

My Hair Is My *Crown*

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PROJECT BRIEF

For these projects you will work independently with the Professor and self-manage substantial projects of your own choosing. The challenge is not about creating a logo, a look, and simply applying it to things. It is about demonstrating that you have thoroughly researched a subject, analyzed audience markets and trends, studied the competition, and developed a unique solution that perfectly fits the problem.

The project is about communicating extensive information about a social issue or cause to a specific audience. I am looking to see how you can handle lengthy levels of information about your topic. Research a social issue or cause and educate people about it. Your final solutions can be in any medium or format providing they are appropriate to the subject matter. The rationale for choosing the construct should be validated by your choice of topic and target audience. Come up with a concept or theme and design a series of books around it. Create a series of brochures for different audiences on the same subject. Design a content-rich magazine (i.e. Mother Jones, Wired or AdBusters). Or create a complex online website, with heavy content like The Daily Beast, NRDC, UTNE or Newsweek. Design deliverables may include a book, a series of books, large format brochures, posters, an ad campaign, guerilla marketing, an app, content rich magazine, environmental strategies, a logo and/or branding system, a kit, website, installation, exhibit/display, film, or motion media campaign—or any other appropriate graphic design artifact.

The final outcome will be equivalent to 3-4 uniquely designed pieces across multiple media. Again, one must have great depth of content, i.e. a lot of copy or information. Should you decide to do one deliverable that is more extensive, that one component may count for 2 components. The end products should support a consistent, unified theme/concept/idea on an identified topic that is aimed at a specific market or interest group. I would suggest using several different media if you can. Use this opportunity to work in areas of interest to you, to develop and expand your skills and to learn how to sell yourself and your design work in a fun and supportive environment.

BACKGROUND

Natural hair is seen as unprofessional. Black women are 80 percent more likely to change their hair to meet expectations at work. Many people with natural hair are looked over for jobs or told to change their hair. Children are even forced to change their hair in school. Andrew Johnson, a high school wrestler in Buena, N.J., was told to cut his locs for a match or else he'd have to forfeit. DeAndre Arnold was banned from going to his high school graduation because of his locs. There are hundreds of other cases like these in both institutions and in the workplace. Black women with natural hairstyles are less likely to get job interviews than White women or Black women with straightened hair. We should not have to put chemicals in our hair in order to get the hair texture that companies and schools think are the best. People with natural hair face double standards in many different environments such as the workplace.

CONCEPT

I want to create a guidebook that discusses the double standards and injustices that people of color with natural hair experience. The inside will contain information about the work and school environments and how it can be toxic for people with natural hair and how people with natural hair are denied for a job position that they are more than qualified for strictly because of their hair. In addition to real experiences that people with natural hair have the book will discuss how to accept the fact that not everyone is going to have straight hair and that not everyone can wear their hair a certain way. The deliverables will be posters, a guidebook and office supply kits that embrace and celebrate natural hair. The kit will have illustrations of different hairstyles on the supplies.

GOALS

The goal is to inform and educate people on the issues surrounding natural hair in the workplace and in schools. This will promote all hair and make people, especially those with power or in higher positions, think twice about discriminating or stereotyping people based on their hair. The goal is to educate people and start a conversation about the way we see one another, the standards of beauty and the expectations of professional attire.

DELIVERABLES

The deliverables will embrace and celebrate natural hair and encourage people to accept that people have different hair textures.

- Booklet
- Posters
- Kit- The kit will have a pen, a mug, a flashdrive, a notepad, and a lanyard.

AUDIENCE

- Men & Women
- White people
- Managers/ CEOs
- Principals/ Administrators/ Teachers
- Employees/ Coworkers
- Black People

RESEARCH

- “naturalistas,” women who choose to wear their hair natural, “showed either no bias or a slight preference for textured hair.”
- They are almost twice as likely to experience social pressure at work to straighten their hair compared to white women.
- “White women demonstrate the strongest bias — both explicit and implicit — against textured hair.” They rated it as “less beautiful,” “less sexy/attractive” and “less professional than smooth hair.”
- there has been a 34% decline in the market value of relaxers, products that chemically straighten textured hair, since 2009.
- One in five black women feel social pressure to straighten their hair for work - twice as many as white women.

