

Labeling women

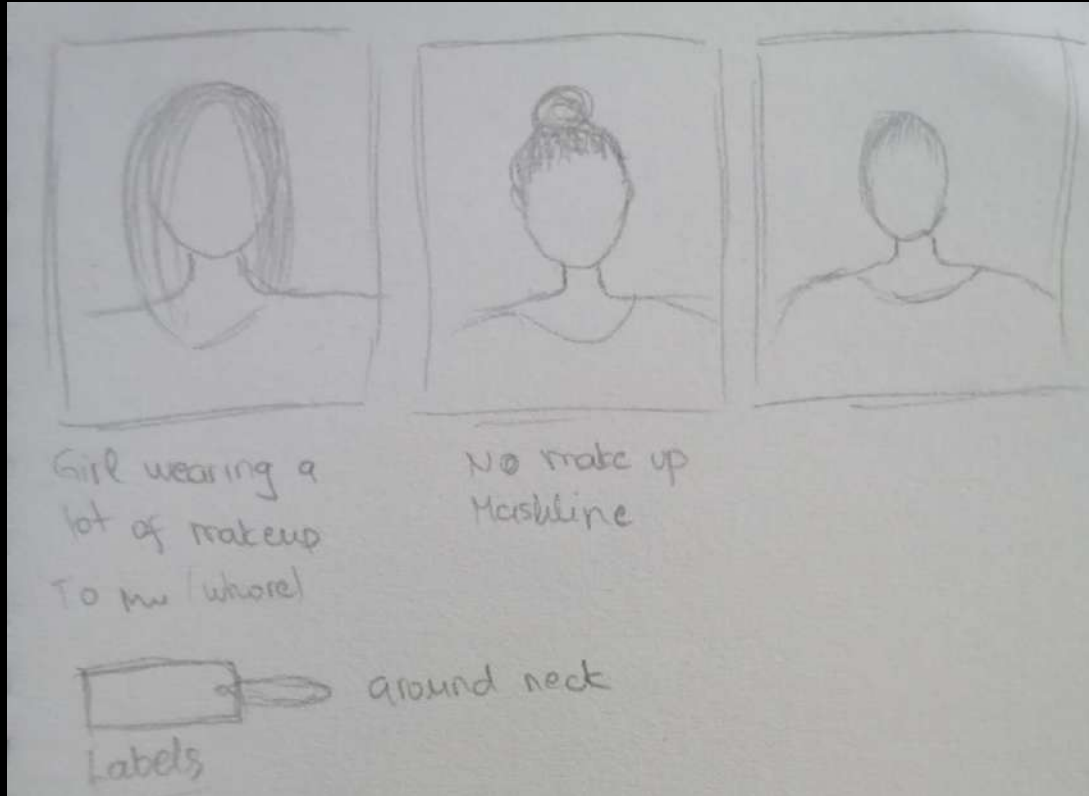
Violence against women

Violence against women

Concept: Labeling women

No matter how women look or what they are doing, they receive the negative comments. They are never good enough, they are always labeled.

Sketch



Violence against women regarding the looks

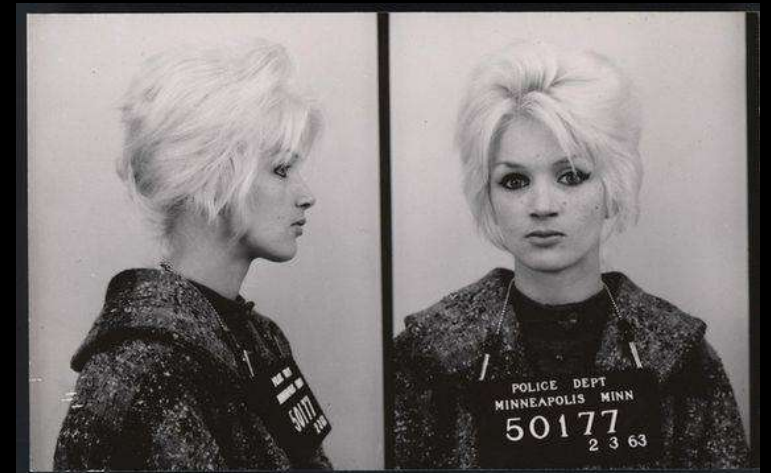
Labels around the neck, women never being enough

„Labeling women“

Three different girls:

1. Wearing a lot of makeup
2. No makeup, no hairstyle
3. Housewife-graduate

Different type of girls, regarding the appearance, and having labels around the neck with the sayings of people like for example no makeup look – boy, not trying, masculine, ugly, does not care and so on.





