

Evidence of Outcome

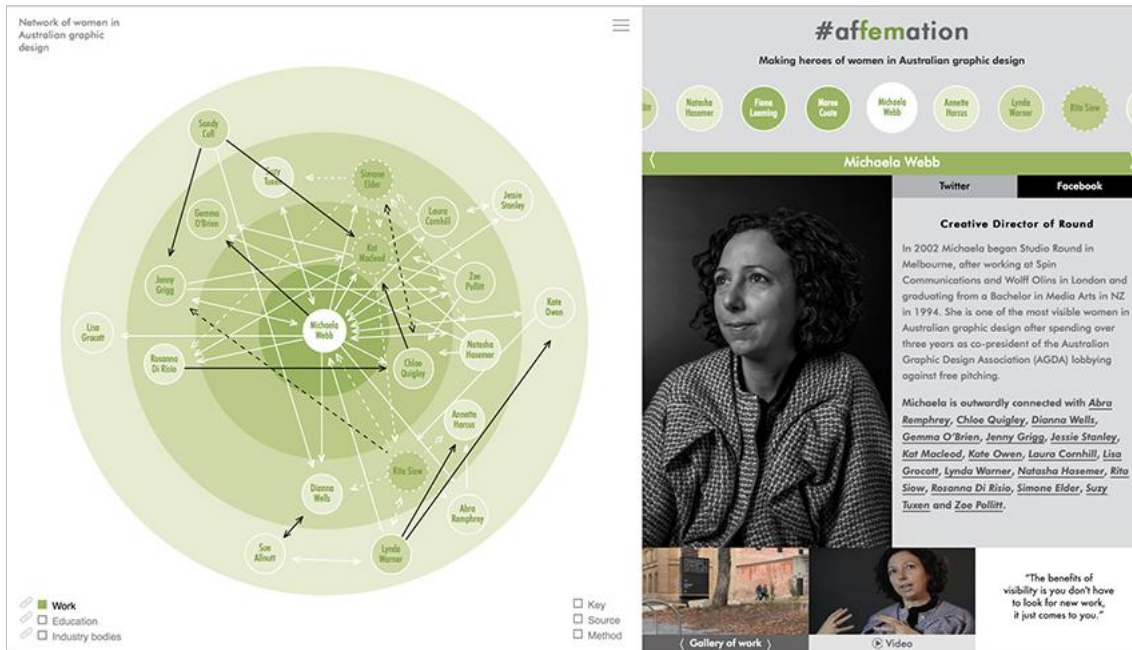


FIGURE 1: The affEMation home page shows the portrait, biography, gallery of work, videoed interview and inspirational quote of Michaela Webb from Studio Round. The user can use the menu of circles to scroll through the other profiled women or click on the sociogram to explore the connections they have formed through their work (above).

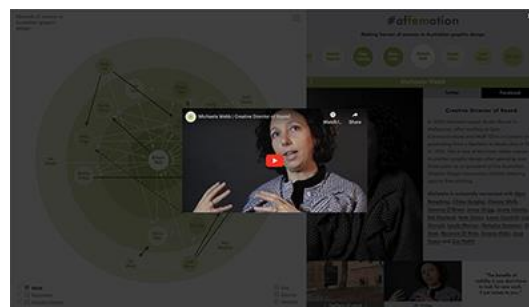


FIGURE 2: Each woman profiled has a gallery of their work which they have annotated that the user can click through (above left). FIGURE 3: Each woman profiled also has a videoed interview (above right).

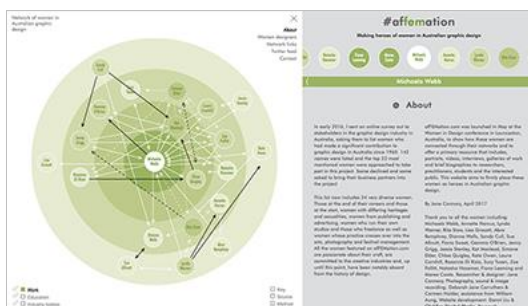


FIGURE 4: A brief background of the project and list of those involved in on the 'About' page (above left). FIGURE 5: Users can also explore anecdotes of how each woman met and connected to this network (above right).

