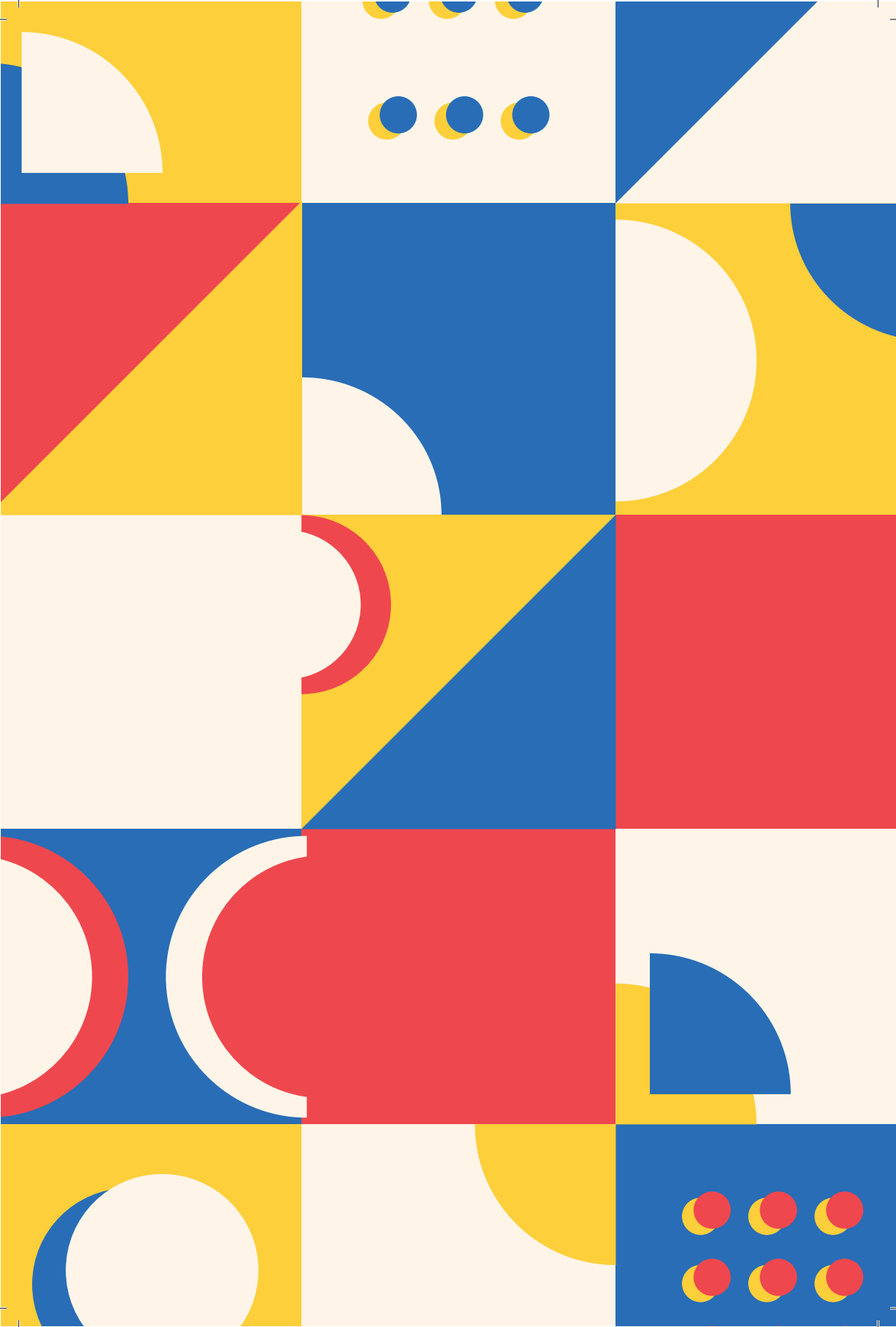


THE **Q**UEER **DICTIONARY**

A design heavy dictionary with LGBTQ+ terms, stories, and experiences

GrC 462 | Senior project 2022
By Mia Lew



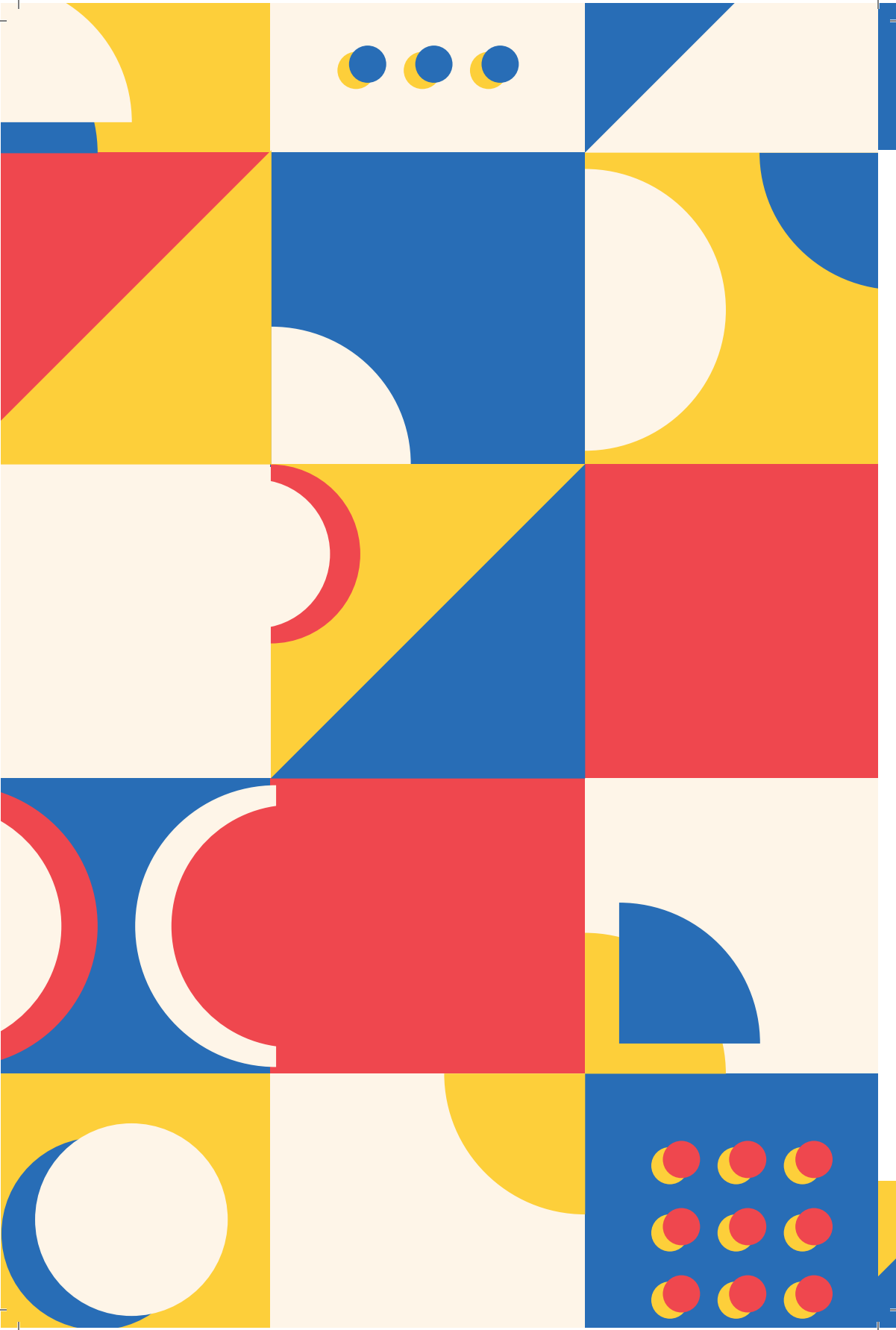


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ABOUT ME

My name is Mia Lew and I am a queer, Graphic Communication major with a concentration in Management and a minor in Event Planning and Experience Management.

Cal Poly SLO has truly educated me through hands on work and experience, and gave me the tools and knowledge to create, plan, and manage any future event or project.


Being queer in a predominantly straight school is a huge undertaking and while Cal Poly has not done much to make it better, my classes have taught me how to communicate a message and build my own community around it. All of which I have done while being here. I hope to continue to use my skills in management, graphic communication, and event planning to create more safe spaces for gay and queer people alike.





ABSTRACT

With the government continually obstructing queer education in public schools, it becomes harder and harder for queer people to understand themselves then in turn, have the tools to explain what they are going through to others. This is a problem, but in turn an opportunity. While there is queer literature and children's books out there, they typically only encompass one story or one view on queerness. Thus, this projects main goal is to encompass queerness as a whole through using as many LGBTQ+ words as possible, peoples stories under each word, historical graphics, highlights on the internationality of queerness, pronoun button pins a sticker sheet and more.



PROBLEM STATEMENT

Currently, intersectional, inclusive, and well rounded LGBTQ+ media and literature is almost non existent and completely underrepresented in the main stream.



PROJECT OBJECTIVES

Content

Content for an LGBTQ+ dictionary is very important and arguably the most important aspect of this project. To retain high quality content, I checked in with other LGBTQ+ members about the content of the book and effectively explained my ideas to get feedback. Another key aspect is to ensure content is easy to understand, have no typos, and contain proper citation.

Design

A big goal in terms of design for this project is to make it approachable, something a child would like to pick up.

