

Tanisha Kumari

Professor Cipriani

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Artist's Statement: The Gender Pay Gap Brochure

My main goal in creating this Gender Pay Gap informative brochure was to simplify this complex topic so that readers could comprehend it. Women still earn less than males on average across many countries and industries, regardless of recent improvements. As a young woman who works while attending school, it is unfair that my wage differs from a man while upholding the same position. This topic is debatable because there are other aspects of pay inequality, such as household responsibilities that play a role.

Men who work must realize that the Gender Pay Gap can significantly affect women's lifetime financial security, affecting both their capability to save for retirement and their capacity to pay for necessities like housing, groceries, and healthcare. Unfortunately, the Gender Pay Gap has grown to be an accepted norm in many industries and businesses, making it challenging to recognize as a problem that needs to be resolved. Once people start to understand this, more people will come out and fight for equal pay. Governments and politicians might prioritize issues like social welfare programs, national security, or economic growth, which leaves the Gender Pay Gap in the dust.

An informational brochure enables a practical approach to communications details about The Gender Pay Gap, making it possible to transmit a compact and simple-to-read style to a large audience. A brochure can simplify the complicated subject of the Gender Pay Gap for the benefit of the reader by breaking it down into more digestible and smaller chunks. I had to add a visually captivating transmission of information, such as graphs and charts, to get my audience's attention. This can make it easier for readers to comprehend the effects of the Gender Wage Gap. In addition, an informational brochure can

function as a call for change, urging readers to take action to address and close the Gender Wage Gap. It can include recommendations on how people can support the cause and information on groups and resources that are working in that direction.

However before that, I understood that my audience might not have as much knowledge on this topic, as I do therefore, I broke it down into simpler terms. In my mind, I thought of this brochure as how would I educate this topic to a stranger who knows absolutely nothing, which made it easier for me to convey my information. I made an effort to offer accurate and current information about the Gender Wage Gap, drawing on reliable sources such as academic research and news stories, to meet the requirements of my readers. I would also try to avoid using jargon or technical phrases that some readers might not be aware of, and instead use simple, understandable language to describe complicated ideas. Furthermore, regarding compositional decisions, I structured my response to address the main questions readers are likely to have about the matter, like "What is the gender pay gap?" likewise, "What can be done to close the gender pay gap?" I would utilize data and illustrations to support my arguments and offer solutions to these issues that are backed up by facts. I would also like to underline the necessity of closing the Gender Pay Gap for female workers throughout my response, underlining pay inequity's financial, social, and moral ramifications. Generally, I want to give my readers a thorough and educational analysis of my topic.

The successes of my brochure are that they are an easy way to deliver information in a simplified style to a big audience. They bring clarity, meaning that brochures can convey information in a straightforward and well-organized way, making it simpler for readers to comprehend and remember it. To add on it also appeals to the eye by incorporating photos, graphics, and colors to draw the reader in and make the content more engaging. On the other hand, some limitations of a brochure are due to their small size, brochures typically have a limited amount of information to offer. This can cause the material to be superficial or oversimplify complex subjects. Another limitation is the lack of social interaction

because, unlike digital media, brochures do not include clickable links, animations, or videos, which can reduce engagement with and the effectiveness of the information presented. It is helpful to understand the intent and style of the brochure and utilizing it as a template while developing your material are key components of adhering to its requirements. Factors such as the number of panels, size, and alignments establish the layout of the brochure in advance. It is crucial to employ the same fonts and color schemes as the brochure to ensure consistency.

The modes I have incorporated in my brochure such as images and text help benefit my work in several ways. Images have the power to capture the eye and command attention. A compelling image might help your brochure distinguish itself from the rest in a world where consumers are constantly being swamped with information. To add on images, have a greater capacity for information transmission than words alone. For instance, a graph showing a rate of use can be easier to comprehend than a long description. On the other hand, the audience I am targeting can receive comprehensive information about the message by reading the text. Using headings, subheadings, and bullet points, can assist in organizing complex information into digestible portions that are simpler to read and comprehend. I can use it to convince the reader to take the necessary action by outlining the features, advantages, and unique selling points of the concern. Inserting small text can make my message clear by arranging my content in a logical and simple-to-understand manner.

Overall I am content with my brochure because I used great visuals and sent a clear message which would motivate people to take action. The one thing I would have done differently or better is to avoid including excessive information in the brochure and instead concentrate on sending a single, clear point. I believe my point is straightforward and it is evident I want men and women workers to fight for equality and that starts with fixing the wage gap.