

**REVISION
THESIS DEFENSE**

Emma Schoeni

A messaging campaign for women's sports.

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REVISION

ARTIST STATEMENT

ARTIST STATEMENT

Emma Schoeni is an illustrator, designer, and artist. Across disciplines, her work is colorful, layered, and purpose driven. Her work explores a large range of topics with a particular interest in athletics, women's stories, education, reflections or interpretations of society, and anything fun. No matter the topic, Emma explores meaning, medium, and function to communicate with the viewer. She studied illustration and design at the Pacific Northwest College of Art, where she received an Illustration Merit Scholarship and was selected for the Society of Illustrators 2024 Student Exhibition. She is a creative problem solver, driven by research and learning. She is passionate about building out strong concepts that utilize her knowledge of both illustration and graphic design to create adaptable work for our adapting world.

WRITTEN PROPOSAL

Page 1

INTRODUCTION

For my thesis I will create a campaign to actively subvert gender expectations and challenge social paradigms. There is a growing cultural interest in women's sports and I want to participate in it. I want to create a messaging campaign to empower individuals, especially women and children, through the power of women's sport. As our society begins to realize the importance of women's sports, I want to emphasize how important women's sports are. I want to recognize the amount of difficulty so many female athletes face, and I want to shine a light on the strength of women. The campaign's main goals are recognition, education, inspiration, and celebration. Using bold and playful design, textural and bright illustrative elements, a cohesive branding system, and thoughtful informed writing, I hope to create a narrative that balances the challenges being faced and celebrates the success, progress, and the positive impact of women's sports.

INFLUENCES

For this specific project, brands like Nike, Togethxr, and Adidas have been big influences. Togethxr's brand ideology and messaging and Nike's "What the Football" campaign from 2023 are huge inspirations for me. On a broader level, my experience with sport as an avid athlete and sports fan has influenced this project a lot. I don't think I would care so much if it wasn't for my personal experiences within sport. Illustrators Caroline Perón, Nicole Rifkin, and Charlotte Ager are inspirations for my illustration practice.

CONTEXT

Sports and athletics are some of the most popular things that we, as a society, find entertaining but I believe sports to be so much more than just entertaining. Sport can unite, teach, and inspire both the athlete and the spectator. I believe sport, itself, to be empowering but I find that role models further that belief in oneself. That being said, the way our sport industry works globally is divided into men's and women's sports. Gender innately plays a role in sports and has for a long time. Even though there have been many advancements when it comes to equality in sports there is still a long way to go and inequality and discrimination based on both sex and gender is still a huge issue.

Sports and design are both in the realm of commercial media. We are living in a capitalistic society, we can't avoid it. Media coverage of sport has a large influence on consumers. Media coverage is more than just tv numbers, it is all different forms of media, from viewing numbers, to endorsements and advertisements, to salary. Quantitatively, male athletes have higher numbers in all these categories, which might be starting to even out with current trends. In connection to those quantitative differences, there are qualitative differences that are seen in the difference in respect or the type of coverage given to female athletes versus male.

Those differences in coverage have an impact. Positive representation and coverage has a positive impact on viewers, especially on women and girls. There are more people who are becoming interested in women's sports and are hopefully going to continue to be interested. While this is a positive change for the industry and the individual athletes because media numbers and revenue will rise, how does the change stay positive? With the increase in attention and revenue for women's sports, how can we make sure it creates positive representation and does not further perpetuate past problems. This is something I want my thesis project to potentially solve. I see the solution as creating positive representation and attention for women athletes.

I grew up playing sports and as a young girl, I wanted female athletes to look up to as role models. The few role models I admired were not considered equal to their male counterparts by a large part of our society. I was even told by male classmates that I didn't play real sports, I played "girl's sports," because the two were not considered the same. These are just small personal examples of how stereotypes and gender roles have seeped into many aspects of sport. I have many of my own personal experiences with facing the difference between men's and women's sports. I've experienced the impact of media coverage first hand, as many have. I am using that experience as an exploratory jumping off point to further research the topic of gender and sports. I also use that experience to go forward with the goal of bringing awareness to disparities between men's and women's sports while celebrating women athletes.

CONCEPTUAL AND CREATIVE DIRECTION

This project lives within the growing movement of attention for women's sports but I want it to push the attention even further, push the attention into positive change.

My campaign is not just about sports. Sports themselves are so much more than just a game. They are about the hard work and determination it takes to be an athlete. The endless hours of training, the blood, sweat, tears, etc. Sports are about the friendship you make, the community you build, and pushing to reach your full potential. It's about so much more than the game, and that's why sports have been so impactful on me. All of that is difficult enough, but the disparities between gender when it comes to sport can make things harder for a lot of women athletes. I want to recognize the amount of difficulty so many women athletes face and I specifically want to shine a light on the strength of women. A woman athlete's strength is so inspiring to me because, more often than not, the last thing our society expects a woman to be, is strong and athletic. I want to show the revolutionary power of women in sports by creating a messaging campaign that utilizes the preconceived expectations of women to change the narrative.

I have an audience of anyone and everyone I can possibly reach. I want to educate and empower as many people as I can but I specifically want to reach out to women, girls, and children because they are most impacted

WRITTEN PROPOSAL

Page 2

by negative differences in coverage. Reaching as many people as possible means creating an eye-catching and impactful campaign. The tone will be celebratory, informative, impactful, honest, authentic, active, and colorful. In my campaign I will strive for both diversity and inclusivity. I want to show how strong these women are, but I also want to show that strong doesn't look like one thing. I want to showcase athletes. Who they are and as they are. I will be researching and selecting key athletes to work as Embodiments of campaigns, not ambassadors. I want these athletes to all be currently active in North America. I want to understand their story when I select them and choose athletes from different sports, some women who recognize and some we don't, to bring a range of women to the campaign. I want to choose positive role models from professional athletes in order to reach more audiences.

Since the content of this campaign is centered around professional athletes, I will be using a lot of found or preexisting photos. I can't just do a photoshoot with Katie Ledecky or Simone Biles, no matter how badly I want to, because it's just not in my budget, scope, or event realm of possibility. I will be finding existing photographs of my selected athletes and altering, editing, collaging, and citing them. I will also need to look into licensing some images for educational use. Learning about licensing images for design use will prove to be a beneficial skill to learn as I probably will need to do that in my professional career as well. The content of these photos will be specific as well. I want to use action shots and performance images. I don't want to use the perfectly posed smiling image and if I end up using those, it will be sparingly. I want to use strong images, real images, representing real athletes and real bodies.

When it comes to how I will be using these images in my designs, it's important to emphasize a main piece of both the conceptual and creative direction of this campaign centers around the idea of contrasts. I will be aiming to subvert expectations and how the audience reads the design. I want to reclaim negative statements like, "play like a girl" and in doing so, create a sense of agency as well. Using negative quotes, words, or statistics rooted in preconceived notions of what a woman athlete can be and taking that notion and turning it on its head. To use the statement from my childhood as an example, the design could read, "that's a girls sport." Then beneath it in a contrasting attitude it could read, "Yeah it is." I want to pair a tag line with these statistics or quotes to emphasize certain problems women athletes face so writing will be an important aspect of the campaign. The tagline will need to be impactful. One that incites inspiration and emotion. Some other key elements of messaging to be used in the campaign would be those negative statistics or quotes along with information about my Embodiments. I will also be using this writing area to highlight things like funding disparities for women's and girl's sports and differences in media coverage and support for women's sports. I hope to create a balance with my narrative that talks about the challenges but also celebrates the success, progress, and the positive impact of women's sports.

The idea of contrast has further influence throughout my campaign. I want to explore how meaning, type, and image contrast or juxtapose to emphasize my message. Also how the fonts within the designs contrast. I want to experiment with a use of sans serif fonts being mixed with more decorative or handwritten fonts for

emphasis or headline. I want the font to reflect the athlete as well, individualizing each design a bit to that specific Embodiment.

The celebration of women's sports and the active, colorful, and impactful tones of this campaign will really be showcased in the visual elements of the designs. I mentioned using, collaging, and editing the found images. Alongside that aspect of the visual content, I want to put an emphasis on framing or containment devices. I want to "reframe" the way people think about women's sports and want that to be emulated in my visual language, not just my written language. So I want the athletes to break design elements like frames or shape contaminants, to emphasize that idea visually. These design elements will also be paired with other common design elements throughout the designs to create a brand system. The system will bring continuity and unity to the campaign while allowing each individual athlete to be different and really shine. These common elements include but are not limited to the type or fonts, framing devices, containment devices, color palette, image treatments, grid systems, and typographic systems. My brand system will be important to emphasizing the message throughout different deliverables.