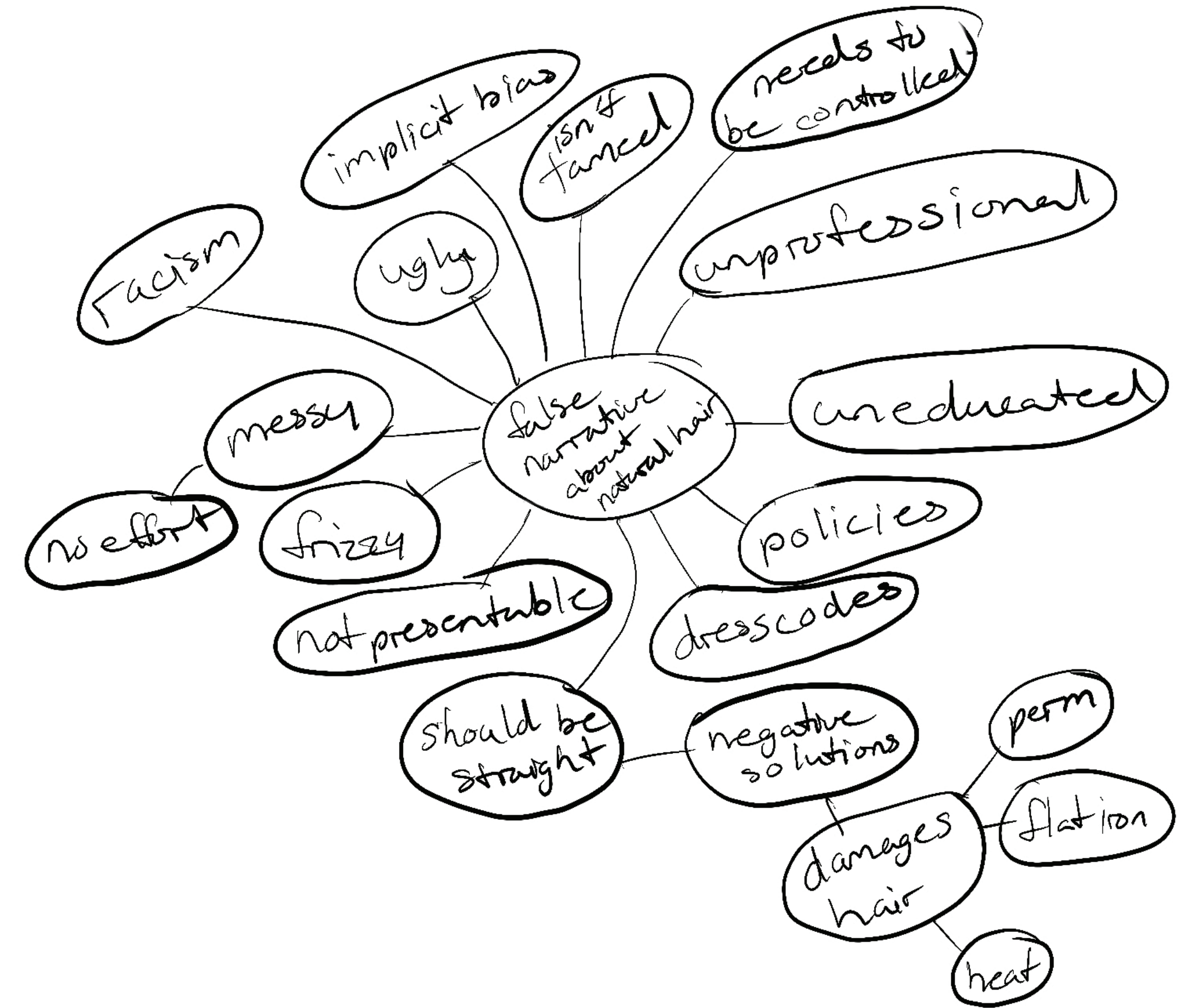
