

BREAK THE NORM!

PREVENTING EARLY GENDER BIAS

Social Awareness Campaign

Jin Koo

“BREAK THE NORM!”

It is no surprise that pre-school children learn to identify with their gender so young. Subtle messages like “be a good girl” and “boys will be boys” signal to children that there is an appropriate way for each gender to act.

This concept was inspired by children’s activities. The flashcards and a flipbook will help children to learn about gender-neutral and bias-free language. It also will encourage children to open all roads for their dreams and goals, regardless of gender.

GOALS

Raising awareness about how early gender bias lasting impact on our lives, and preventing/reducing gender bias.

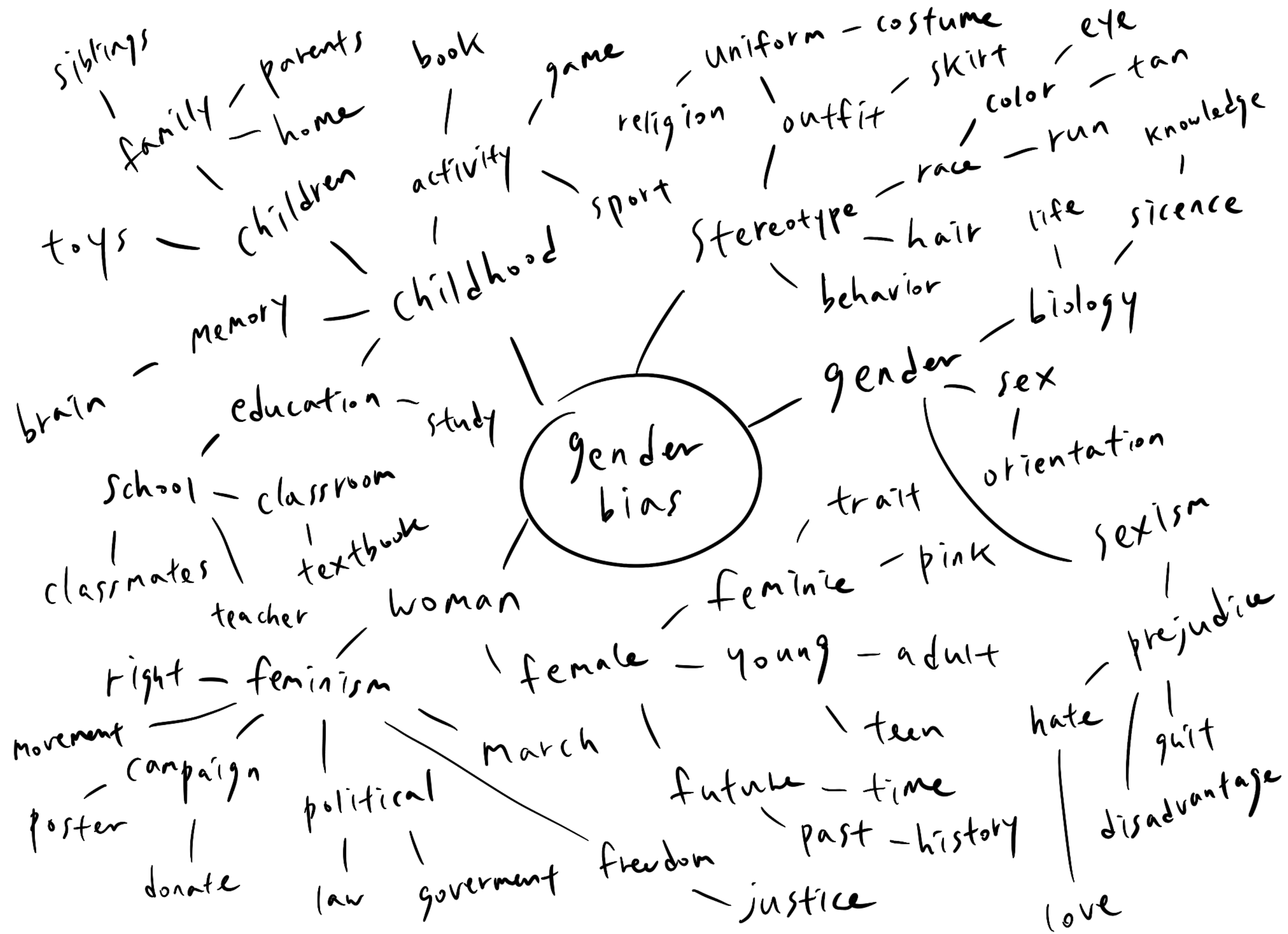
TARGET AUDIENCE

- Parents
- 20s ~ 40s
- English Speakers
- Politically Involved
- Open Minded
- Liberal
- Passionate

