

Feminist Icon Design

Introduction

What is feminist mapping and where can we start? In this workshop, I'll (briefly) review feminist mappings' past, present, and futures before illustrating core feminist principles applied to spatial data, map design, and mapping workflows. Next, I'll introduce Maki icons from Mapbox and we'll apply the feminist principles as we iteratively redesign the icon set, one icon at a time.

Feminist Data Visualization Principles (D'Ignazio and Klein 2016, 2018, 2020)

- Rethinking binaries
- Embracing pluralism
- Examine and challenge power
- Consider context and subjectivity
- Representing uncertainty
- Legitimize embodiment and affect
- Make labor visible

Goal: Use feminist data visualization principles to design alternative map icons!

Directions

Step 1: Pick an icon and think about its meaning and limitations. How can the icon be improved through a feminist lens?

Additional Prompts: What does the icon mean to you and why? What might it mean to other people? What assumptions are baked into the design of the icon? What are the icon's strengths and limitations? Can you apply feminist data visualization principles to the icon? If so, how and if not, why?

Step 2: Drawing on feminist data visualization principles (above), iteratively redesign the icon.

Sketch on your own or use our online Miro Board collectively:
<https://miro.com/welcomeonboard/wJACd0Cm1sUsYyR0CUaupPiM0tCWpjPY5WPC C50ae5ePWb34oiYgrPci6l7fU4Qu>

Step 3: Reflect on your designs in writing and annotate your sketches!

For example, what icon are you working with? Which feminist data visualization principles are you drawing on? How does your icon improve the original design?

When would you use your icon and what are the limitations/advantages of your design?

Step 4: Discuss your designs within your group and prepare to share your process and designs with the broader group!

Outcome

I would love to take a look at your designs and incorporate them in my research. If you're willing, please send me your sketches at mkelly22@wisc.edu or submit them to the Dropbox below! I will remove any identifying information. If you're not willing to share your designs, don't worry!

Dropbox: https://drive.google.com/drive/folders/1nxvixqdw7CPeNtl_EZpaMDfHeKMuQh-T?usp=sharing