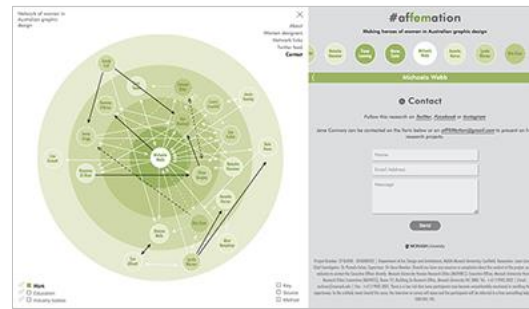
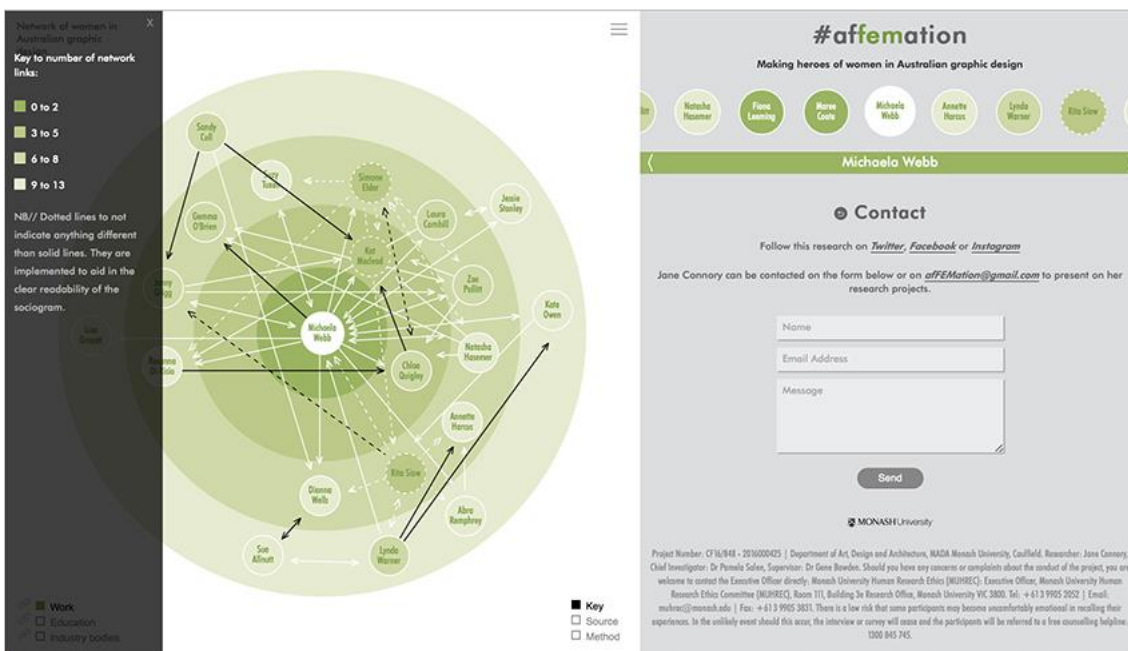
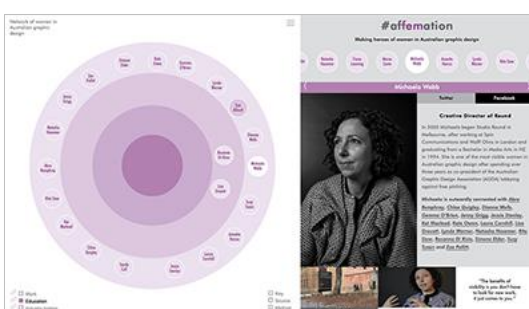
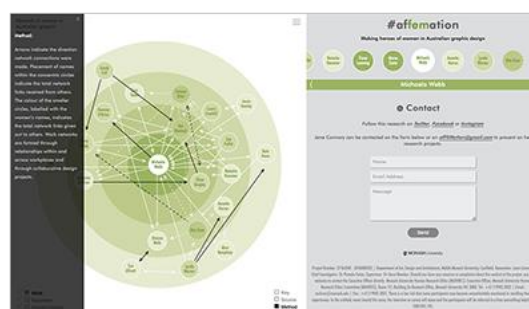
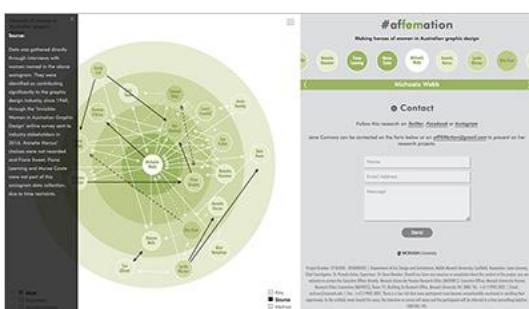


