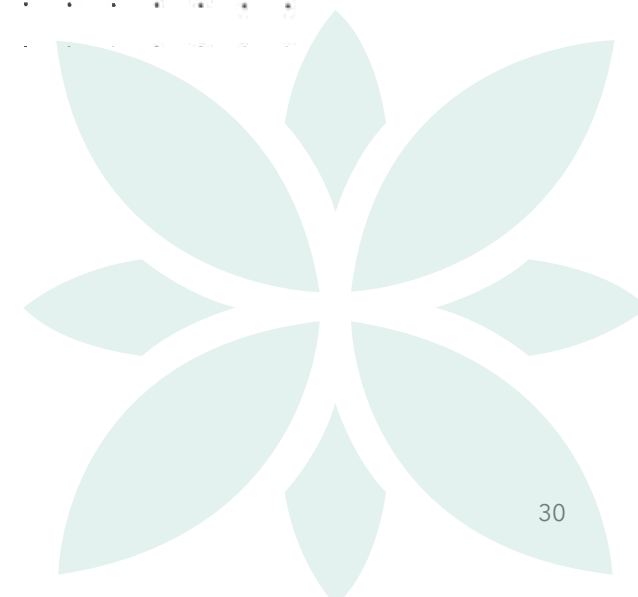
WRITING & DESIGN WORKSHOPS cont.

The main deliverable for my project is the EverySkin logo and branding guidelines. Below I have included scanned versions of my logo sketches and my logo experimentations in vector form from Adobe Illustrator.

Branding Guidelines

LOGO DESIGN

The logo is an integral part of the EverySkin brand and should be used thoughtfully and consistently. Most often the logo will be presented in full color with two shade variations of turquoise. But it can also be adapted for use on a black or white background, to incorporate color either in the text or as a background in accordance to the corporate color palette.

The icon can be seperated from the logo to stand on its own, but the logo can not stand without the icon, as it is a recognizable part of the EverySkin brand.

The white padding indicates areas in which other elements MUST NOT encroach into. This will allow the logo to breath. We use this as a white spacial buffer.
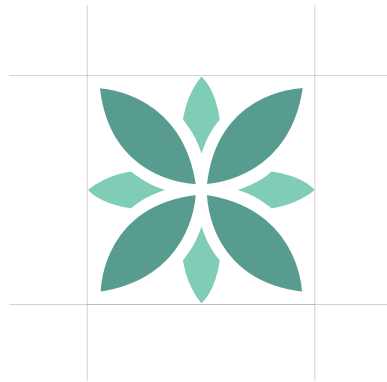
LOGO VARIATIONS

When positioning primary logo-elements against a black or colored background, the logo must be in all white. The secondary color palette may be used as a background the extended product line packaging only, it cannot be incorporated into the logo otherwise.

When positioning primary logo-elements against a white background, the logo must use the primary color palette.

BRAND PERSONALITY & VALUES

Our personality is a result of our mission and reflective of our culture. We are dedicated to changing preconceived gender norms and we respect the values of our customers.

Approachable

We are upbeat, resourceful, and motivated. All genders are welcome to use our products and they are formulated to help maintain beautiful, healthy skin for everyone!

Empowering

EverySkin wants to empower and encourage all humans. Be yourself and feel comfortable in your own skin!

All Natural

Our products are made with all natural and gentle ingredients. It is EverySkin's goal to provide skin care and personal products for every human, regardless of gender.

Playful

Our brand is playful and fun! EverySkin is an approachable and whimsical brand that strives to create products with creative packaging to contribute to our customers' experience.

Fair Pricing

We provide customers with high-quality products that deliver the best results. We do not distinguish our customers based on gender and we believe in a fair price product for all!

PRIMARY COLOR PALETTE

EverySkin's core color palette can be produced in the PANTONE and CMYK process for printed materials or by the RGB formulas for online usage. This color palette will cover the majority of your needs.

SECONDARY COLOR PALETTE

Our secondary color palette is vibrant, bold and eye-catching. The accent palette consists of five colors chosen to have high visibility. These colors should be used sparingly as backgrounds in product packaging only.

It CANNOT be incorporated into the EverySkin logo. This will help to ensure that elements maintain the appropriate legibility and branded consistency.

