

SARA HUANG

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November 25, 2018

Genius Grant

66 5th Ave
New York, NY
10011

(555) 555-555

geniusgrant@gmail.com

Dear Genius Grant Committee:

I am writing to you about a current project that I am working on that aims to stop unrightful stereotype towards male as a victim in sexual assaults and domestic violence through challenging traditional stereotypes of masculinity.

Our society still clings to the stereotype of male as being masculine and strong that domestic violence, rape and sexual assault against men are often overlooked. In many cases, the rapist is not faced with any charges due to the ignorance and disbelief of the fact that men can even become victims of rapes and domestic violence. The root of this issue is the traditional societal frames forced upon man as being masculine and strong. However, this idea of masculinity is so fragile that even the slightest idea of, showing emotion, asking for help, will destroy it. This caused the ignorance and mockery from the society towards male victims as soon as they start to speak up or reach for help.

I am designing a brand and a series of packaging that will be distributed in stores and displayed in exhibitions to raise awareness of this common stereotype of masculinity that is deeply embedded in us. However, all of these would not be possible without your help of the grant.

I am currently a first-year student at Parsons school of design, and is skilled in working with a variety of medium in my past years of artistic practices as shown in the link to my portfolio. Furthermore, as you can find in my resume attached, I have had multiple experiences working with teams and dealing with a large amount of money. I believe that with your help, we can make the world a better place with less prejudice and stereotypes.

Sincerely,


Sara Huang

CONTACT

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EDUCATION

Sept 2018 -

Parsons School of Design

Communications Design

PROFICIENCY

 Illustrator ●●●●●

 Indesign ●●●●●

 Photoshop ●●●●●

 Premiere ●●●●●

 Mudbox ●●●●●

 English **Fluent**

 Mandarin **Native**

SARA HUANG

Graphic Design Student



Motivated and hard-working person with time management and multi-tasking skills developed from previous experiences and volunteer engagements. Have strong passion for the art and design field and would like to pursue a career as a graphic designer.

EXPERIENCE

● Nov 2016 - June 2017

Creative Assistant - VANCOUVER INT. CHILDREN'S FESTIVAL

Assisted with the designing of the company's visual representations such as boshures, slogans and websites.

● Sept 2016 - Jan 2018

Restaurant Server - VALLEY SUSHI, NORTH VANCOUVER

Served food and beverages to customers in a fast-paced environment. Delivered exceptional, friendly and fast service.

● April 2016 - July 2016

Kitchen Assistant - VALLEY SUSHI, NORTH VANCOUVER

Prepared appetizers, salads and sushi rice in a timely manner.

● March 2016

Interpreter - DOMOTEX ASIA CHINAFLOOR EXPO

Provided accurate English and Chinese translations and ensured clear communications between the seller and buyer.

GENIUS GRANT

Project Statement

Please give a short description of your project, including the final form that it will take.

My project aims to challenge the unrightful stereotype towards male as a victim in sexual assaults and domestic violence. However, I will be focusing on the grander gender stereotype of masculinity as it is the cause and root for the former. The final project will take the form of a set of brand identity and packaging design.

Please tell us about your project in longer detail, including the final form that it will take.

Our society still clings to the stereotype of male as being masculine and strong that domestic violence, rape and sexual assault against men are often overlooked. In many cases, the rapist is not faced with any charges due to the ignorance and disbelief of the fact that men can even become victims of rapes and domestic violence. The root of this issue is the traditional societal frames forced upon man as being masculine and strong. However, this idea of masculinity is so fragile that even the slightest idea of, showing emotion, asking for help, will destroy it. This caused the ignorance and mockery from the society towards male victims as soon as they start to speak up or reach for help. Although this masculine image of men is a subtle stereotype that everyone might make an assumption of, it can indeed lead to greater issues like sexual assaults, as it affects people unconsciously. This project aims to challenge this traditional image of men through brand identity design and a set of packaging design. The main purpose of the project is to critique the issue in a sarcastic way to attract attention and raise awareness in the society. The designs will be finally applied to actual products in order to bring a greater impact.

Place your work in context so that we may better evaluate it. For instance, what are the main influences upon your work? How does your past work inform your current project?

The main influences of my work are from a graphic design agency called Metahaven where they address current issues through graphic design. I was also influenced by gender-specific packagings on the market created for non-gender-specific products. By creating these unnecessary labels on products, it suggests the societal gender frames and aggregates the stereotypes; this effects us unconsciously on a daily basis and can become the catalyst of many greater issues. For this project, I sought to address this issue by making exaggerated gender-

specific packagings and brand identity design in a sarcastic way. As one of my past work uses metaphors of sheep herd to critique the tendency of people blindly following the crowd, I also want to incorporate metaphor into this project so it is more subtle, and provokes thoughts for the viewer.

**How does your project take an original and imaginative approach to content and form?
Please be as specific as possible.**

My project takes on an original and imaginative approach by creating packaging — an ordinary everyday object that affects us unconsciously. When I look at artwork created for gender stereotypes, I rarely see artists taking on this form of art that is embedded in our daily life to address the issue. Since the stereotype has become a social norm, it is almost like packagings which affect us unconsciously and subtly. Furthermore, I will be altering the products that are being packaged to make it more interesting.

