Pocket Change

A Campaign for Pocket Equality

Graphic Design Studio II | Professor Casem | Winter 2020 | Caitlin Sedoff

Introduction

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Campaign Poster

Citation

Assignment

This project is about communicating extensive information about a social issue or cause to a specific audience. Research a social issue or cause and educate people about it. 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 at least 4 deliverables.

Objective

The objective for this assignment is to inform my target audience about the issue at hand and get them interesting in the cause. My hope is to make people aware of the inequality that women face regarding pocket size and influence some change.

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Overview

A campaign highlighting the inequality between women's pockets and men's pockets in clothing. Often, women's clothing do not even have pockets sew in, forcing them to carry big, bulky purses, or if they do get pockets, they are small and virtually unusable. While at the same time, men get large pockets in multiple locations allowing for easy carrying of items.

This campaign would be to spread awareness and hopefully create enough of a commotion to influence the fashion industry to change their discriminatory ways.

Goals

To advocate for change in the fashion industry, inform the population of the issue, and promote activism to enforce such change.

Deliverables

- Poster campaign
- Clothing/merchandise
- Logo
- An unfold-able clutch
  - Would have different "clothing tags" that have info on the size of the pocket, what all you can fit into it, etc. with 3-4 different pocket sizes

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Research

- Pockets have changed drastically over the centuries. In medieval times, both men and women had pockets they wore as belts that would fit relatively large items compared to today's standards. However, as time went on, pockets became more discrete and women's fashion more rigid.

- Particularly at the turn of the 20th century, women began using bags instead to carry items because pockets were not as easily accessible.

- Today, the difference in men and women's pockets is steep, with women's pockets being about 45% the size of the average man's pocket. Not to mention that many women's clothing don't even have pockets to begin with. This disparity has forced women into using large purses or just become frustrated with the fashion industry.

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Target Audience

Primary

- Female
- 18–30 years old
- Wants to be able to carry things in her pocket instead of lugging around a purse
- Cares about equality and making change

Secondary

- Male
- 25–40 years old
- Knows the convenience of having decent sized pockets
- May not be informed that this is an issue
- Cares about equality and making change

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Word List

Utility

Justice

Desperate

Equality

Feminism

Fun

Style

Crafty

Patchwork

Concept 1 - Women's Suffrage

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Concept 2 - Patchwork

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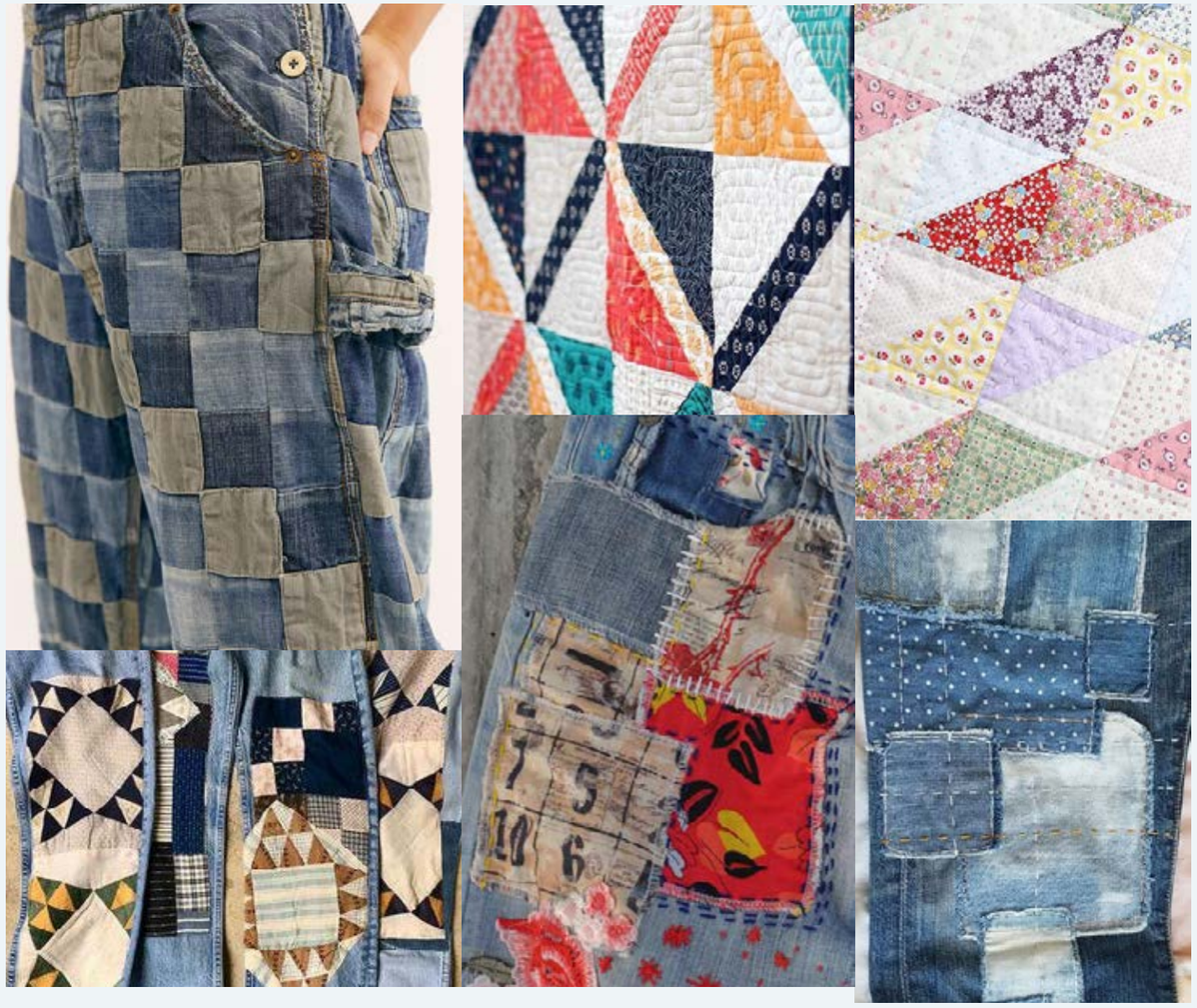

