

Formato de Presentación Working Paper

Título

Dipityka: una exploración del diseño femenino.

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Resumen

Este proyecto busca visibilizar a las mujeres diseñadoras en Colombia a través de una página web con material visual dirigido a estudiantes de diseño gráfico en la Universidad Santo Tomás, en el rango de 16 a 25 años. El objetivo es abordar la falta de representación de las mujeres en el campo del diseño gráfico, utilizando herramientas como la realidad aumentada, animaciones y plataformas digitales para difundir su trabajo y contribuciones. A través de la investigación, el diseño gráfico y la difusión digital, el proyecto busca fomentar un reconocimiento más amplio y sostenido de las diseñadoras colombianas en la comunidad académica y profesional.

Palabras clave

Diseño gráfico, visibilidad, mujeres diseñadoras, realidad aumentada, Colombia.

Abstract

This project aims to visualize Colombian female designers through a multi-media strategy with visual materials targeted at graphic design students at the Universidad Santo Tomás, aged 16 to 25. The goal is to address the lack of representation of women in the field of graphic design, using tools such as augmented reality, animations, infographics, and digital platforms to disseminate their work and contributions. Through research, graphic design, and digital dissemination, the project seeks to foster broader and sustained recognition of Colombian female designers in the academic and professional community.

Keywords

Graphic design, visibility, female designers, augmented reality, Colombia.

Introduction

Graphic design has historically been dominated by a male perspective, leading to the invisibility of contributions from female designers. This project aims to change this dynamic by creating visually engaging and educational materials that highlight the work of Colombian female designers and promote their recognition in the academic and professional community. The justification is based on the need to address the lack of representation of women in graphic

design, which impacts both their professional visibility and the education of new designers. The objectives include researching and compiling information on influential Colombian female designers, developing web multi-media strategies with educational visual pieces, and implementing dissemination strategies in academic and digital environments. The methodology involves collecting data through interviews and case studies, creating visual materials such as infographics and animations, and evaluating the effectiveness of dissemination strategies. The most relevant result is expected to be an increase in recognition and awareness of Colombian female designers among students and professionals. The conclusion emphasizes the importance of creating inclusive visual narratives that challenge traditional gender biases in graphic design.

State of the art

Graphic design has long been dominated by male perspectives, marginalizing the contributions of female designers. Research by Fernández Navarro (2021) highlights how design history often overlooks women's roles, while Vadillo (2016) examines the underrepresentation of female designers at the Bauhaus. Ojeda Plúas and Castillo Luzón (2023) emphasize the need for platforms to showcase women's work in Latin America. Effective strategies include interactive digital books (Quintero Cubero, 2023), digital archives (Samsing, 2024), and multimedia approaches (Rubio, 2017). These methods aim to increase visibility and recognition, addressing the historical neglect of female designers' contributions. At Universidad Santo Tomás, integrating these insights into visual materials can promote broader awareness and appreciation of women in graphic design.

Objective

Design a web strategy with visual materials that highlight Colombian female designers among graphic design students at the Universidad Santo Tomás, aged 16 to 25.

Specific Objectives

Research and compile information on influential Colombian female designers, highlighting their contributions and styles.

Develop a web strategy with educational visual pieces, including infographics, posters, and digital content.

Implement dissemination strategies in academic and digital environments, using social media and university events.

Methodology

The methodology used in this project is the Feedback Capture Grid, a tool designed to collect and analyze user feedback in a structured manner. This tool allows for the identification of areas for improvement and strengths in the developed visual and educational materials. The implementation of the Feedback Capture Grid will be carried out as follows:

Design of the Grid: Creation of a feedback matrix that includes specific categories such as usability, content relevance, visual appeal, and accessibility.

Data Collection: Distribution of the matrix to graphic design students at the Universidad Santo Tomás, who will provide their opinions on the developed visual materials.

Feedback Analysis: Evaluation of the collected comments to identify patterns and areas for improvement.

Resulted

Graphic design students at the Universidad Santo Tomás will be able to identify and recognize the work of Colombian female designers without relying solely on traditional academic books or sources.

The web project will become an accessible and engaging source for visualizing female designers in Colombia, encouraging further inquiry and interest in their contributions to graphic design.

The visual materials created will inspire students to research, discuss, and share information about Colombian female designers both within and beyond the academic environment.

The representation of women in Colombian graphic design will be more widely recognized among students, fostering a more equitable and inclusive view of the profession.

The project will also inspire the creation of similar initiatives that continue to highlight the work of women in the graphic design industry in Colombia.

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