# DIEP-Final report

Describe

Our teacher addressed the thinking strategies that had been taught to us before in the first week of our last semester. In class, he emphasised Design Thinking. It is built on three key pillars: (1) the pursuit of radical, disruptive innovation, (2) a user-centered approach, and (3) problem-solving via a systemic approach to design that goes beyond the product (Brown and Katz, 2019) .This is the most astonishing piece of knowledge I've acquired during my graduate studies.Danny, the teacher, used Bauhaus design examples to clearly demonstrate how Design Thinking can be applied to design.
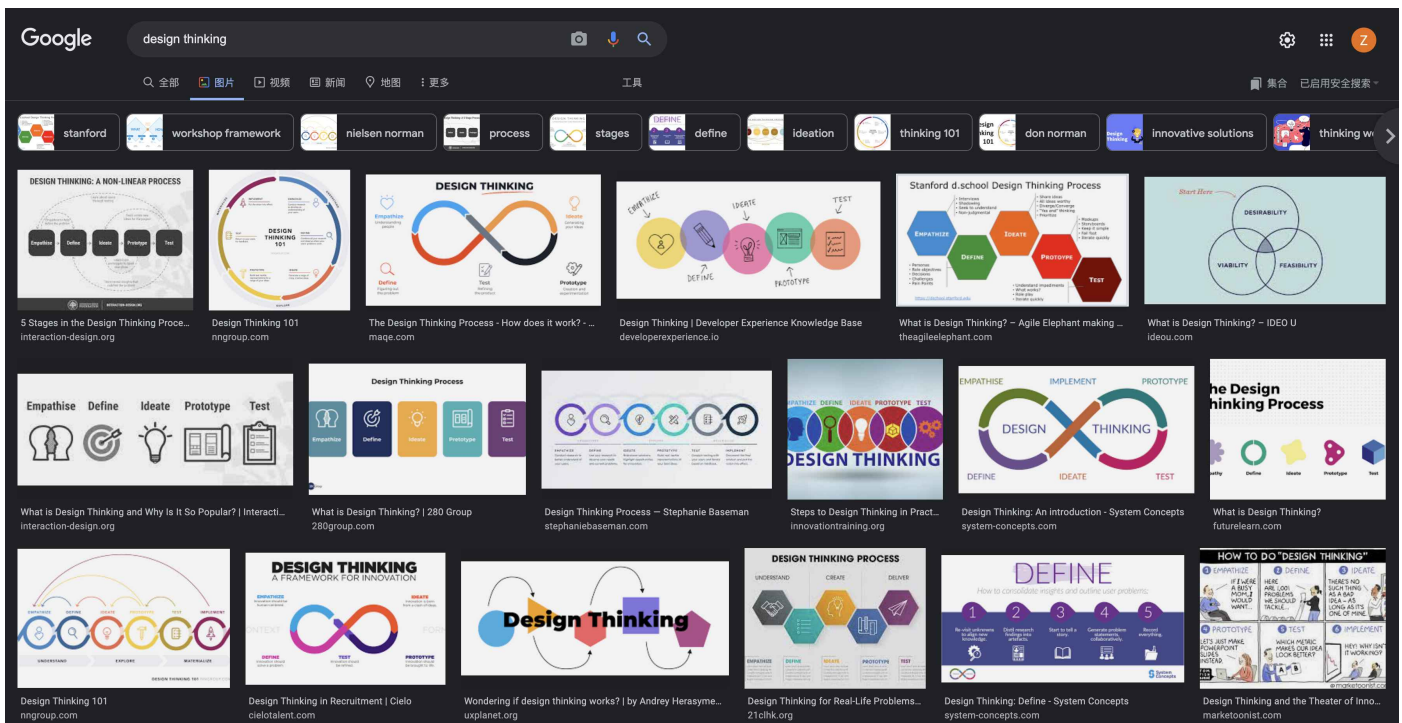
This has been eventually revealed to me by Jackie's mentor's boss. She continually encouraged us to use the 5C model and the double diamond technique of thinking to advance our topic as she presented thoughts with us. My theme was modern-day urbanization's breeding of biases and misconceptions concerning women's vocations. To comprehend the distinctions between prejudice, discrimination, and stereotype, I applied the Double Diamond thinking approach. First, I made a detailed comparison of the phrases prejudice, discrimination, and stereotype. Secondly, I researched the history of the male gaze and women's work uniforms, and in 1975, in her article 'Visual Pleasure and Narrative Cinema', Laura Mulvey introduced the concept of the 'male gaze', which means that when gender inequality in reality is reflected in cinema, the pleasure of looking has split into two aspects: the active/male and the passive/female. passive/female. The decisive male gaze projects his fantasies onto the female image, from the poster model to the stripper, where women are

portrayed as sexual objects, catering to and following the male desire. The male gaze therefore refers not only to the male viewing of women, but to the power relations behind it - the lack of subjectivity of women, whose every move is a projection of the desires of a patriarchal society.

