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Shaping the Future: Igniting Change in Fashion Advertising through Graphic Design

Jessica Laudati

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Shaping the Future: Igniting Change in Fashion Advertising through Graphic Design

Jessica Laudati

Submitted in Partial Completion of the
Requirements for Commonwealth Honors in Art

Bridgewater State University

May 12, 2015

Prof. Mary Dondero, Thesis Director
Prof. Leigh Craven, Committee Member

love
your
shape

love
your
shape

Shaping the Future:

Igniting Change in Fashion Advertising through Graphic Design



Commonwealth Honors in Art Thesis Project
By Jessica Laudati, '15

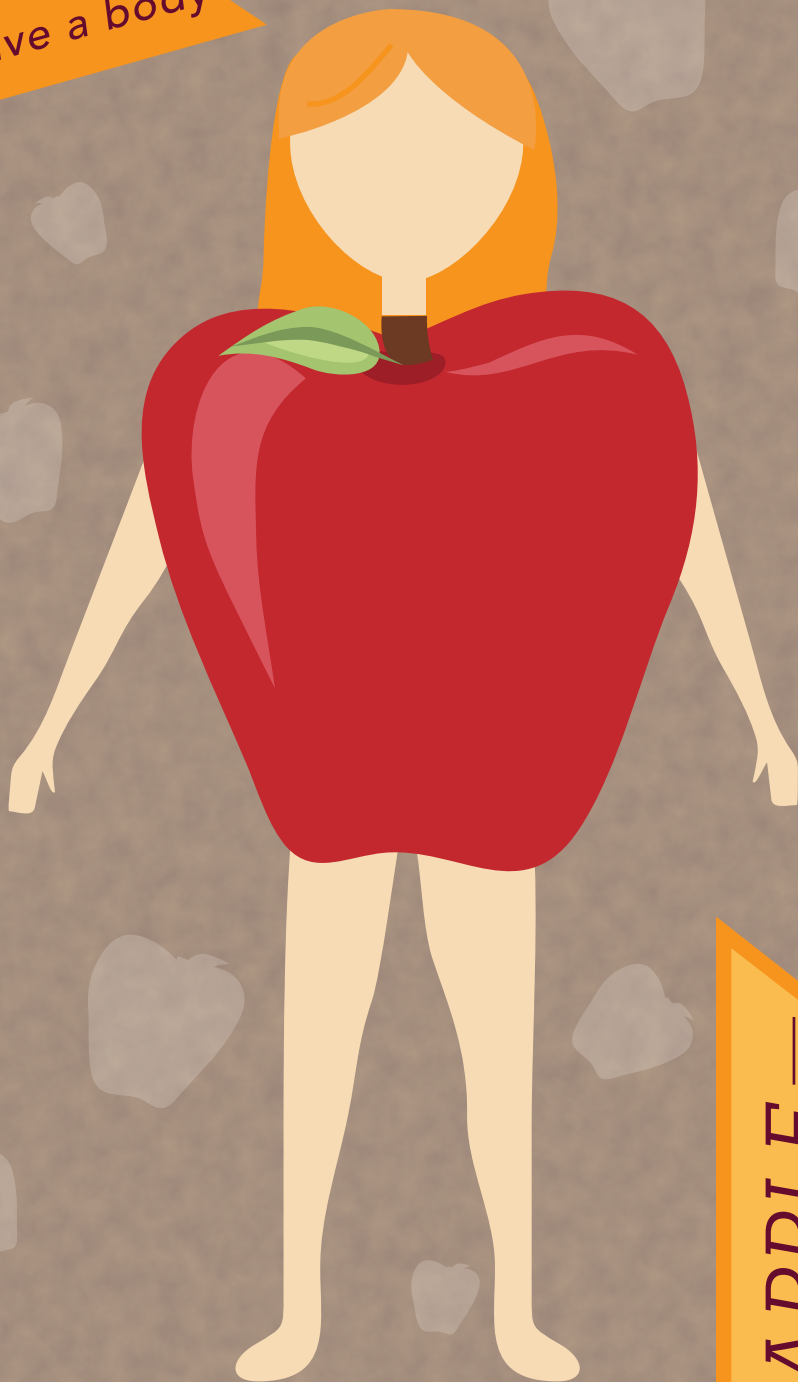
An illustration of a woman whose body is shaped like an hourglass. She has long brown hair and a yellow face. The top and bottom of her body are yellow, while the middle section is a light blue hourglass shape with tan sand inside. She is wearing a red collar and a red skirt. The background is a vibrant blue with various geometric shapes, including triangles and squares, some of which are lighter blue and others are a darker blue. The word "HOURGLASS" is written across the middle of her body in a bold, white, sans-serif font with a red outline and a slight shadow effect.