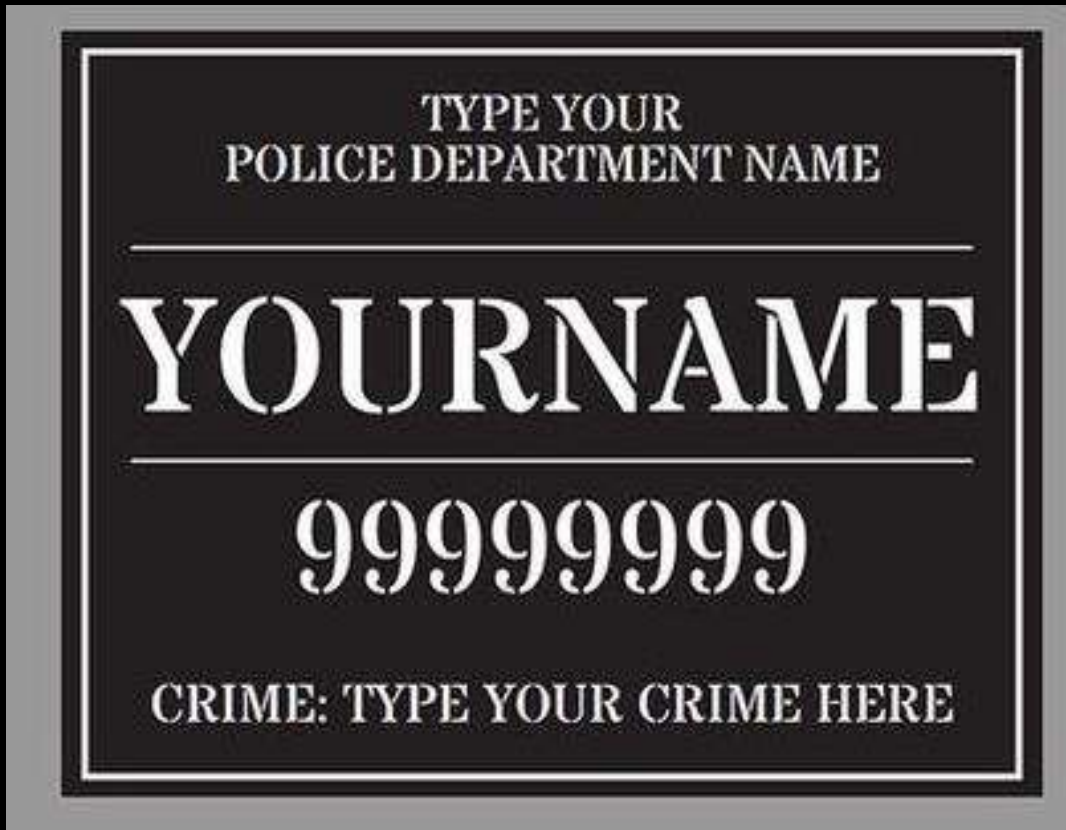
Mugshots:

- usually used flat front lighting, for easier face recognition
- grey background/white
- close up/medium shot
- clampshell