FIGURE 6: A live Twitter feed can be accessed to encourage a live discussion about women in design using the hashtag #affEMation (above left). FIGURE 7: There is a simple contact page if users wish to contact the researcher (above right).



FIGURES 8-10: A synopsis of the 'key', 'source' and 'method' of the research can also be sourced in a small menu (above and below).



FIGURES 11-12: The networks can also be explored through education (above left) and industry bodies (above right).

Evidence of publication and significance



FIGURE 13: affEMation.com was quoted in Annette Harcus' biography when she was inducted into the AGDA Hall of Fame in 2018. Annette Harcus is an award-winning graphic designer who has run her own studio in Sydney for 40 years and is also featured in affEMation.com (left)



FIGURE 14: affEMation.com was mentioned in a review of the Women in Design symposium on 'The Design Writer' blog which is run by former Artichoke editor Penny Craswell and has a wide readership in the design community (right).

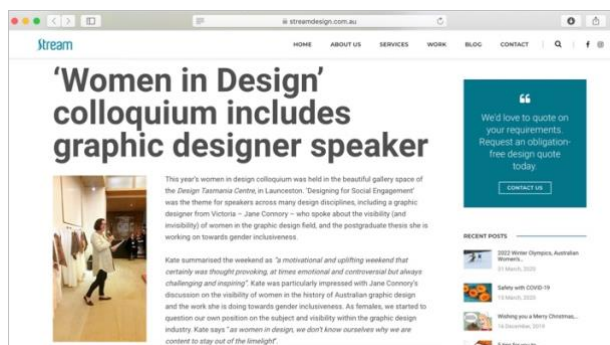


FIGURE 15: affEMation.com was also mentioned in another review of the Women in Design symposium on the 'Stream' blog (left).

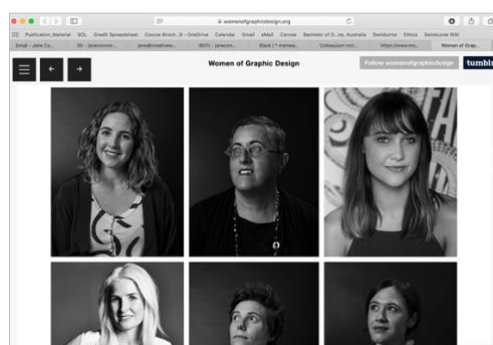


FIGURE 16: affEMation.com was featured on the 'Women of Graphic Design' blog (right).

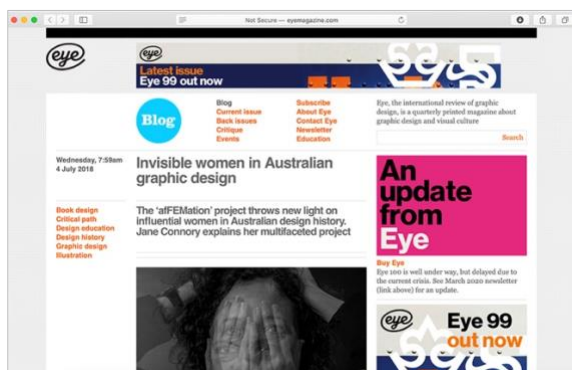


FIGURE 17: Eye Magazine featured an article on the affEMation.com project.

