



A visual exploration of what the **perfect** woman looks like.

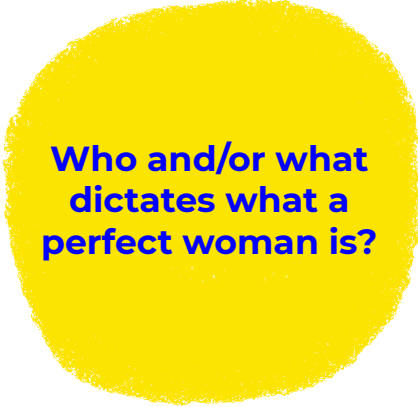
Linking Cultures, "What Can design Do?", Team 9: Anna- Brigitte Schlittler, April 24th 2021

Hla Abdul Gawad, Sirah Nying, Destina Atasayar, Tala El Chami, Dara Elena Bubel, Jana Kibbi



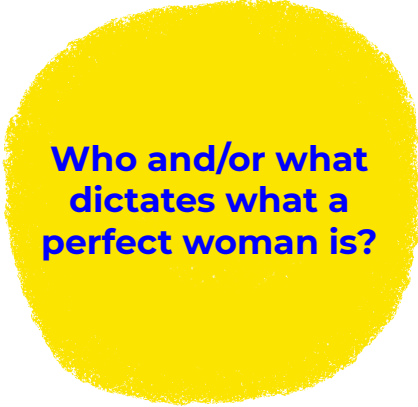
1.Intro

What is the essence of our topic?



**Who and/or what
dictates what a
perfect woman is?**

Some questions to keep in mind


A bright yellow circle with a slightly textured, hand-drawn appearance.

**Who and/or what
dictates what a
perfect woman is?**

A bright red circle with a slightly textured, hand-drawn appearance.

**Which cultural
attitudes created
these ideals & why?**

Some questions to keep in mind

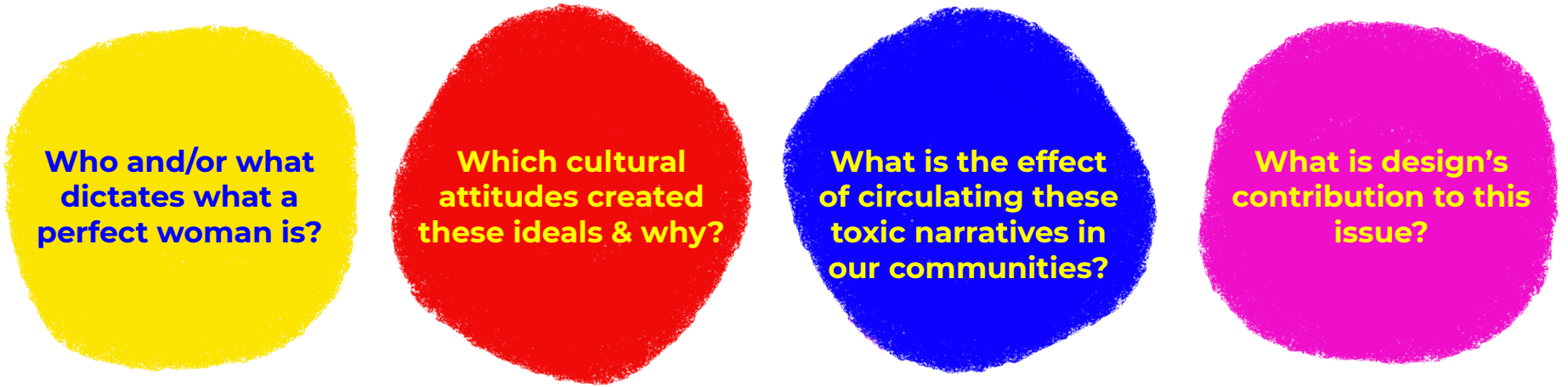


**Who and/or what
dictates what a
perfect woman is?**

**Which cultural
attitudes created
these ideals & why?**

**What is the effect
of circulating these
toxic narratives in
our communities?**

Some questions to keep in mind

The image features four hand-drawn, irregular circles in a row, each a different color: yellow, red, blue, and magenta. Each circle contains a question in a contrasting color. The circles have a textured, chalk-like appearance.

