

One size fits some

Gender bias in design, and how to address it in design education

The goal

Increase students' awareness of the role of gender and sex in design, and offer them guidance on how to approach consideration of gender and sex in their work.

The context

The first semester of the new Bachelor of Industrial Design Engineering at the TU Delft that will start in 2021.

The need

Not considering gender and sex in design can result in products or services that unintentionally exclude part of a target group. Considering gender and sex in the design process can help to identify new opportunities and make a product work better for a wider range of users.

Gender bias is the term used to describe assumptions and prejudices on the basis of gender and sex. Sex refers to biological characteristics such as height, weight, and physiology. Gender implies sociocultural attitudes and behaviours. When products exclude users based on differences in gender or sex, these products represent a gender bias.

The solution

The "become average" advertising campaign makes gender and sex consideration part of the design student's designer toolkit.

The goal of the campaign is to attract attention of first year's design students from the TU Delft to the topic of gender bias in design and guide them through the learning of this topic.

The campaign consists of four posters and a website. The posters advertise a fictional product range that can help everyone to become more like the average person that the world is designed around.

The posters display a strange fictional product, that is designed to criticize and ridicule the way existing products and services exclude groups of users. The posters are meant to attract the attention of the students and guide them to the website. On the website more information about the campaign and about gender bias in design is provided, as well as advice on how to approach consideration of gender and sex in a design project.



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