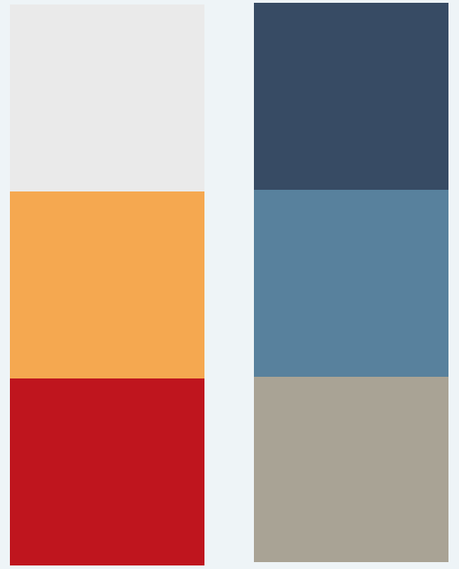

Concept 3 - 50s Charm

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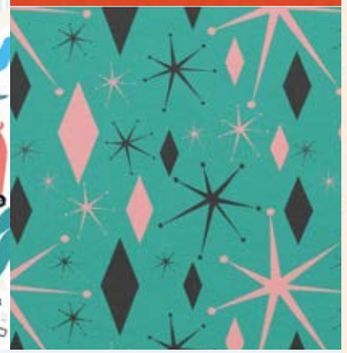

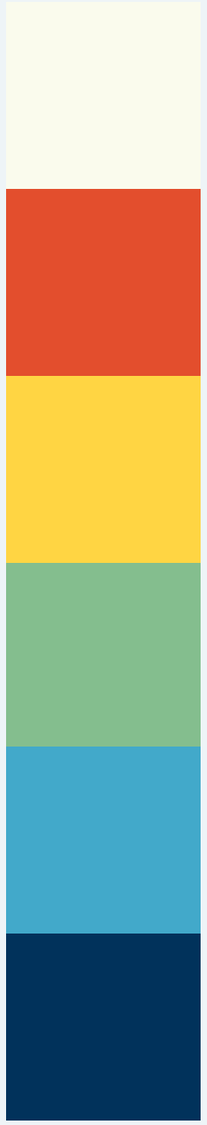

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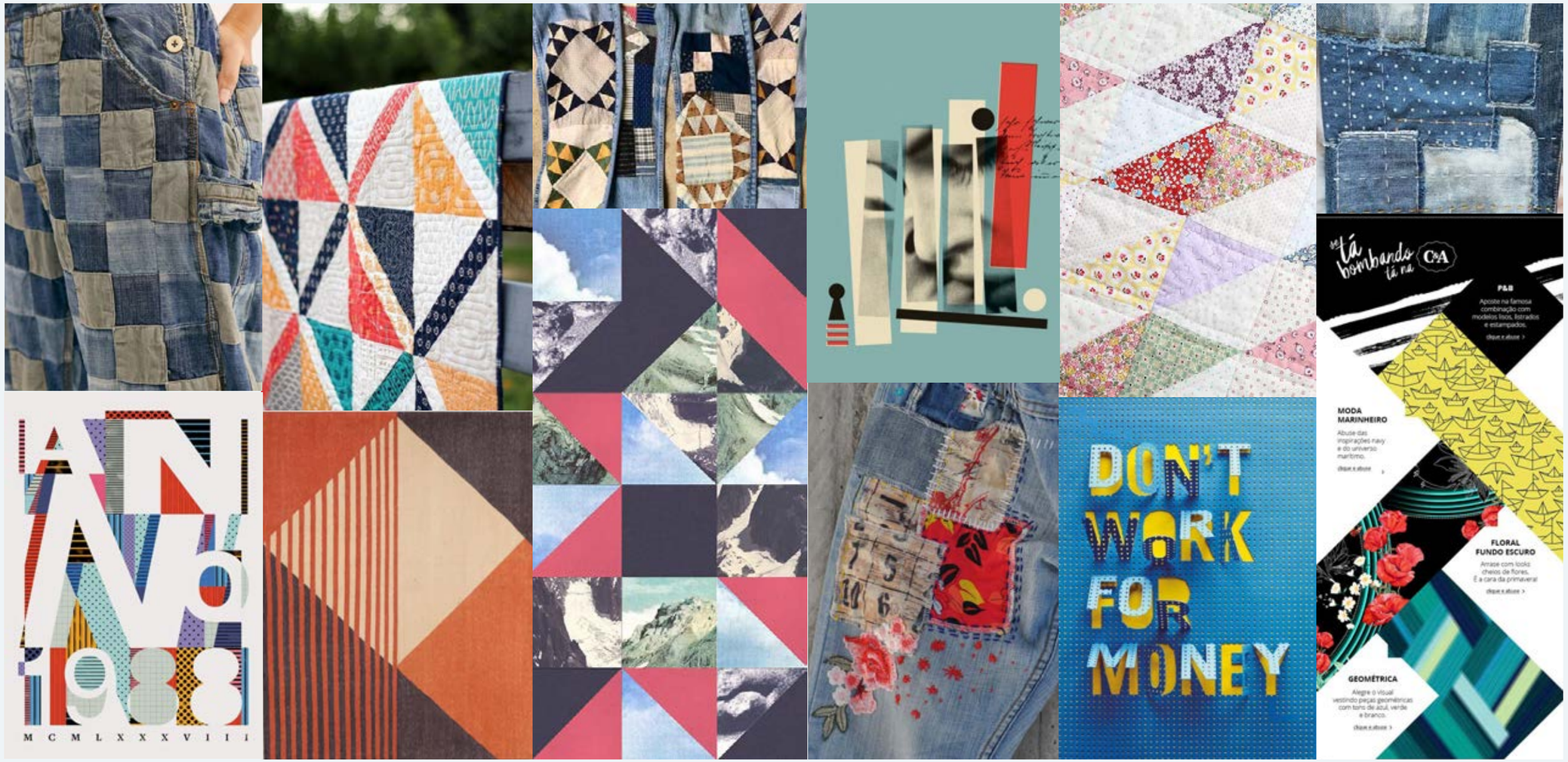
Moodboard

Through guerrilla marketing strategies and cleaver material, this concept aims to use a sewing aesthetic (patches, quilts, stitching, etc.) to advocate real change in women's fashion.