**Who and/or what
dictates what a
perfect woman is?**

**Which cultural
attitudes created
these ideals & why?**

**What is the effect
of circulating these
toxic narratives in
our communities?**

**What is design's
contribution to this
issue?**

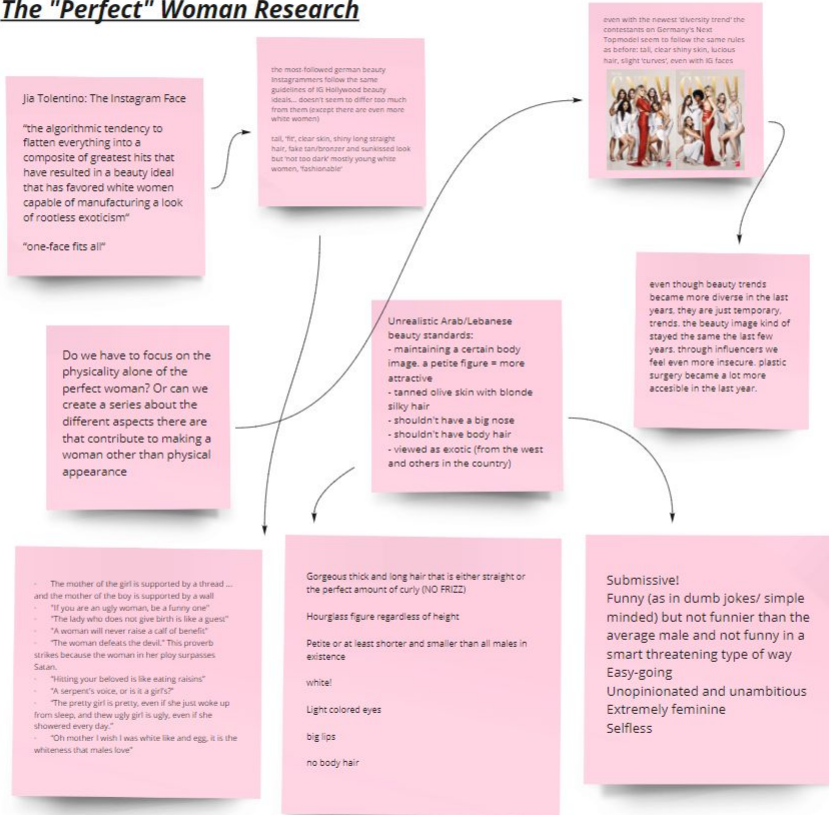
Some questions to keep in mind



2. Research

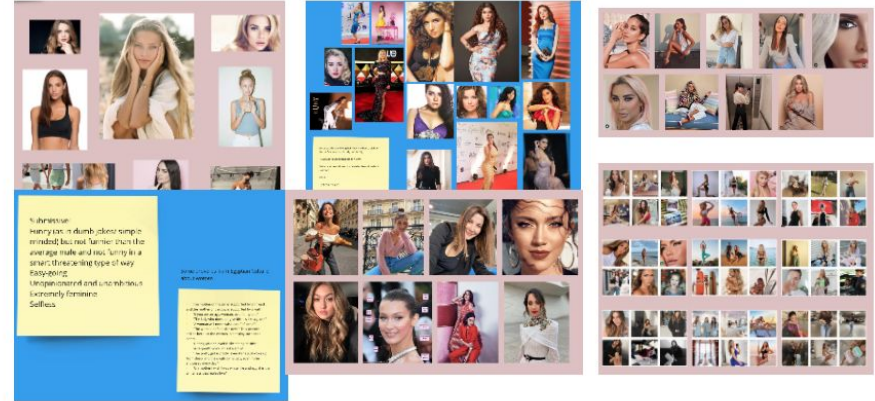
What components make up our topic?

The "Perfect" Woman Research

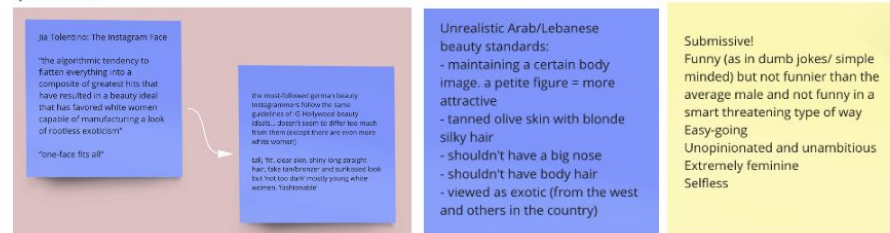


Research on beauty ideals in our different cultures:

visual research on beauty ideals



further research



Discussions and Visual Research

The "Perfect" Woman

This survey is a part of an ongoing international graphic design project exploring the different cultural and social attitudes that has helped formulate the criteria one must have in order to fit the mold of the stereotypical "perfect" woman. In order to complete the study, we wanted to know what words, phrases or thoughts are circulated in your culture about what makes a woman perfect and what doesn't.