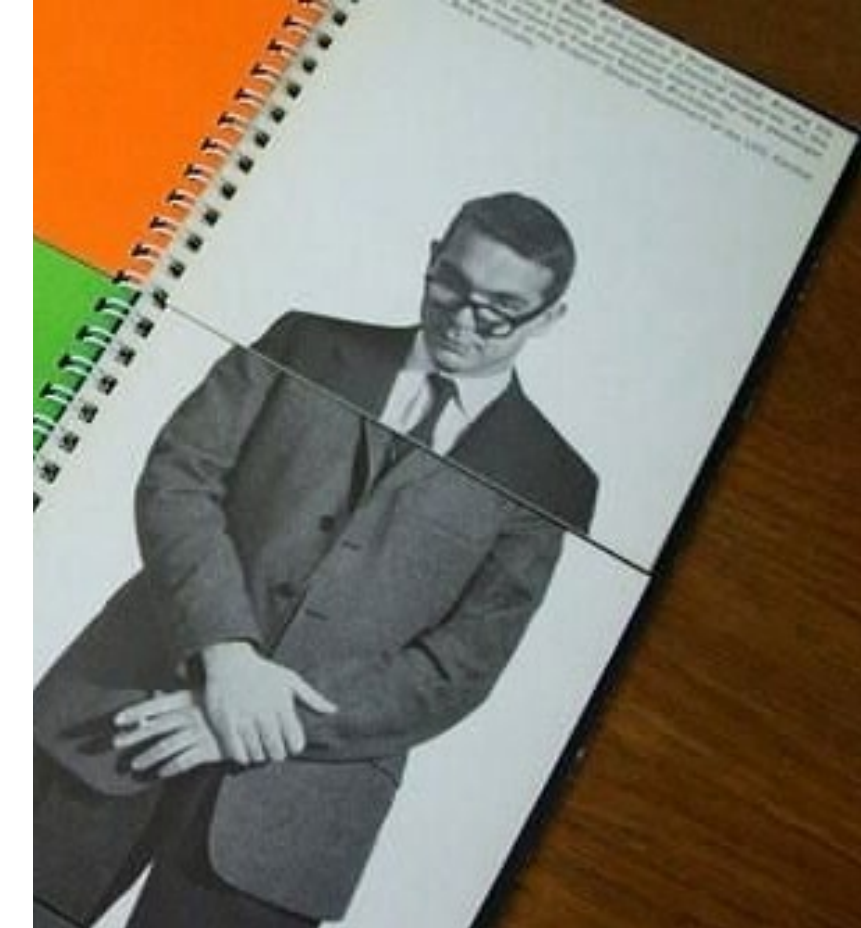
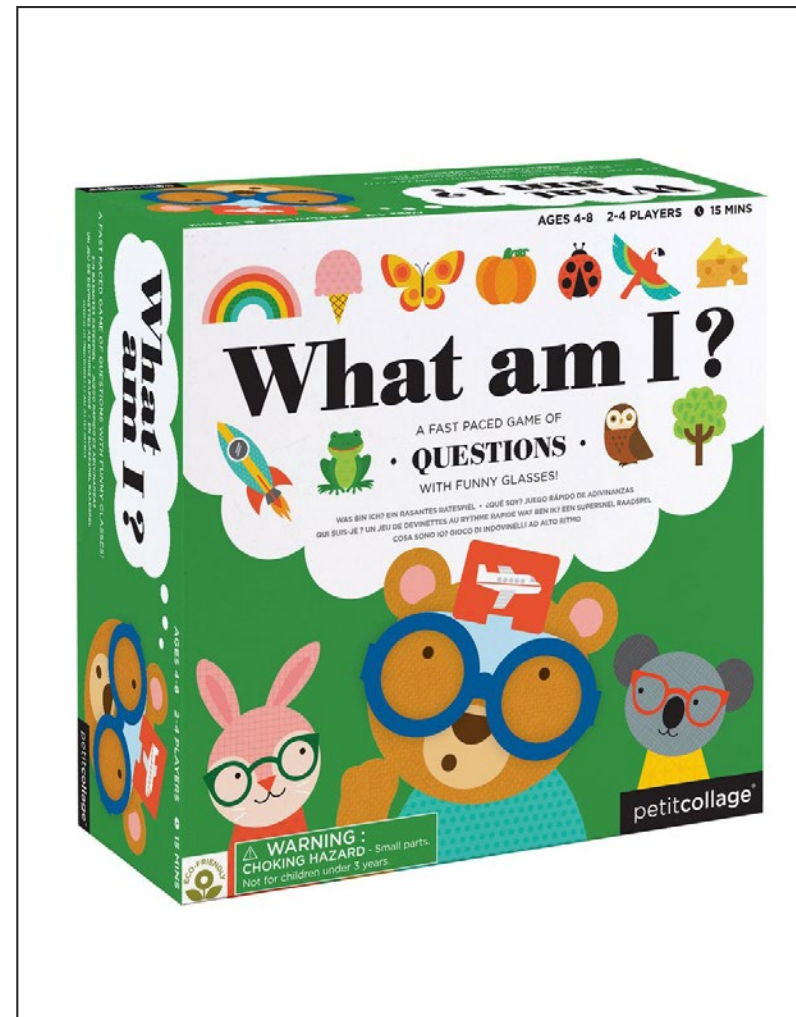
DELIVERABLES

Flashcards
Flipbook
Website

02 | BRAINSTORMING



03 | INSPIRATION

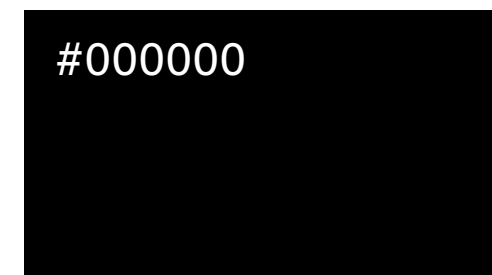
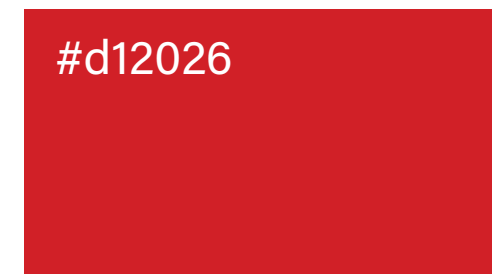
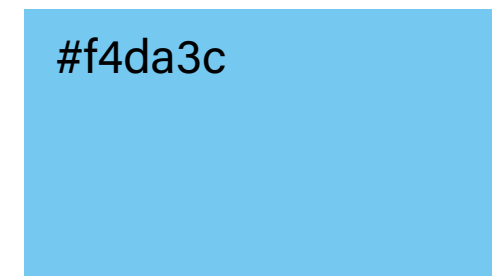
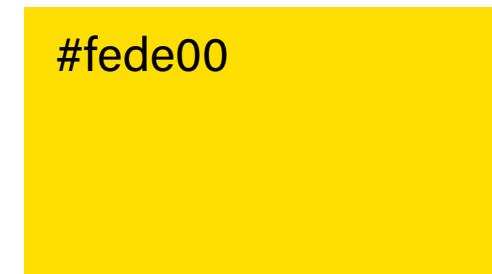
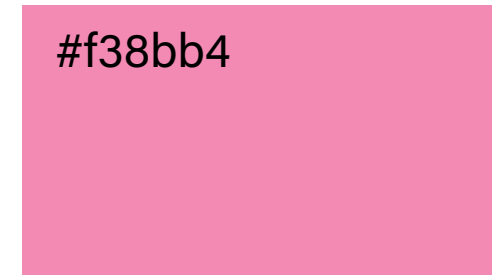


Aa **Raleway Heavy**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890=!@#\$%^&*()_+[]\{}|;:'",. <>?