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Final Color Pallet

R: 215
G:52
B: 64

C: 10
M: 94
Y: 78
K: 1

R: 234
G: 234
B: 234

C: 7
M: 5
Y: 5
K: 0

R: 197
G: 194
B: 177

C: 24
M: 18
Y: 30
K: 0

R: 245
G: 168
B: 80

C: 2
M: 38
Y: 78
K: 0

R: 96
G: 137
B: 165

C: 67
M: 38
Y: 24
K: 1

R: 55
G: 75
B: 100

C: 83
M: 67
Y: 40
K: 25

Type Studies

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Pocket Change
A Campaign for Pocket Equality

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POCKET CHANGE
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Final Type Choices

TARANT REGULAR

Peace Sans Regular

Amaranth Regular

Amaranth Italic

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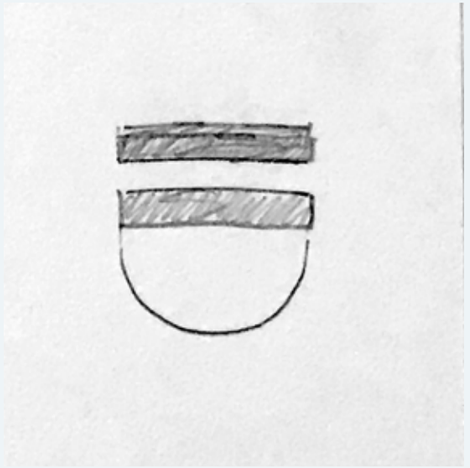

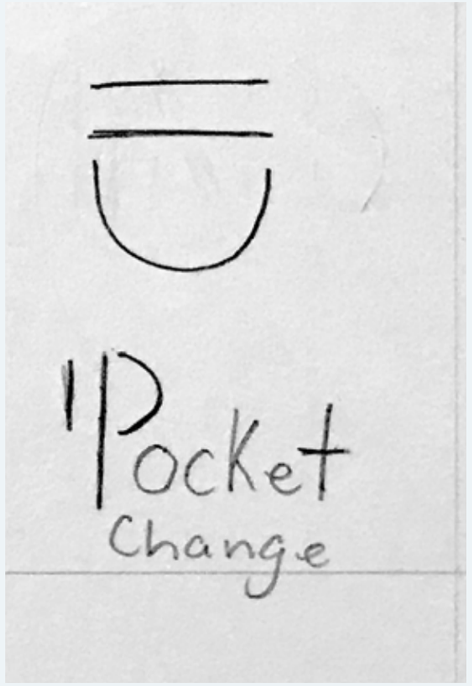

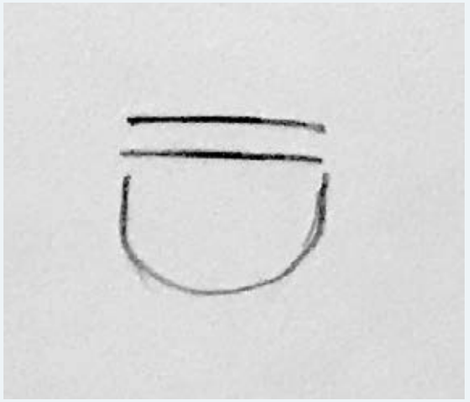

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Pocket Change Pocket Change

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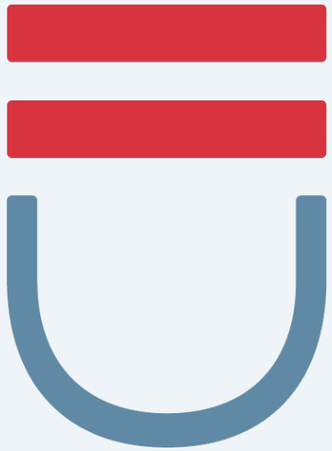