We appreciate all the input we can get: catcalls, common phrases, adjectives or any personal comments that you have been told a perfect woman is or isn't supposed to have! Thank you!

* Required

What have you been told the perfect woman looks like or behaves like in your culture? *

Your answer

What do you think the perfect woman should look like or behave like in your culture? *

Your answer

Survey: What do members of society think & how can we utilize that?

What have you been told the perfect woman looks like or behaves like in your culture?

responses
I've been told that The perfect woman is one that is the perfect combination between being religious and being funny and social. She also is someone that abides by the religious and local cultures. "Wahda betefham fel osoul"
In our middle eastern culture she has to be a great house wife, obedient to her husband, submitting to social norms expected of women (restriction in clothing and outings etc). She has to be married and leading a good family life and raising perfect kids.
A woman who is never loud and does what she's told.
tiny, curvy, delicate, religious, peaceful, passive, patient, a settler, "doesn't make noise", can take care of a household,
The one who can take care of a house perfectly
she's pretty but modest, obedient
Wears loose clothes, doesn't work and takes care of her home and kids , can cook perfectly, obeys her husband and his family

She's quite, thin, looks western and has a low voice and 'lady like manners'. I've seen people call a woman perfect, but when you look too close to that 'perfect' woman you'll find that what they love and appreciate about her is that she's submissive.
Modest, quiet, obeys her father and husband, takes abuse, doesn't have strong opinions, passive, pretty and smart but saves all her good qualities to her husband
silky hair, low voice, doesnt have muscles,
can handle work and family, have children, be kind, have a partner or be married, nice hair, athletic body, dont disagree or discuss certain topics or else you're a bitch
A perfect woman is a "lady-like" woman: she has the required skills from the 16th century such as cooking, cleaning...etc; she is polite, sits with her legs closed/crossed, speaks in a low tone; she should have irresistible features, straight hair, long, and most importantly thin but curvy. Catch the male gaze, but also, don't catch the male gaze.
innocent, witty, smart but not too smart, thin, perfect skin, submissive

Question 1 : What have you been **told** a perfect woman looks & behaves like in your culture?

What do you think the perfect woman should look like or behave like in your culture?

responses

A perfect woman is any woman being herself. That's it.	I don't think there should be such thing as a perfect woman. No human is perfect and each person should be comfortable with that. Every single woman is perfect in her way. The only image woman should have is their how they see themselves
I don't think there's a perfect woman! There's no one perfect in this world.	She should be herself. And she needs to work on her areas to grow.
there is no perfect woman. but I guess to be a decent HUMAN: treat others the way you want to be treated, self reflect, question things when they dont seem right and voice your standpoints, dont judge others based on their appearance, don't be afraid to seek for help or admitting you're in a bad place	She should behave however she pleases
Behaves in a way that hurts no one	The perfect women is one who is herself and lives for herself and for what she loves.
Whatever she wants. Women are not one dimensional, they can take on multiple roles in society. For example, i can be a hardworking go getter in my career AND be a loving caring wife & mother at the same time. I don't have to be either or. El mohem we don't have to be a certain thing to fit into an ideal picture.	In my opinion the perfect woman should be herself, knows how to please herself on her own.
	Exactly as she wishes
	every woman should seek her own visualization of perfection, no standardization should take place

Question 2 : What do you **think** a perfect woman should look & behave like in your culture?

Key Words

SUBMISSIVE

Key Words

SUBMISSIVE

QUIET

Key Words

SUBMISSIVE

QUIET

SELFLESS

Key Words

SUBMISSIVE

QUIET

SELFLESS

INNOCENT

Key Words

SUBMISSIVE

QUIET

SELFLESS

INNOCENT

OBEDIENT

Key Words

SUBMISSIVE

QUIET

SELFLESS

INNOCENT

OBEDIENT

SHY

Key Words

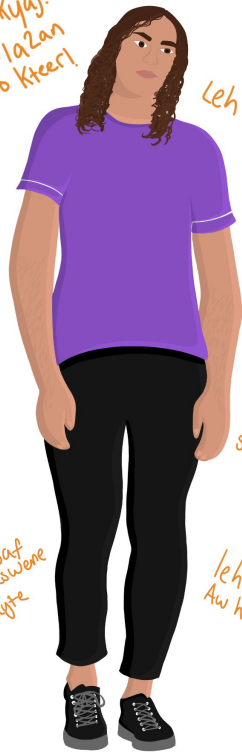
**If normal woman are deemed imperfect, and society's
“perfect” woman is a paradox, then is the perfect
woman even a woman, does she even exist?**



3. Illustrations

What would our ideas look like visualized?

