

Integrated Design Curriculum
Parsons The New School for Design
IDC Lab: Media
Project 1: *Sexuality / Gender*

For this project, we will consider the implications that mass media has on sexuality and gender in our culture. Images, sounds, and texts in the media shape how we imagine and practice our feminine, masculine, and sexual identities.

Sexualized and gendered images are often infused with characteristics of race and class. The norm that is created and sustained by mass media is evident in the constructions of ourselves – from how we look, to what we aspire to be, the garments we make and buy, and the way we understand our notions of love, sex, and romance. This project invites you to think critically about the images that are responsible for and/or interrupt these norms.

You will be working at the intersection where an image moves from being still to time-based. Considering the historical framework for the invention of the moving image and the examples screened in class, you will produce a slideshow that is a maximum of 3 minutes and is made up of your own original images which you create and/or appropriate.

A one-page artist statement developed from the readings and your slideshow will be due at the critique. This project should convey what you believe lies at the core of the images.

Essential to this project is:

1. What is at the core of each image?
2. How do the images play upon each other through editing?
3. What role does time play in the final piece?
4. How does the power of images help or hinder our thinking around gender and sexuality?
5. What are the visual associations that the public has with gender and sexuality?