TECHNICAL PLAN

Overall, I want to do a full branding and design system for my messaging campaign and have elements I can apply to any type of print or deliverable. I want to do both print and digital large scale posters in a few different formats, like billboards or bus signs. I also want to create deliverables for social media, like instagram posts or even a mock instagram account. I want to create physical deliverables too, whether that's a tote bag, stickers, or art prints. When it comes to the oral defense I want to present it as almost a branded experience. I will, ideally, use a branding system created as an identity to immerse the viewer in the space of my campaign while also showcasing how the campaign might feel in the real world. This might look like having both projections and print outs of the designs and elements of the campaign placed everywhere in a room to create a more immersive feeling.

MY WORK

In many of my illustration and design projects I have athletic themes and connections to my experience of being a woman and women's issues. These are themes I like to explore and will be coming together in my thesis. This will result in this project being incorporated well with my portfolio and my larger body of work. I have created projects about periods, tampon branding, and the healthcare industry from the perspective of a woman. I love drawing athletes or the body in motion and have created a lot of sport centric work, specifically around women's sports. I've done a mock mural based around star woman athletes and a billboard for the Portland Thorns, an NWSL team, for class assignments. When it comes to methods of making, I have done collage work in the past,

especially when it comes to graphic design. In both my illustration and graphic design I like creating physical assets and scanning them in to be applied digitally. Using and breaking frames and containers in something I like to explore in my work as well. So overall the creative direction for this campaign is really centered in work I love to make. Combining processes and content into one project.

As both an illustration major and graphic design minor, I hope this project will show off both of those skill sets. The large scope and development of this project will also incorporate a lot of conceptualization, writing, and art direction skills to add to the showcase as well. I want this project to position me and my portfolio well for work at an agency after school. As graphic design is something I grow more interested in, my thesis reflects that and so does my interest in agency work after PNCA.

CONCLUSION

We are seeing so much momentum for women's sports. My goal in creating this campaign is to push that momentum to stay positive. Yes, I am participating in a past and current design trend promoting women athletes. I don't see that as a bad thing. I think that can make this campaign stronger because not only do I have previous examples but it is also clear that people want this, there's a market for it. I believe that I can push my project to be both educational and inspirational in my own way because it is rooted in research and my individual creative process. In my research I found that others also lacked that same type or role model and positive representation that I was seeking. I really want to do this for myself, to inspire that little girl I once was and through doing that, I also hope to inspire and educate others as well.

PROJECT STATEMENT

PROJECT STATEMENT

Revision is a messaging campaign designed to create a narrative of possibility and agency for women's sports. It is designed to inspire, to actively subvert gender expectations, and to challenge social paradigms to reclaim negative narratives surrounding women's sport with a sense of agency. It is a celebration of athletes and a celebration of creativity. It is a multimedia endeavor, blending design and illustration in different ways to emphasize its message. That message centers on creating a culture of support for women's sports and inspiring young athletes everywhere to keep playing. It aims to balance the challenges being faced with celebrating the success, progress, and the positive impact of women's sports. This is a project that celebrates all I have learned and continue to learn from sports and visualizes what I believe sports can become.

CREATIVE BRIEF

Page 1

OVERVIEW

Revision is a sports messaging campaign designed to actively subvert expectations and challenge social paradigms, by creating an alternate narrative of possibility with a clear sense of agency for women and girls who participate in sports. The campaign will offset the challenges women specifically face (discrimination, disparities in opportunities, unrealistic societal pressures, expectations about women's bodies) and how they seep into athletics, while celebrating the success, progress, and the positive impact of women's sports. The campaign's main goals are recognition, education, inspiration, and celebration.

AUDIENCE

As a messaging campaign, Revision has a main audience of women, young adults, and children. The goal is for this main audience to be most positively impacted by the messaging.

TOPE

The campaign is celebratory, informative, impactful, honest, authentic, active, and colorful. The campaign is not judgemental, assumptive, unintentional, or exclusive.

METHOD AND MATERIALS

Revision is a multimedia endeavor. It blends design and illustration in different ways to emphasize its message. It's main methods and materials are:

Typography: My type system consists of two main fonts, Enfilade and Editorial New. Enfilade is mainly used in regular, in the small subset of the font. It was chosen due to its impactful nature as a condensed grotesque and its unique inktrap characteristics. It was made by JTD type foundry. Enfilade is used for display and title copy. Editorial New is used mainly for body copy, caption text, and even as headline text. It is used in regular and ultralight. Editorial New is made by Francesca Bolognini and Mat Desjardins at Pangram Pangram Foundry. It was chosen due to its elegance and pairing ability with Enfilade. My own handwriting is also part of the typography system, and is used for emphasis.

Color: The color palette plays a pivotal role in visualizing the energy and emotion of the campaign. There are four main colors and three neutrals in the palette. Scoreboard Red (HEX #ee2e24) is pulled from

the lights of a shot clock, the points on a scoreboard, Ashleigh Johnson's goalie cap, and the intensity of competition. Presence Pink (HEX #de8fbd) is inspired by expression, confidence, and preparation. Energy Green (HEX #ded435) is inspired by that fuzzy little ball whizzing across the tennis court. It is electric and exudes a fast pace. Jersey Blue (HEX #4061ad) is drawn from just that, a jersey. Specifically, the USWNT jersey Naomi Girma wears. Its uniform feeling represents teamwork and being part of something. The neutrals are Fortitude Blue (HEX #4061ad), Shadow Black (HEX #de8fbd), and Chalk White (HEX #e9e0e1). They ground the bright main colors and bring stability to the palette.

Photography: The content of the campaign photography is specific. I have used performance images, especially focusing on engaging or forward motion. The photography used is of my campaign's "embodiments:" six athletes I have chosen for my campaign to showcase and celebrate.

Illustration: Illustration is used in this campaign to create energizing, human-made marks. It brings balance to the clean type and layout style by adding some playfulness into the images, and a bit of my own hand; it personalizes the images a bit and celebrates the creativity of sport. It is mainly used in making the athletes' clothes or uniform blend into their background in order for the person to stand out. This campaign is not about the team the athlete is on or who is sponsoring them, it's about emphasizing them as a person. My hope is that viewers relate to them a little better.

DELIVERABLES

ReVision is a print and digital messaging campaign. There are 12 posters, 12 social media posts, and two billboards.

ATHLETES "EMBODIMENTS"

This campaign showcases 6 athletes as the "Embodiments" of this campaign, not the ambassadors. This language has been specifically chosen because the word "ambassador" comes with the idea that they will fit or promote the campaign, while this campaign is made to emphasize them. They already embody the ideals and goals of the campaign as they are, hence the name "Embodiments." The athletes have been carefully selected after learning about each one's story, goals, and accomplishments. They are all currently active in North America*, are Olympic athletes, and stand out in their own right. The athletes are Coco Gauff, Ashleigh Johnson, Chase Jackson, Naomi Girma, Nikki Hiltz, and Diana Taurasi.

COMPARATIVE MEDIA

Some other campaigns that capture similar ideas and inspire me include, but are not limited to:

Nike's 2023 "What the Football" Campaign

Nike's 2025 "So Win" campaign (highlighted in a 2025 Super Bowl ad)

"Correct the Internet" by Team Heroine in 2023

the Allianz Premiership Women's Rugby "Powered Different" campaign

These campaigns have all inspired Revision in one way or another. ReVision focuses on the skill of the athletes, much like "What the Football." It celebrates top athletes from different sports, like in the "So Win" campaign. ReVision confronts social expectations and paradigms, like "Correct the Internet." ReVision is different because it does all of these things in one campaign but also because it increases inclusivity and provides more space for celebration of these athletes. It also isn't trying to sell apparel or raise money (yet). This campaign is focused on creating positive attention, representation, and change for women's sports.

MARKETPLACE APPLICATION

ReVision mainly works as a portfolio piece for me. In making this campaign I will be making the kind of work that I want to keep making after Thesis. So as a portfolio piece, it showcases a large range of skills and interests I have for future clients or employers. It is also a passion project that, since I was a kid, I have always wanted to see in the world. I hope it can live, in some ways, as an actual campaign as I put it out there into the world. I want it to be an informational and inspiring collection for others to challenge ideas about women's sports even if it doesn't (yet) actually exist on billboards as part of a corporate initiative.

ORAL PRESENTATION

Page 1

Hello, I am Emma and I am an illustrator and graphic designer. Welcome to my thesis presentation and thank you so much for being here.