Hote shway mekya!
Bas mesh ktee lazan
rejel mabehebo ktee!



Leh ma bt3mk Keratin!

leh hek lebse
rejela? Jarbe shi
fastan, shi artabi!

leh hek dafereki!
Hote manicure!

Bas law kente edSaf
shway w lebse newone
aktar, kente laZayte
Kaza sarees!

Tumbt laser?!

Rejel mabehebo
shazer 3al banet!

leh ma btelbse Ka3eb?
Aw hayala shi artabi!

Sabaghte Sha3rek
kermel jawzek!



Bravo! Mneeh
sm3ete men
jawzek w
tarakate sheghlek!

Shu enek set
beit! Keef betlahle!

3anjad shu enek
em mneeh tarakate
sheghlek kermel jawzek
w lebseki!

3amle diet!
mbayan 3layke!

Ma btelbse zaseer
laZan jawzek
mabehebi! 3anjad enek
zawje shatra!

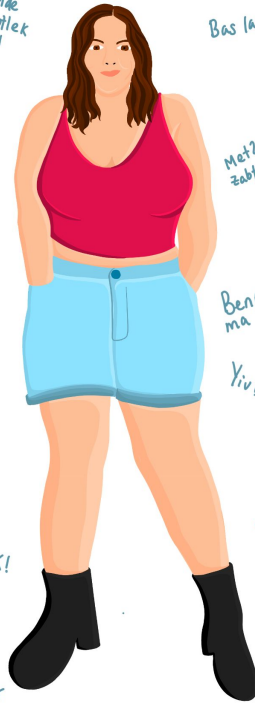
Tarabte shi botox
la ra2bleki! Junde
ralem dr. beezabtek
ye ktee natirad!

Tarabte telbse
asiwad? Aswad
benazik, beazfek!

Tarabte shi diet?!

Keef ha Hele
3arees w ente hek!

Bedek ra'em my
die tittan? Betzabtek
wed sek!



Rejel mabehebo
wehde hek!

Bas law nze'tte Kan Kilo,
Kente Haste helwe!

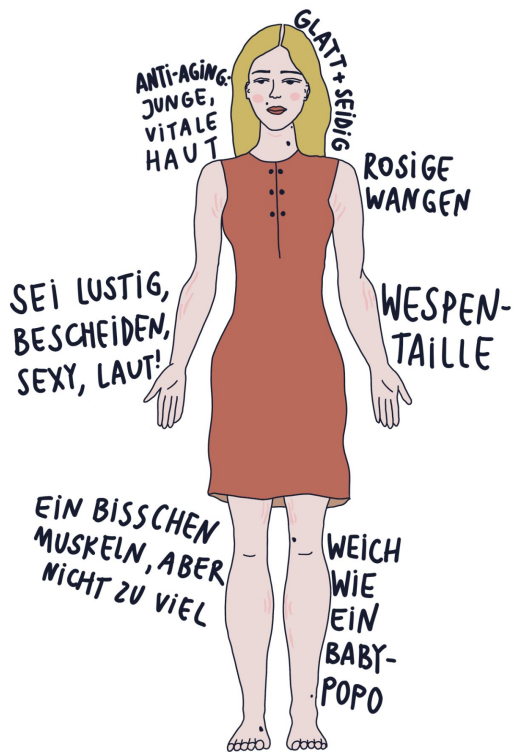
Metzakae endo hek top
3abta 3a wehde men hajmek!

Benet behajmek
ma lezem telbas short!

Yiv! leh hek nas Fane?

HeK Ka3ab by3teke
aktar attention!

leh hek henle
behalek! Ma lazem!



LÄCHEL
DOCH MAL!

ALS FRAU MUSS
MAN DIE DINGE
MANCHMAL SELBST
IN DIE HAND NEHMEN

SEI NATÜRLICH!
...ES SEI DENN
DAS REICHT NICHT!

BEWAHRE
KONTROLLE!