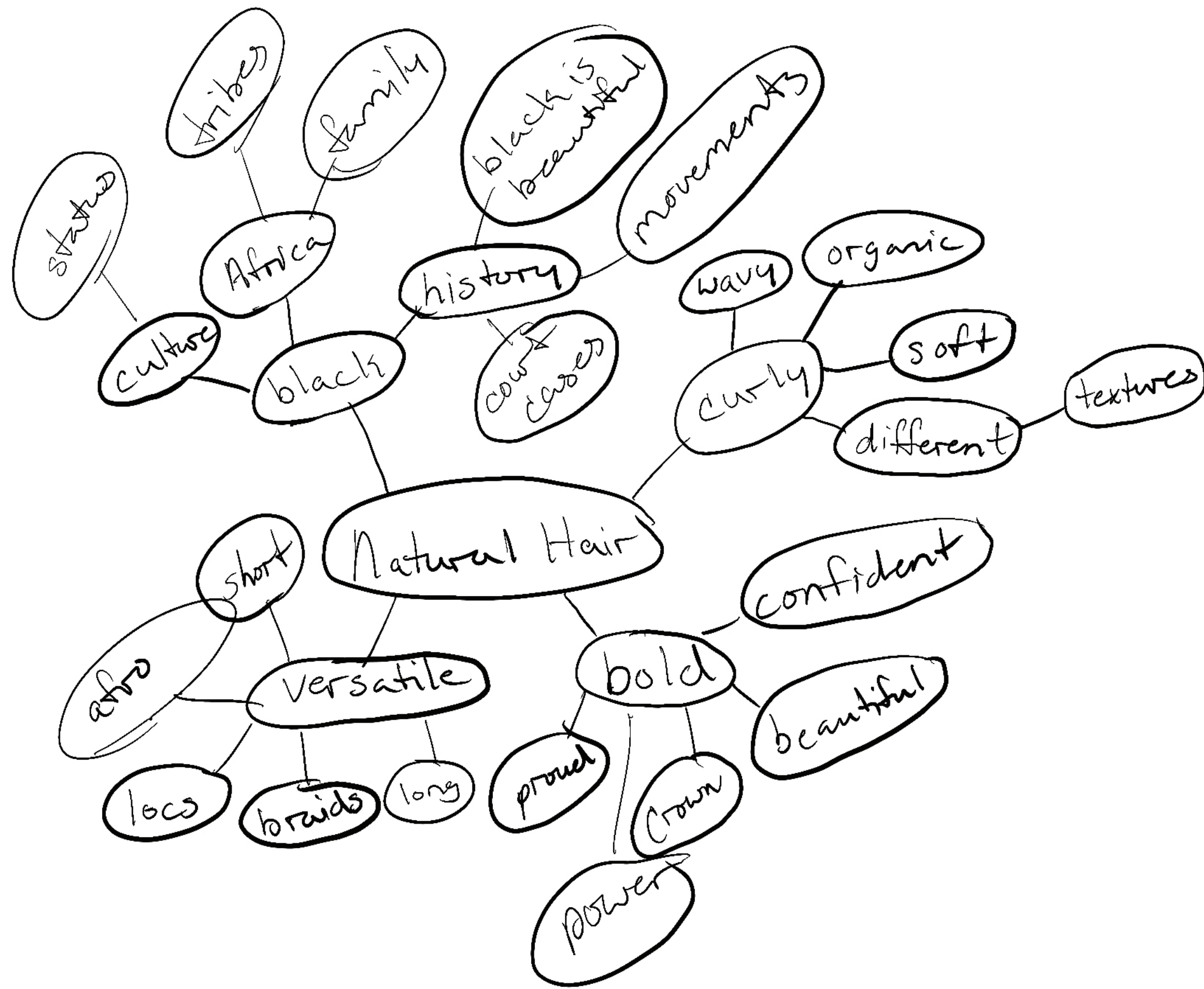
DEFINITIONS