This project is called Revision and it is a messaging campaign designed to create a narrative of possibility and agency for women's sports, at least that is what it says on the focus week schedule. While that is completely true and accurate, it is just a small piece of what Revision is. Throughout, roughly, the next 40 minutes I hope to explain to you the larger picture and give you an insight into who I am and why I made this campaign.

To begin with the broad strokes, Revision is a campaign that is designed to actively subvert gender expectations and challenge social paradigms to reclaim negative narratives surrounding women's sport with a sense of agency. It is a celebration of athletes and a celebration of creativity. It is a multimedia endeavor, blending design and illustration in different ways to emphasize its message. That message centers on creating a culture of support for women's sports and inspiring young athletes everywhere to keep playing. It aims to balance the challenges being faced with celebrating the success, progress, and the positive impact of women's sports. This is a project that celebrates all I have learned and continue to learn from sports and visualizes what I believe sports can become.

Since my first year here at PNCA, I had a feeling my thesis would be something about women's sports. It is a common theme in a lot of my work and something I am passionate about. But the idea for this campaign is from long before I started at PNCA. The idea itself comes from my own life experience. It started in my parent's backyard while my sister and I wrestled in the pool, it started at the late night soccer practices of my youth, and it started between difficult sets of my swim workouts. This passion for sports has been within me for as long as I can remember and doing a large scale project like this, about women's sports, has been a long time coming.

While the seed for this project wasn't planted at PNCA, it has been continually watered here until it grew to have its moment in the sun. If it wasn't for my time here and the support of my teachers and peers, this idea would have never come to fruition. Another factor of this idea finally actualizing is the growing momentum and attention on women's sports. The past few years, women's sports have seen an exponential increase in popularity. The goal of this campaign is to continue to push that momentum in a positive direction and push it to make positive changes by being a campaign that empowers.

In short, This project is born out of my past, molded by my time at PNCA, and created for our society now in hopes of making a better future.

For the past few months I have been asked countless times what I am doing for my thesis, as I am sure many of my fellow seniors have. My answer was always "a messaging campaign about women's sports." And while that is entirely true, my project means so much more to me than its initial description. That is because of my own experience playing sports which is one of the driving factors of this project.

When I think about my life, one of the things that brings me the most joy, other than art or design, has always been sports.

I look back and I remember the first "organized" team I was ever on. It was a community soccer team. We were called the firecrackers, thanks to our brightly colored firework-esc red and blue jerseys. I was four years old, playing soccer with other four, five, and six year olds. To say we were playing soccer is a generous statement, we huddled around the ball just kicking it back and forth, never getting to either goal and just making a complete mess of the game. I remember being a part of this cluster of small children and frustrated about getting nowhere and not scoring any goals. I can recall kicking the ball as hard as I could, in an attempt to get it out of the mess of feet and so someone could run and score from the pass. I don't remember if it worked every time or at all, but it soon became my strategy to get the ball to the other end. This is the first instance of problem solving that I vividly remember in my life. This is a skill that I continue to use everyday, especially as an artist. This early experience with sport started my skill of problem solving but it was mostly just fun and a great outlet for a really energized kid.

After this first soccer team, I was hooked. I continued to play for another 10 years, until I was 14 years old. Soccer gave me a lot in my young life, more than I can explain here, today. In short, it gave me knee problems, a broken arm, and countless life skills. Some of those skills were the aforementioned problem solving (which I promise got even better than just kicking really hard over the years, but that still works sometimes), strategy, teamwork, knowing how to win, knowing how to lose, determination, creativity, and belief in myself.

In those 10 years I played soccer, I also played other sports. I did cheerleading, volleyball, basketball, flag football, and soccer (again) for my school throughout elementary and middle school. My school was really small and I was often one of few people on these teams that had ever played the sport before, let alone any sport outside of PE class. No matter the sport, we were always outnumbered by the other schools we played, and often played a member down. We almost always lost, but most of the time we didn't really care because we were just happy we got to play. These school teams brought me so much joy and connection. They were low stakes. It was always about growth, never about if you won. They taught me the beauty of multifacetedness, how to lose (again), the grit of the underdog, and the value of hard work.

My time playing soccer came to an end when I entered High School. When I was a freshman, my older sister brought me to her water polo practice. She had me put on her extra swimsuit and threw me in the deep end, literally the pool was 13 feet deep. I was out of my depth and had to learn on my feet. One thing about me is that I like challenging things and learning an entirely new sport wasn't completely new to me since I had played so many different sports before. So, I really did just dive in. I adapted and grew, always trying my best because I knew from past experiences that was all that mattered. Despite the difficulties, I was once again hooked and I

ORAL PRESENTATION

Page 2

fell in love with the sport. I spent high school playing water polo and competing on the swim team. I tested my mental and physical endurance. I learned leadership, resilience, confidence, and how to stand up for myself and others.

Now after hearing all of that, you probably are wondering, why are you in art school if you like sports so much? I understand that there is a common misconception that artists and sports don't mix, I am here to show you they definitely do. Like most everything else in my life, I can credit sports as well. I have always loved art but never really thought I would be an artist, I didn't even know what an illustrator really did until I got here. My senior year of highschool, During the downtime from one of my many injuries sustained from the sport of waterpolo, I couldn't go to class and I couldn't really do anything. In that time away from school I realized what I missed most was my art class. If it wasn't for everything I had learned about myself and my capabilities playing sports, I wouldn't have been brave enough to take the jump to go to art school, which felt like a very scary choice at the time. So sports are the reason I am in art school, so it felt right to do my largest project here, my thesis project, about sports.

My experience with and passion for sports drove me to do this project, or it at least gave me a theme and a starting point. And while I have shared how positive participating in sports was for me, that doesn't mean it came without struggle. Even at the lowest level of sport, kids sports, stereotypes and gender roles have made their way into the game. Oftentimes, in a peer setting, my experience and athleticism was automatically diminished because I played on the girls team and not on the boys. No matter how defiant, confident, and strong willed I was, I can't say that didn't affect a younger me. At that same time I wanted athletes to look up to as role models. There weren't many really popular figures to look up to in women's and the few role models I did admire were not considered equal to their counterparts in men's sports by our society, something that we haven't completely gotten rid of. As I started the thesis process, I looked around at all the beautiful progress that is happening for women's sports today. How they are growing, how athletes are demanding change. I looked back and remembered my experiences within sport, both the negatives but mostly the positives. I recognised that my experience, on both sides wasn't singular, I wasn't alone in this, other people feel these things too, and I wondered how the negatives could be changed.

This is where I began researching. I think we all have seen or experienced different problems within the world of sport. Frankly, there are a lot. To narrow the focus of my research I decided to focus on problems that athletes in women's sports were facing. Specifically, the impact of societal ideals of gender on athletes in women's sports and the representation, opportunities, and perception of these athletes.

My research showed me so much more than I ever thought it would. It expanded this project past my personal experience, and pushed me to root it in the real world. I explored topics like the benefits of sports participation

for kids, the sports media machine, the disparities in coverage of men's and women's sports, intersectional inequity in sports, current revenue trends for women's sports, and the impact of athlete representation. All lines of research were vital to my thesis but one study I found stood out to me as a possible solution. In a 2011 study done by Elizabeth Daniels, it was found just how large an impact media representation can have on young girls and women. The study focused on two age groups, adolescent girls and college aged women. The study was conducted by showing the participants images of performance athletes, sexualized athletes, and sexualized models and recording their open ended answers. The use of open-ended responses in this study gave researchers the opportunity to see the positive or negative effects of each image in the recipient's own words. It was found that viewing sexualized images of athletes and models led to the respondents commenting on both the woman in the photograph's appearance as well as their own. Viewing performance photos of athletes in women's sports led the respondents to focus on the athlete's and their own physical skills and capabilities. Daniels wrote in her findings that, " many girls and women, athletes and non-athletes alike, viewed these images positively as inspirational to them as women, and considered these women to be role models. In contrast to media focused on females' appearance, these images generated esteem for the athletes' athletic accomplishments, solidarity with other women, and were viewed as an example to follow." As I read this it became clear that there is a need for non-objectified photography and content in sports media, and even further, a need for performance content in sports media. This is because performance coverage of women athletes causes viewers to focus on what these women can do, not what they look like. Which also influences the viewer to value what they can do more than what they look like. This specific study anchored my belief of how important creating positive representation and attention for athletes in women's sports is. It also pushed me to challenge the conceptions of women's sports that the viewer brings to the work themselves.

The result of all of this research is a project that aims to change the way athletes are represented and the way women's sports are seen. I continually went back to this research and my personal experiences while making creative decisions, in order to stay authentic to my proposed goals.