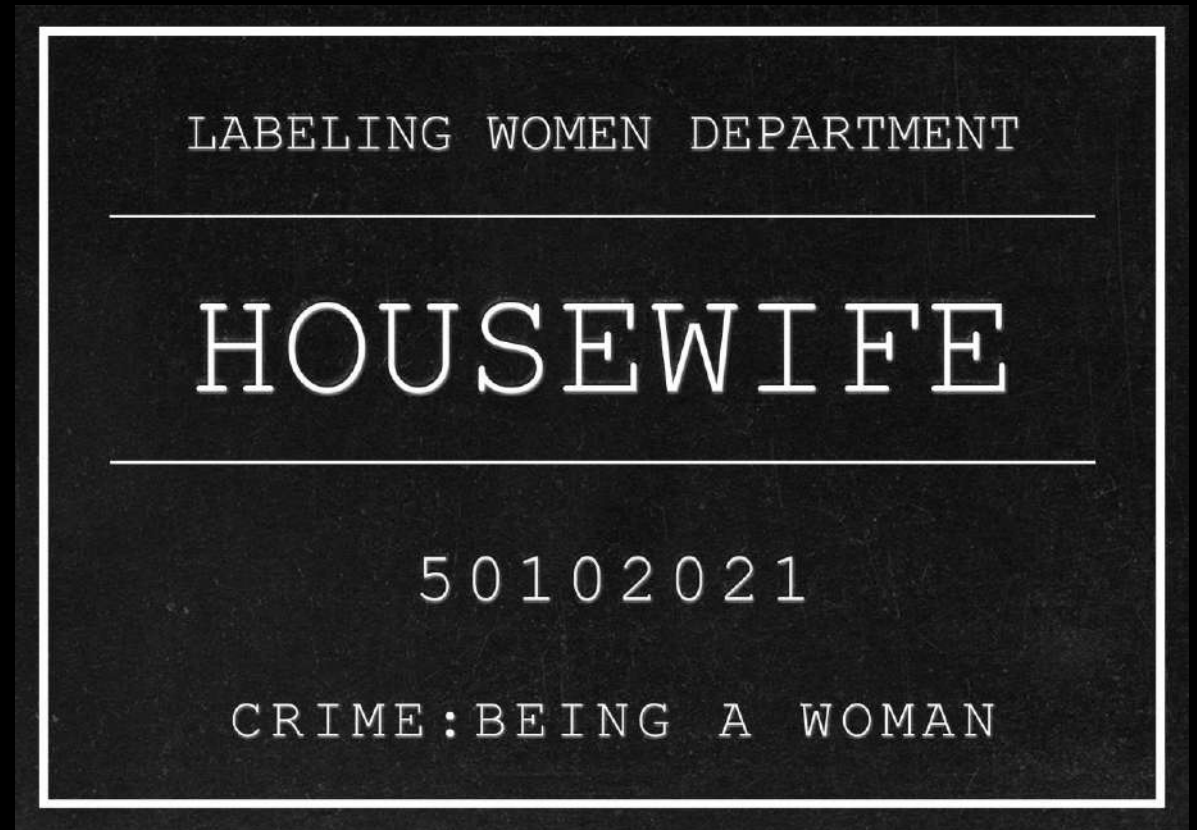
Glance— straight to the camera or wandering around