ARBEITE AN
DIR, ABER TU
SO ALS WÄRST
DU EINFACH
SCHON PERFECT!!!

SEI SOVERÄN,
ABER NICHT ZU
SELBSTBESÜSST!

SEI ORGANISIERT!

SUCH DIR
ZUR NOT 'NEN
REICHEN MANN!

SELBST-
OPTIMI-
RUNG!!!



Lesh mesh
mzabta el roots?

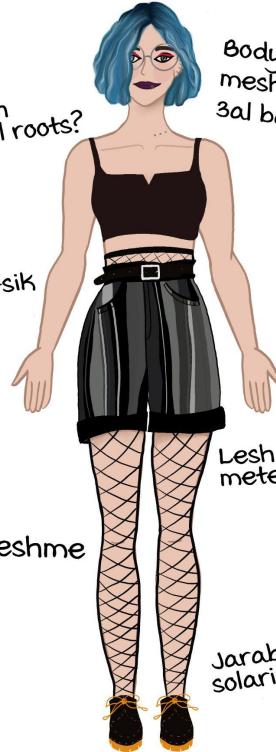
Body piercings
mesh helween
3al banet

stireh nafsik

Hteshme

Lesh lebse aswad
metel el amwet

Jarabte
solarium?



Shazer tawil
metl el harir

El rejel ma bi heb el
mara li sawta 3ale!

Sodra malyen

Khale
Khasrik
d3eef

bronzage 7elo!

Ëjren d3af

Kazeb mrattab
mesh spadreen!



GUCK MAL,
'NE JUNGFRAU!

ISS NICHT ZU
VIEL, DAS IST
PEINLICH!!!

HAB KURVEN,
ABER SEI
NICHT FETT!!

WIR FRAUEN MÜSSEN
DA ETWAS AUFPASSEN...

HANGEBRÜSTE
HABEN NUR OMAS!

MACH SPORT, ABER
WERDE NICHT ZU
BREIT!

DAS KOMMT
BEI MÄNNERN
ECHT NICHT GUT AN!!

"NO MAKE UP
MAKE UP"

...GESICHTSBE-
HAARUNG IST
MÄNNLICH...

CELLULITE
GIBTES NICHT!

MENSTRUIEREN
IST EKLIG!!!
...UND IRGENDWIE
AUCH PEINLICH...

DIE IST FETT
UND STINKT BESTIMMT...

GEGEN PICKEL NIMM
EINFACH DIE PILLE!

SEI NATÜRLICH!
...OH WIIIIH!!

ÜBER INTIME BE-
SCHWERDEN WIRD
NICHT GEREDET!

KEIN WUNDER
DASS DIE SINGLE
IST...

FALLS DU MAL
VERGESSEN SOLLTEST
DEINE KÖRPERHAARE
ZU ENTFERZEN,
VERSTECKE SIE!!!!

"میب!"
"اٹنی
فاکرة
نفسك
= فین؟"

"Wear
a skirt!"
"Attention
seeker"

"Show
some leg"
"why?"

"دوشة
اوی"

"مش
لستك"

"متخلی کادیقو"





"At least
you know
how to
COOK!"

"متوسق
لييك
شويقة"

"Show
a little
skin!"
"TEASE!"



"Wear =
Some
make up!"

"ده
جبابايه"

"You are
no fun!"
"Bore"

BRAUCHST DU
EINEN NEUEN
RASIERER?

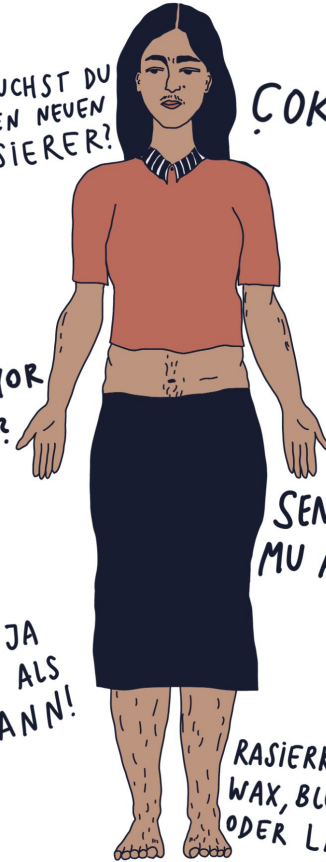
ÇOK AYIP!

UTANMIYOR
MUSUN?

SEN KILO
MU ALDIN?

DU BIST JA
HAARIGER ALS
EIN MANN!