This project's goal is to create a new narrative of possibility in women's sports and it does so by creating a new type of representation for athletes and by questioning expectations for women's sports that have come before. Now, I have been using the term women's sports throughout the presentation. I think it is important to contextualize this. Sports are innately impacted by gender, which we have seen throughout the descriptions of my research. Globally, sports are divided into men's and women's sports. The global and popular idea of women's sports can be very limiting. Societal ideals of what a woman should be, is placed upon athletes as well. In my project the use of the language of "women's" sports is playing into the existing structure of the sporting world. Adopting this pre existing language allows me to contradict a lot of the notions that might come with it and build a new definition to what I believe women's sports is.

ORAL PRESENTATION

Page 3

Now my definition of women's sports is a bit inconsequential in the larger conversation of what women's sports are because I think that it really should be defined by the athletes involved. But as the art director, writer, designer, illustrator, and project manager of this project, this campaign is about my view of women's sports. That view, for this project, and its goals, is through the lens of inspiration and supporting children playing sports. It is about every athlete that is participating in the realm of women's sports, every woman playing that includes trans women, nonbinary folks who play women's sports because it's about showing children that they belong on their team. This is something that I really tried to express in my creative choices.

What I had proposed for my creative direction was, and I quote, "using a combination of photographic collage, hand drawn elements, a cohesive typographic and color system, and thoughtful informed writing, to create a campaign to actively subvert gender expectations and challenge social paradigms." Content wise, not much has changed since my proposal of this project. My proposal was quite broad as to how stylistically this would be achieved. Throughout the past semester the project has solidified itself and come into its own.

Something that has changed a bit is my audience, which has narrowed. I proposed that this campaign aimed to reach everyone, and while that is still a hope, my campaign is now more targeted towards inspiring kids and young adults in sports. The campaign's main audience is women, young adults, and children. The goal is for this main audience to be most positively impacted by the messaging. This is where a lot of my research, that I spoke about, came into play, about how athletes are perceived and how the audience feels about themselves in connection to the athlete. During the fall semester, I did some survey research myself with my audience. On one of my regular trips to the gym, I asked women at my gym some quick questions and noted down their answers. I used this open ended answer format because, similar to the Daniels study, it allowed me to learn from the recipient's own words. I did this survey to gather insight into how these women felt about professional women athletes as active women themselves. I wanted other peoples real life perceptions to enhance my research outside of the academic world. I used their responses to gauge an idea of where to meet my audience. It reminded me that not everyone is as obsessed with sports as I am and helped me ground my final thesis project in a broader perspective than my own. I did this again during this spring semester in a more visual way. When some of the posters were done I would ask friends who had also played sports or are currently participating in the realm of women's sports how they felt about what I was making. This helped me make sure I was in touch with my audience as I was creating. This causes my project to be centered around its audience and how I can best communicate to them. Throughout the project, I communicated with the audience the way I knew best as an artist, visually.

While I have experience in both illustration and graphic design I had never done a project of this nature or scale before. When I started this project there was a lot to get done and a lot I didn't know to do. What was helpful at

this point was my experience with sport. Knowing that I could do hard things I had never learned before. I can't say I was completely oblivious to how a project like this would work. I had inspiration. I knew what I had liked in campaigns I had seen before, and I knew what I didn't like. Some other campaigns that capture similar ideas and inspired me include, but are not limited to Nike's 2023 "What the Football" Campaign, where Nike highlighted 11 top footballers in women's football ahead of the 2023 Women's World Cup by focusing on their skill and prowess. Also their recent 2025 "So Win" campaign (highlighted by that So Win Super Bowl ad) where they used confronting language and different top athletes from different sports. Another inspiration was "Correct the Internet" by Team Heroine in 2023 which aims to highlight factual inaccuracies in online search results, particularly concerning sports, and make women in sport more visible. and the Allianz Premiership Women's Rugby "Powered Different" campaign that promoted athletes in a different light than before, changing perceptions. These campaigns have all inspired Revision in one way or another. ReVision focuses on the skill of the athletes, much like "What the Football." It celebrates top athletes from different sports, like in the "So Win" campaign. ReVision confronts social expectations and paradigms, like "Correct the Internet." ReVision is different because it does all of these things in one campaign but also because it increases inclusivity and provides more space for celebration of these athletes. It also isn't trying to sell apparel or raise money (yet). This campaign is focused on creating positive attention, representation, and change for women's sports.

I began creating this branding and subsequent campaign by exploring. I knew I wanted this to be a multimedia endeavor which meant I needed to figure out what media I wanted to use. After experimenting, I discovered things I liked and things that began to work for my message. I then went into building the Revision brand. Before delving into my branding for the campaign, I would first like to introduce the athletes in it.

This campaign showcases 6 athletes as the "Embodiments" of this campaign, not the ambassadors. This language has been specifically chosen because the word "ambassador" comes with the idea that they will fit or promote the campaign, while this campaign is made to emphasize them. They already embody the ideals and goals of the campaign as they are, hence the name "Embodiments." The embodiments have been carefully selected after learning about each one's story, goals, and accomplishments. They are all Olympic athletes from the US, and stand out in their own right. Different ages, different sports, different backgrounds. Each embodiment brings their own individuality to my campaign. So without further ado, my starting lineup, from left to right:

Coco Gauff is a professional tennis player and Olympic athlete. She is determined, diligent, youthful, composed, and energetic. I chose her because of her inspiring young rise to the top and dedication to the game.

Ashleigh Johnson is a water polo goalie, two time Olympic gold medalist, and has been crowned the best goalie

ORAL PRESENTATION

Page 4

in the world. She is a strong leader and the first Black woman on the US women's national water polo team. I chose her for her inspiring story of course, but selfishly she has been my favorite water polo player since I played water polo.

Chase Jackson is an Olympic track and field athlete in shot put. She is the first American woman to win the World Athletics Championship in shot put. I was first captivated by her on social media, where I saw a video of her different makeup looks she puts on before each meet. She has said she draws inspiration from drag queens and her eye makeup is often really bright and intricate. As I learned more about her I was inspired by how she champions for body positivity. She serves as an exceptional example of grace and confidence.

Naomi Girma is a center back on the US women's national soccer team, currently signed with Chelsea Football Club, and an Olympic gold medalist. Her \$1.1 million deal to sign with Chelsea makes her the first player to break the \$1m mark in women's soccer. She sets an example in more than this as she is an advocate for mental health as well. Her story with soccer shows what support can do for kids in sport.

Nikki Hiltz is a transgender nonbinary middle distance runner and Olympic athlete. They specialize in the 1500 meter and mile races. Hiltz holds the American record in the mile and is the 2023 US 1500 meter champion. They are strong, joyous, and set a beautiful example for what is possible. Especially in today's climate, their joy and openness in the world of sport is really powerful.

Diana Taurasi is an American basketball player who played in the WNBA for 20 seasons. She has won six olympic gold medals and recently announced her retirement from the sport. She is a dedicated leader with a strong legacy of greatness.

Now get into the brand and the guidelines I built. Building brand guidelines for the campaign was some of the first work I did. This consisted of rounds of type exploration, color choices, photography choice refinement, and defining how other visual elements would be used. Even though I enjoyed this work, it wasn't easy for me. It was tedious work. It was like running drills in practice, trying to perfect things before the big game. I was so excited to make the actual things and wanted so badly to jump ahead. But skipping practice wasn't something I had ever done while playing sports, so I wasn't going to start now. I knew this work was necessary to take time on because it was building as strong a foundation as possible for everything I wanted to make. I ended up with a system that blends boldness, expression, and humanity. It also is a system that celebrates contrasts. The idea of contrast is important throughout my campaign. I explored how meaning, type, and image juxtapose to emphasize my message. Also how the fonts and meanings within the designs contrast. Starting with typography. My type system consists of two main fonts, Enfilade and Editorial New. Enfilade is used for display and title copy. Mainly the regular style, in the small subset of the font, is used. It was made

by JTD type foundry. It is a condensed grotesque sans serif font, used in all caps. It was chosen due to its impactful nature and its unique inktrap characteristics. My other font is Editorial New. It is used in multiple different formats. I used it for body copy, caption text, and even as headline text in my text based posters. It is used in regular and ultralight. Editorial New is made by Francesca Bolognini and Mat Desjardins at Pangram Pangram Foundry. It was chosen due to its elegance and pairing ability with Enfilade. The two create a unique pairing. Their character heights match so they feel similar enough to work together but at the same time they do contrast each other. This contrast leans into the contrast throughout the entire campaign. Another factor of the typographic system is hand lettering I created for each athlete's last name. The handwriting brings personality, energy, and connection to the posters and that is where it is primarily used.