Hair Bias- Hair bias against natural or textured hair has a distinct impact on black women for whom textured hair is their “normal.” (“harms linked to racial bias against black women have been well documented – in health care, policing, education, and the workplace. Increasingly, harms related to racialized gender bias are being examined to understand why black women experience higher rates of intimate partner violence, sexual prejudice, and fear isolation more than their white counterparts.”)

Explicit Bias- refers to the negative attitudes and beliefs we have about a racial group, deliberately formed on a conscious level.

Implicit Bias- refers to embedded negative stereotypes our brains automatically associate with a particular group of people. Implicit biases are often inconsistent with our conscious beliefs. We can simultaneously reject stereotypes and endorse egalitarian values on a conscious level and also hold negative associations about others or ourselves unconsciously. Implicit bias can affect our decisions and behavior toward people of other races and, therefore, lead to differential treatment.

MIND MAP





FINAL TYPE & COLOR

Natural Hair Is Professional

Eurocentric ideas of beauty have been the desired look for many years. This expectation has taken over society and effects everyone, including children. Hair discrimination has taken place in both in and out of schools. Children have experienced implicit bias that have been around for hundreds of years. Implicit bias are negative stereotypes that our brains unconsciously associates with a particular group of people. School policies have subtly promoted Eurocentric features while downing black features.



Krungthep- main title

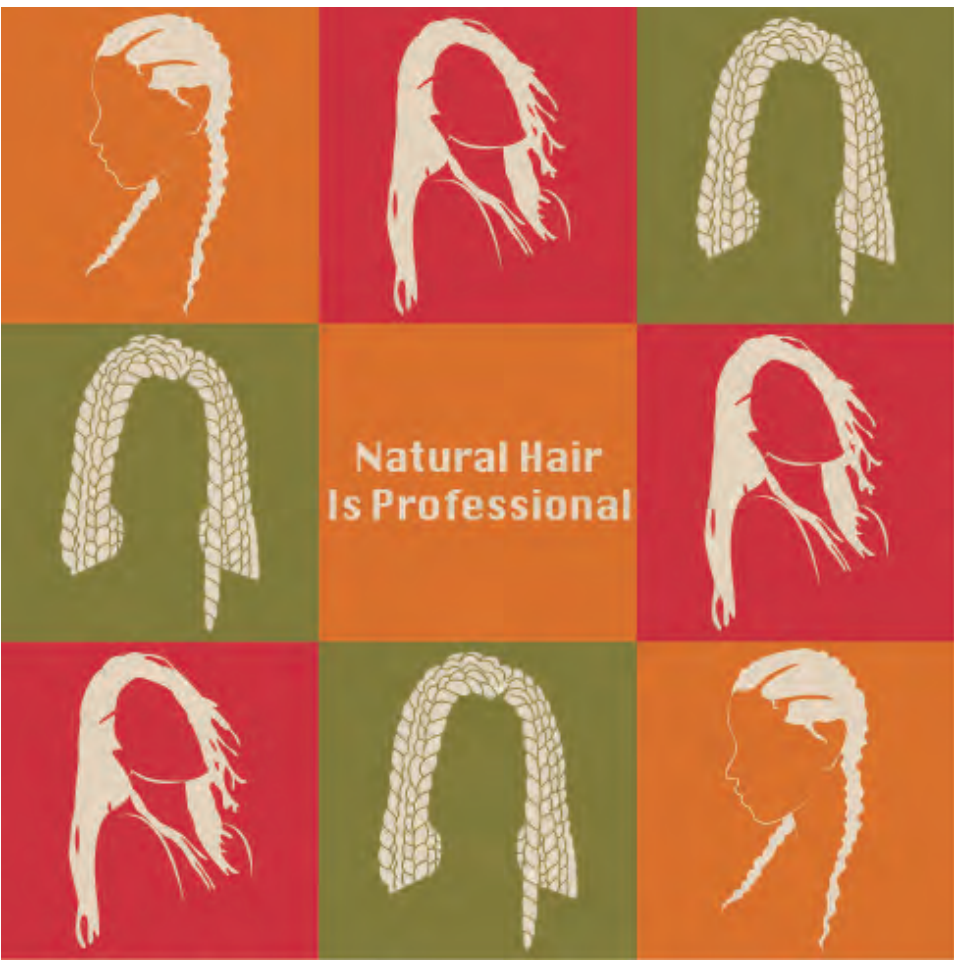
Bello Script Pro- accent type

Helvetica bold- body copy

BOOKLET SKETCHES



BOOKLET COMPS.