Aa **Poppins Medium**

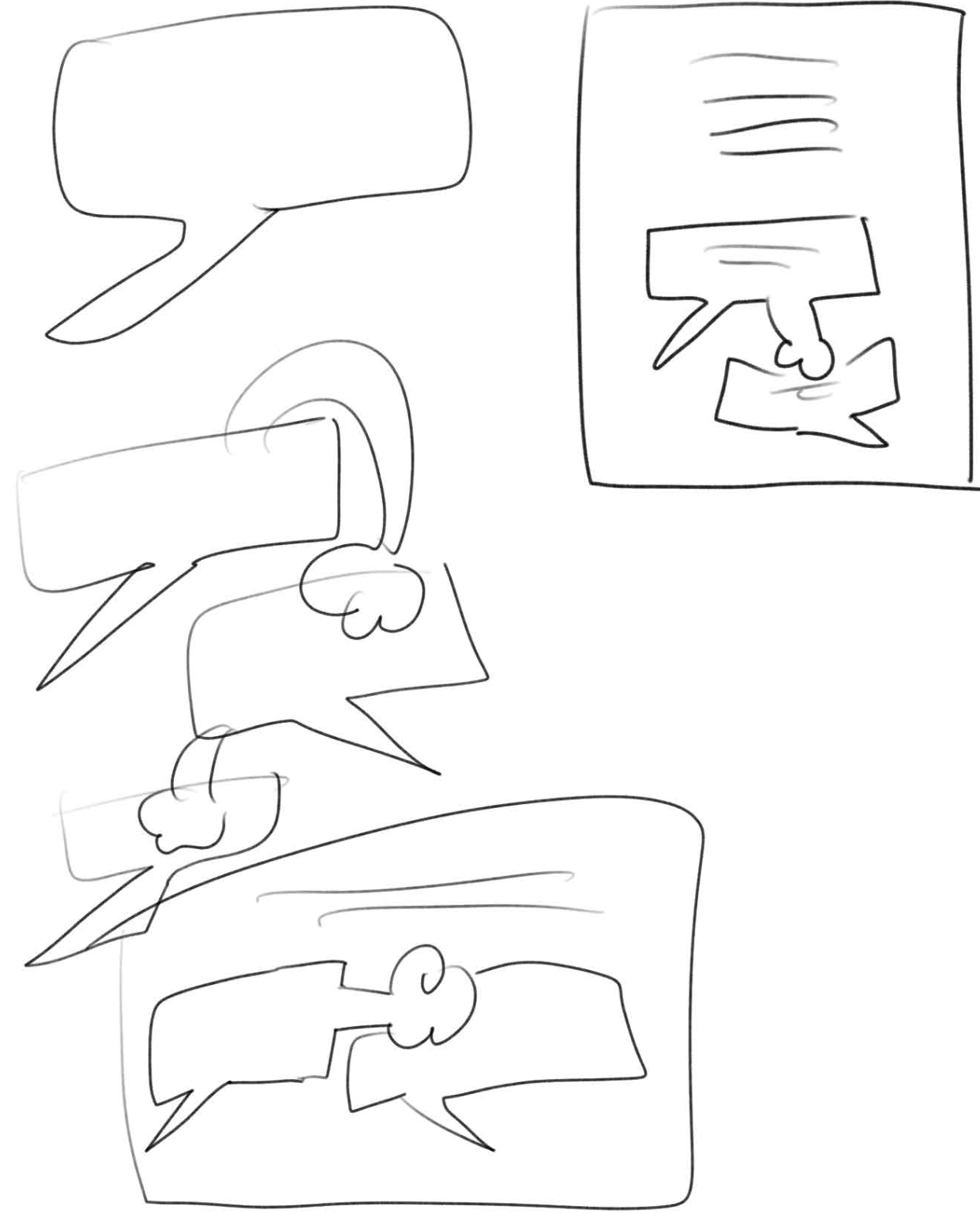
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890=!@#\$%^&*()_+[]\{}|;:'",. <>?



COLOR PALETTE

**BREAK
THE
NORM!**

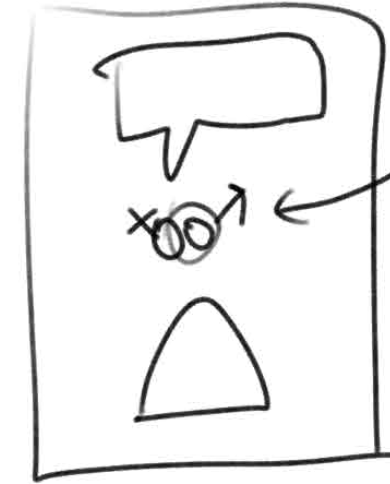
06 | FLASHCARDS / SKETCHES



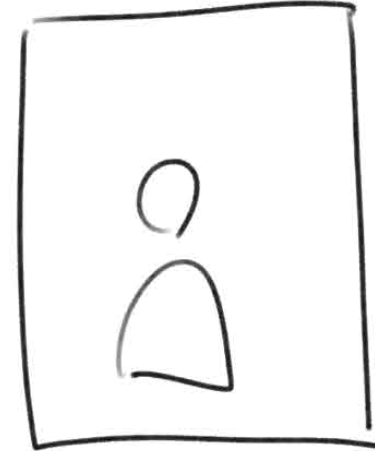
- mankind
- freshman
- housewife
- maiden name



(front)



