

SH*T IS F*CKED UP AND BULLSH*T

Evaluation

The goal for this project is to produce a poster that will provoke thought, challenging other's views and expectations. For this reason, I chose a topic that is deeply important to me, beauty standards and the representation of women in modern society. I am looking at the perspective that women are to be consumed, that when we wear make-up, nice clothes, expensive perfume it is to appease men. Well I think this is shit, women are not prepped for consumption, we are not a meal spread-out on a dinnerplate. When I experiment with make-up I am playing around with my own aesthetic, simply for my own pleasure. I do not have a shaved head as some grand protest, I have a shaved head because I like it that way. My poster. (See final page for outcome).

Research

While considering the subject matter of my project I looked at relevant artists and movements. To start this process off I created a montage for inspiration.

Protest Poster - Initial Ideas

- female beauty standards
 - The idea that a woman's beauty isn't for consumption - she is not a piece of meat.
 - "Not your feast" - "Not a feast for your eyes"
 - Photomontage - Have images against a painted background to add texture
 - Make rubber stamps of eyes to add to the background.
 - Model w/ smeared make-up to represent anguish at society's standards eating something to show how women are consumed once they 'prep' themselves
- THIS POSTER PROTESTS THE CONSUMPTION
- Meat could be used as the food as it represents how many women feel in the eyes of others
- OR card this be overkill?
- Include two ends of the spectrum
 - Girl destroyed by standards
 - A girl covered in make-up, sickly sweet - but will likely crack up soon.
 - Digital + polaroid? to show stark difference

Research

Guerilla Girls

Barbara Kruger

The Beauty Myth - Naomi Wolf

Sheila Levrant de Bretteville

Layout?

→ Digital

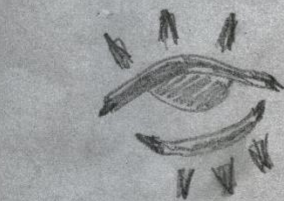
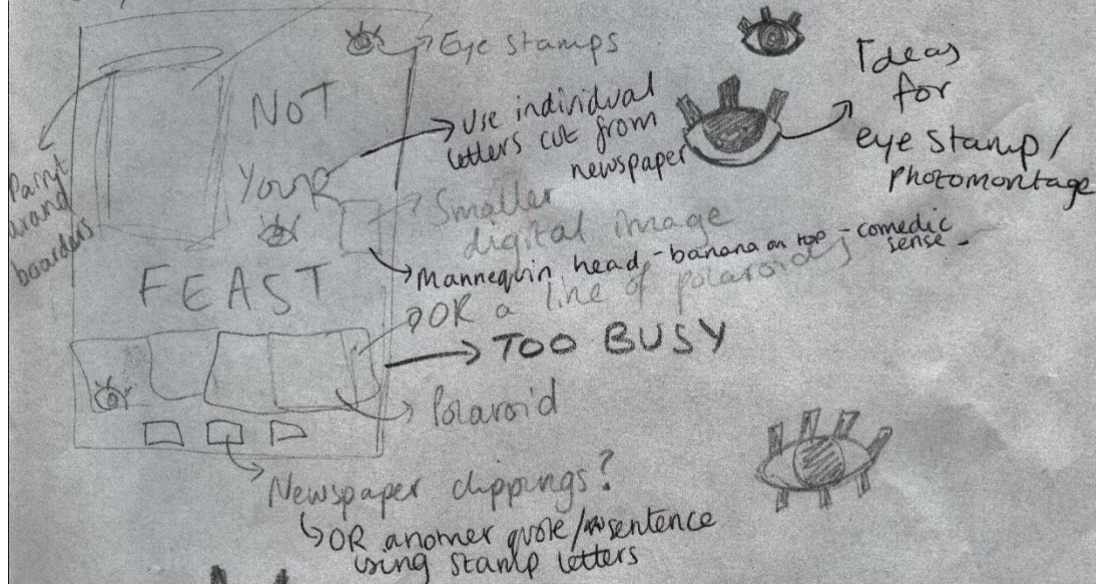
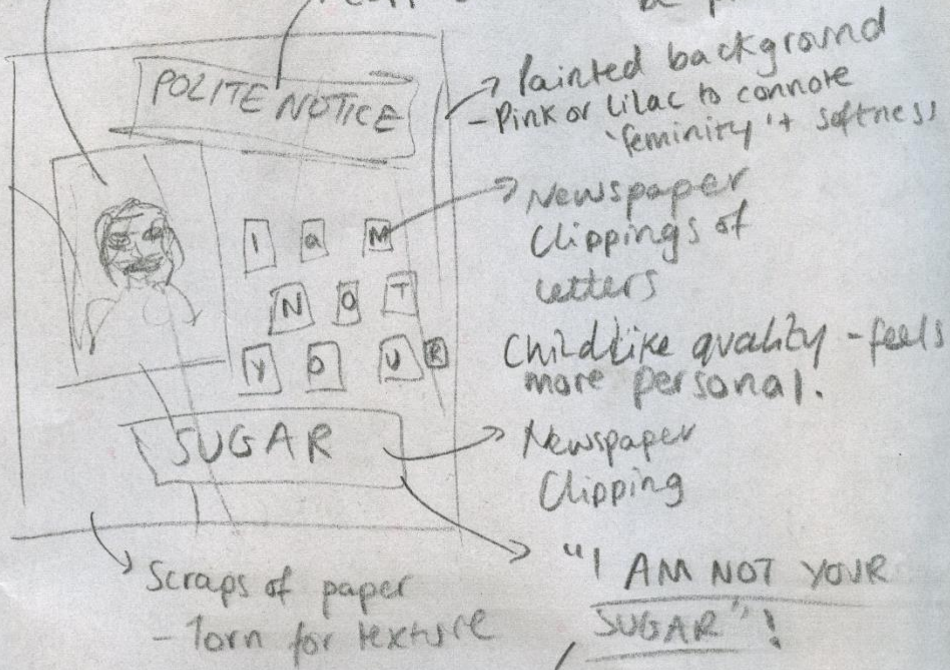