The idea was to make the book itself reflex the textures and patterns of natural hair. This can be seen in the curves on the ends of the booklet where a diecut would be. As you flip through the pages, the waves get deeper and more apparent.

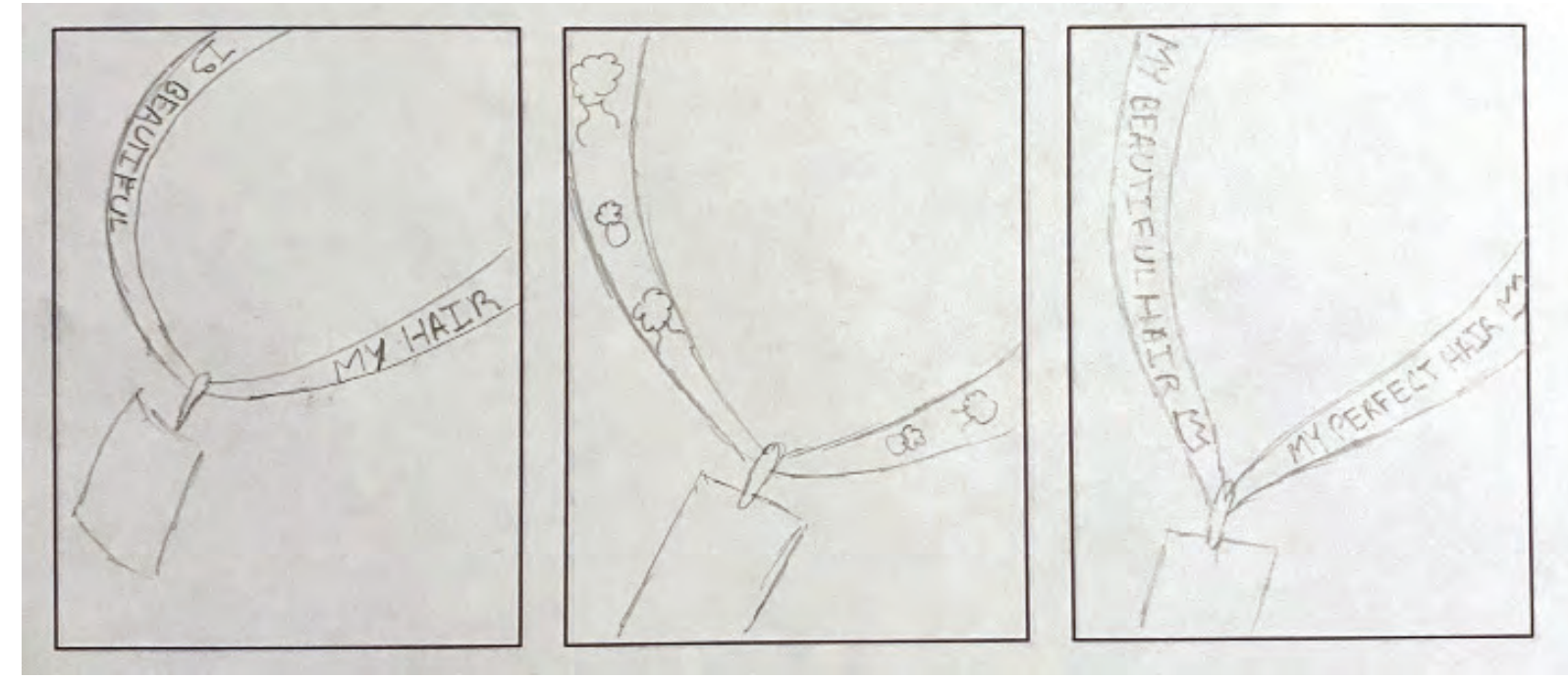