The color palette plays a pivotal role in visualizing the energy and emotion of the campaign. There are four main colors and three neutrals in the palette. The first color, Energy Green, is inspired by that fuzzy little ball whizzing across the tennis court. It is electric and exudes a fast pace. My red is titled Scoreboard Red. It is pulled from the lights of a shot clock, the points on a scoreboard, Ashleigh Johnson's goalie cap, and the intensity of competition. Next, Presence Pink is inspired by expression, confidence, and preparation. The blue, Jersey Blue, is drawn from just that, a jersey. Specifically, the USWNT jersey Naomi Girma has worn. Its uniform feeling represents teamwork and being part of something. The neutrals are Fortitude Blue, Shadow Black, and Chalk White. They ground the bright main colors and bring stability to the palette.

Another part of the branding is the Logos for the brand. The main component of the logo is what I call the RE stamp. It is a modification of r and e letter forms from the font Disc. The letters have been connected together to create a more square shape, like a stamp. I then went in and created emphasized ink traps on the shape to make it marry with the primary headline font, enfilade. This stamp is used in multiple different ways throughout the campaign but mostly as a logo mark. The stamp gets combined with the word "vision" to create the Revision logo. In that logo, Vision is in enfilade, is slanted, and kerned in. This really brings a feeling of motion and forward progression. Together they create an energized logo. Lastly, the Re stamp is used in combination with the other "re" words in deliverables like my billboards.

The last parts of the branding are the defined uses of photography, illustration, and texture for the campaign.

The content of the photography for the campaign is specific. I used performance images, especially focusing on engaging or forward motion. This was important to me to use because of the research I had done about how performance imagery positively impacts young viewers. The directionality of the photograph is intentional as well. As the viewer you are not above the athlete and you're not really below them either, you're on the same playing field. I want kids, especially, to feel like they are face to face. This photography choice puts them on the court or in the pool, and shows them that this could be them. I also wanted to make sure I was showing the

ORAL PRESENTATION

Page 5

strength and skill of these athletes as they are. And while I am confident in my illustration abilities to have been able to draw the athletes, using photographs was important. It makes the athletes feel as real as possible to the viewer.

Where illustration is used in this campaign is in their clothes. I have chosen to illustrate the clothes for multiple reasons. Firstly, it keeps the color palette cohesive. Second, it emphasizes creativity and brings a more human element. Third, it makes the imagery really about the person and not about what team they are on or what they are wearing, which is often remarked about in women's sports. The illustration adds energy, brings balance, and celebrates the creativity of sport while allowing each embodiment to really shine.

Lastly, texture. Texture in this campaign was really important for me. It was what helped me tie everything together. Texture is used in the illustrations and elements of the backgrounds of the deliverables. After experimenting with varying types of mediums I chose the ones that gave me the most energy and freedom to use. Crayon, colored pencil, graphite, and charcoal were all used. These textures give the drawn elements a certain type of messiness and energy that aligns with the action and creativity of sport.

Once I had all of the brand guidelines defined, I moved into the actual making. This was the part I had been waiting for and was so excited for. Despite this feeling of excitement, I found myself stuck. I kept making things I wasn't enjoying, I started feeling lost.

There is a quote by my favorite swimmer, and probably favorite athlete, and maybe favorite person, Katie Ledecky. Now, would this really even be an Emma project if Katie Ledecky wasn't a part of it? She said, "The ability to embrace uncertainty, leads to ultimate freedom." I think a lot of this thesis process is uncertain. It's large, it's scary, and it's a lot of work in not that much time, not to mention we are all graduating. With anything in life, there is always a chance you might fail or in the case of a thesis not live up to the creative standards you've placed on your project. This idea of accepting uncertainty isn't something I am very good at but it was something I had to learn to do. Another one of my favorite swimmers, Regan Smith, has a quote where she says, "Be proud of your block of work, not just one day." I have almost four years of work at PNCA behind me to be proud of, and that I can look to as proof that I am capable of this project. This made me look at my time here and remember what I found the most fun to create and what aligned with the goals of this project. Clearly I got through the fear and feelings of uncertainty, and got to making things because here we are. This leads me to the actual deliverables in this room. There are 12 posters, 2 billboards, 12 social media posts.

Out of the twelve posters, six are text based and six are image based. The six image based posters feature the individual embodiments. To make these, I printed out the photograph I wanted of the athlete, cut it out, drew, glued, and drew again until I ended up with the athlete back together with their drawn clothes. The color for the clothing and background was drawn separately. Everything was scanned back in to be compiled digitally. They

went through some digital alterations and then were placed in the poster. This hands on process was what I had the most fun doing and also aligns with celebrating the creativity of sport.

When I was working on these image based posters there were many things I tried when it came to the athletes names. In sports, a lot of the time, people are known by their last name, especially when it comes to men's sports. I've noticed that this isn't as much the case for women's sports that it is for men's. So, I knew I wanted to emphasize the last name. The other side of that coin was the first name. First names humanize people. When I think about creating role models for kids, I don't want to create lofty unapproachable figures, I want there to be a bit of a more personal connection, which is something a first name brings. So I decided to keep the first name still emphasized and then make the Last name stand out even more than many things on the poster. It is hand lettered in all caps, similar to how the first name is also all caps, and it is done in a sharpie style, to feel almost like an autograph scrawled across a poster. The other text on this poster is also important to the overall messaging. The text near the top of these posters asks the viewer a question. The questions relate to the embodiment's story but also challenge the viewer themselves. This is paired, stylistically, with the small type going up the side. This text gives information on what the athlete does. I aimed for the language for this text to be more action oriented, like the photography is. It also goes up the side and physically forces the viewer to change the way they look at the poster, aligning with how I want to change the way women's sports are looked at.

The six text based posters pair with the image based posters. They feature a quote and are simplistic compared to the image based ones. That is where contrast comes into the campaign again. The dark background, change of display font, and lack of overall imagery all contrast the image based posters. The texture, logo, and use of editorial hue on the image based posters tie them together as part of the same body of work. Where applicable a quote from the athlete paired with the poster is used. Not all match up perfectly because I valued quotes that really aligned with my goals over perfect matches.

The collages of the embodiments also became part of all the other deliverables as well as sparking the idea for my favorite deliverables, the Gifs.

In the process of making the collages, I was left with images with the figures cut out. I was fascinated by these and wanted to use them somehow. The idea was adapted into the gifs projected next to each billboard. These were made by collecting the frames I wanted, editing them, printing them out, and cutting out the figure in each. Only to be scanned back in on top of a field of color as frames and animated again. The last frame where the athlete pops back into the gif is approached the same way the image based posters were, bringing continuity between the two.

The collages are also used in the billboards. They are really zoomed in and become background textures, and

ORAL PRESENTATION

Page 6

almost sneak peaks to the campaign, as the different words flip though. These words are the same words that are used on the posters for each athlete and on the instagram posts. Each athlete has an Re word that has been chosen with consideration of their story and place within sport.

Lastly The posts are some of my favorite pieces of the campaign, The collages were once again adapted for a different format, for social media. The overall composition has been scaled back to be more simplistic but still eye catching and bright. The texture on the background and type has been taken off and applied to the dark blue instead. This aids in clarity on something as small as a phone screen. It also allows the bright colors in the palette to really shine in the digital space.

As I was making each deliverable I was considering where it met my audience and where this would live in the real world. I first would like to note that ReVision mainly works as a portfolio piece for me. In making this campaign I made the kind of work that I want to keep making after Thesis. So as a portfolio piece, it showcases a large range of skills and interests I have for future clients or employers. It is also a passion project that, since I was a kid, I have always wanted to see in the world. I hope it can live, in some ways, as an actual campaign as I put it out there into the world in my portfolio. I want it to be an informational and inspiring collection for others to challenge ideas about women's sports even if it doesn't (yet) actually exist on billboards as part of a corporate initiative. I can speak to where I would like it to live if that day ever came.

I would like the billboards to be placed all throughout cities. As I imagine someone would be captivated while stuck in traffic on a freeway. I imagine the posters printed larger on the side of a bus stop shelter or in the walls of a train station. There it would meet someone on their way to work or school. I'd like the social media posts to reach a teenager as she scrolls through instagram. Wherever it would be placed I could only hope it inspires the people who see it.

And while I have created this campaign to inspire and educate others, I also created it for the little girl I once was. I created this because it is something that I wish a younger me could have seen. I created it to show myself everything I am capable of, that I can do difficult things or things I have never done before. I hope this campaign also shows the viewer that they can do hard things. I hope it pushes people's view of women's sports and creates change. I hope that it continues to inspire, through not only the power of sport. But also through the individuality, the beauty in difference, the joy, the strength, and the creativity of sport. Because sport has shown me that no matter how lofty the goal, if you work hard enough you can get there.