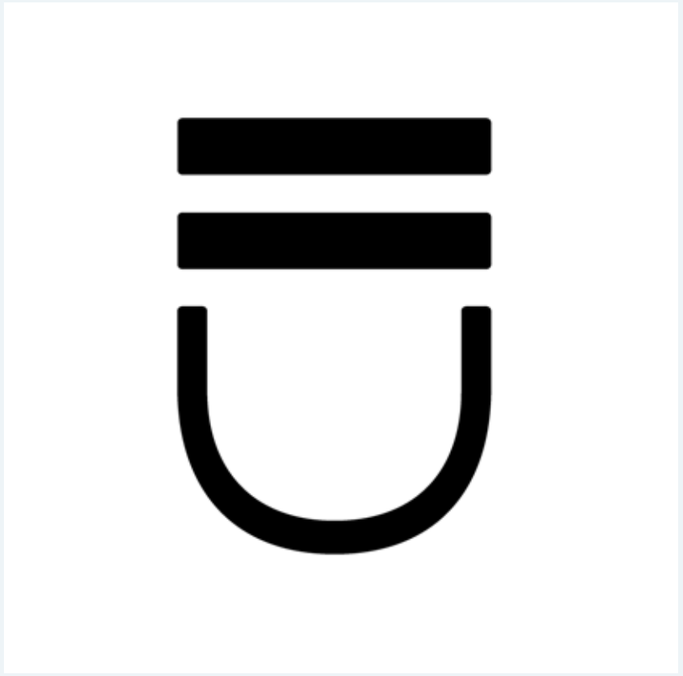

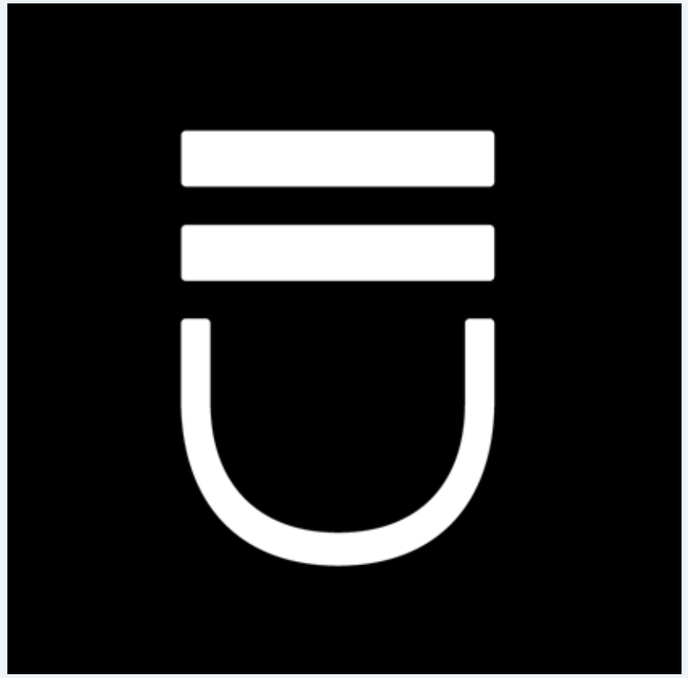

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Campaign Poster

Citation

Final Logo - Icon 3

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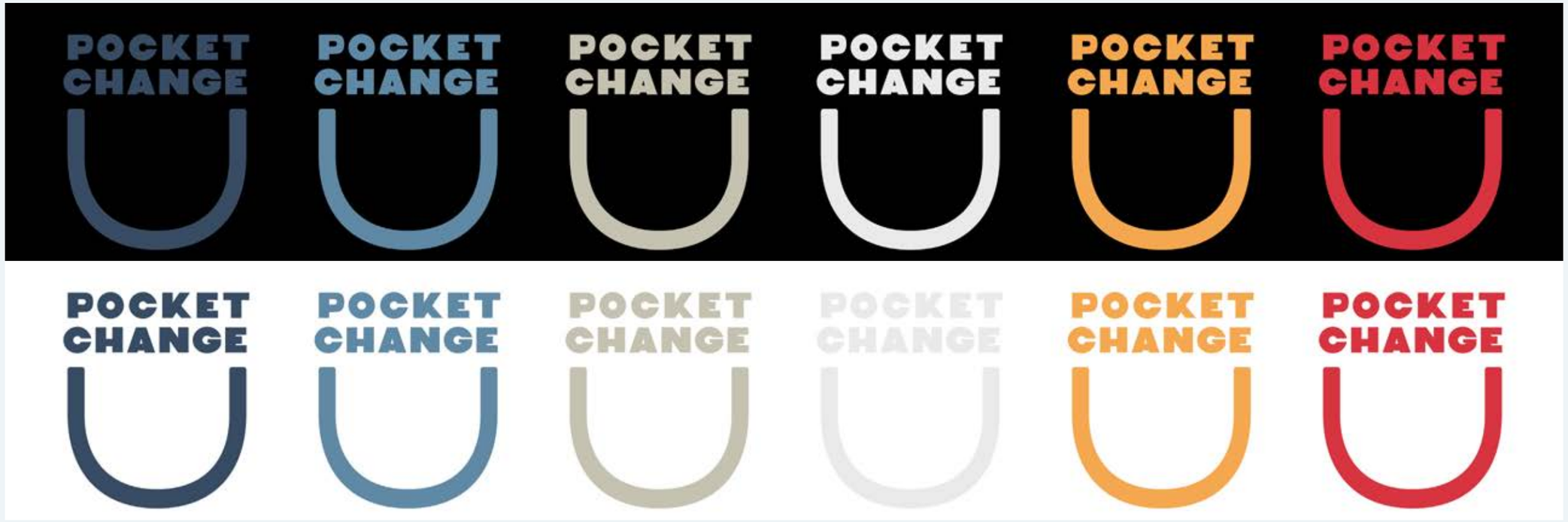
Campaign Poster