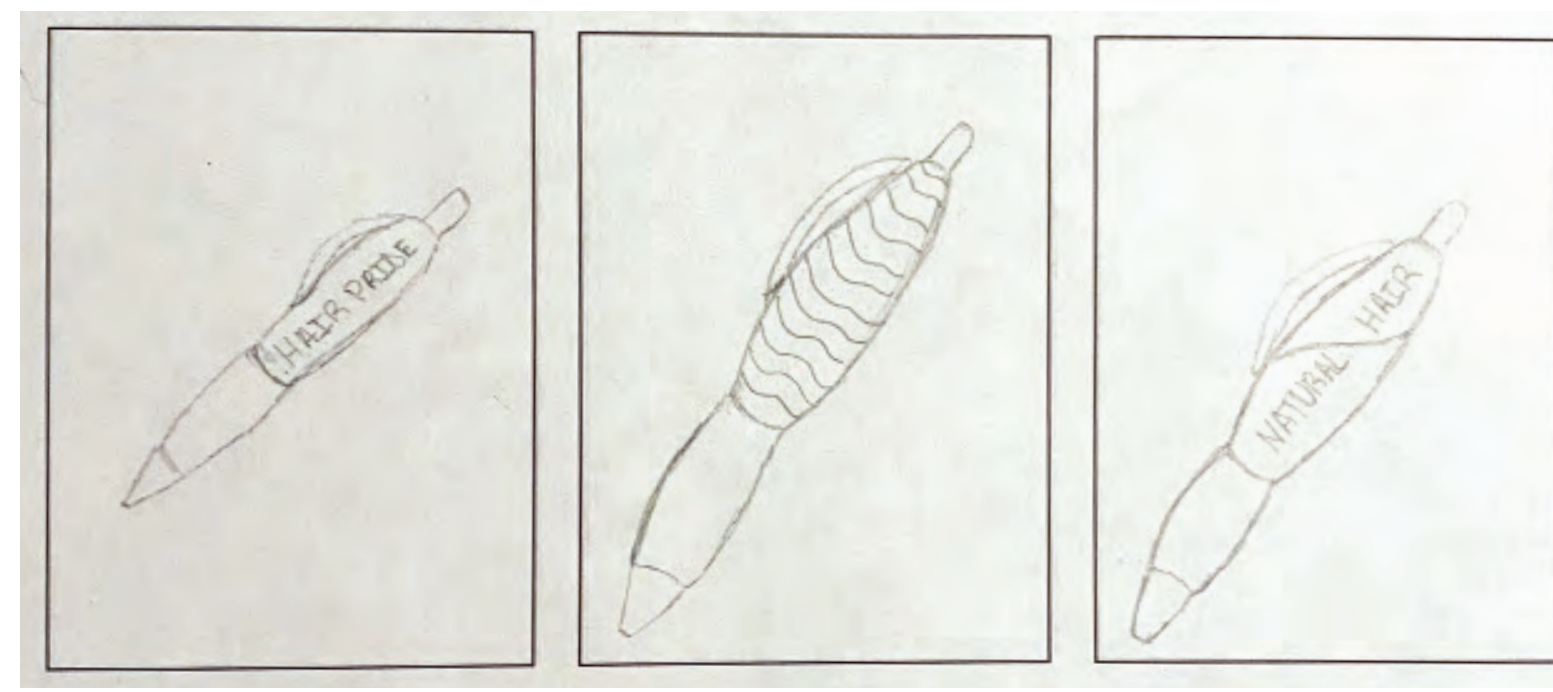
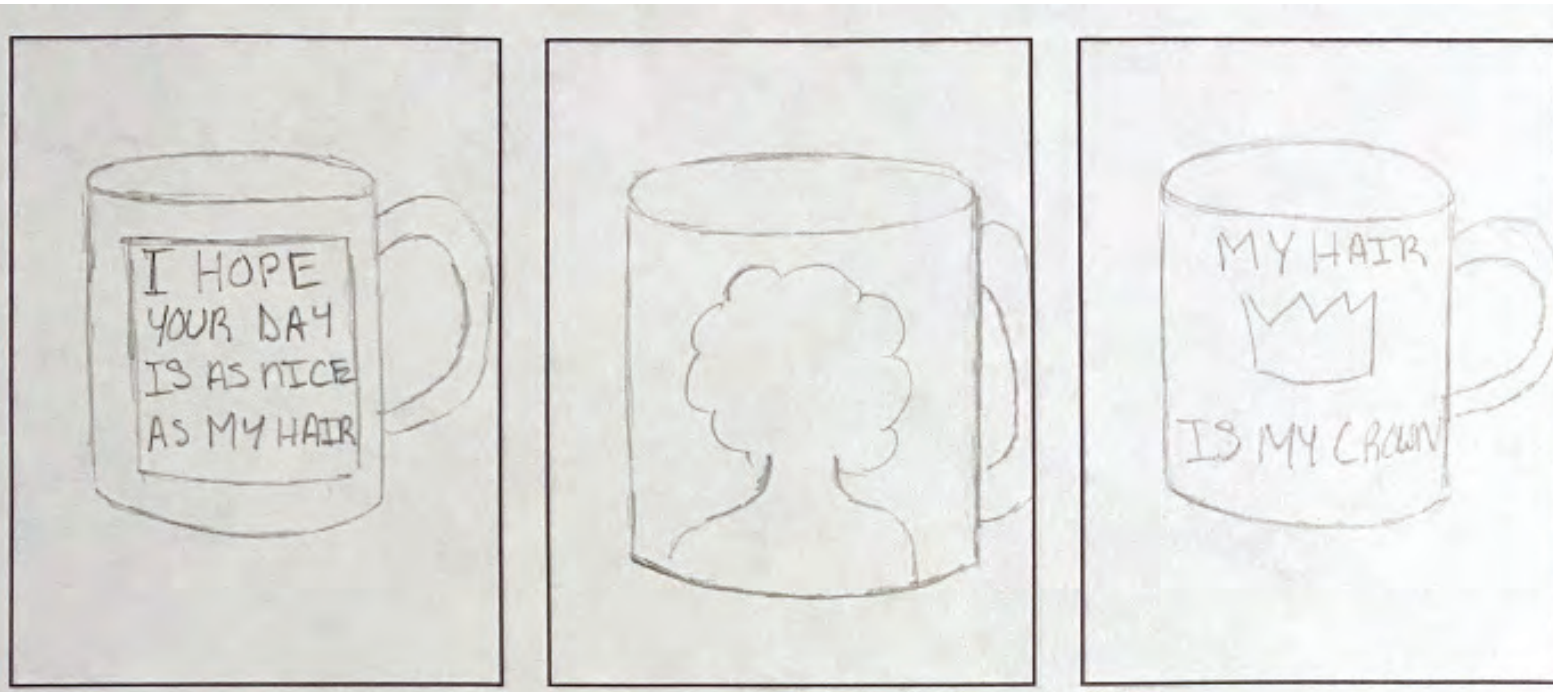
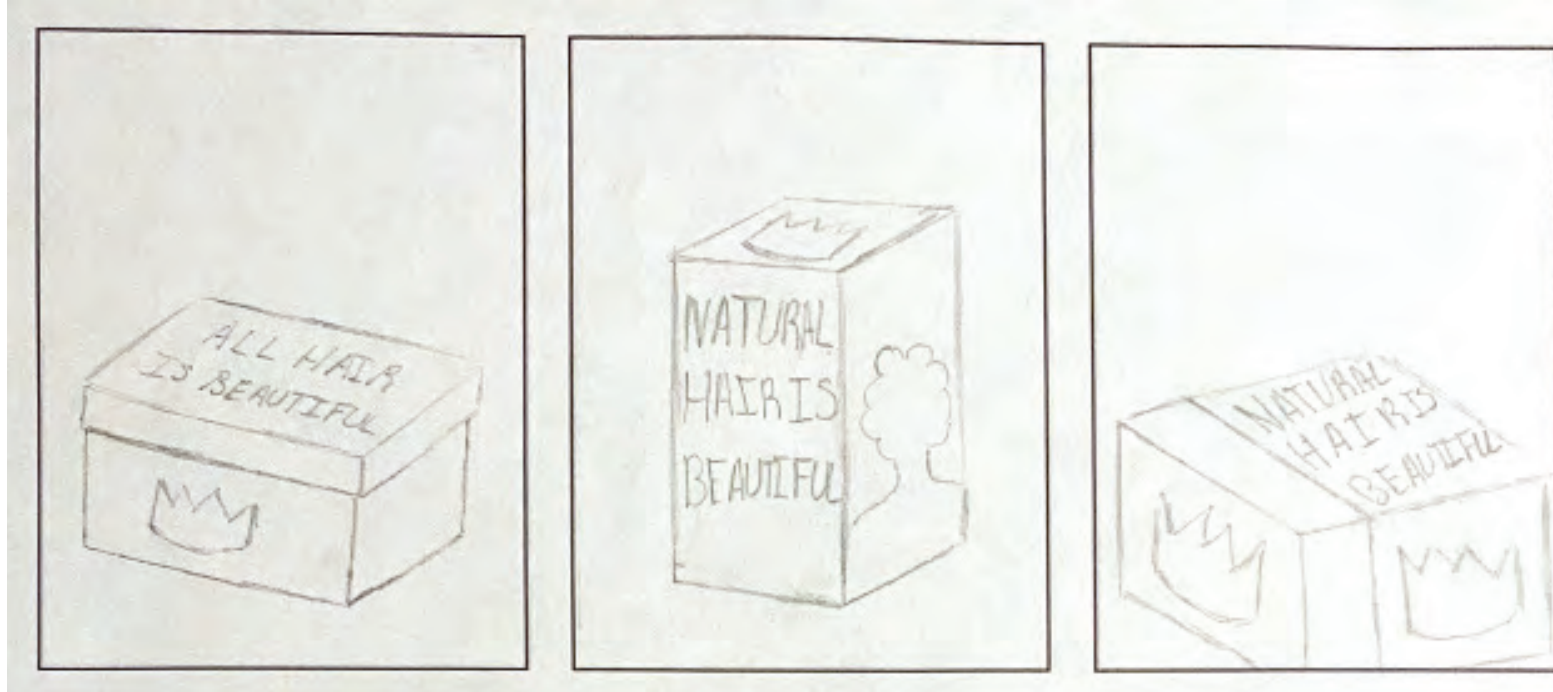
POSTER SKETCHES