(back)



man kind



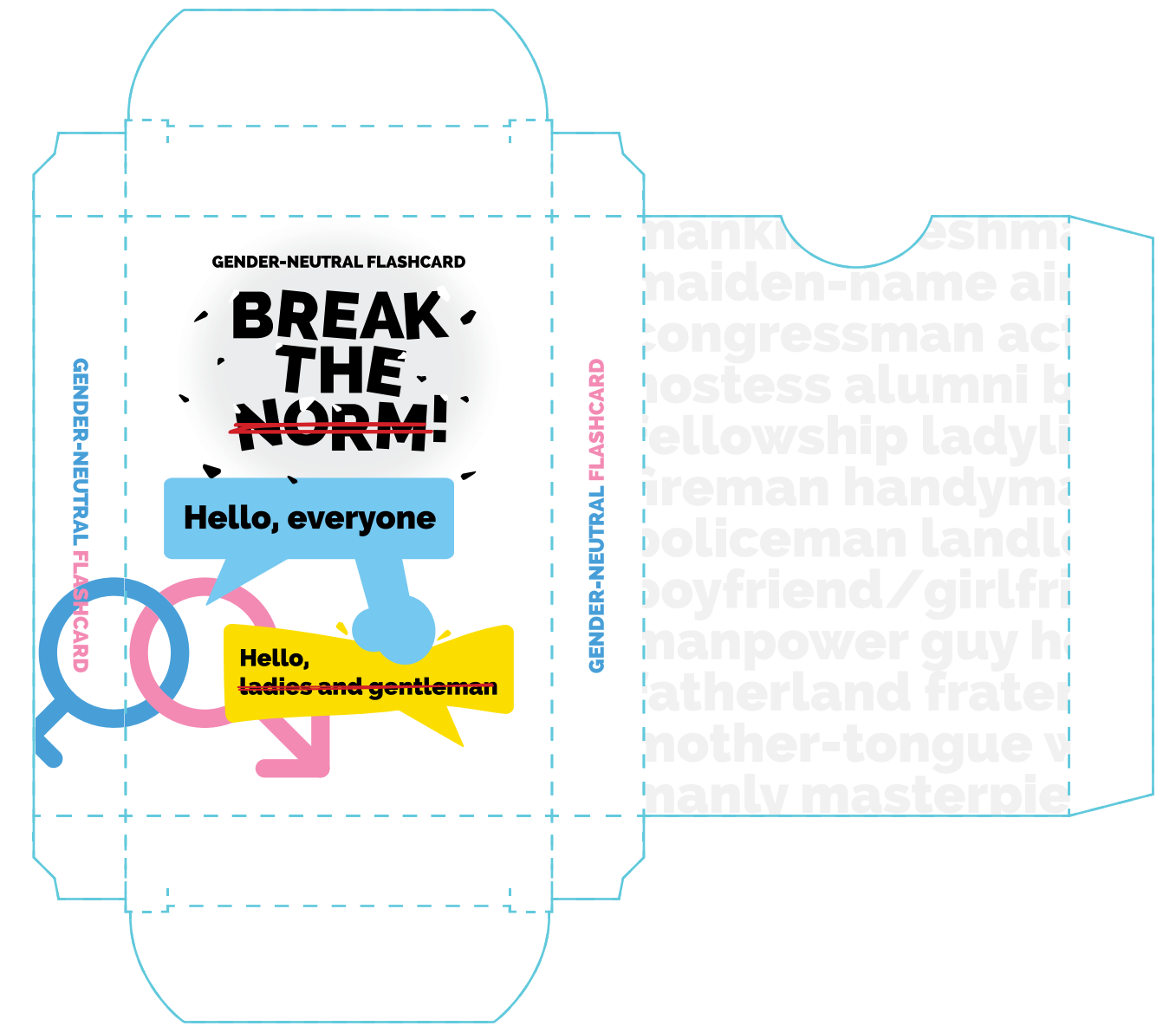
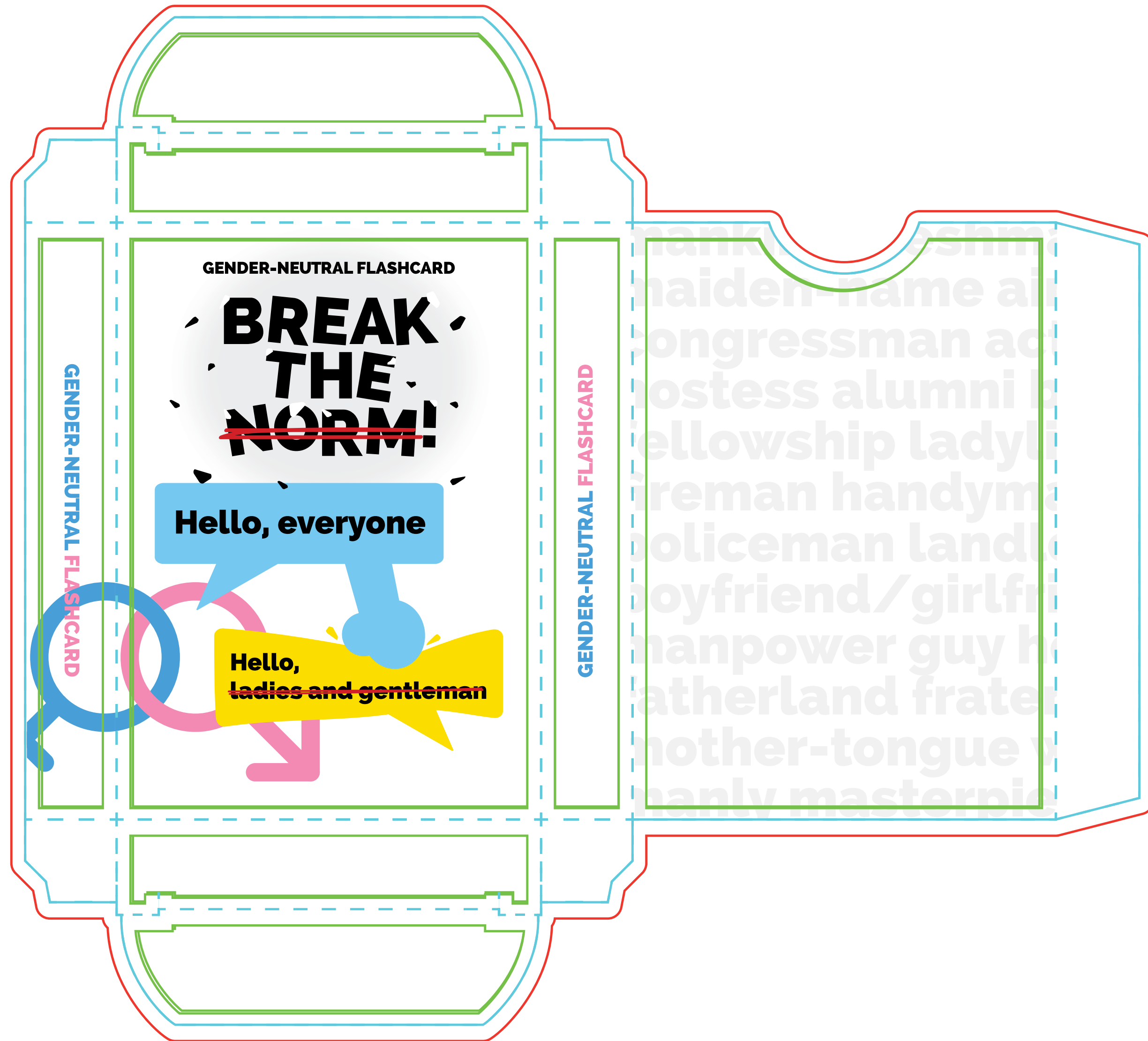
freshman



