

*Referring to the image you created for the **Still Image Assignment**, write a 200-word reflection on the image that addresses your design process and choices. What did you create? How did you create it? And why did you make the choices you made.*

Inspiration for my still image came from the documentary *!Women Art Revolution* by Lynn Hershman Leeson. The film opens with the narrator interviewing guests as they exited notable art galleries and asking all of them to name three female artists. None of them could. Many could name one or two – the most popular answer being Frida Khalo – but none was able to name three. My initial reaction was surprise. As the product of an intensely feminist all-girls high school, I was shocked by the idea that people could not name three female artists ... Then I tried. While I could name a number of singers, actresses and designers, I couldn't name three females who had made a name for themselves working in a physical art form (i.e. sculpture, painting, photography etc.) This realization of my own ignorance made me aware of the great gender inequality that still permeates the arts.

The fact that I could name female musicians and actresses but not artists informed my decision to contain the image in an ornate gold frame as it is, in our culture, an image very closely linked to painting and physical art forms. Hence, it implies that the “artists” referred to in the text are those who work in traditional “gallery” art forms rather than modern media.

I chose to make the portraits of the women in black and white to highlight the lack of recognition female artists receive and the way in which they have faded into the background for the masses in comparison to their male counterparts.

The style of text I employed in this image is a reference to Barbara Kruger. Not only does her signature red and white text prove aesthetically pleasing given its contrast with the black and white portraits, but I thought referencing a female artist was fitting given the subject of my image. The text itself is a direct response to Hershman Leeson's documentary. I initially thought about phrasing the text as a question. However, I decided a declarative statement was much more powerful, as it doesn't just question the gender inequality, but rather takes a stand against it.