RASIERKLINGE,
WAX, BLEICHCREME
ODER LASER?





4.Animation

Would visualizing the selection process look like?









5.Stickers

How can we utilize public opinion to educate?

FRANKEN
FEMME.

The text 'FRANKEN FEMME.' is rendered in a highly stylized, blocky font. Each letter is filled with a different vibrant color (red, blue, green, yellow, magenta) and outlined with a thick, black, hand-drawn border. The letters are decorated with various graphic elements: a large, colorful eye with a yellow iris and red eyelashes is integrated into the 'A' of 'FRANKEN'; a green hand with long, black, pointed fingers is placed on the 'M' of 'FEMME'; and a red hand with long, black, pointed fingers is placed on the 'E' of 'FEMME'. The overall aesthetic is reminiscent of pop art or punk culture.

FRANKEN
FEMME.

The text 'FRANKEN FEMME.' is rendered in a highly stylized, blocky font. Each letter is filled with a different vibrant color (red, blue, green, yellow, magenta) and outlined with a thick, black, hand-drawn border. The letters are decorated with various graphic elements: a large, colorful eye with a yellow iris and red eyelashes is integrated into the 'A' of 'FRANKEN'; a green hand with long, black, pointed fingers is placed on the 'M' of 'FEMME'; and a red hand with long, black, pointed fingers is placed on the 'E' of 'FEMME'. The overall aesthetic is reminiscent of pop art or punk culture.



submissive
is the New
perfect



Sticker to the right reads: "Perfection is a lie."

STICK TO GENDER ROLES!



Patriarchal
Gender Roles

THE PERFECT WOMAN

Ingredients:

Prep Time:
10 mins

- Funny, but not funnier than a man
- Quiet, but not boring to a man
- Beautiful, but insecure
- Modest, but not a prude
- Smart, but not smarter than a man.
- Strong, but not enough to challenge a man



Sticker to the right reads: "The best wife is a housewife."



Build your own FrankenFemme sticker packs.



Build your own FrankenFemme sticker packs.



Build your own FrankenFemme sticker packs.





FrankenFemme's Instagram Page is meant to humorously address society's unrealistic expectations of women and by give them **EVERYTHING** they are asking for!



franken.femme • [Follow](#)



franken.femme Introducing
FrankenFemme #1!
Redefining perfection one "monster"
at a time.

22m



Be the first to like this

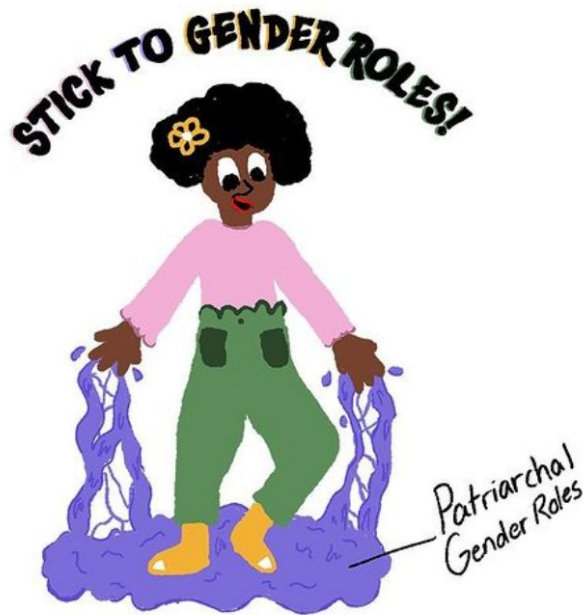
22 MINUTES AGO



Add a comment...

[Post](#)

FrankenFemme's Instagram Page is meant to humorously address society's unrealistic expectations of women and by give them **EVERYTHING** they are asking for!



franken.femme • [Follow](#)



franken.femme Stick to gender roles, perpetuate the cycle of oppression!

*This comment is entirely satirical, abolish the patriarchy!"