What kind of impact-artistic, intellectual, communal, civic, social, etc.-do you hope your project will have?

The impact I hope my project will have is mainly social. The stereotype I am critiquing is so embedded in our lives that often times we don't even notice it. We are the ones who are making the stereotypes, and we may not even realize. I sought to make people aware of this stereotype that has become part of us by critiquing it through everyday objects and packagings. I also hope my project will have an artistic impact on the packaging design field to eliminate unnecessary gender-specific packagings. For example, most makeup brands have girly and bubbly packagings to attract girls, and protein powders packagings are junky and manly. These daily objects reflect the societal roles on gender, but will also lead and aggregate the gender stereotypes. Although they may all seem like social norms, we should not be restricted and framed based on our gender. While it may seem impossible to challenge, change and even eliminate these gender roles that have existed for thousands of years, and perhaps they are part of human nature; ones that are embedded in our deep unconsciousness. However, it is important to take one small step at a time when these issues have been identified. Thus I hope my project will make small changes in the society one step at a time.

Who are the specific audiences/communities that you hope to engage with this project? Please think beyond the broad art community where possible. How are you hoping to reach them?

The audiences that I hope to engage with this project are everyone in the society because this stereotype remains an issue deeply embedded into the society. Specifically, I want to target those who still cling to a strongly traditional view of gender roles and the masculinity of men. Because of the existence of this stereotype, the prejudice of male victims in sexual assaults and domestic violence is still prominent in society. I am hoping to reach these people by distributing my design in public and having them displayed in stores. Hopefully, it will provoke thinking about gender roles and stereotypes as they look at the packaging.

What would be ideal venues for your work?

The ideal venues of my work will be in stores where my packaging design are applied to actual products and distributed to people. To create an impact on people, the products don't have to be bought by them, but by simply displaying them in store, it will affect them unconsciously. Perhaps another way to display my work is simply exhibit them in the galleries where the series of packaging is displayed together. This way, it will promote the central idea of my project, and having them for sale in stores later will further enforce the message. Furthermore, rather than displaying them in regular stores, setting up booths on the streets, and having salespeople promoting it in a sarcastic way will also reach my targeted audience.

How might your proposed project act as a catalyst for your artistic and professional growth? In what ways is it a pivotal moment in your practice?

My proposed project is using brand identity and packaging design to critique an issue which I have not done before in the past. It is granting deeper meaning to the products by using packaging. As I would like to work as a graphic designer in the future, it is a good first project to practice brand identity and packaging design. Furthermore, in my past work, I have not worked with topics related to genders before. Especially critiquing a male issue as a female can be challenging, and thus it is a pivotal moment in my practice.

BIBLIOGRAPHY

Chelcee. "When Masculinity Fails Men." *The Body Is Not An Apology*. April 25, 2018. Accessed December 13, 2018. <https://thebodyisnotanapology.com/magazine/masculinity/>.

Chelcee talks about the negative impacts masculinity is bringing to men which include male victims of sexual assaults being ignored by the justice system. While reported male rapes add up to 10% of all sexual assault crimes, the traditionally view of masculinity is literally failing men.

Friedman, Jaclyn. "Building Better Men: How We Can Begin to Redefine Masculinity." *The Guardian*. March 12, 2018. Accessed December 13, 2018.

Jaclyn Friedman tells the story of a friend who was once a rapist, and how masculinity is related to the the constant rape crimes he has committed. Friedman challenges the traditional view of man and calls for an action to redefine masculinity.

Mayer, David M. "How Men Get Penalized for Straying from Masculine Norms." *Harvard Business Review*. October 09, 2018. Accessed December 13, 2018. <https://hbr.org/2018/10/how-men-get-penalized-for-straying-from-masculine-norms>.

David Mayer writes that the way men behave relating to masculinity can effect their earnings and popularity. Research shows that man who shows more emotions, ask for help, or are more agreeable earns 18% lesser income than those of stereotypically masculine men. However, for female it is the other way around. Ironically, when men act nicer, they lose popularity.

Paul, Annie Murphy. "Where Bias Begins: The Truth About Stereotypes." *Psychology Today*. Accessed December 13, 2018. <https://www.psychologytoday.com/us/articles/199805/where-bias-begins-the-truth-about-stereotypes>.

Annie Paul explores the unconscious stereotyping that lies in every one of us. These are "knowledge that we cannot escape", and it is not noticeable because of the conscious check immediately followed after a stereotype.

Stangor, Charles. "Principles of Social Psychology – 1st International Edition." *Introduction to Sociology – 1st Canadian Edition*. September 26, 2014. Accessed December 13, 2018.

In the "Principles of Social Psychology", Stangor states that social stereotype, prejudice and discrimination all started from social categorization where people divide other people into social groups. These stereotypes are hard to avoid, and may influence our performance on important tasks.

BUDGET

Materials	\$2000
Production	\$5,000
Online Advertising	\$300
Salespeople	6 employees/60days \$43,200 (\$15/hr)
Booth rental	\$21,500/2month for 3 booth
Transportation	\$1000
Gallery rental	\$15,000/month
Gallery Staff	2 employees/22days \$5,280 (\$15/hr)
Artist Fee	\$6,000
Total	\$99,280

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