Mugshot board



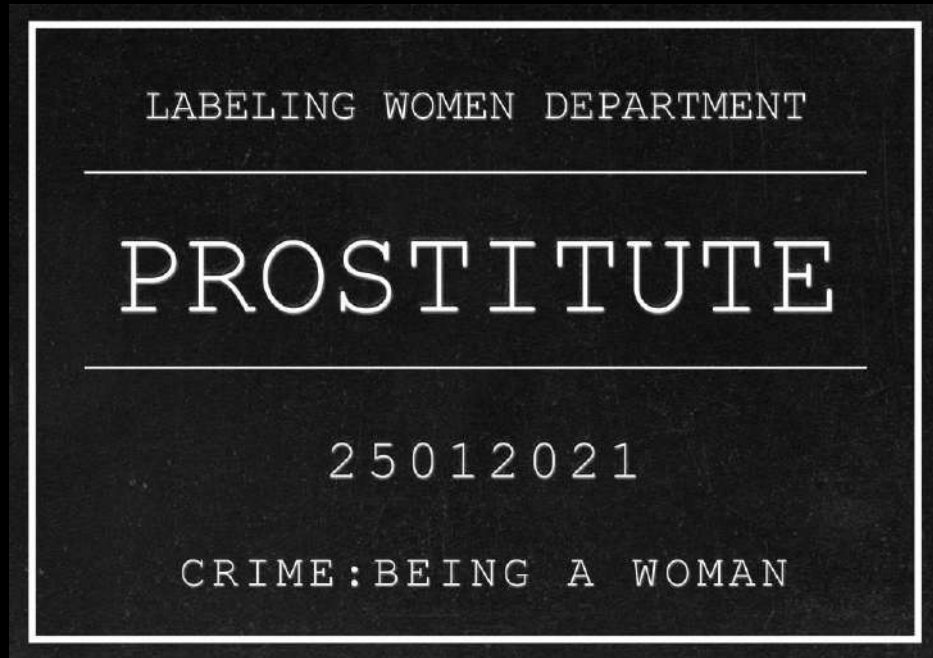
Reference



Final design

Label no. 01

Good looking, wearing nice dress and makeup





Model 1

„Prostitute“

First girl having:

- make up: looking all nice, lipstick, eyeshadow, lashes
- wearing a dress/elegant shirt with her shoulders revealed
- hairstyle: straight completely or similar to the image

Since the model has dark hair, I would dress her into something contrasty, maybe even red, if the images will be in color.

In the next slide you can see the makeup style and dressing.



 [amazon.com](https://www.amazon.com)