housewife



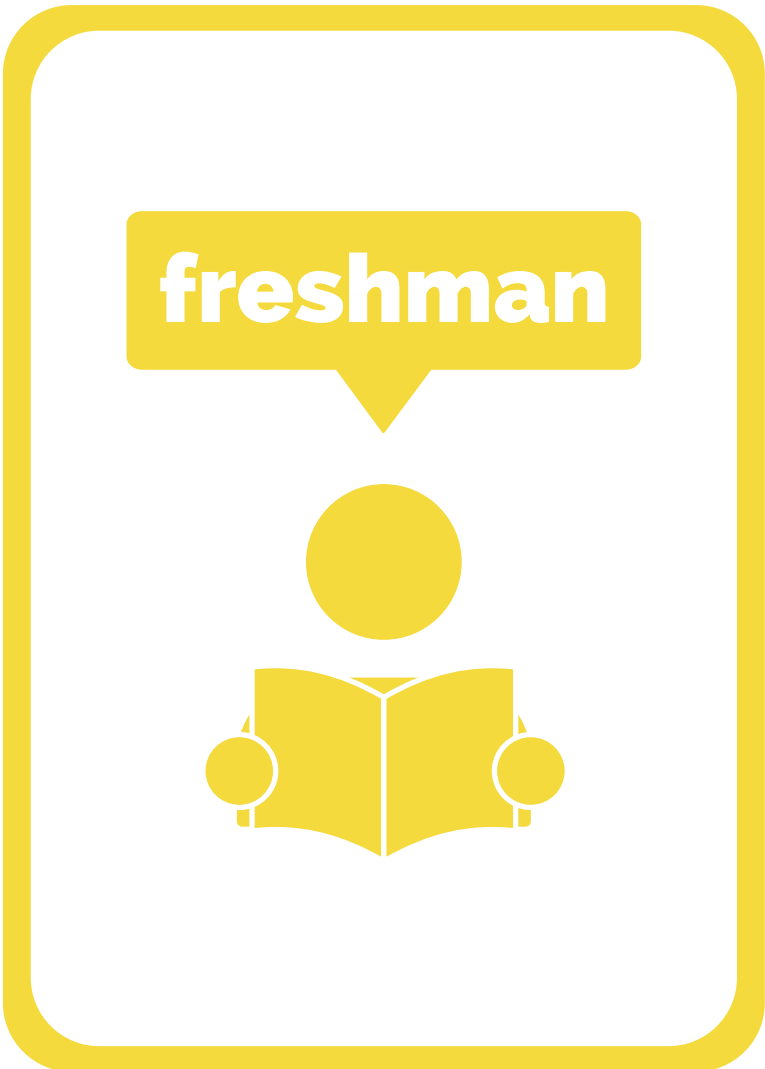
maiden name



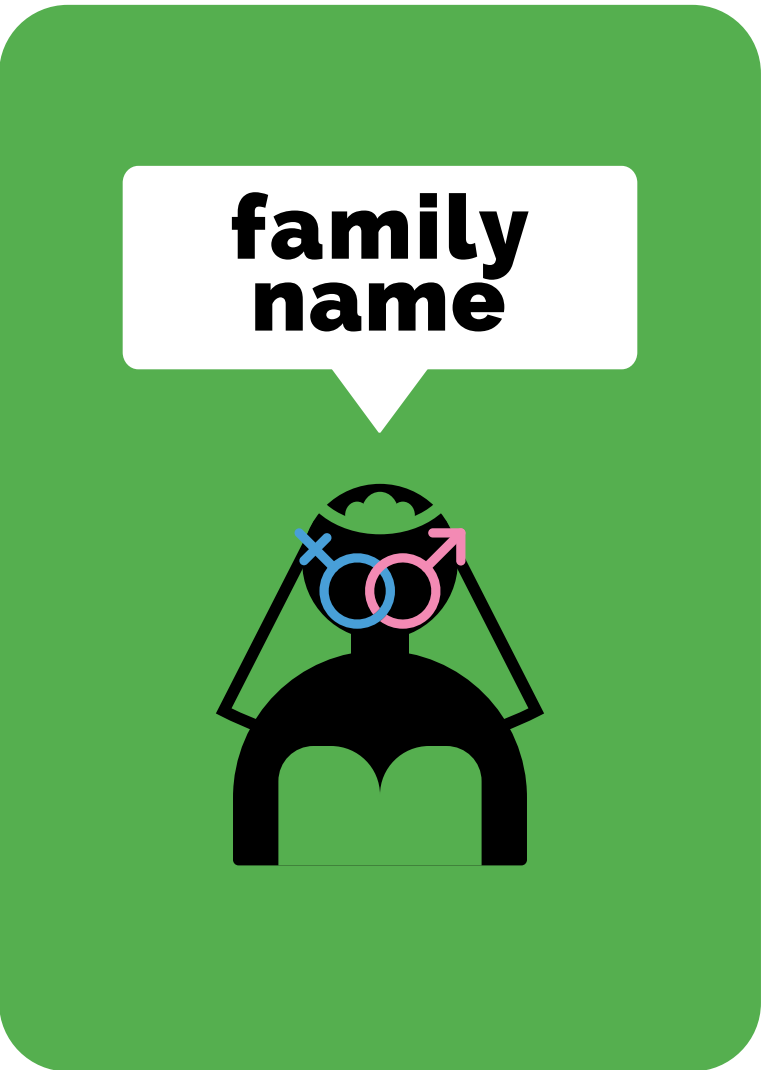
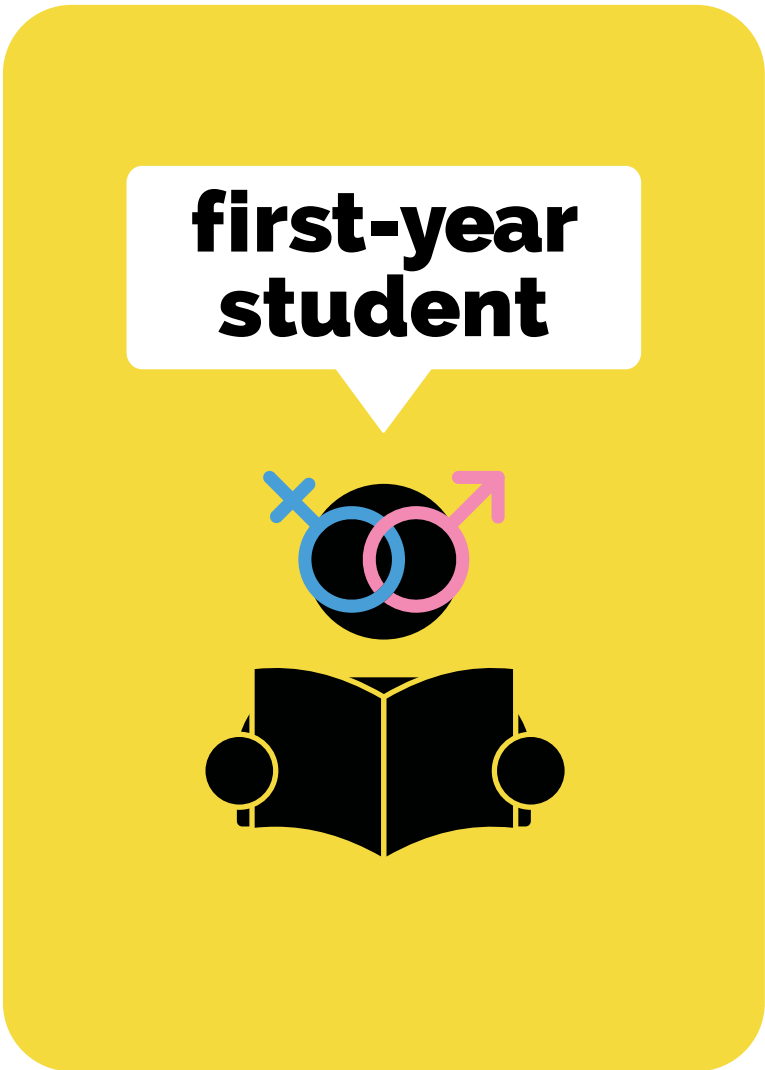
Actual Size

- Text safe area
- Cut/trim line for final size
- Bleed for background colour or artwork