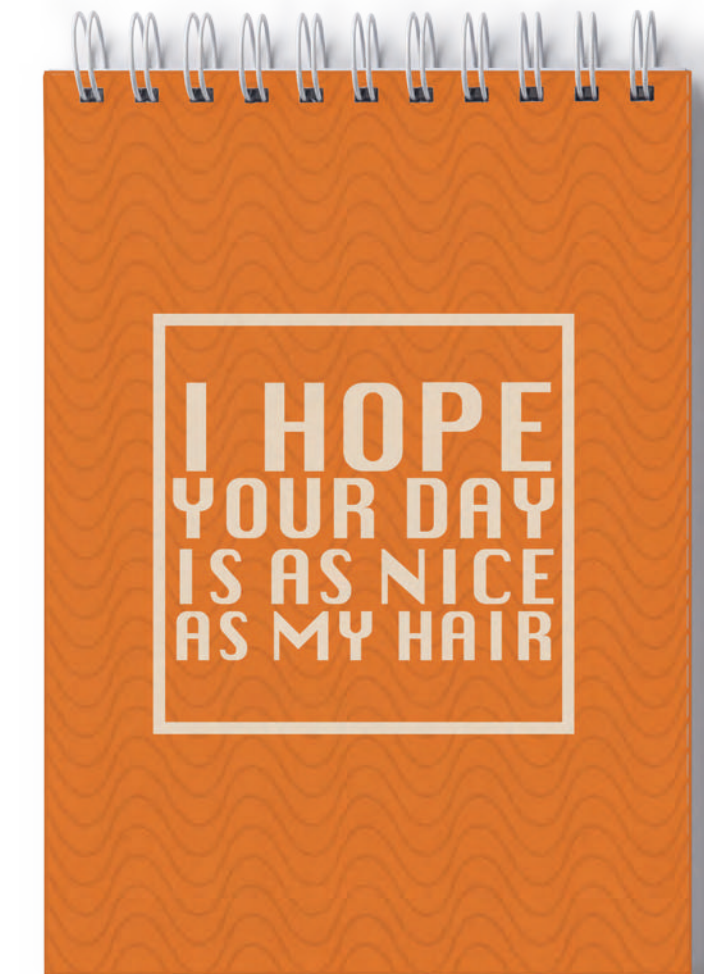
POSTER COMPS.



KIT SKETCHES



KIT COMPS.



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