I limited the scope of my research after analyzing the unique ways in which males glance at women and why. I began my investigation by looking at women's uniforms and why males see women in uniforms as having a career that is viewed through tinted glasses. The scope of my topic and the user group were then specified. I had to do a lot of research first, and then I was able to choose the major subject I wanted to focus on after acquiring a thorough grasp of the causes for the bias against women's occupations in modern times. I realized that after I'd analyzed the complete spectrum of reasons and set the theme, I'd be able to truly comprehend my user group and, as a result, design with them in mind.

Interpret

After learning about the stereotypes that men have about some women's professions, I came up with the following insights.

The first thing that comes to mind is the stereotypes that men associate with women's professional suits, which leads to stereotypes of women's careers. In China, this kind of male gaze with power relations is not uncommon, such as the intention of "girl" in folk songs, the judgment of women in revealing clothes in social media and so on. I play one of these professional roles, for example, as a flight attendant. When I participated in social media exchanges, the majority of men, who had pornographic associations with this profession, objectified me as a professional. At the same time, we are constantly questioning and opposing this phenomenon in public discussions. If everything in everyday life is examined in terms of labelling, women's options will only become less and less available. Modern society's emphasis on the 'personal as political' encourages people to reflect on and critique their everyday decisions, a political philosophy that makes the grand 'isms' everyday.

Secondly, the second insight comes from the poor dissemination of such female professions on the internet. I have observed that actresses on pornographic websites like to role play as secretaries, nurses, stewardesses, etc. I believe this is a result of the internet's poor promotion of women's professions, leading to the stereotyping of such professions by men. As Joe Freeman, an American political activist and author of The Bitch Manifesto, pointed out in a 1976 article, "Our notions of gender politics often derive from a critique of the everyday lives of individuals."

These two variables have helped me gain a better knowledge of female occupational prejudice and have given me fresh perspectives on my project's topic. I was unable to entirely influence such biassed men's attitudes on such feminine jobs, nor could I make them cease criticizing and thinking about them, due to the long-standing dominance of the male gaze in society. In the end, my design purpose shifted from resolving the issue to bringing attention to the

prevalence of professional discrimination. Only when we shift our attention away from "if she's making the correct decision" and toward "whether she truly wants it" will women's options expand.

Evaluate

By understanding the previous insight, I understood the meaning of the prejudice that some men have towards women, which is also relative. For example, if Ming thinks that girls are not as smart as boys, then Ming is biased against girls. Of course, if you think that "girls are not as smart as boys" is as objective a fact as "the sun is bigger than the earth", then you might not think that Ming is biased. So the debate about prejudice often focuses on how different people perceive "objective facts". This is related to "stereotypes". I have learnt that stereotypes are actually a shortcut for human perception of the world, like labels, which help the brain to categorize and organize. But there is a problem when stereotypes are used to replace reality, ignore the differences within a group, or ignore the changes and developments of a group, and apply outdated stereotypes to reality. On the one hand, your perception and understanding of the world may be seriously skewed without you being aware of it, and you may end up hurting yourself and others. On the other hand, it is disrespectful to each individual to take the average characteristics of a group or a small group of individuals to represent all individuals in that group, and this disrespect is often not related to whether the stereotype is negative or not (Plous, 2003). I am not able to address the stereotypes that men have about women's careers, as they are prejudices that have accumulated over time. I only wanted to rely on this work to communicate what these types of women's professions really do, and thus increase their social status. I needed to focus on how I could create a product that would attract men to watch or read. In the process of interviewing and asking male friends, the Japanese AV culture was the point that attracted the most attention from men. They would buy magazines or peripherals related to female porn stars.

Plan

My final piece was motivated by the aforementioned ideas and observations. I chose to make a three-dimensional book with an erotic-looking cover, yet the inside promotes positive occupations like flight attendant, secretary, and nurse. Some males might be interested in purchasing it because of this.

Men would buy the book, open it, read the instructions, and then scan the book with the Ar programe to learn about the unique tasks of women in these professions and their internal resistance, according to my design.

For me, Ar technology was a huge obstacle. In the time allotted, I needed to master modeling techniques and expand my understanding of Ar. After a month of effective learning and design, During the semester, I have profited from properly organizing my time and maintaining self-discipline. The new abilities I've learned will help me create better in the future. This is

because, in the future of design, images will no longer be flat, and the utilization of augmented reality (AR) and virtual reality (VR) will become more common.

Finally, in my future career as an interaction designer, I need to keep up with theories (design thinking) and developments throughout my career, so when exposed to new technologies such as ar and modeling research, I also need to remain observant and adhere to a human-centred design philosophy to create communicate work that doesn't just look pretty.

Reference

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