Lastly, I want to say thank you. Thank you to my friends who, despite not really liking sports all that much, listened to me talk about Katie Ledecky and other athletes for hours. Thank you to my teachers, who I have learned countless lessons from and who continually pushed me as a creative. Thank you to my family. My mom

and Dad for taking me to every practice, and being there at every game. For picking me up when I fell down and supporting me in everything I have ever been passionate about. Special thanks to my mom, my sister, and all the beautiful role models of women that I have in my family. Thank you for showing me that strength is something to be proud of and never something to hide. Thank you to my mentor, Kristen, who has been a guiding light in this journey. I wouldn't have gotten here without your affirming and inspiring words. This campaign wouldn't be what it is if it wasn't for your help. Lastly, to all of you for being here today for my presentation, Thank you so very much.

ANNOTATED BIBLIOGRAPHY

Page 1

“Behance.” Accessed October 25, 2024. <https://www.behance.net/gallery/170158299/ESPN-WNBA>.

This is a source that connects to an image on behance, an art sharing website. The art in this is by Bernardo Henning and is titled ESPN-WNBA. It shows a WNBA player moving through a field of color and shape. As an illustrator, Henning is a huge creative inspiration to me.

“Behance.” Accessed October 25, 2024. <https://www.behance.net/gallery/126611659/Tricks>.

This is another source from the art website, behance. It is another piece by Bernardo Henning, titled “Tricks.” The image from the Tricks series is a skateboarder breaking through the shape based and colorful illustrations. The expressive nature of the piece and the combination of photo collage and illustration connects to ideation for my thesis.

Christian, Sena. “The Radical Potential Of Women In Sports.” *Off Our Backs* 34, no. 7/8 (2004): 26–29. <https://www.jstor.org/stable/20838128>.

“The Radical Potential Of Women In Sports,” was published by Off Our Backs. It is important to keep in mind that this publication comes from a news source not an academic publication. Despite this, Christian’s ideas connect to other academic research and even specific research I have been collecting. For my research this article has been an example of pulling together different academic ideas into an influential narrative. Christian does this by connecting the importance of sport socialization, the benefit of sport, and the impact of patriarchy and media on sports to show how that impact affects young girls and our society.

Cooky, Cheryl, LaToya D. Council, Maria A. Mears, and Michael A. Messner. “One and Done: The Long Eclipse of Women’s Televised Sports, 1989–2019.” *Communication & Sport* 9, no. 3 (June 2021): 347–71. <https://doi.org/10.1177/21674795211003524>.

This is a study, done by Cheryl Cooky, LaToya D. Council, Maria A. Mears, and Michael A. Messner about coverage of women’s sports. This paper shows a clear lack of coverage for women’s sports, especially compared to men’s. It has helped me create statistics and evidence to strengthen the idea of disparity in coverage.

Daniels, Elizabeth A. “Sex Objects, Athletes, and Sexy Athletes: How Media Representations of Women Athletes Can Impact Adolescent Girls and College Women.” *Journal of Adolescent Research* 24, no. 4 (July 2009): 399–422. <https://doi.org/10.1177/0743558409336748>.

In this scientific research, Daniels investigates if media images and portrayals in media can create a positive impact on the concept of body in females. They specifically use images of performance athletes, sexualized athletes, sexualized models, and non sexualized models. This connects to my research because it is investigating the role of portrayal and perception of athletes and the impacts of that.

Daniels, Elizabeth A. “Sexy versus Strong: What Girls and Women Think of Female Athletes.” *Journal of Applied Developmental Psychology* 33, no. 2 (March 1, 2012): 79–90. <https://doi.org/10.1016/j.appdev.2011.12.002>.

Similarly to the previous study, this research by Daniels investigates women’s and girl’s reactions to non objectified media of other women. Using a similar framework of photos of performance athletes, sexualized athletes, and sexualized models, Daniels examined open ended responses. They found that performance images especially had a positive impact on women and girl’s perceptions of themselves. This aligns with interests in my research and thesis.

Eime, Rochelle M., Janet A. Young, Jack T. Harvey, Melanie J. Charity, and Warren R. Payne. “A Systematic Review of the Psychological and Social Benefits of Participation in Sport for Children and Adolescents: Informing Development of a Conceptual Model of Health through Sport.” *International Journal of Behavioral Nutrition and Physical Activity* 10, no. 1 (August 15, 2013): 98. <https://doi.org/10.1186/1479-5868-10-98>.

This source supports the idea in my research of sports being beneficial, especially to children. The paper reviews the psychological and sociological health benefits of sports participation in children and adolescents. It adds to the context in my research as to why encouraging kids to continue to participate in sport is important.

Fink, Janet S. “Female Athletes, Women’s Sport, and the Sport Media Commercial Complex: Have We Really ‘Come a Long Way, Baby?’” *Sport Management Review* 18, no. 3 (August 1, 2015): 331–42. <https://doi.org/10.1016/j.smr.2014.05.001>.

This source is a review written by Janet Fink. Fink details the qualitative and quantitative differences between men’s and women’s sports. Fink goes further to explain the impact these differences have on both media and on consumer perception. This review is very central to a lot of my research on the impact of gender in women’s sport and how athletes are perceived.

“Increasing Participation Opportunities for Girls: Thinking Outside the Box.” Accessed October 30, 2024. <https://www.nfhs.org/articles/increasing-participation-opportunities-for-girls-thinking-outside-the-box>.

I have used this article to clarify the realities of certain statistics I have found as well as understanding the realities of athletic participation. It is written by Peg Pennepacker for the National Federation of State High School Associations. It has also helped me gain insight into ways people are trying to increase sports participation, especially when it begins to drop off in young girls compared to boys.

Jacobs, Dr. Brittany. “Is There Gender Discrimination in Sports? How to Fix It | American Public University.” American Public University, January 31, 2024. <https://www.apu.apus.edu/area-of-study/nursing-and-health-sciences/resources/is-there-gender-discrimination-in-sports/>.

This is a supplementary source for my research that really helped me understand a timeline of women’s sports. It

ANNOTATED BIBLIOGRAPHY

Page 2

also bettered my understanding of how Title IX works. It highlights everything from a brief history to potential changes to make for the future but mostly it really highlights the power of women's sports.

Lebel, Katie, Ceyda Mumcu, Ann Pegoraro, Nicole M. LaVoi, Nancy Lough, and Dunja Antunovic. "Re-Thinking Women's Sport Research: Looking in the Mirror and Reflecting Forward." *Frontiers in Sports and Active Living* 3 (October 11, 2021). <https://doi.org/10.3389/fspor.2021.746441>.

This paper begins by recognizing the lack of enough change in equity for women's sports, despite all of the academic work and research being done. This "look through the mirror" has caused the researchers to rethink their place in this change and create this study in hopes of better understanding and serving the growth of women's sports. As well as rethinking their research goals as a way to better understand how they, as researchers, could better serve growth of women's sports and widen research's impact.

Magazine, Smithsonian, and Sarah C. Rich. "The Pee-Chee Folder: Illustrated by the Most Interesting Man in the World." *Smithsonian Magazine*. Accessed September 11, 2024. <https://www.smithsonianmag.com/arts-culture/the-pee-chee-folder-illustrated-by-the-most-interesting-man-in-the-world-43192770/>.

This source is a publication by the Smithsonian Magazine by Sarah Rich. It works as an expose on the art of Pee-Chee Folder and the artist behind them. The Pee-Chee Folder is an inspiration for me, creatively, so this source works as an informational dive into the art of the Folders.

"Nike Presents 'What The Football' Film — NIKE, Inc." Accessed September 24, 2024. <https://about.nike.com/en/newsroom/releases/nike-champions-female-athletes-presents-what-the-football-campaign>.

This source is a description of the Nike What The Football campaign published on their website. It outlines the who, where, and why of the campaign as well as their goals and motive for it. This campaign was a huge influence on my research and my thesis.

"Nike: What the Football | Wieden+Kennedy." Accessed September 30, 2024. <https://www.wk.com/work/nike-what-the-football/>.

This is an expose on the Nike What The Football campaign done by Wieden+Kennedy. W+K is the design firm that creatively executed the campaign. This expose helped me understand a lot of the creative direction of the campaign and the reasons for certain choices.

"Nike- YouTube." Accessed September 30, 2024. <https://www.youtube.com/watch?v=y5Jg9Wxc6yo&list=PLmOt0EyluV4k13BkG9TYz-1Jb6y4gNcdI&index=7>.

This is the main Nike What The Football video. I used this in my visual research of the campaign.