photo of a girl - distressed w/ make up smudged to display her discomfort w/ beauty standards
 → clipping from letter - red - edit to be pink?

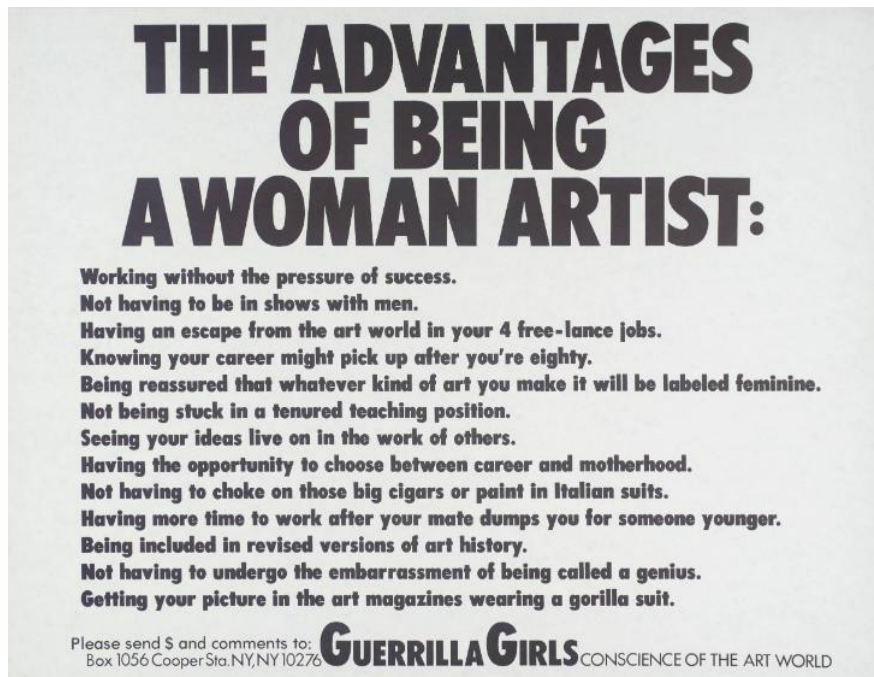


"I AM NOT YOUR SUGAR"!
 I am not something for you to consume. I am not alive for your pleasure. I am not an object. I am not something for you to pick up and put down at your leisure.