I want to push myself to create a dictionary that is easy to read and skim through. Although overall, I want to use design to highlight the highs and lows of being queer in a straight society.

Project management

Through this project I want to demonstrate my abilities in planning, management, and execution through the creation of a well rounded LGBTQ+ book. Time management, project organization, planning, and effective communication also come into play. To obtain my goals I will follow my timelines and complete tasks and milestones



TIMELINE

April

Phase 1

Background Research
Accumulating content

May

Phase 2

Created google form
Marketed The Queer Dictionary
Branding guidelines
Marketing at Queer Prom

June

Phase 3

Created page layout
Added color and design to the Queer Dictionary
Researched more information about non western cultures to add to dictionary
Peer review and feedback
Sticker page
Button pins
Completed PDF of the Queer Dictionary
Mockups
Process book



PROCESS

Research

One of the key aspects to this project was making sure all of the information was correct and accurate. While there is a lot of information online about the LGBTQ+ community, not all of it is accurate or politically correct, and some definitions are just hard to find. Right now on the market, there are little to no queer books and the ones that do exist only explain single aspects of the LGBTQ+ community. In addition to this, when getting feedback, I was told to include non western queer language because many people today are unaware that queer people have existed for generations in places away from the US. Thus, much of my time went towards finding reputable sources and researching other cultures.

Stories

This book is special because it not only contains definitions, but stories under the words from my queer peers to give context to each word, possibly bring more understanding. To accumulate these stories I created a google form containing every word and definition possible. This was marketed online and at the Queer Prom where people could input their own stories under as many words as they wanted.

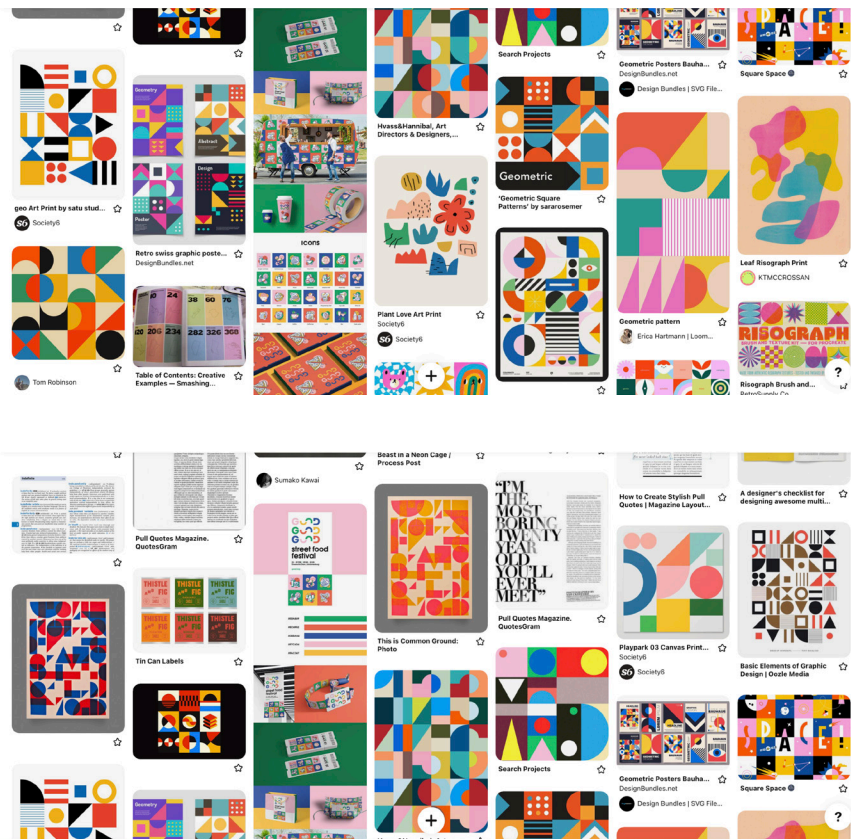


PROCESS

Design

The design started with a Pinterest mood board. Once I got the colors and shapes down, I moved to finding a serif typeface that was bold and blocky. There have not been many creatively designed dictionaries created, thus there were little examples to go off of with so much text. From there I created the branding guidelines and used graphics I created to make the logo and cover page. I used this same branding all throughout the dictionary. In terms of page layout I did a two column grid and used real dictionary examples to figure out how to divide and layout all of the text. Once all of the main content was input and properly incorporated into the design, I made graphics with quotes, history blurbs, and cultural information using the branding guidelines. These graphics were used to help break up the text and give your eyes a break from the definitions. Lastly, once the file for the book was completed, I once again used the branding guidelines to create a sticker book and button pins. These all used similar graphics as seen in this process book, and type that aligns with the dictionary. The added pins and sticker page were created to help entice more people and children specifically to pick up the book and read about queer life and culture.

