

# GIRLS WHO CODE

*Women In Tech Infographic*

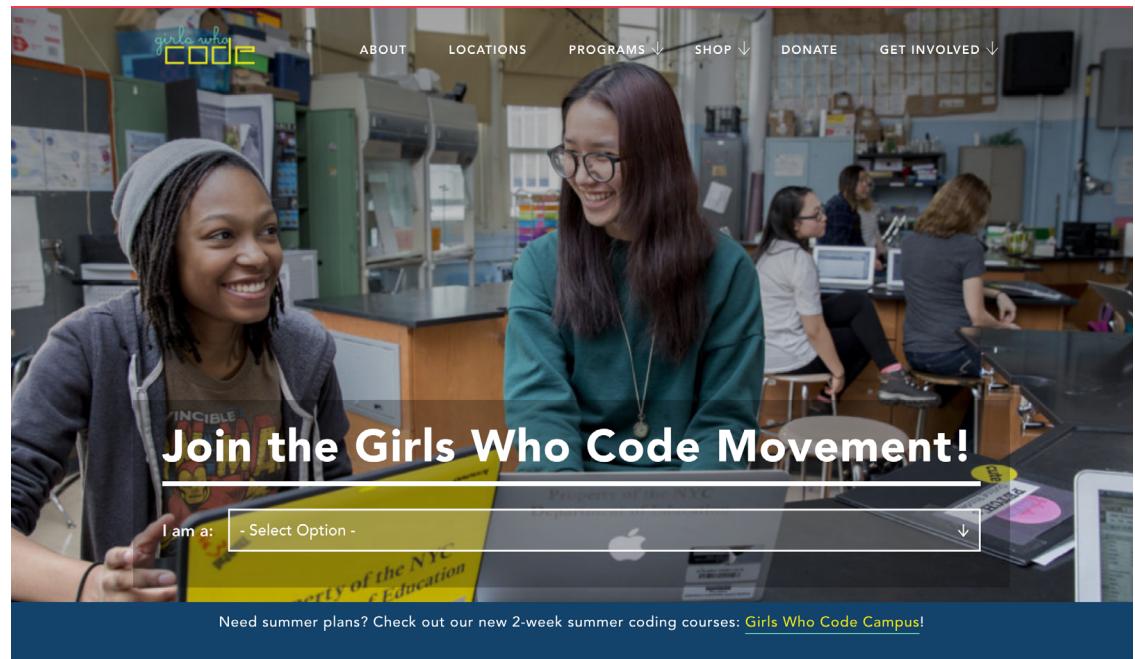
# CLIENT

## 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?

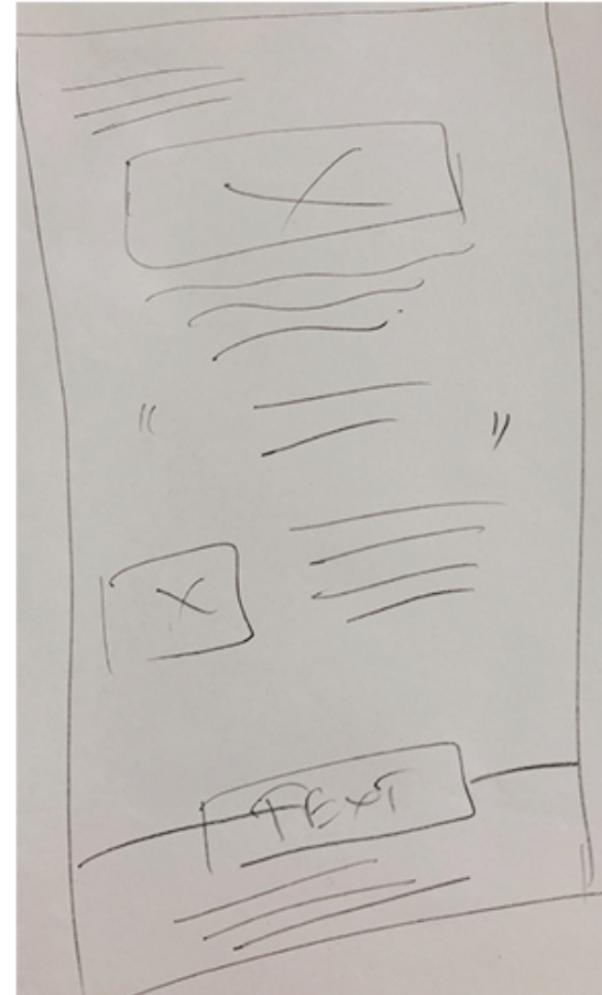
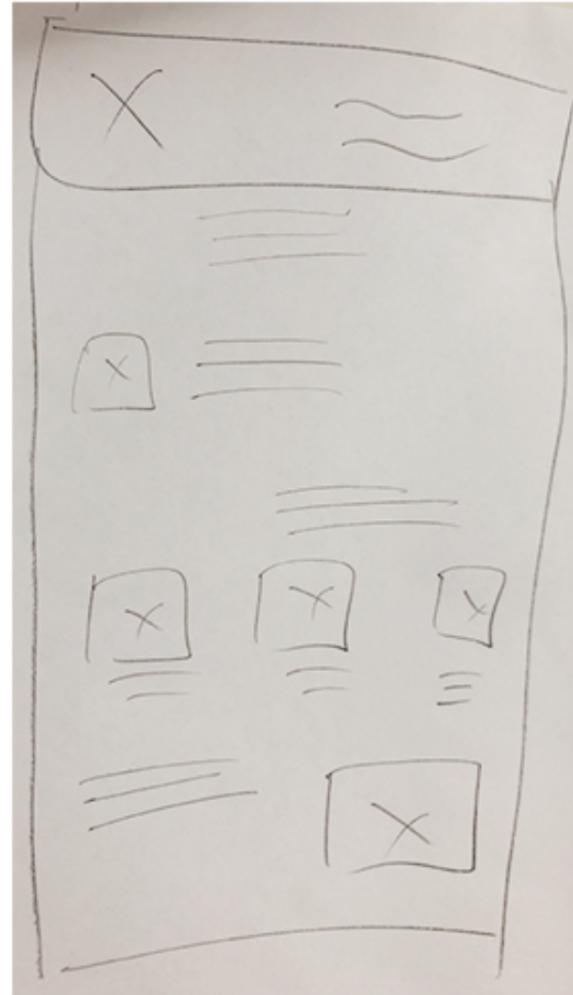
Gender bias occurs because of perceptions and outdated, traditional views about men and women.

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



## WOMEN IN TECHNOLOGY

THE FACTS AND HOW GWC CAN HELP

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

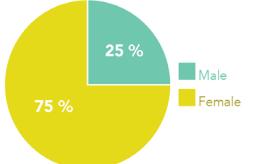
**"Having women in leadership positions aligned with a 15 percent increase in PROFITABILITY on average"**

— In a 2016 Peterson Institute for International Economics working paper

**01** WOMEN IN COMPUTING

What Are the Numbers?

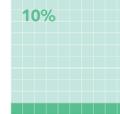
In 2015, women made up only 25 percent of computing related occupations.



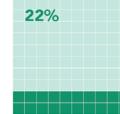
Gender	Percentage
Male	75%
Female	25%

**02** OPPORTUNITIES FOR GROWTH

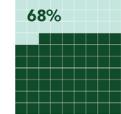
Why are women so underrepresented?



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.

**03** INSTITUTIONAL BARRIERS

What are the top five barriers?

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

Barrier	Percentage
Lack of mentors	48%
Lack of female role models	42%
Gender bias	39%
Unequal growth opportunities	36%
Unequal pay	35%

**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-Releases/2017/Pages/ISACA-Survey-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."**



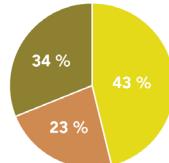
Tara Wisniewski, Managing Director, Advocacy and Public Affairs at Information Systems Audit and Control Association (ISACA)

—

**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 less than men 10 to 20 percent.



Category	Percentage
Female being paid less than their male colleagues with equal skills and experiences	43%
Female are paid equitably with their male counterparts given equal skills and expertise	23%
Male colleagues tend to be paid more, without a clear reason.	34%

**WHAT CAN YOU DO?**

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

For more information, visit  
[girlswocode.com/summer-immersion-programs/](http://girlswocode.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](http://isaca.org) for more information.