Citation



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Campaign Poster

Citation

Final Logo - Hashtags

#POCKETCHANGE #POCKETCHANGE

#POCKETCHANGE #POCKETCHANGE

#POCKETCHANGE #POCKETCHANGE

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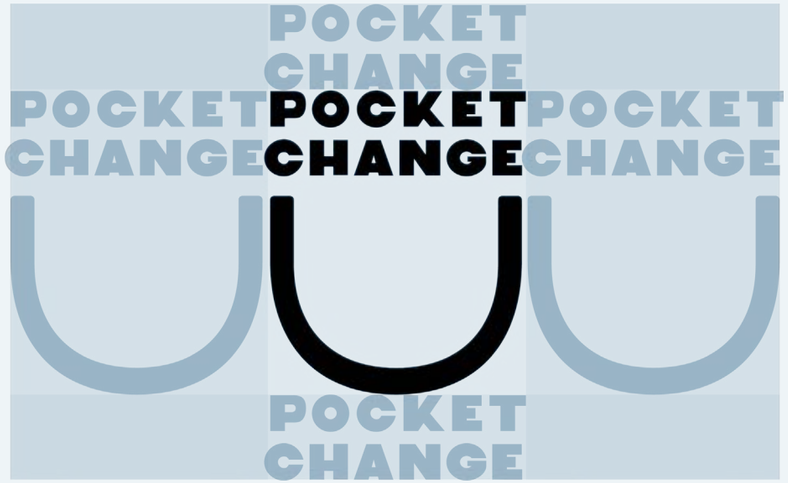
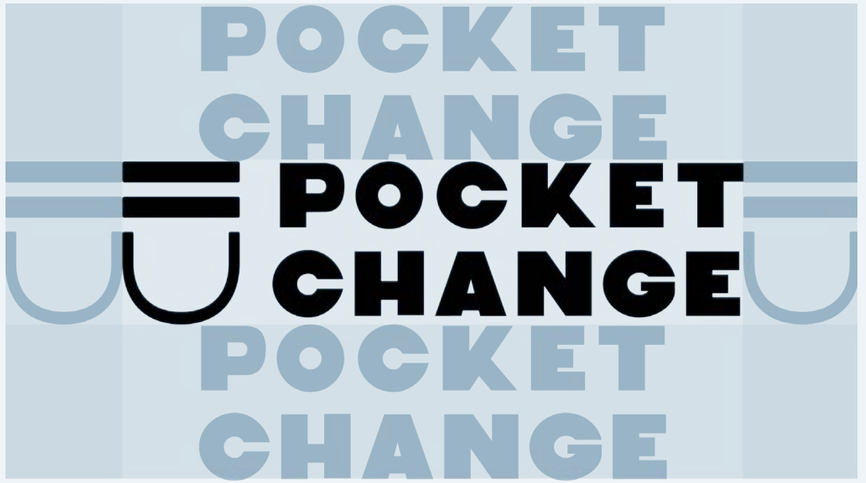
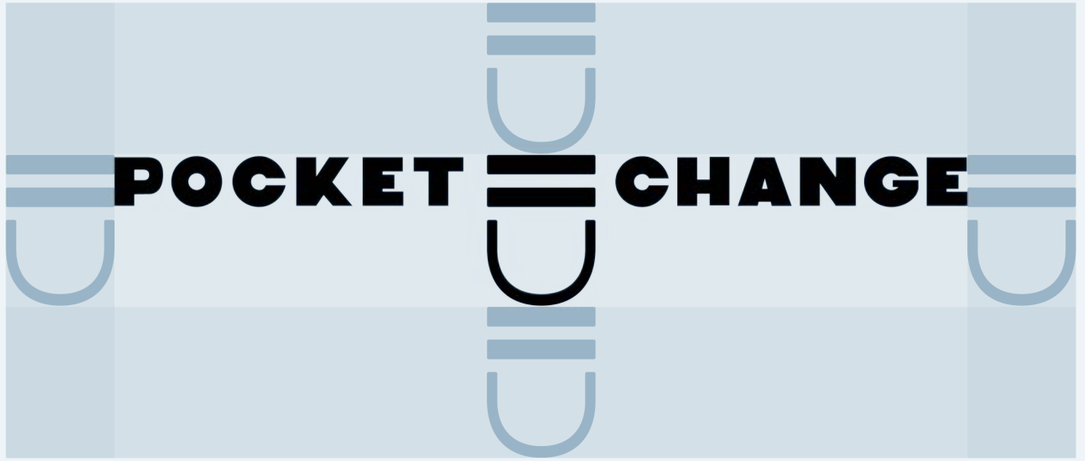
Citation







Deliverables - Poster Campaign

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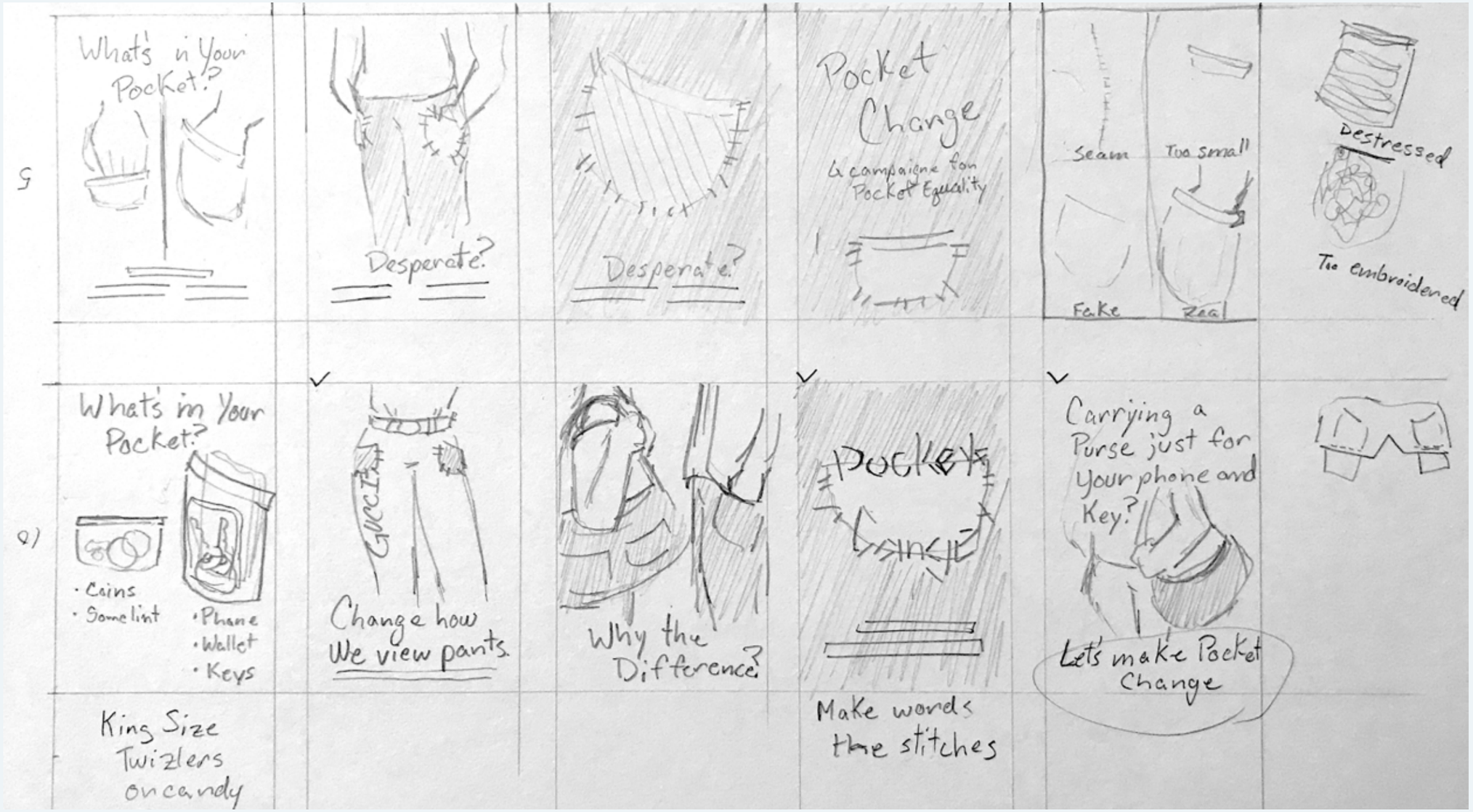