Guerrilla Girls



Do Women Have To Be Naked To Get Into The Met. Museum? 1988/9



The Advantages Of Being A Woman Artist, 1988.

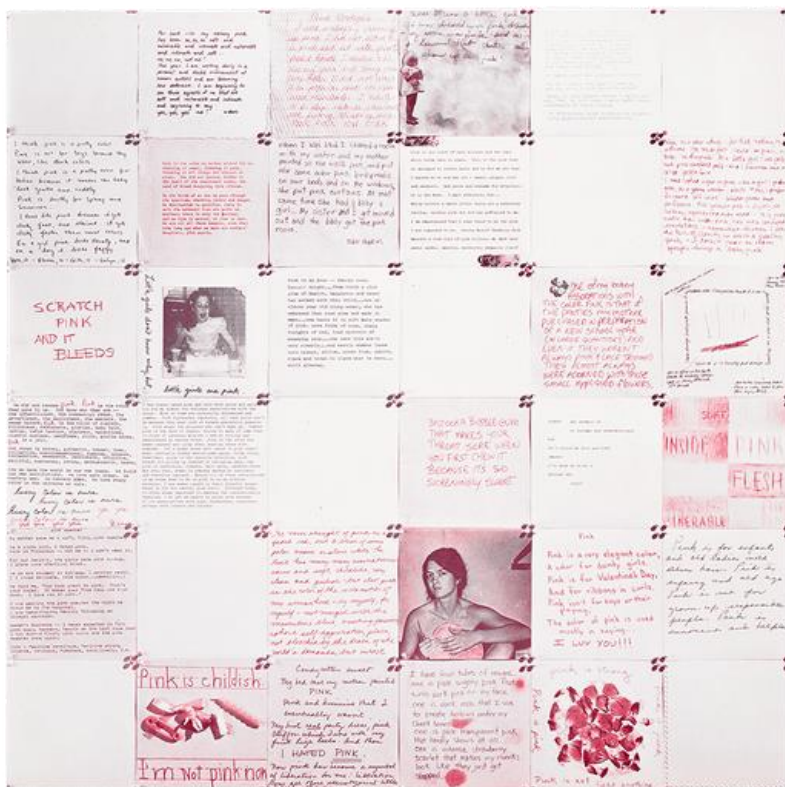
Guerrilla Girls are a group of anonymous female, feminist artists devoted to tackling sexism and racism within the art scene. Known for their politically charged posters, public appearances/performances, billboards and book publications. One of their most famous pieces of work being the one above. This poster has clean photomontage characteristics likely drawing inspiration from the Dada movement. The bold writing assures that the reader doesn't miss the message behind the work. Their work was a big inspiration to mine, I wanted to pay homage to the photomontage movement, linked to the Dada movement of the early 20th century while also making a personal statement on feminism.

Sheila Levrant de Bretteville

Bretteville is a feminist artist and educator. She produces work that reflects her own feminist beliefs and a lot of these pieces feature photomontage characteristics.



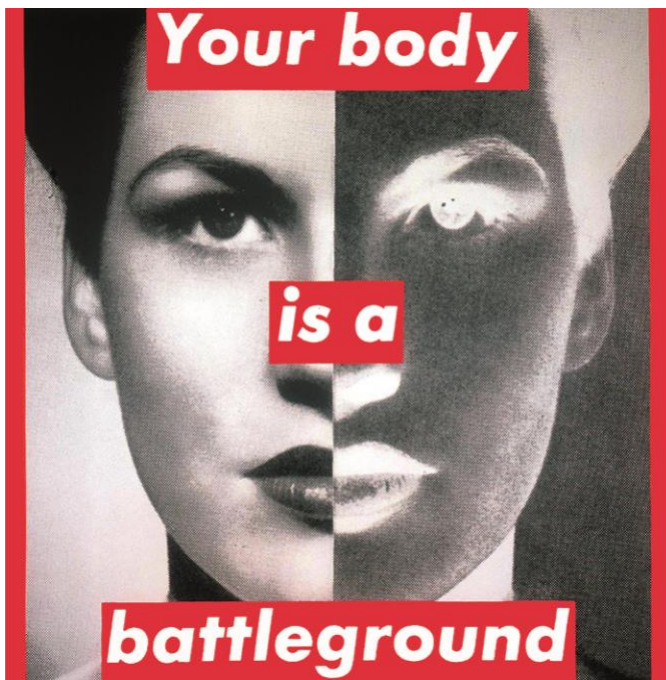
Sheila Levrant de Bretteville, Everywoman newspaper centre-fold, 1970.