HOURGLASS

its not your shape
that needs to change,
its how you see it

there is no
WRONG way

to have a body



APPLE —

EMBRACE AND LOVE YOUR BODY,

AMAZING THING
YOU WILL EVER OWN

ITS THE MOST

PEAR



YOU ARE SO MUCH MORE
THAN A NUMBER ON A SCALE



NEWSPAPER

— CARROT —



IF SOMEONE
HAS A PROBLEM
WITH YOUR BODY,
IT'S THEIR PROBLEM
NOT YOURS

Let's change how society perceives the perfect body.

Will you start the conversation about body confidence?

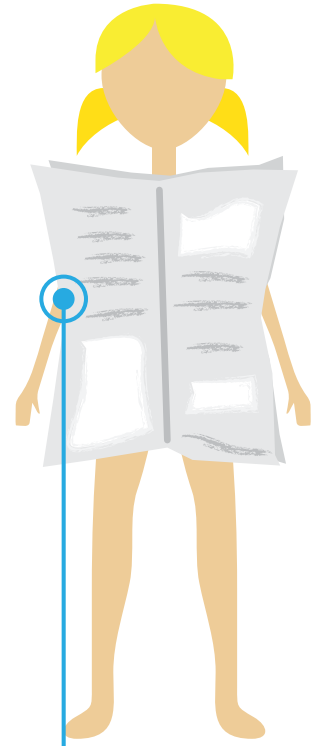
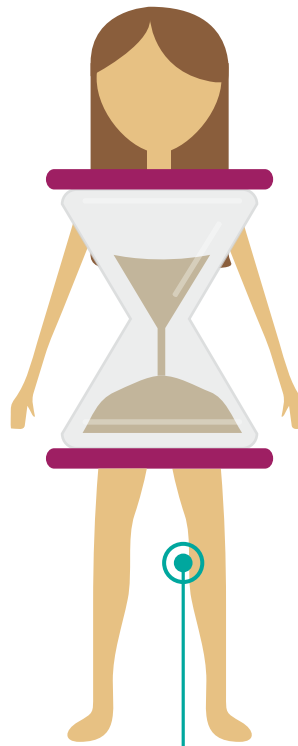
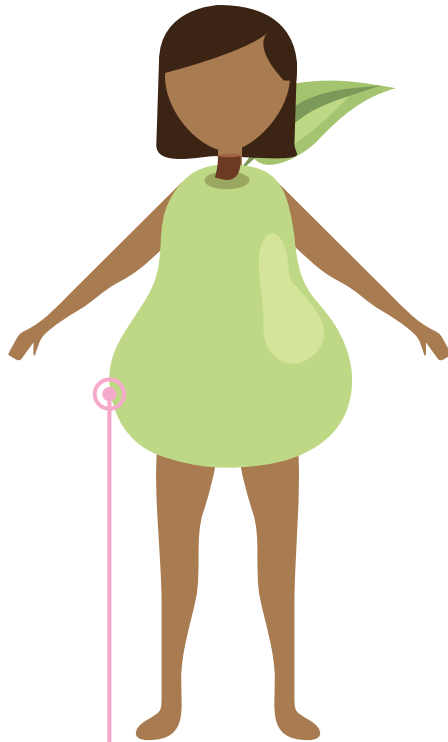
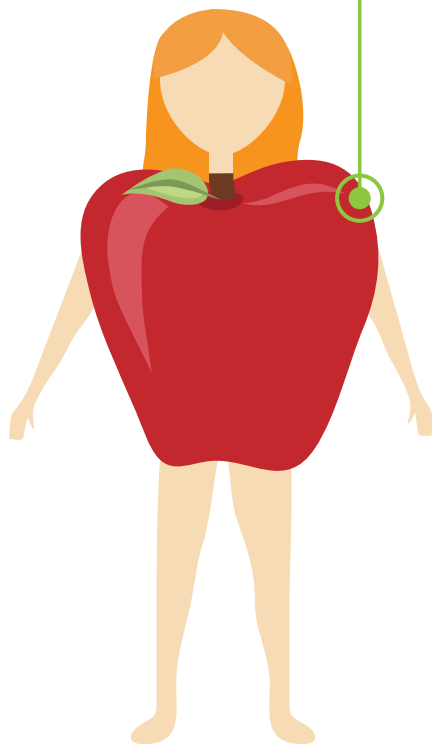
Let's change how society talks about the perfect body.



Women sent **5.3 million** negative beauty/body image tweets in 2014

Will you start the conversation?
Visit dove.us/our-mission

Only **4%** of women around the world consider themselves beautiful



72%

of girls feel tremendous pressure to be beautiful



6 out of 10 girls are so concerned with the way they look, that they actually opt out of participating fully in daily life activities

80% of women agree that every woman has something about her that is beautiful but don't see their own beauty