Abstract

This book explores my personal experiences and ideas about feminism based on the everyday comments of people I have come in contact with and my thoughts in response. It communicates how the little harmless comments can often leave the biggest impact and effect a person the most. The design helps to communicate the response to the statements. Although this is based on my personal experience, I believe that other females will find some common ground when they examine this book.

Acknowledgments

Thank you to Sam Minor, my thesis advisor, for pushing me to break away from my traditional style of design and also for pushing me to explore a social cause with a deep personal meaning for me in my thesis. Thanks to all the people who helped contribute sayings and ideas for this book without even knowing it.
Everyday Comments

An Honors Thesis (HONORS 499)

by

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Artist Statement

Everyday comments. It is amazing what an impact little comments made in the course of a typical conversation can have on a person. For me these remarks have the biggest impact on my life and my thoughts. My life as a female is one area where they have the biggest impact. The discussion of feminism usually centers on equality in the workplace and the same rights for women as for men. As a woman these issues are important to me. However what effects me the most is the comments people make everyday. These comments make me think about what it is to be female more than anything else.

In my thesis, I wanted to focus on an issue that meant something to me but would also have an impact on other people. I decided to explore these comments and their effect on my thoughts as a female. My goal is to have people to identify with what I am saying in my work and to understand how remarks can effect other people. My goal is not to make people more self-conscious of what they say. Political correctness has already caused people to be overly cautious of what they say. I just want people to think.

I combined these ideas of feminism with my studies in art over the last four year, specifically graphic design. Since the subject matter is personal to me, I decided to present my thoughts in a book format, which makes the thoughts much more personal and precious. This way the reader feels they are peeking into a private area of my mind. I chose a complex book format to intensify how private I keep my thoughts and do not allow anyone easy access to them. I used this book as a growing experience. It was an opportunity to vent my feelings and to explore design. Besides exploring my thoughts on the issue of feminism, I pushed myself to break out of my normal design style by pushing color, design and working with type.

In the book, I chose to use the format of questions or phrases people have said to me over the course of my life that have made me angry or have made me think. These are placed on the front of each book page. My thoughts on each remark are hidden on the back of each page. I used type, because I felt it could better express my thoughts and feelings on the subject better than images. The type on the front of each page is done to mimic the tone of a person speaking normally. The type on the back is my random thoughts on the subject. These are done in a manner that makes the type
difficult to read and the thoughts hard to follow. This represents how private my thoughts are to me.

The colors of the book are red, black and white, which are much bolder than what I would normally use in my design work. The white is used for the front of the cards as a neutral color. Red for the back of the pages is for the anger and emotion expressed in my thoughts, and the black represents how my thoughts are closed off. For the inside of my book, I chose to use a red paper with black line texture. This goes with the pattern of type on the back of the cards.

Creating this book for my thesis was very beneficial. At the end of the project, not only did I feel like I had expressed my thoughts and ideas, but I also felt like I had pushed my design work into a new area by exploring new colors, formats and uses of type. I feel this book helped me express my thoughts in a clear way that communicates to an audience, but it also helped me to work out my feelings on being female.