Raw file

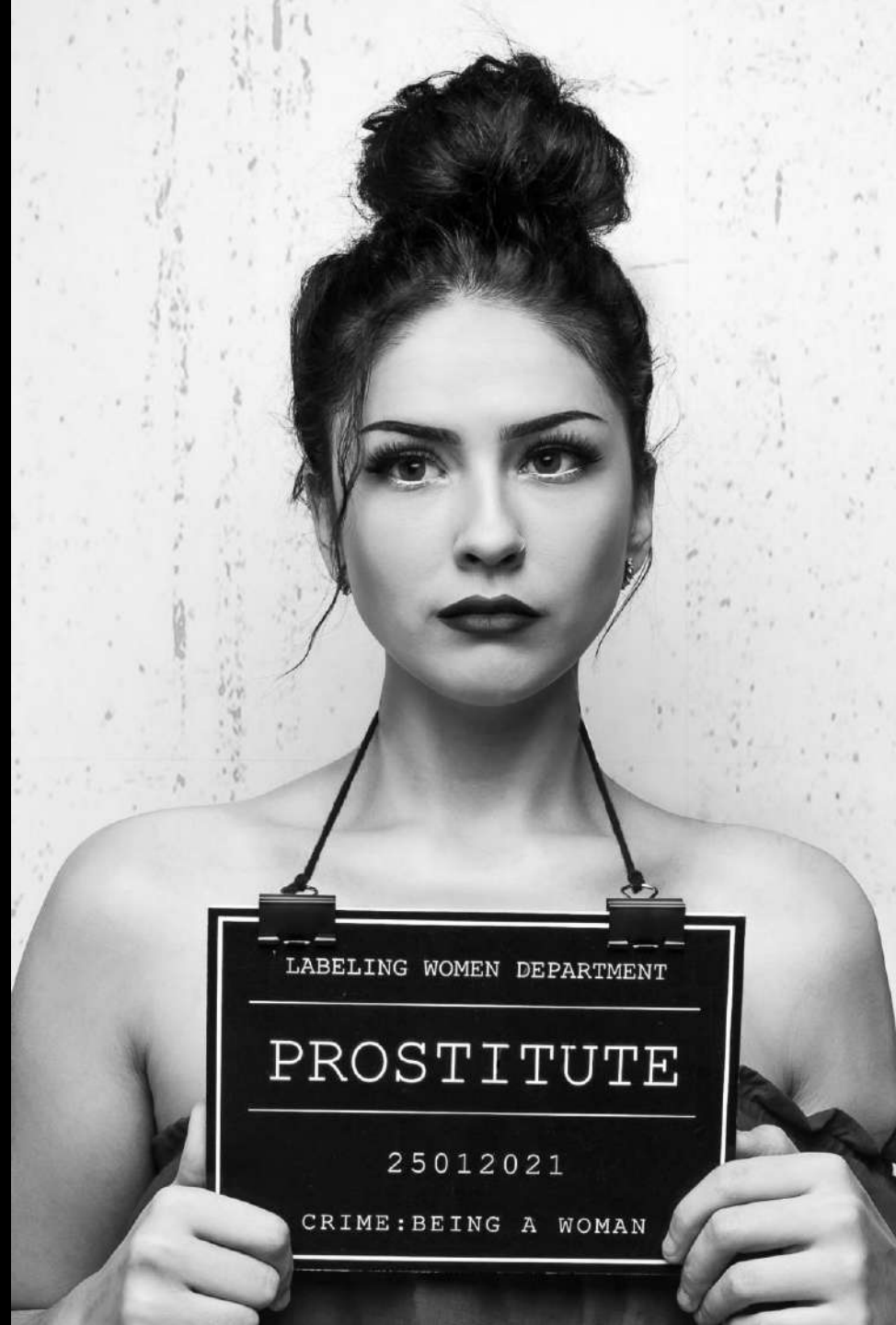


LABELING WOMEN DEPARTMENT

PROSTITUTE

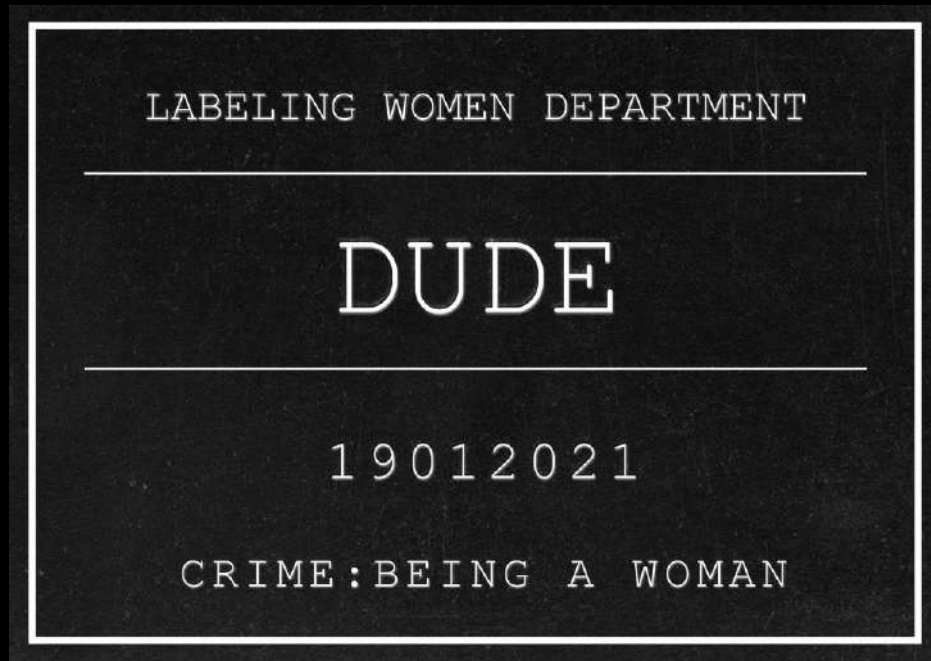
25012021

CRIME: BEING A WOMAN



Label no. 02

Manly dressed woman, with no makeup





Model 2

„Dude/Guy “

Second girl:

- natural look, no makeup
- hair up in a bun or ponytail or having a cap/bandana
- dressed like a man, shirt or sweater, anything that a guy could also be wearing

Girl but masculine looking, simple clothes and color palette matching her hair or contrasty to it.





Raw file



LABELING WOMEN DEPARTMENT

DUDE

19012021

CRIME: BEING A WOMAN



Label no. 03

Woman being a graduate from university

LABELING WOMEN DEPARTMENT

HOUSEWIFE

50102021

CRIME: BEING A WOMAN



Model 3

„Housewife“

Third girl:

- looking nice, minimum makeup
- nice hairstyle, tidy – straighten or curly but controlled
- wearing a graduation cap

Looking all nice, but disappointed since she is being convicted and called the housewife.





Raw file



LABELING WOMEN DEPARTMENT

HOUSEWIFE

50102021

CRIME: BEING A WOMAN