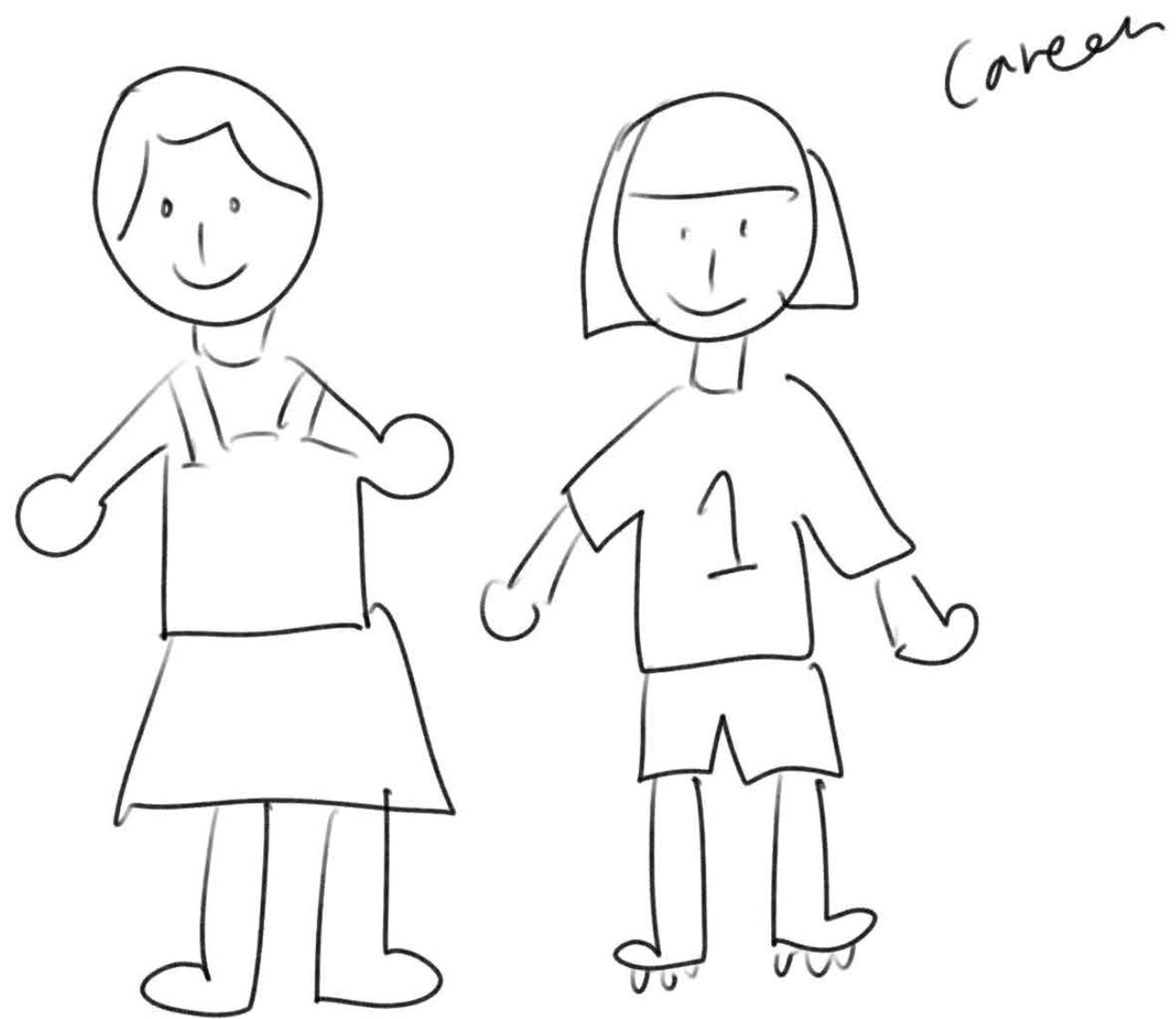
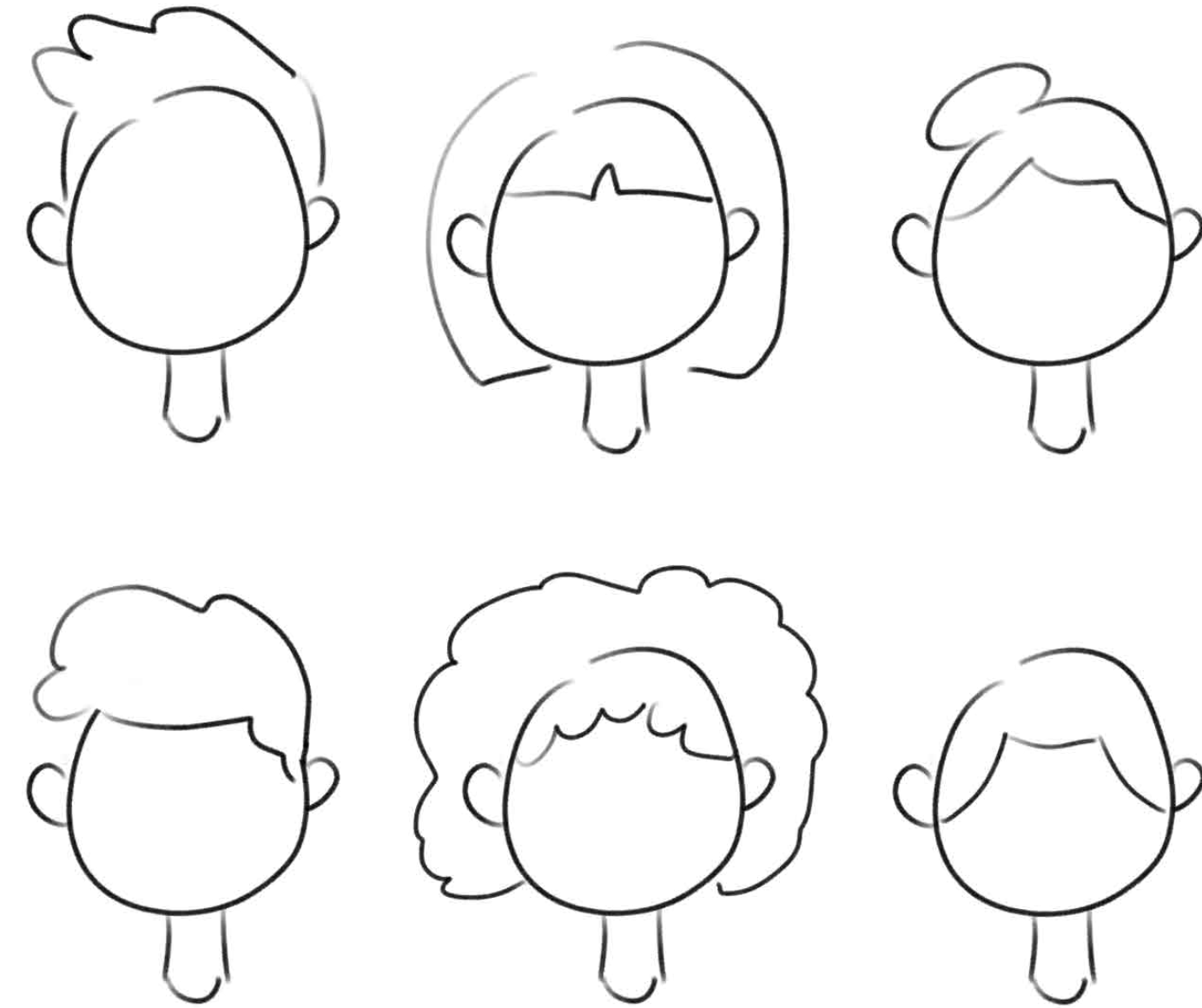
