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Reflection

For this image, I wanted to persuade viewers to challenge their perception of the face of beauty by making them question what they deem beautiful. I did this by making a collage of features that don’t fit into society’s conventional beauty standards for women. Each picture in the collage, other than the middle, represents one feature that is deemed unattractive. These features include lazy eyes, crooked teeth, face wrinkles, big noses, acne, fat rolls, gray hair, and physical disabilities (represented by a woman in a wheelchair).

I wanted to format this image as if it were a social media ad from a makeup or skincare company. I did this by using neutral colors like white, gray, and silver and I used sans-serif bold italic, a simple font. I was inspired by brands like glossier, rhode, r.e.m. beauty, and the ordinary because these companies have very clean and chic brands that forefront “no-makeup makeup looks.” By using this aesthetic, I wanted to emphasize the natural beauty of women with all features, even if they don’t fit into conventional beauty standards.

After my first draft, I was advised by one of my peer reviews to try to include more images of women smiling. He said this to allow viewers to not only question their beauty standards, but to show that women can be happy and embrace their features, even if they don’t fit into typical beauty standards. I really liked this feedback and tried to incorporate women looking happy in as many pictures as I could. Now, my image challenges viewers to diversify their beauty standards and shows other women that they can be proud of their natural beauty.