Final Project

Jasmine Domena
COMD3504 - Section OL10 - Spring 2021

The Artist I Choose: Kate Moross

- A rising contemporary London-based graphic designer, illustrator and art director
- Recognized for their typographic illustrations
- Age of twenty-six they have achieved a prominent position in the world of designing
- Is currently the art director of Studio Moross
- Their designs mostly consist of near-illegible typography and bold color

Kate Moross (They/Them)

Their Project I Will Discuss:

Netflix Transgender Awareness Week

- In 2020, Netflix commissioned Kate and Studio Moross to create ten portraits of transgender talent featured on the platform to celebrate Transgender Awareness Week
- One of Kate's goals is to use their voice to help others expand beyond gender and into education
- Many of Studio Moross's projects are centered around LGBTQ+ awareness
- Since Netflix is a huge company being able to express their voice through such a large platform was a huge opportunity for them

Some portraits from the Netflix Transgender Awareness Week project

More About The Project

- Recently has been experimenting a lot with mixing digital paintings with photography
- Was able to work with a variety of different photographers to add a unique creative touch to the portraits
- Their goal for this project and many other projects they have done is to spark change around the world
- Moross has done some work for other companies involving Pride, and continued collaboration involving LGBTQ+ awareness

"I'm sure people have tried to put me in a box, but I tend to just ignore it. We can't group people into singular categories, there will always be overlaps"

— Kate Moross

"The most important thing to understand is that everyone's identity and concept of identity is different"

— Kate Moross

"If only one group of people is creating those things then we're seriously misrepresenting our communities and misdesigning."

— Kate Moross

Kate Moross Quotes

Mainstream VS Underground

- Their style of work instantly reminds me of "The Underground Mainstream" by Steven Heller
- Their work uses bold bright colors and shapes that created the connection to psychedelic design
- Heller talks about how some styles of work that are originally unappealing (underground) don't really get notice until a big company buys it (mainstream)
- Knowing that Moross usually uses slightly unreadable text is interesting that a company would choose that for their advertisements


Netflix Logo

Similarities

- Their use of vibrant colors is similar to the work done by Lisa Frank in the 80s and 90s
- Lisa's work was easily identified due to its use of neon colors
- Her work could be seen as the pattern for many pre teen items, making it a huge trend in the 90s. Many referencing it as "90s kids nostalgia"
- With this in mind and comparing it to Mainstream vs Underground it is as if Moross revived a trend that died, the trend being the chaotic use of very bright and neon colors

A typical example of Lisa Frank's art: unicorns, golden retrievers, pandas, and rainbows, c. 2005-2015. Copyright Lisa Frank, Inc.; courtesy of Pinterest.

Language Of Vision, György Kepes

- In this reading the word "re-integration" is discussed
- Reintegration is defined as the action or process of integrating someone back into society
- Kepes discusses using visual forms to get across a message, him mainly referring to messages relating to the shock of the world wars
- This idea is very similar to Moross' intentions, which are to get across the message of LGBTQ+ members, mainly in this series the transgender members
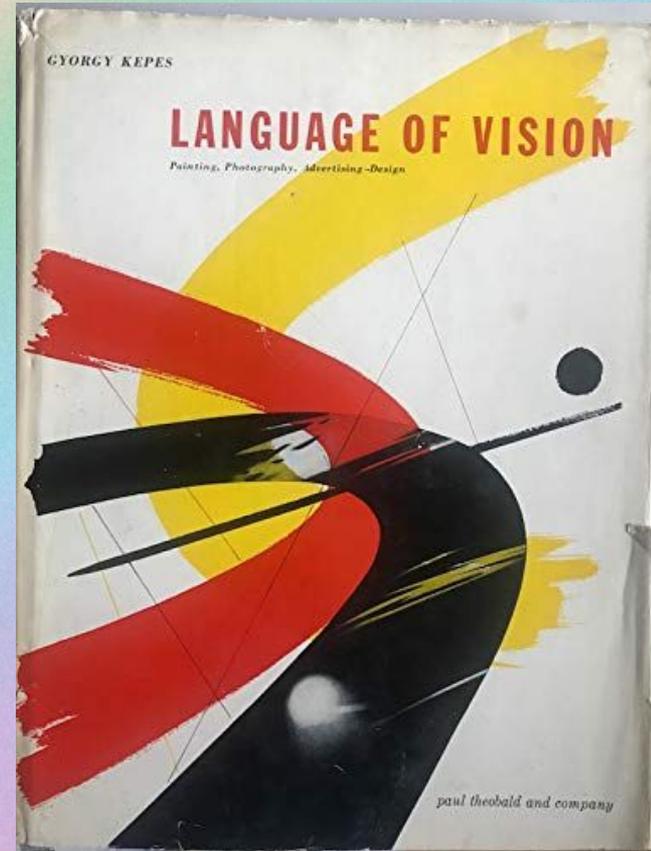
Cover of Language Of Vision, György Kepes

Transgender In Media

- Honestly it is not very common to see transgenders positively spotlighted in media
- Even when I try to search online barely any show up
- This shows how desperately positive representation is needed in media
- When a character or actor/actress comes out as being transgender the whole time it creates such a shock value in media that should honestly be normalized
- It isn't always the good kind of shock value either because it comes with judgement and distasteful remarks
- This shock value is what makes me connect it to György Kepes reading

Nicole Maines
Plays Nia Nal / Dreamer in Supergirl
Is the first transgender superhero on tv
The show does well to advocate for transgender rights with this character's story arc but some viewers dislike the fact that the character is transgender due wanting to preserve the comic book's original story

Tyler Ronan, a transgender from game Tell Me Why
Tell Me Why Is the first major video game to feature a transgender main character

Elliot Page (formally known as Ellen)
Plays Vanya Hargreeves in Umbrella Academy
Not all were accepting, many fans were upset and concern on what this means for his character. This is because Vanya is a female in the show for the last 2 seasons so things are unclear for season 3

Chella Man
Plays Jericho in DC Universe series Titans
He is known for sharing his experiences as a transgender, deaf, genderqueer, and Jewish person of color.

Normalize The Shock Value

- When combining Heller's and Kepes' ideologies in relation to the project done by Moross it is shown how it is important for artists with heavy messages to rely on mainstream platforms in order to relay their message to the masses positively
- As stated earler Moross' main goal is to express their voice and in this campaign as well as express the voices of the transgender community within the acting community
- They follow Heller's ideas by taking advantage of whatever mainstream company will give them the platform to express themself but stays true to themselves via design and sticking to their known style of vibrant colors and not completely legible text
- They then follow Kepes' ideas by trying to normalize the stories that currently contain shock value in today's society
- They are using design to normalize what society deems as abnormal, in attempt to change the perspective of others and goal of helping a group of people that aren't as positively represented today

TRANS AND POWERFUL
#WontBeErased

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Thank you
for
listening!