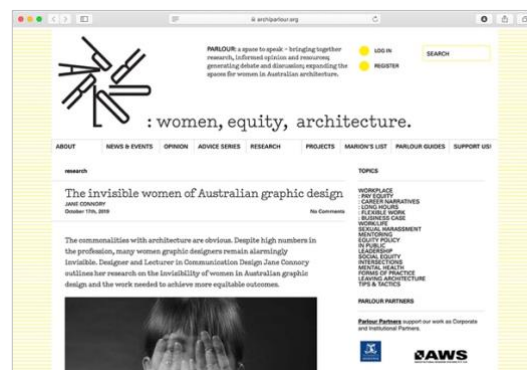


FIGURE 18: Parlour: Women, Equity, Architecture also featured an article on the affEMation.com.

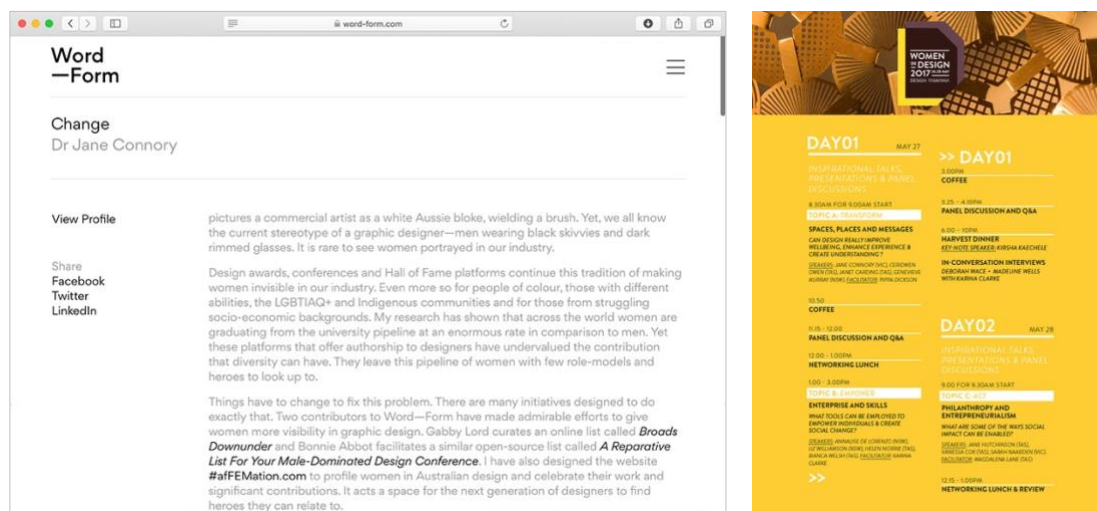


FIGURE 19: Word—Form also published an article online using afFEMation.com as an example of a platform trying to fill the gendered gap in Australian graphic design (left).

FIGURE 20: Proceedings from Women in Design, Launceston Tasmania 26-28 May. This was where I was invited to launch afFEMation.com and speak about the research involved (right).

Published journal articles mentioning the project

1. Jane Connory (2017) "Plotting a Historical Pipeline of Women and Design Education." Design History Australian Research Network (DHARN)
<http://dharn.org.au/plotting-the-historical-pipeline-of-women-in-graphic-design/>
 (accessed April 9, 2020).
2. Jane Connory (2017) "#afFEMation – demonstrating a framework for gender equitable histories." Community Informatics Research Network (CIRN), Conference, Prato, Italy, October.
https://www.monash.edu/_data/assets/pdf_file/0011/1397018/prato_proceedings_2017_final_edited1July2018.pdf (accessed April 9, 2020).