Primary Color Palette
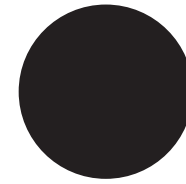
CMYK: C0 M0 Y0 K100
RGB: R35 G31 B32
HEX: #231F20
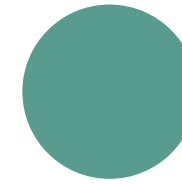
CMYK: C67 M22 Y48 K2
RGB: R90 G155 B142
HEX: #5A9B8E
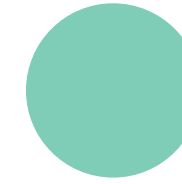
CMYK: C49 M0 Y35 K0
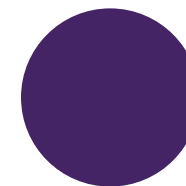RGB: R129 G204 B183
HEX: #81CCB7
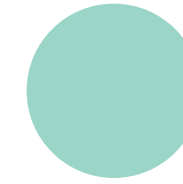
CMYK: C39 M0 Y26 K0
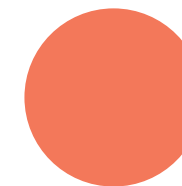RGB: R153 G213 B200
HEX: #99D5C8
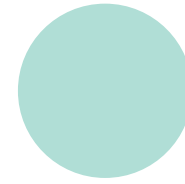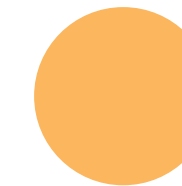
CMYK: C30 M0 Y18 K0
RGB: R176 G222 B214
HEX: #B0DED6

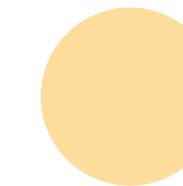Secondary Color Palette (Accent Palette)

CMYK: C86 M100 Y27 K18
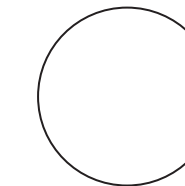RGB: R70 G38 B102
HEX: #462666

CMYK: C0 M66 Y65 K0
RGB: R244 G121 B92
HEX: #F4795C

CMYK: C0 M32 Y71 K0
RGB: R252 G183 B96
HEX: #FCB760

CMYK: C1 M12 Y44 K0
RGB: R251 G222 B157
HEX: #FCDE9D

CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
HEX: #FFFFFF

Color Palettes

DECORATIVE BRAND TYPEFACE

Caliway Regular is a calligraphic-style font, its appearance is elegant and generates a professional, yet approachable feeling for our customers. This font is not to be used as a main font and is reserved for headers and titiles only.

COPY BRAND TYPEFACE

Avenir Next is a clean and legible font. This font is flexible, but should be used for the purpose of body copy, captions, and the bold version can be used as headers or subheaders.

Please note that these are the only fonts that should be used in all communications in order to maintain legibility and brand consistency.

MAIN BRAND TYPEFACE

BigSmalls is very modern and flexible. This font is a mixture between capital and lowercase letters, giving EverySkin's brand a light-hearted and whimsical personality. This font is not to be used as a main font and is to be reserved for product description and tagline only.

Typography

Caliway (Regular)

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!@&$%

Avenir Next (Regular and Bold)

Aa

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ? ! @ & $ %

Aa

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0 1 2 3 4 5 6 7 8 9 ? ! @ & $ %

BigSmalls (Regular and Bold)

aa

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abcdefghijkLmnopqRstuvwxyz
0123456789?!@&$%

aa

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ICON ASSETS & PATTERNS

EverySkin is focused on reflecting the company mission statement and personality with the use of pattern and icon assets. Our brand uses the floral icon to represent our product's natural ingredients and our dedication to providing products for every skin type.

To remain aligned with the branding guidelines, the treatment of patterns or symbols must reflect the following guidelines:
Icon assets must remain simplistic, clean, and minimal in detail
When individual icons or patterns are against solid black backgrounds, they must remain white, flat, and at 100% opacity.