13m



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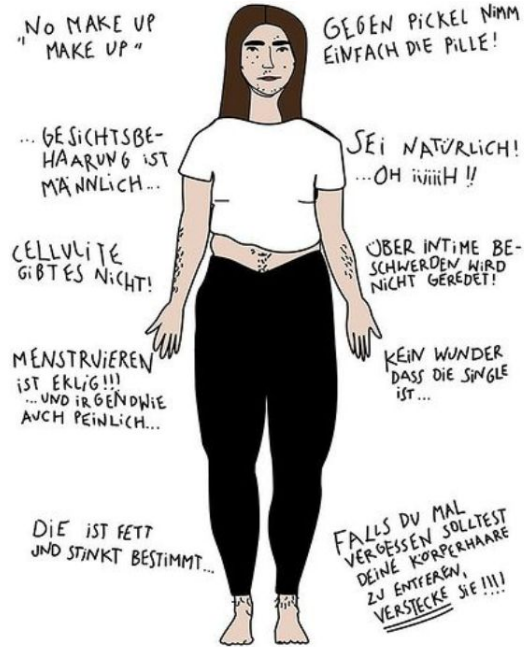
13 MINUTES AGO



Add a comment...

[Post](#)

FrankenFemme's Instagram Page is meant to humorously address society's unrealistic expectations of women and by give them **EVERYTHING** they are asking for!



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franken.femme Confession #4:

"Obey the rules, don't challenge them, and stick to gender roles and you are automatically "perfect"."

30m



Be the first to like this

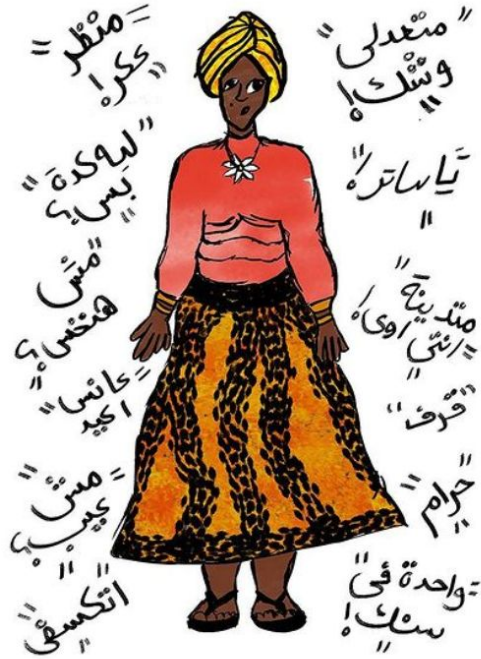
30 MINUTES AGO



Add a comment...

Post

FrankenFemme's Instagram Page is meant to humorously address society's unrealistic expectations of women and by give them **EVERYTHING** they are asking for!



franken.femme • Follow



franken.femme Confession #6:

"She -the perfect woman- needs to behave like a "lady" and lower her ambition, men are her lords and saviors and she better know how to cook."

26m



Be the first to like this

26 MINUTES AGO



Add a comment...

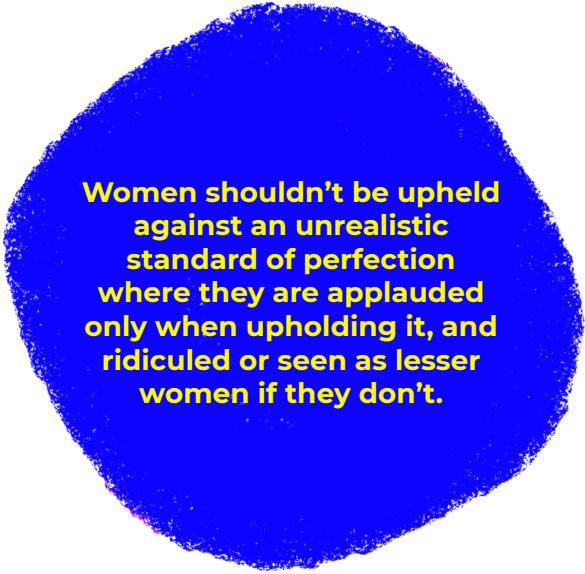
Post

FrankenFemme's Instagram Page is meant to humorously address society's unrealistic expectations of women and by give them **EVERYTHING** they are asking for!




6.Thoughts

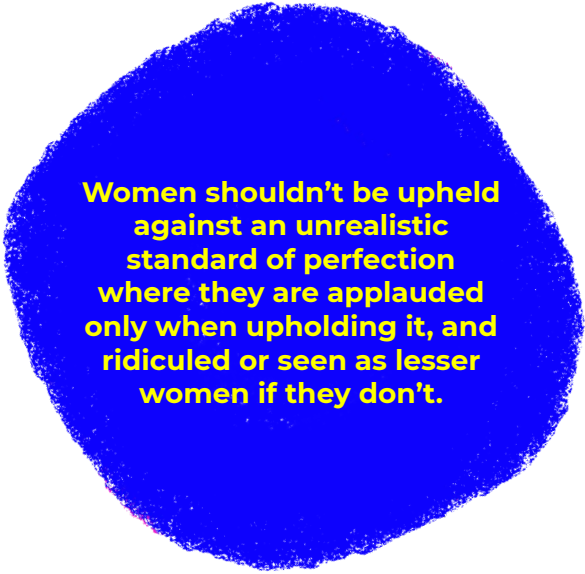
Where do we go now?