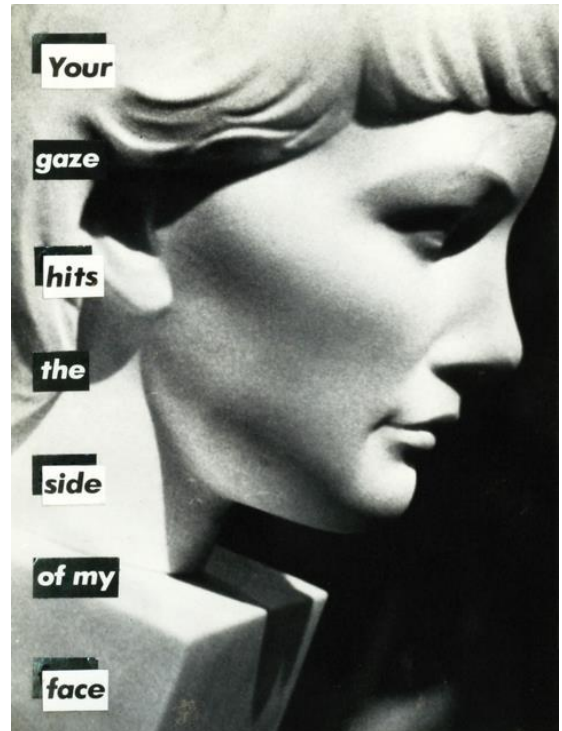
Sheila Levrant de Bretteville, Pink, 1974

Pink is a lot less punchy than the first poster, however I do like the use of mixed media and the sort of scrapbook look. One of my aims for this project is to be less cluttered in my approach as I tend to overthink things, I want a punchy poster that is impactful upon first sight. It is clear to see Bretteville's feminist activism within these posters, even upon first glance which is the kind of impact I'm hoping my poster has.

Barbara Kruger



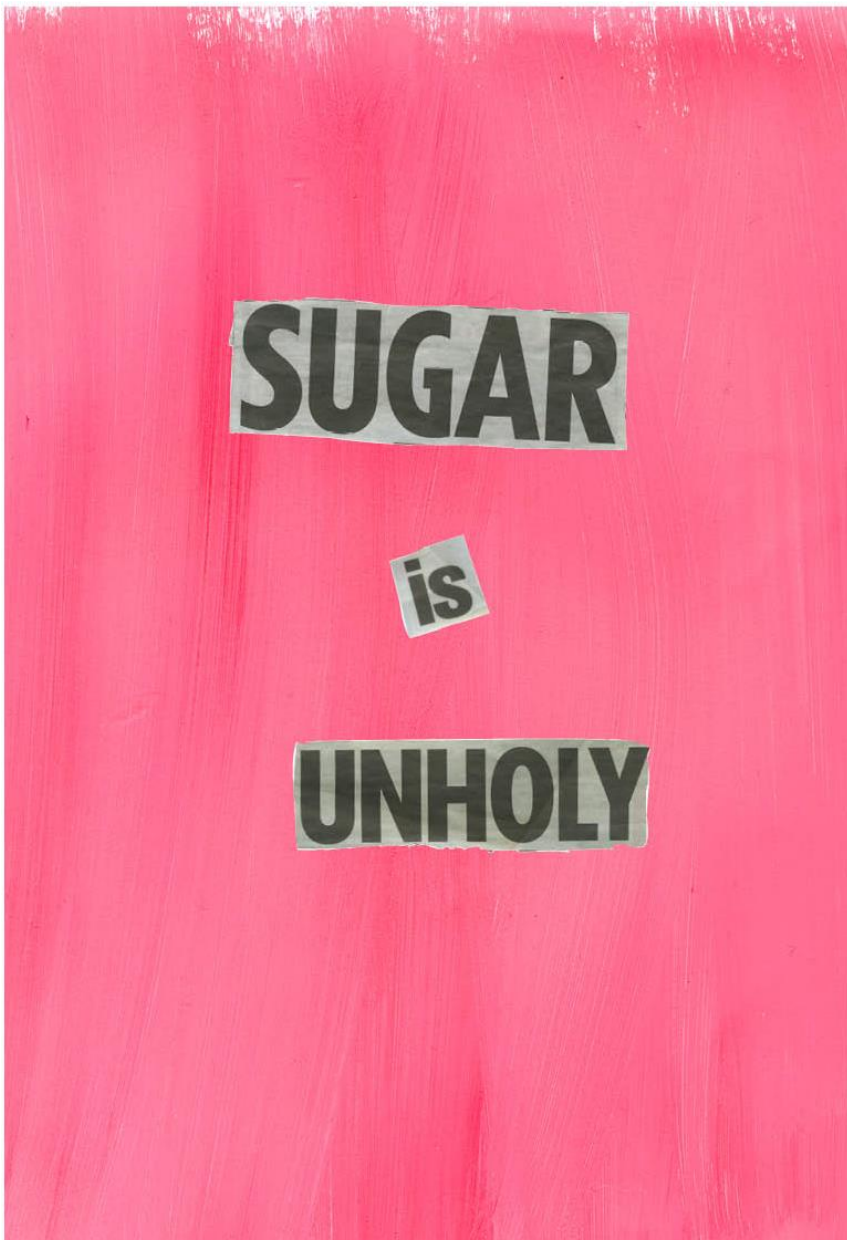
Barbara Kruger, Untitled (Your Body Is A Battleground), 1989



