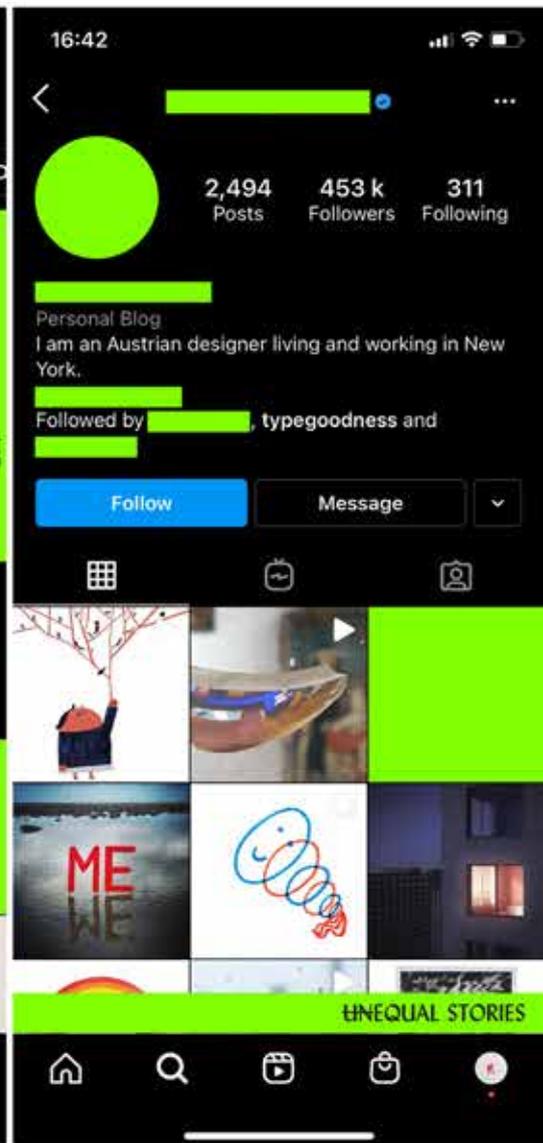


Gender-Designer Book Covers

Using the tracing paper and tape to censor design books which, in graphic design, are historically male dominated and celebrate the old, white, male designer stars within the community.



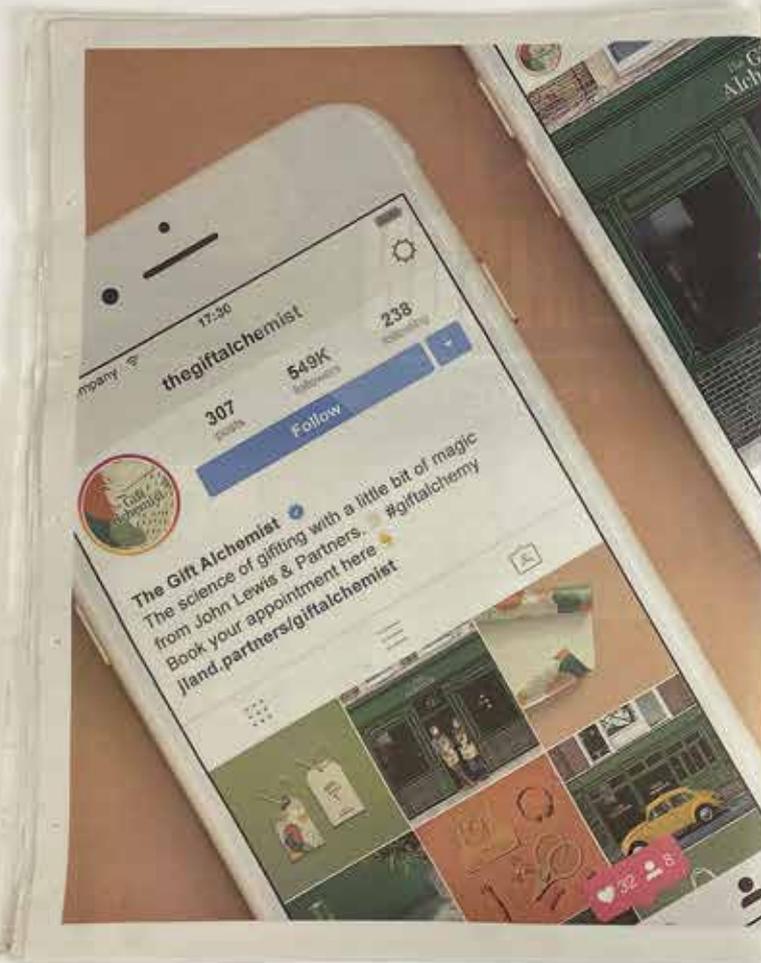
Gender-Designer Instagram Filter

The online login in the kit can be used to install a social media censor to again force the user to consider how gender is presented and why there is such a huge disparity in female representation.



Gender-Designer Guerrilla Kit

Contains a call to action and all necessary items to censor on the go in real life and online. The green is the most visible colour to the human eye and the logo plays on the spray paint censoring and encourages the do it yourself attitude needed.



AWARDED YELLOW TION

THE GIFT ALCHEMIST

Client: John Lewis & Partners

...

The answer is The Gift Alchemist - scientifically gifted, magically made, reconnecting John Lewis's customers with what a gift really means. The bespoke branded experience curates the perfect gift using AI, interactive technology and the digital footprint of the gift's recipient. The service provides a bespoke, performative, personal and magical solution to the experience-hungry and discerning target audience. The shops are conveniently located on the high street - combining the brand resonance of John Lewis, and the expertise of the Alchemists. The Gift Alchemist seeks to replicate the magic of 'someone knowing what you want more than you do', and uses the power of data to inform a decision that feels authentically human.

Now working at Something New, Bristol

Gender-Designer in Print

Allowing D&AD winning work to be judged without personal information being considered.

FALMOUTH
UNIVERSITY

**CELEBRATING
AWARD WINNING
GRAPHIC DESIGN AND
CREATIVE ADVERTISING**

Gender-Designer in Print

Demonstrating how good work can stand alone without constant mentions of gender and how tape can be used quickly and on the go.

This plug-in removes gender mentions to combat gender inequality in design

Gender Designer is the result of a research project which questions the need for gender in design. If work is excellent will we recognise it without the (usually male) designer? Why do we need to know the creator?

Words [redacted]

News Digital AR Politics Activism

29 September 2020
2 minute read

Share



Gender-Designer Plug-In

The online login in the kit can be used to install a censor plug-in to again highlight the over use of gender online in design websites and make the user consider why it is needed.



Gender-Designer Painting

Using the spray paint to censor on the move, drawing attention to how unnecessary the mention of gender is, the focus should be on the talks being given.