**Women shouldn't be upheld
against an unrealistic
standard of perfection
where they are applauded
only when upholding it, and
ridiculed or seen as lesser
women if they don't.**




Every woman
should seek her
own visualization of
perfection, no
standardization
should take place.



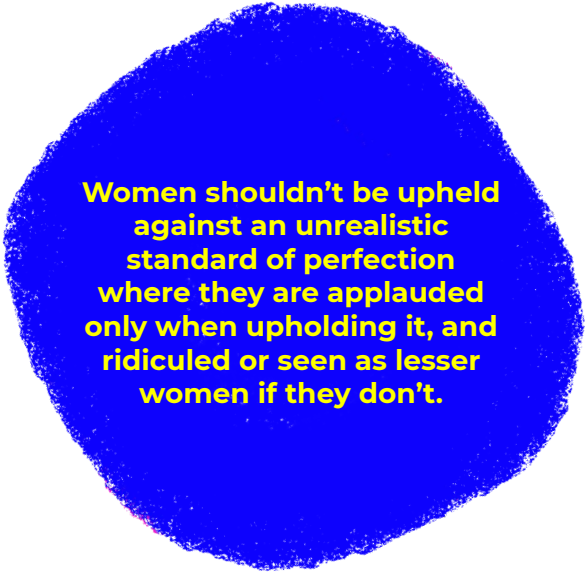
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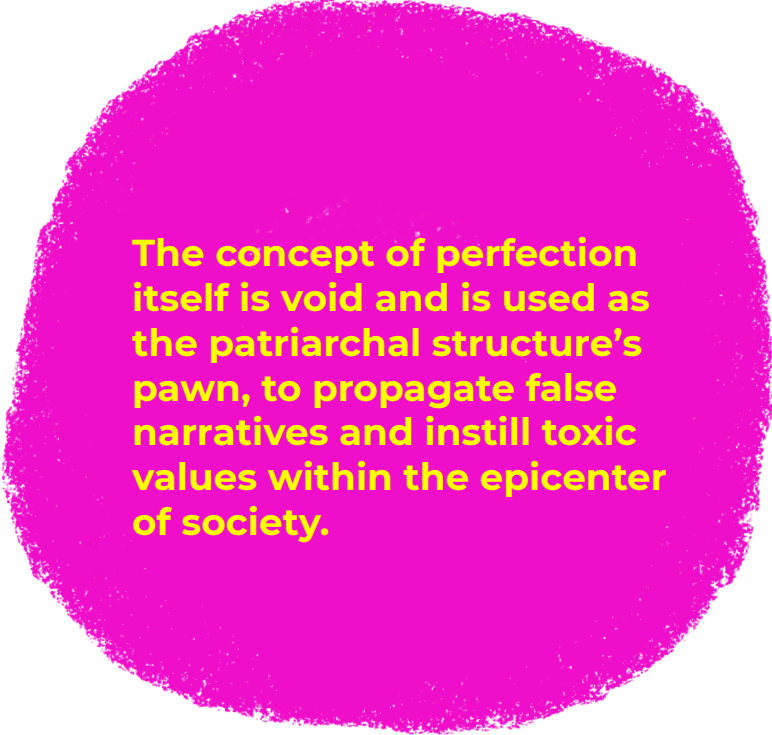
Women are not one dimensional, they can take up multiple roles within society.

A bright red circle with a slightly textured, hand-drawn appearance.

Every woman should seek her own visualization of perfection, no standardization should take place.

A bright blue circle with a slightly textured, hand-drawn appearance.

Women shouldn't be upheld against an unrealistic standard of perfection where they are applauded only when upholding it, and ridiculed or seen as lesser women if they don't.



**The concept of perfection
itself is void and is used as
the patriarchal structure's
pawn, to propagate false
narratives and instill toxic
values within the epicenter
of society.**



Thank you!

Linking Cultures, “What Can design Do?”, Team 9: Anna- Brigitte Schlittler, April 24th 2021

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