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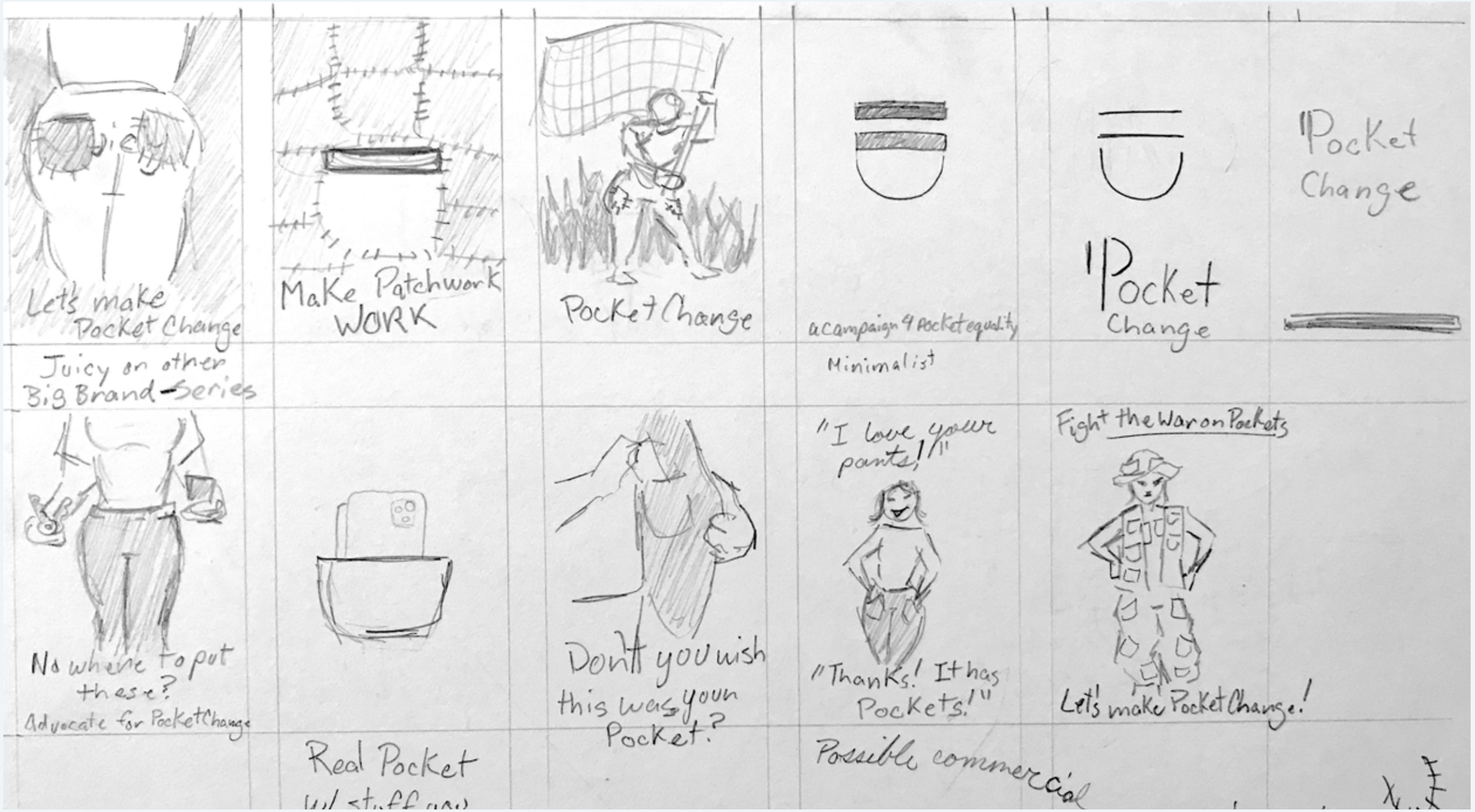

