GIRLS WHO CODE

WOMEN IN TECH INFOGRAPHIC

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.

CLIENT

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.

BACKGROUND

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.

CLIENT EXPECTATION

Convert statistics into an engaging and educational Infographic
Highlighting the reality of women working in technology to call more students to participate in the summer program.

TARGET AUDIENCE

High school students
Undergraduate students

STRATEGIES

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

PROJECT STYLE

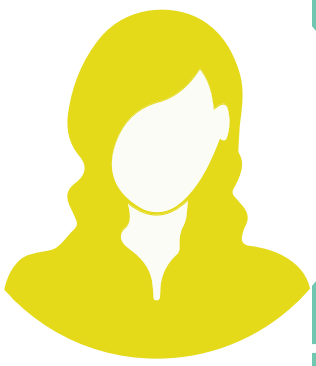
Design and present the statistics visually. Layout the content in a way that helps students understand and remember by using contrasting colors, readable typography and a well-structured layout.

SOLUTION

A both side portrait flyer size 6.6 x 11 inches

PROJECT TOOLS

Sketches, Illustrator, InDesign



WOMEN IN TECHNOLOGY

THE FACTS AND HOW GWC CAN HELPS

Though more women are working in the tech industry, some challenges remain.

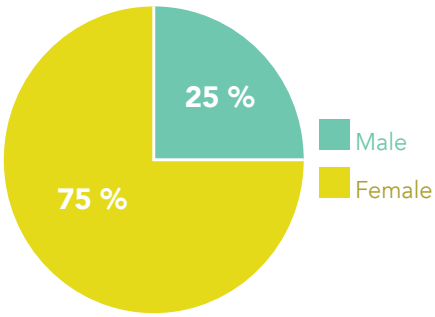
*"Having women in leadership positions aligned with a **15 percent increase** in PROFITABILITY on average"*

In a 2016 Peterson Institute for International Economics working paper

01 WOMEN IN COMPUTING

What Are the Numbers?

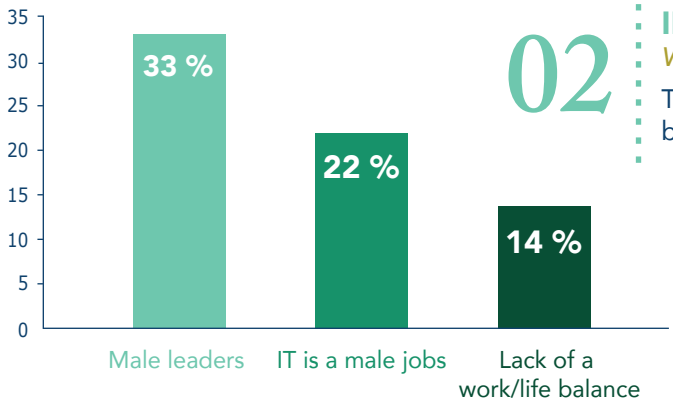
In 2015, women made up only 25 percent of computing related occupations.



02 INSTITUTIONAL BARRIERS

Why are women so underrepresented?

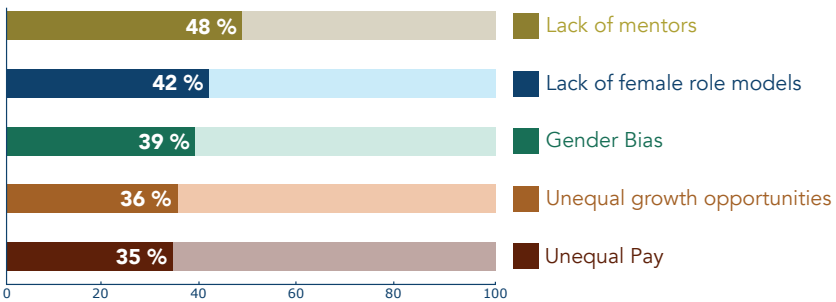
The field lacks an immense amount of brain power and potential for innovation



03 INSTITUTIONAL BARRIERS

What are the top five barriers?

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



04 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 percent of respondents say they have never experienced gender bias in the workplace

[http://www.isaca.org/About-ISACA/Press-room/News-Rele es/2017/Pages/ISA-CA-Sur vey-Identifies-Five-Biggest-Barriers-Faced-by-Women-in-Tech.aspx]

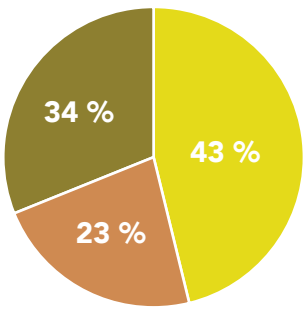
"As an industry, we must commit to changing these numbers and breaking down the barriers for women in technology,"

Tara Wisniewski, *Managing Director, Advocacy and Public Affairs at Information Systems Audit and Control Association (ISACA)*

05 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 paid from 18 to 22 percent less than men.



- Female being paid less than their male colleagues with equal skills and experiences
- Female are paid equitably with their male counterparts given equal skills and expertise
- Male colleagues tend to be paid more, without a clear reason.

WHAT CAN YOU DO?

GIRLS WHO CODE OFFER SUMMER PROGRAMS AND APPLICATION FOR SUMMER 2018 WILL STARTS ON JAN, 2018

For more information,visit

girlswhocode.com/summer-immersion-programs/

This infographic based on the information that collected from ISACA Survey Identifies Statistics. It has taken from recent years and could be change in the future. Visit ***isaca.org*** for more information