Avoid using the icon and patterns in a way that appears too detailed or visually busy.
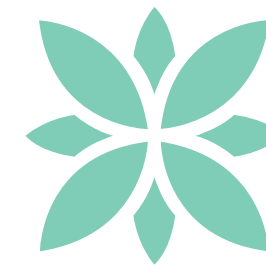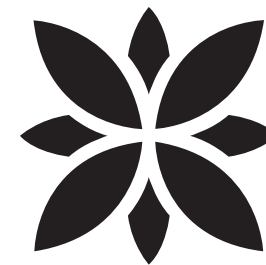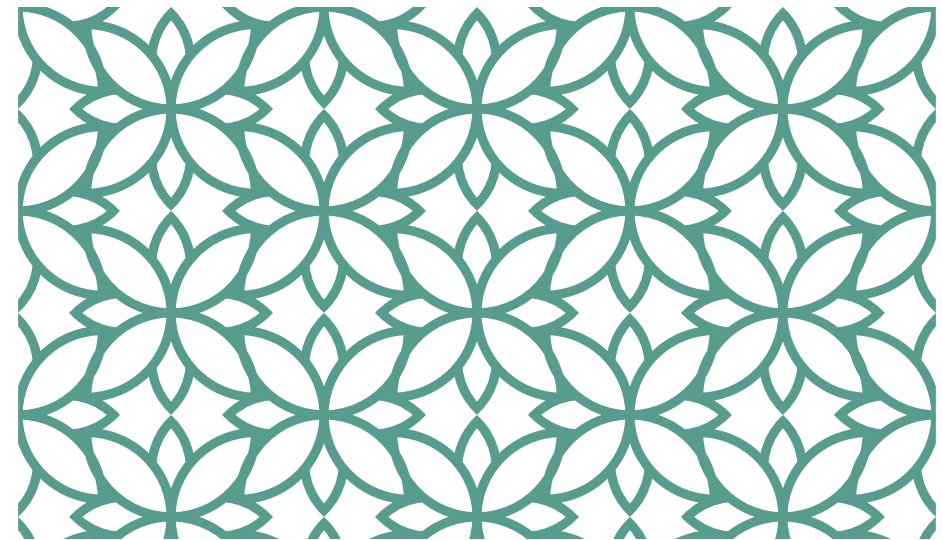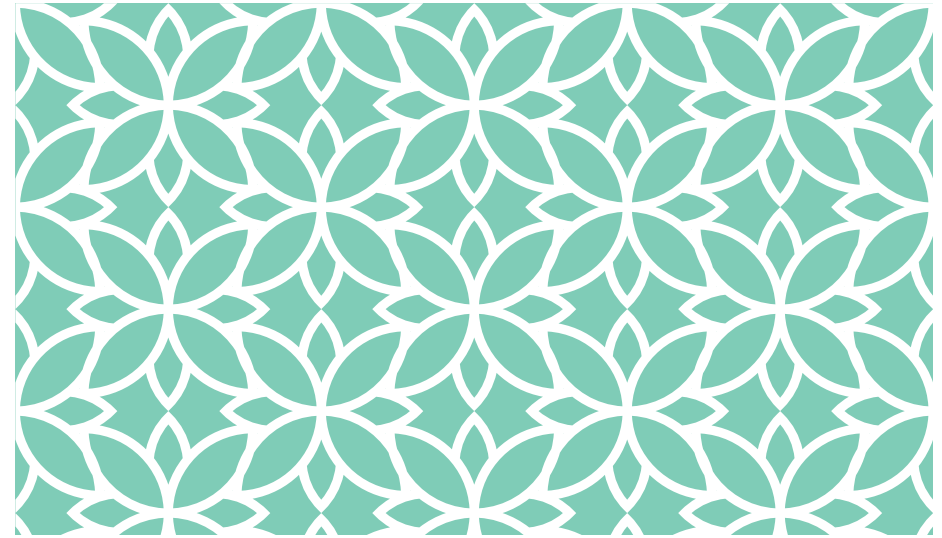
Final Deliverables

CONTAINER DESIGN
PRODUCT PACKAGING
FINAL PRODUCTS & DELIVERABLES

Container Design

PRODUCT PACKAGING

EverySkin branding elements must appear on all product packaging and the following must be present to remain consistent:

- The EverySkin logo
- Product name (including the description is optional)
- Natural, Vegan, Gentle, and Eco-Friendly
- Repetition of the geometric floral logomark
- Use of colors at adhere to the EverySkin primary or secondary color palettes

FINAL DELIVERABLES

EverySkin offers a variety of skin care products for every skin type. On the following pages I have included high-resolution mockup images of my project's product and packaging deliverables.

AVAILABLE EVERYSKIN PRODUCTS

Hydrating Night Cream

Milk Jelly Cleanser

Exfoliating Scrub

Hand Cream

Gentle Face Wash

Foam Pump Shaving Cream

Face & Body Soap

Product mockup of three pack of tubes: exfoliating scrub, milk jelly cleanser, and hydrating night cream.

Product mockup of hand cream container.

Product mockup of gentle foaming face wash.

Product mockup of foam pump shaving cream.

Product mockup of face and body soap bar.

Conclusion

The world of marketing and advertising is slowly changing, but we aren't quite there yet. As consumers, we must be mindful of large corporations that are trying to make money on the premise of gender fluidity and trending LGBTQ community. We cannot leave it up to big companies to address social changes or society will continue to ingrain gender biased tendencies. This project is important because it analyzes how design can be gender biased and it presents a potentially genderless and effective design solution.

It is the duty of designers to recognize gender stereotypes and consciously avoid these clichés in their work. But the responsibility does not fall solely upon the shoulders of graphic designers. In order to change social stereotypes, we must all work together regardless of our profession.

Conclusion