

Project 02

Due to gender and race pay disparities, full time working women in the U.S. are paid 82% of their male counterparts. The gap begins as soon as a woman enters the workforce and continues to grow wider through her career and into retirement. Despite women outpacing men in earning their bachelor's and master's, they accrue greater debt to pay for their education. However, because of the gender pay gap, women have more difficulty repaying student loans, leading to a compounded burden of debt.

At the current rate of change, pay equality will not be achieved until 2093. Despite dramatic changes for women's rights in recent decades, inequity continues to linger as a result of societal and historical views on gender. These outdated gender norms run deep in our culture and continue to be apparent in the workplace. This subject is important to me because I'm exhausted from seeing all the injustices women face in their careers. I want to see all hard-working women be recognized and compensated for their hustle. Just as importantly, I want women to know their worth and find it within them to defend their position and ask for what they deserve.

The narrative of the game features a character who has just graduated college. The game is set in Corporate America with it being the character's first day on the job. The gender wage gap is an issue that she has yet to experience herself, but she is determined to advocate and push for an equal paying workplace. To understand how to close the pay gap, she navigates the office. She has conversations with other advocates, completes a pay audit, and takes other actions to educate herself. Her main goal is to rewrite the construct of a male-dominated workplace for all women.

The aesthetic I chose was lighthearted and softly illustrated. I wanted to convey the atmosphere of an office, but in a gamified version. I chose this illustration style because it is fun but still feels very realistic. Offices can sometimes be drab, so I chose pastel colors to bring a bit of life to the setting of the game. I wanted to use a chunky typeface to emulate the video game font-style without having to go the pixelated route. I also included arrows and speech bubbles to bring video game qualities to my design.