Barbara Kruger, Untitled (Your Gaze Hits The Side Of My Face, 1981)

Kruger is a renowned artist known widely for her collage work. A lot of her collage work features black and white imagery with bold, often red, font pasted with punchy words that hint to a deeper meaning and consideration of the photographs they anchor. In my poster I wanted to include words to make a statement about femininity, but I didn't want the words to be painfully obvious. "I am not your sugar" hints to a deeper meaning, I am not for your consumption, I am not something for you to feast your eyes on.

Process

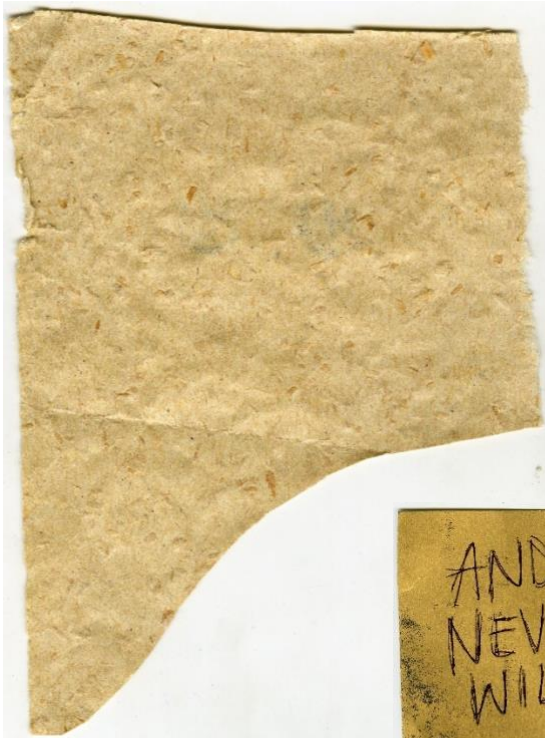


Practice poster I did using InDesign and newspaper clippings. It was complicated to crop material with rough edges so I decided to continue creating my poster on Photoshop.

“Sugar is Unholy” is punchy, however, even though one of aims was not be too literal I think this is a little too ambiguous.

Process

POLITE NOTICE



AND I
NEVER
WILL BE



While considering how I would assemble my poster I wanted to include materials which have texture to make the montage more interesting. I started by collecting scraps and painting basic backgrounds. I also made some eye stamps out of erasers as I thought that black ink on the page could be interesting amongst the scraps.



Outcome



"I Am Not Your Sugar"

My outcome is punchy and colourful, the collaging technique has a childlike quality which only makes the matter at hand more arresting. However, I do think it's leaning towards being too visually busy. The softer colour palette is in a way striking because you'd expect it to be red or something harsher.