

GIRLS WHO CODE

Women In Tech Infographic

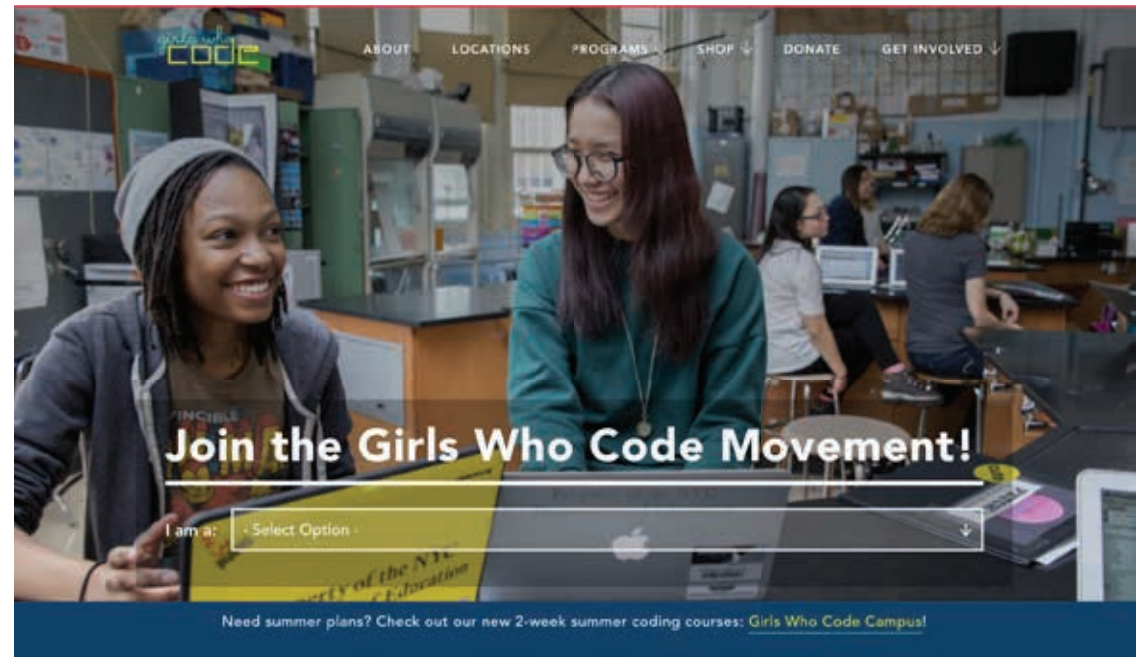
CLIENT

Who is our client?

Girls Who Code (GWC) was founded by Reshma Saujani in 2012 who came up with the idea of creating the organization during her run for the United States Congress. It is a nonprofit organization which aims to support and increases the number of women in computer science.

Their mission is to run the summer programs which teach computing and programming skills to high school girls.

The summer programs provide free seven weeks for current 10th - 11th grade girls to learn coding and get exposure to tech jobs.



Girls Who Code website

CREATIVE BRIEF

Objective

The Puget Sound Community school will give out 2018 summer program folders that include several different pieces of information for returning students and new students. This flyer will be included in this folder.

Purpose

The purpose of this project is to promote summer programs to high school girls to learn coding and get exposure to tech jobs.

Strategies

- Show information visually with graphs, charts and icons
- Simplified layout to present information clearly
- Information is factual and reliable, current and helpful.



Girls Who Code summer program

Target audiences

- High school students
- Undergraduate students

DATA COLLECTION

Women in Computing - What are the number?

In 2015, women made up only 25 percent of computing related occupations.

Opportunities for growth - Why are women so underrepresented?

10% report their supervisors are male.

22 % of women believe their employers are very committed to hiring women in tech roles.

68% of respondents state their employer lacks a gender leadership development program

Institutional Barriers - What are the top five barriers?

This is not only a social concern but also a problem of human resources.

Gender bias in the workplace - What is this? What does it represent?