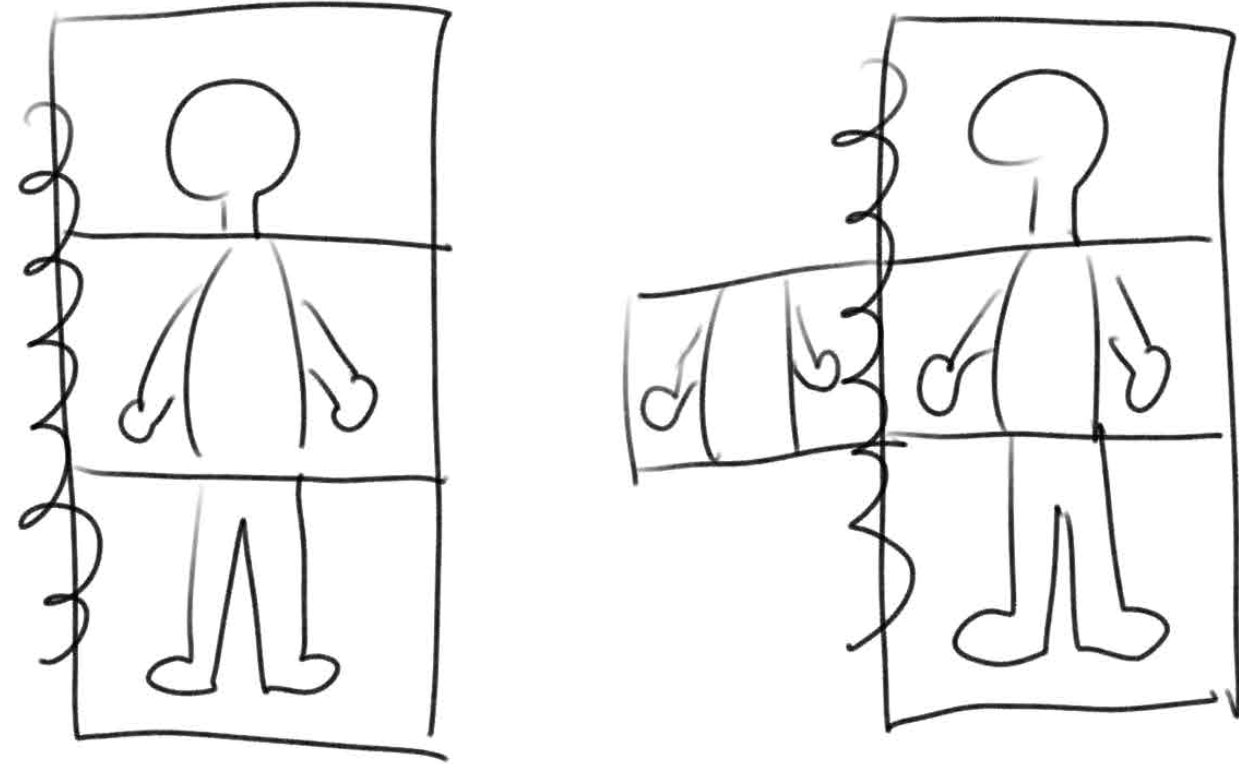
06 | FLASHCARDS