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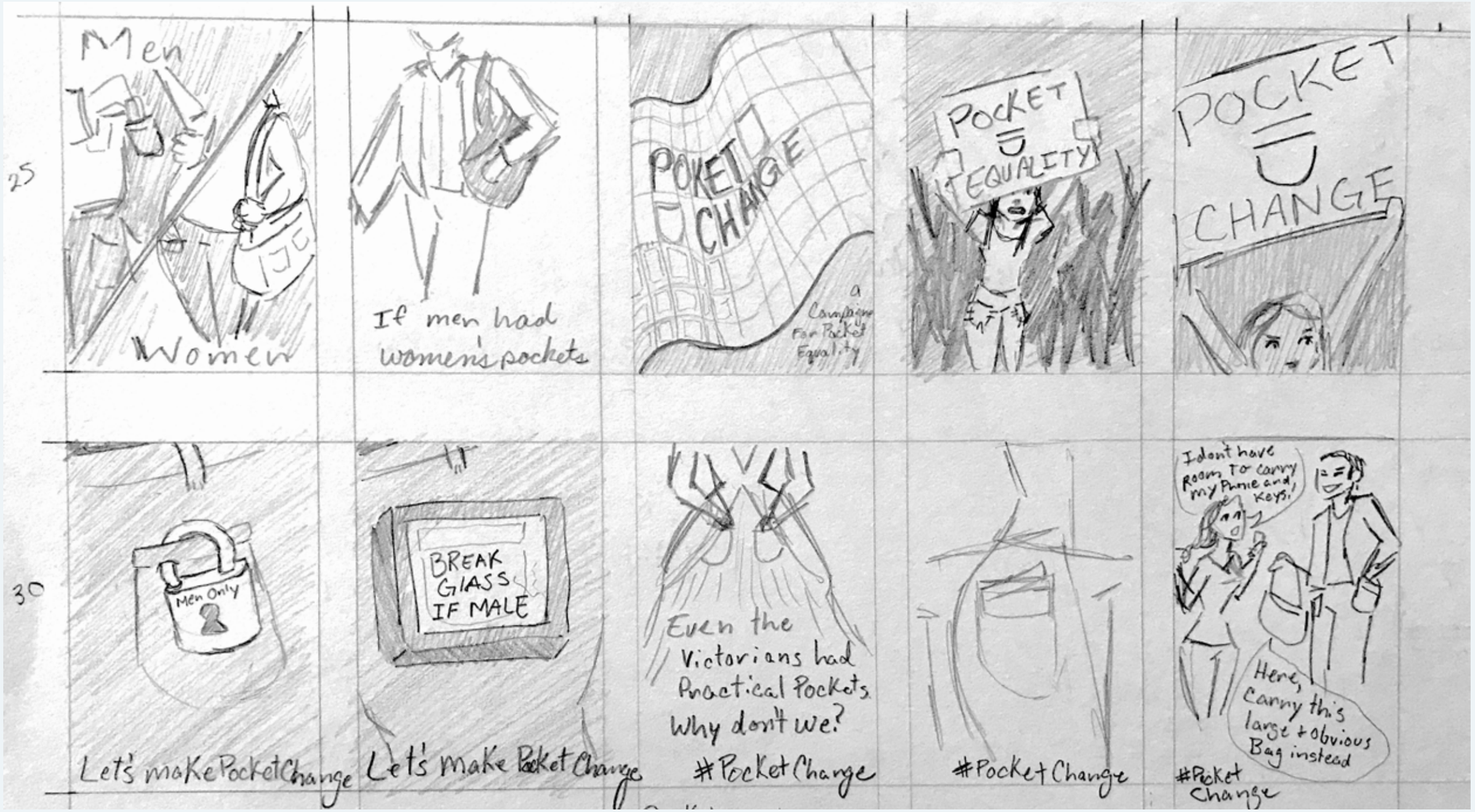