Smith, Morgan. "Women's Sports Could Bring in over \$1 Billion in 2024—Record-Breaking Viewership, Stars like Caitlin Clark Are Driving Growth." *CNBC*, March 8, 2024. <https://www.cnbc.com/2024/03/08/womens-sports-could-bring-in-over-1-billion-in-2024-whats-driving-growth.html>.

This article, written by Morgan Smith for CNBC, helped me detail the progress women's sports are receiving right now. Smith highlights recent impactful, record breaking, and even historical events that show the growth of women's sports. It also communicates the growth in support for women's sports which is something I was to understand how to further grow through my research.

"The 14th Amendment and the Evolution of Title IX | United States Courts." Accessed October 30, 2024. <https://www.uscourts.gov/educational-resources/educational-activities/14th-amendment-and-evolution-title-ix>.

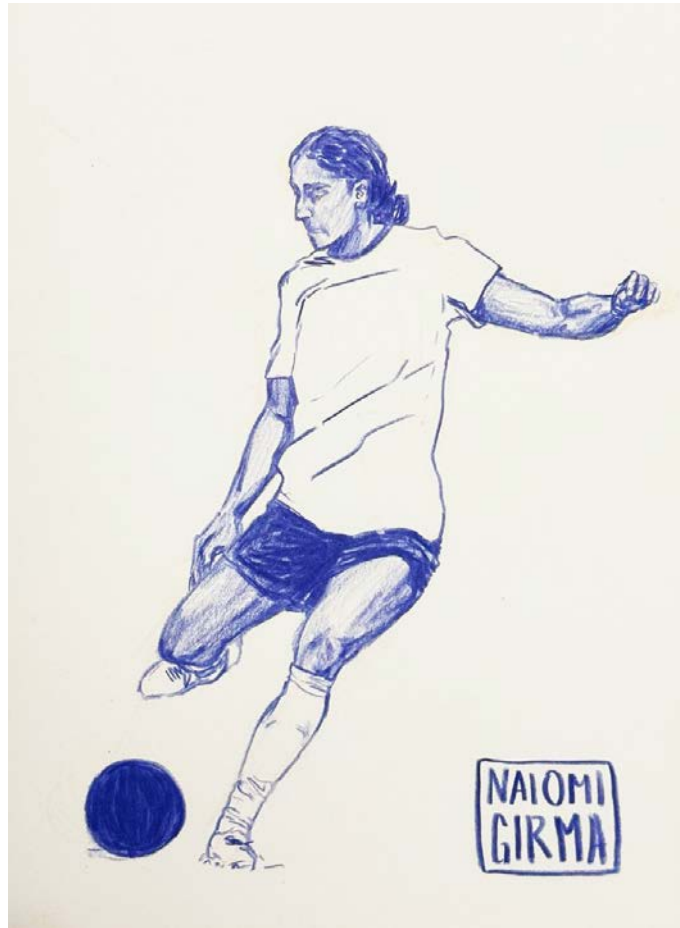
This source informed me on exactly what Title IX really is. How the laws and regulations of it really are and how they really work. It is just a brief summary of the legislation on the United States Courts website.

The Collective®. "Women's Sports Media Coverage Increases." Accessed October 30, 2024. <https://www.wearthecollective.com/15percent>.

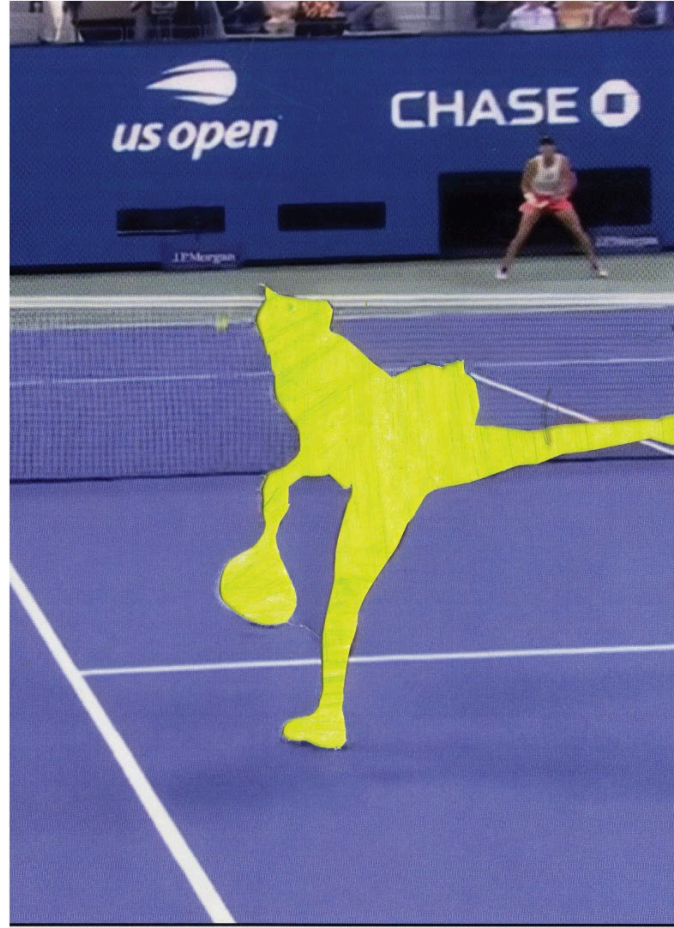
This article, published on Wasserman The Collective website, goes through a lot of their studies and statistics when it comes to coverage of women's sports. Wasserman is a sports marketing agency and The Collective is a subset of the agency devoted to advancing the power of women. This source gave me a lot of good insight into viewing numbers and trends in coverage.

Wigley, Reed. "Male vs Female Professional Sports Salary Comparison." *Adelphi University Online*, October 23, 2023. <https://online.adelphi.edu/articles/male-female-sports-salary/>.

This article, posted on the Adelphi University Website, showcased the numbers and averages of the salaries of professional athletes. Most impactful to my research was the comparison of them and the clear disparity between men's and women's salaries. It contributes to my research as well as giving me specific numbers to list.



GAUFF GIRMA
GAUFF GIRMA
JOHNSON HILTZ
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JACKSON GAUFF
JACKSON GAUFF
TAURASI JOHNSON
TAURASI JACKSON



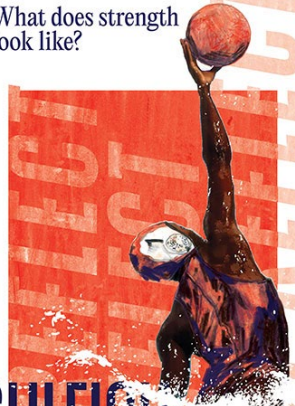
REVISION

Thank you to the people who didn't believe in me.

Coco Gauff

Review.

RE What does strength look like?



Olympic Gold Medalist and best water polo goalkeeper in the world.

ASHLEIGH JOHNSON


REVISION

There is not just one way to look as an athlete.

Chase Jackson

Respect.

RE What does support look like?



Best defender in the world, mental health advocate, and backbone of the team.

NIKKI HILTZ


REVISION

The most powerful tool I have is my joy.

Nikki Hiltz

Reform.

RE What does greatness look like?



Six Olympic Gold Medals. The most decorated Olympic basketball player ever.

DIANA TAURASI

RE What does determination look like?



Youngest player to qualify for Wimbledon. Tennis champion.

COCO GAUFF


REVISION

The thing that makes you different is your strength.

Ashleigh Johnson

Reflect.

RE What does an athlete look like?



Two-time World Champion in hip-hop, at the top of her game.

CHASE JACKSON


REVISION

Women's sport isn't the future, it's right now.

Sabrina Ionescu

Realize.

RE What does a hero look like?



American Record Holder in the mile, setting the pace for self-expression.

NIKKI HILTZ

REVISION

We're setting the stage for what's possible.

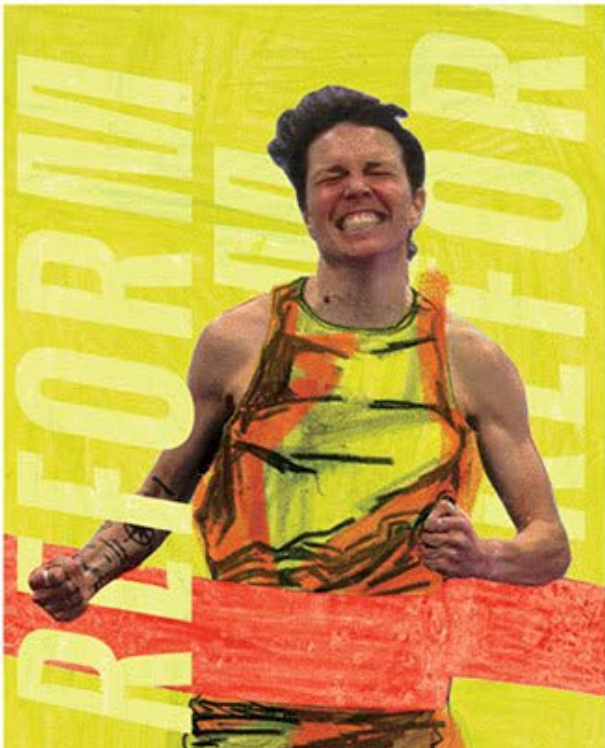
Nikki Hiltz

Reverse.