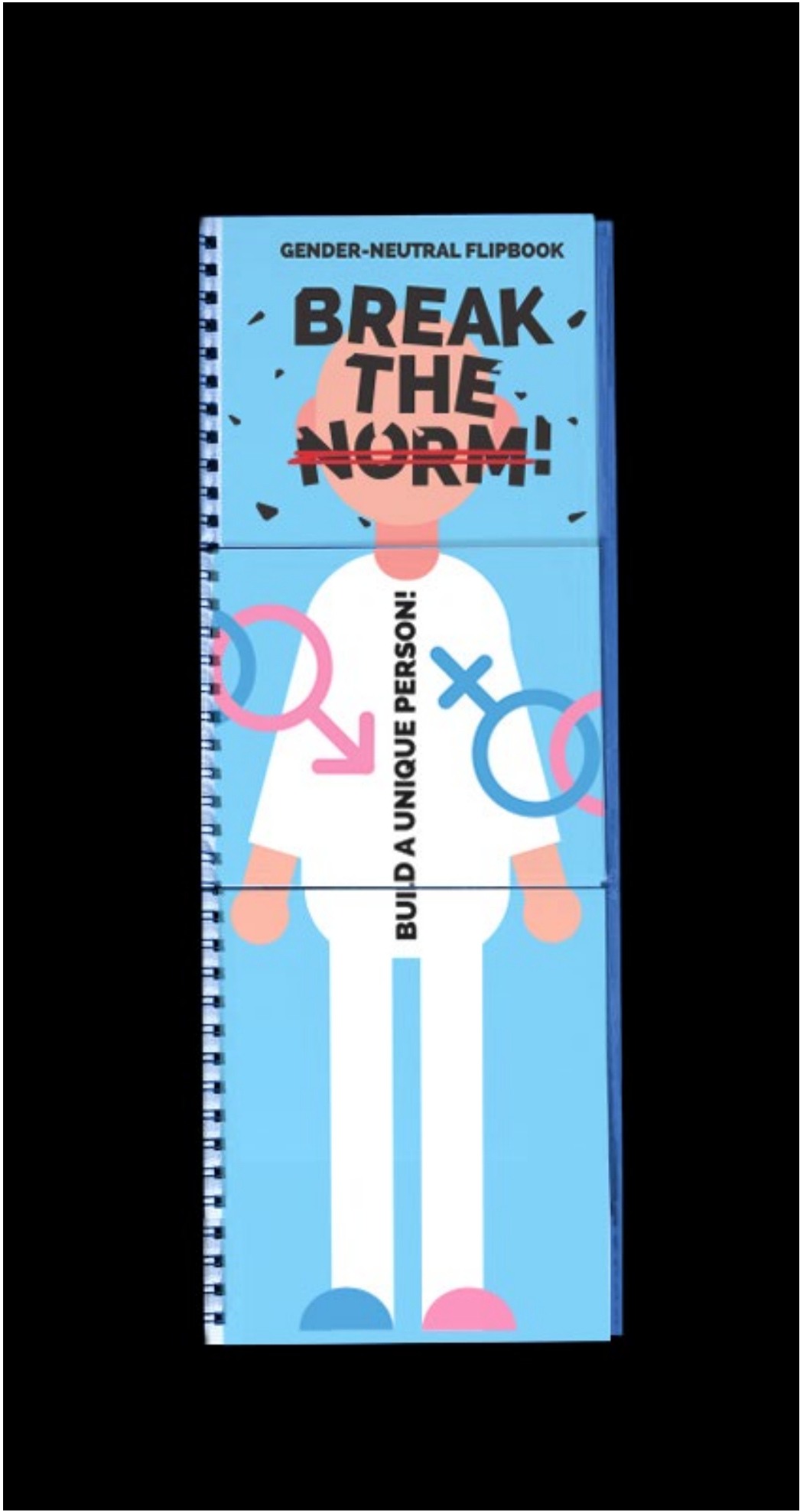


**Gender-Biased
(Front)**



**Bias-Free
(Back)**





Book Cover