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Campaign Poster

Citation

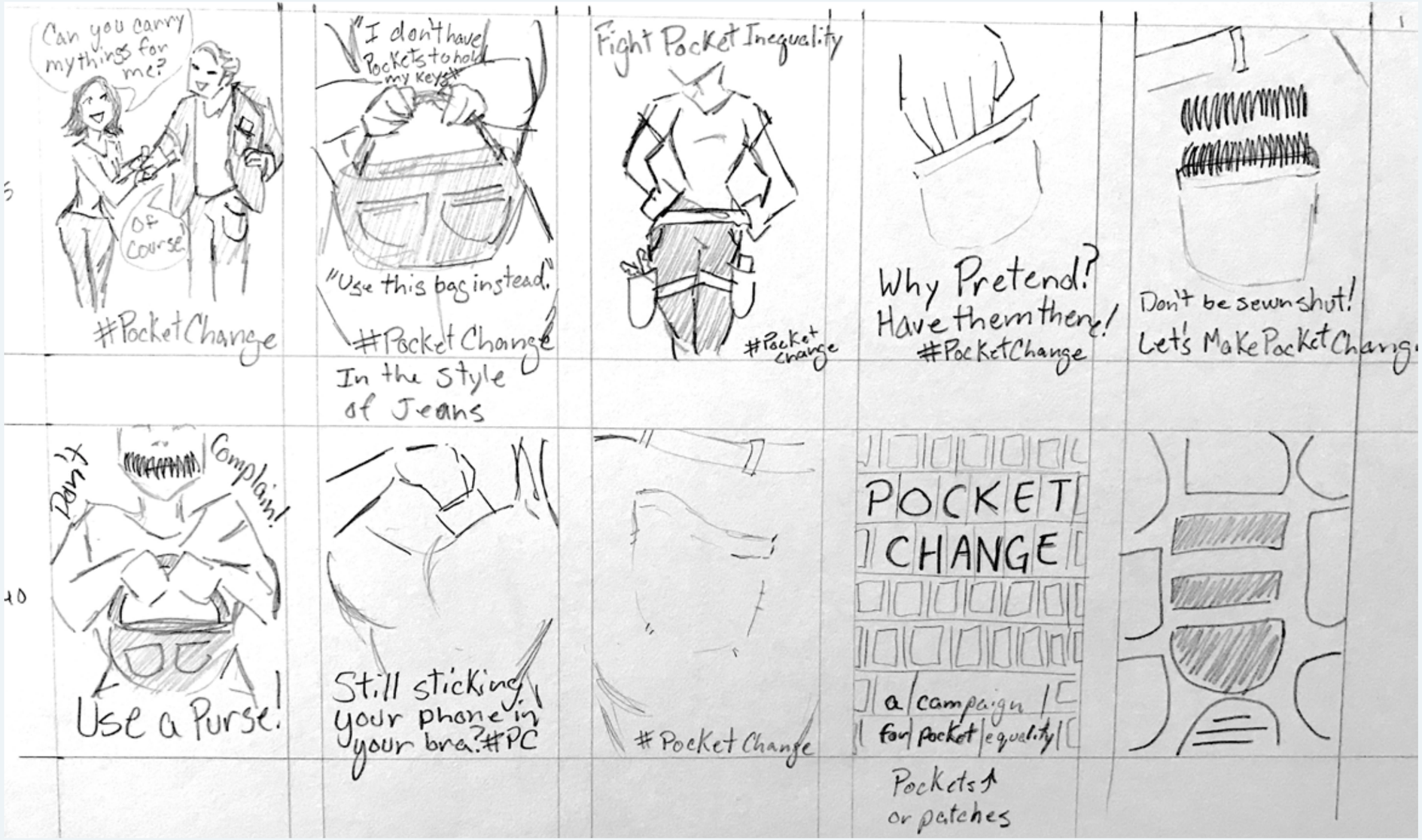

Image Test

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Campaign Poster

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Poster Roughs

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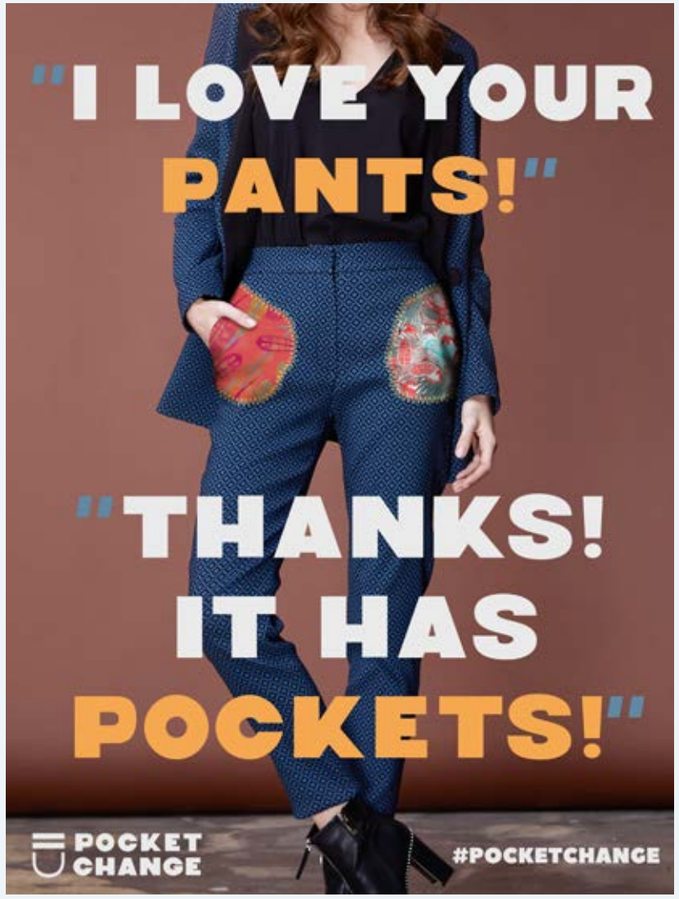
Campaign Poster

Citation



Poster Final - 1

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Campaign Poster

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Campaign Poster

Citation

Poster Final - 4

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Campaign Poster

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Poster Mockups

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Deliverables - Promotional Material

Enamel Pins

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Enamel Pins

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Campaign Poster

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Canvas Bag

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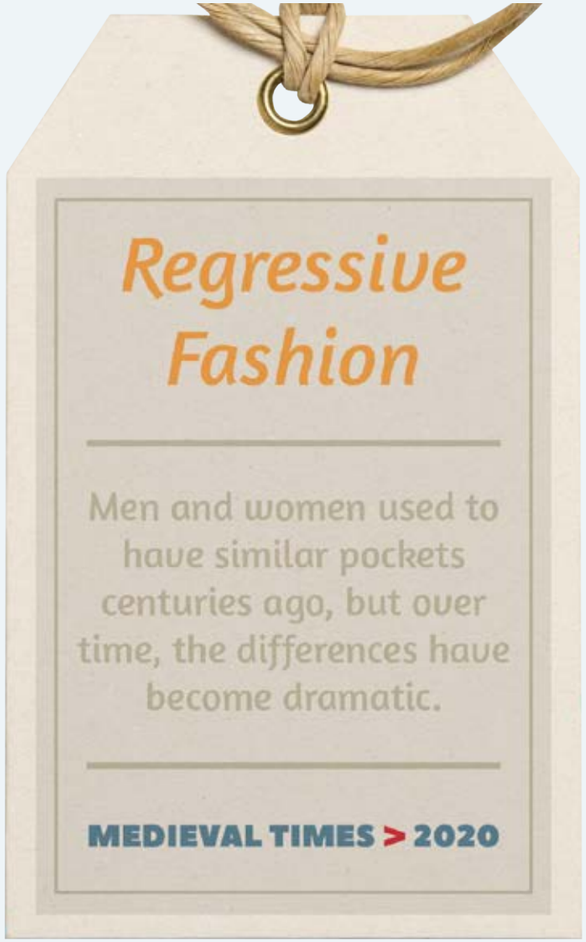
Campaign Poster

Citation



Pocket Packet

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Campaign Poster

Citation

POCKET CHANGE

A campaign highlighting the inequality between women's pockets and men's pockets in clothing. Often, women's clothing do not even have pockets sew in, forcing them to carry big, bulky purses, or if they do get pockets, they are small and virtually unusable. While at the same time, men get large pockets in multiple locations allowing for easy carrying of items.

This campaign would be to spread awareness and hopefully create enough of a comotion to influence the fashion industry to change their discriminitory ways.

Caitlin Sedoff | GDRS 400 | Professor Casem | Winter 2020

Pocket Packet

Promotional Items

Posters

Logo

POCKET CHANGE

POCKET CHANGE

Fight for pocket equality

#POCKETCHANGE

Citation

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Campaign Poster

Citation

Citation

Dieham, Jan, and Amber Thomas. “Women’s Pockets Are Inferior.” ThePudding, Aug. 2018, pudding.cool/2018/08/pockets/.

All photographs used to create the posters and “pocket packet” are from Shutterstock.com.