FINAL WORK

Print Posters 18"x24" each

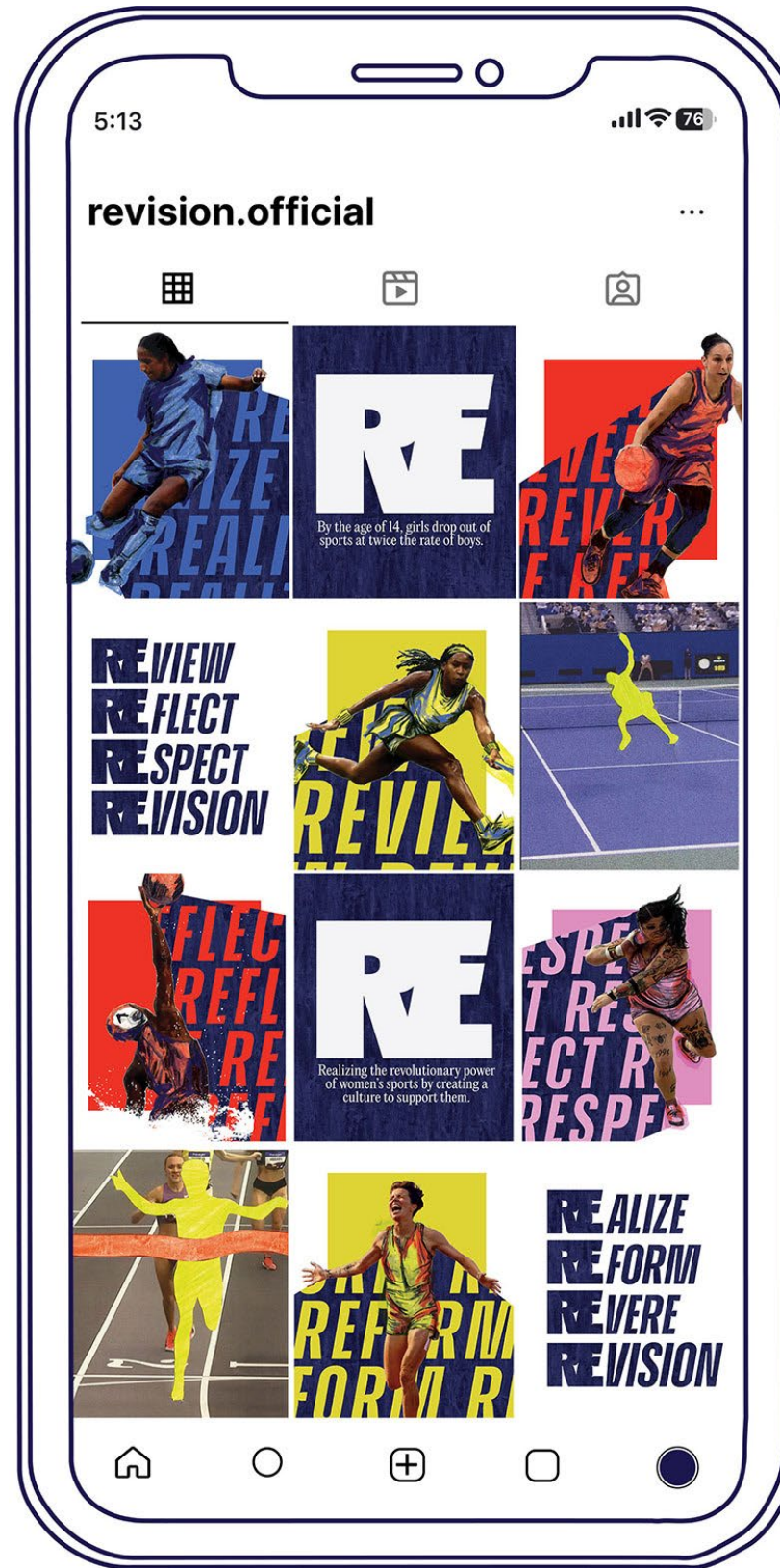
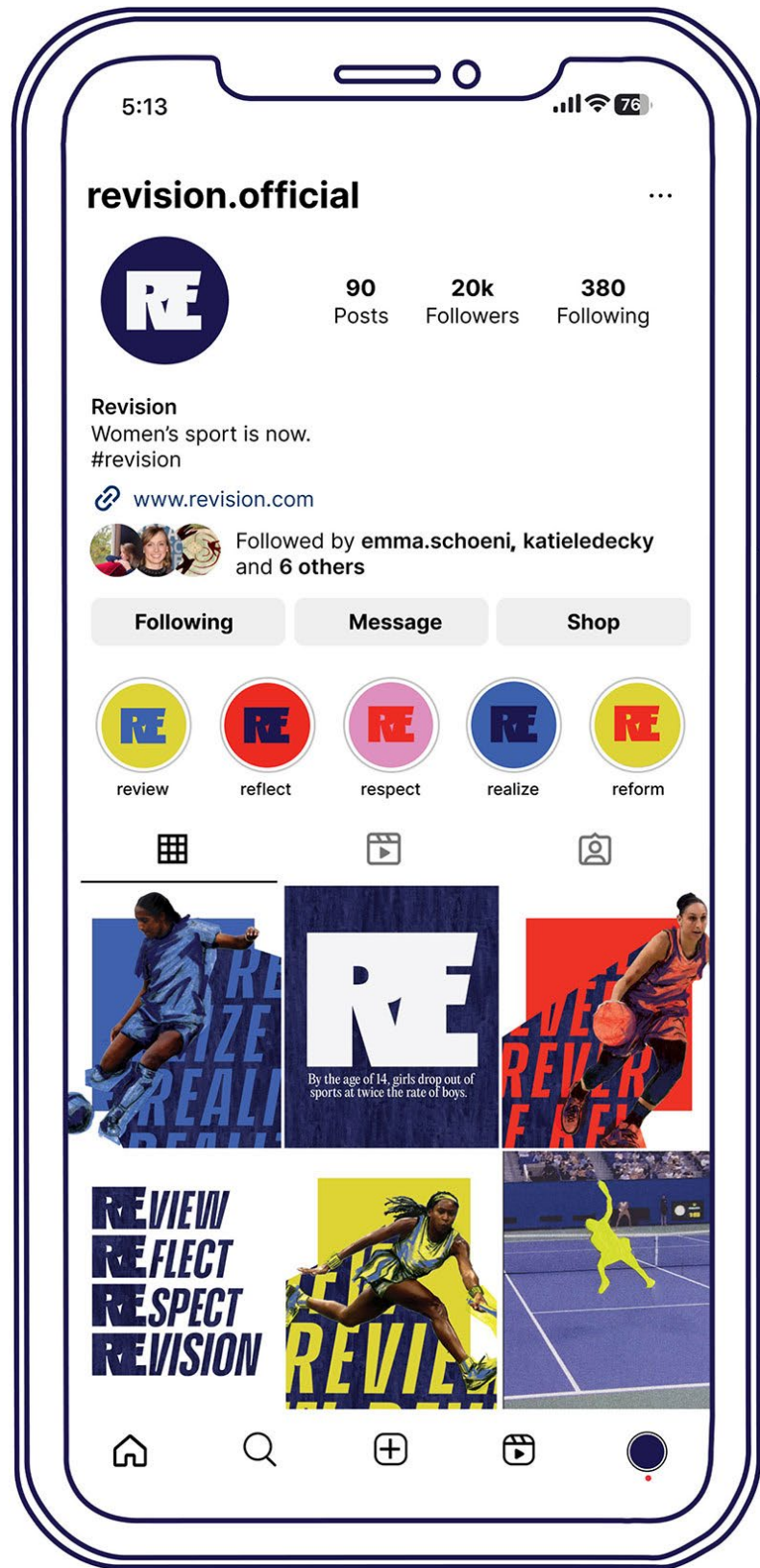




FINAL WORK

Projected Billboard Gifs





FINAL WORK

Social Media Mockups





INSTALLATION



INSTALLATION