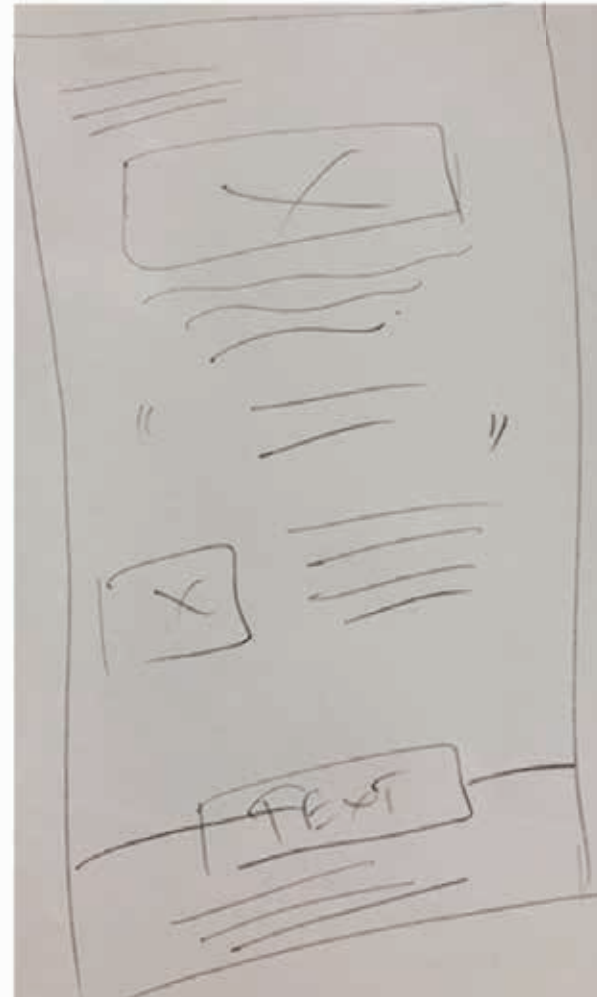
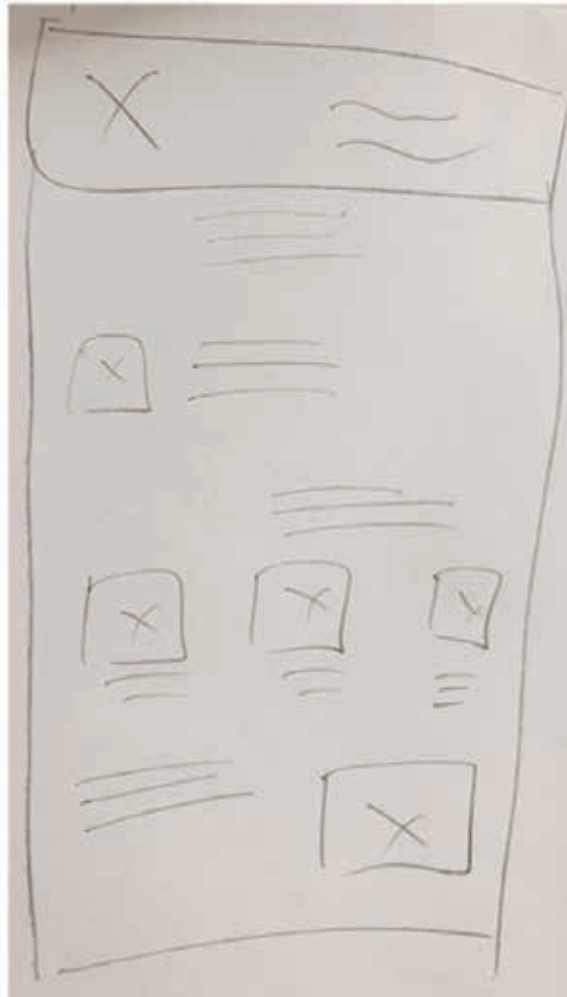
Gender bias occurs because of perceptions and outdated, traditional views about men and women.

According to the ISACA survey, only 8% of respondents say they have never experienced gender bias in the workplace.

The gender pay gap - How serious is it?

According to the World Economic Forum, women in tech enjoy higher salaries than women in other fields, but they are still get paid less than men 10 to 20%.

SKETCHES



STYLING

COLOR



71C7AE



#E4D91B



#8D7F30



#EF3736

TYPOGRAPHY

Title Avenir Heavy 32pts

Sub-title Avenir Black 12pts

Body text Avenir Book 11pts

FINAL DESIGN