Pinterest Mood Board





SUCCESS CRITERIA

Create an end product with a variety, if not all queer terms

Encapsulate a story or a queer part of history within the different terms

The book is approachable and can be understood by almost all ages

Feedback from my queer peers



RESULTS

While there is more to be done post project such as getting hard and soft covers printed, printing the sticker page, and getting button pins made and inserted I am very happy with how much I was able to get done in a 13 week period. Throughout this time I have been able to create a well rounded, comprehensive dictionary with 100+ words and over 40 different stories from people all over. I think I was really able to encompass who the queer community is and what we have to offer. I want people to know us and our stories, and through this completed dictionary I was able to share and communicate many different perspectives and ways of life.



DELIVERABLES

BRANDING GUIDELINES

Typefaces

Transat Text standard

Transat Text standard oblique

Transat Text medium

Transat Text medium oblique

Transat Text bold

Transat Text bold oblique

Transat Text black

Transat Text black *oblique*

ALFARN REGULAR

Color Palette

C=82
M=57

M=87
Y=67

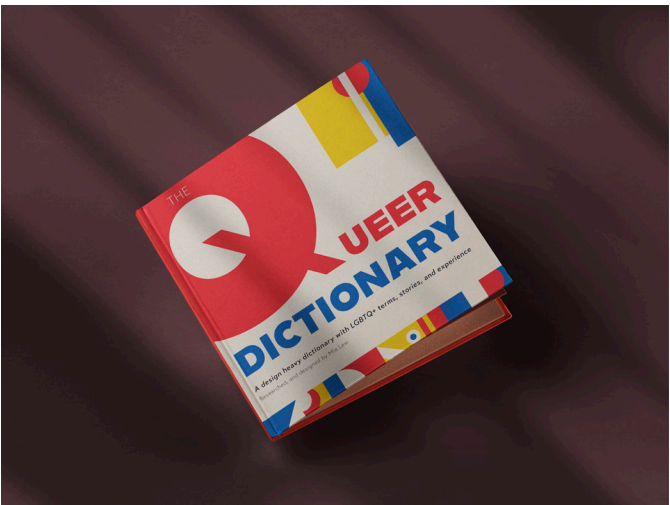
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Y=87

M=4
Y=8

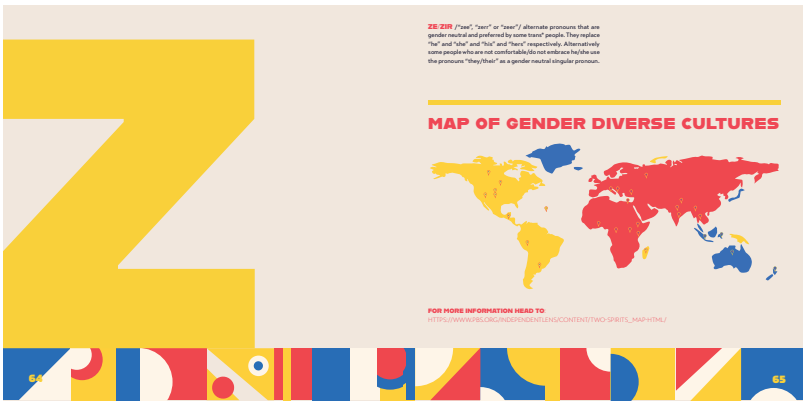
DELIVERABLES

THE QUEER DICTIONARY (1)

The Queer Dictionary mockup



Example page



EXAMPLE PAGES



QPOC QPOC *adj.* Initiatives that stand for queer people of color and queer and/or trans people of color.

QUARIMARI INCA, PERU In pre-colonial Andean culture, the Incas developed the concept of *ch'alla*, a dual-gendered god. Third-gender *ch'alla* attendants or shamans performed sacred rituals to honor this god. The *quarimari* shamans were androgynous, clothing in "a middle sign of a third gender" that negotiated between the masculine and the feminine, the present and the past, the living and the dead. Their shamanic presence invoked theandrogynous creative force often represented in Andean mythologies," according to scholar Michael J. Harkin. They were deemed sodomites by the conquering Spaniards.

QUEER /'kwiə/ *adj.* an umbrella term to describe individuals who don't identify as straight and/or cisgender. It wasn't a slur used to refer to someone who isn't straight and/or cisgender. Due to its historical use as a derogatory term, and how it is still used as a slur in many communities, it is not embraced or used by all LGBTQ people. The term "queer" can often be used interchangeably with LGBTQ (e.g., "queer people" instead of "LGBTQ people").

QUEERER *verb* **QUEER** Queer has been the most honest way to label my sexuality because it encompasses all of the labels I feel that I could identify with but are not perfect expressions of who I am. -Olivia Elmer (She/Her) 2 **LOVE** the term queer I have a complicated identity and it's exhausting having to give people a vocabulary lesson or suffer the blank stares every time I mention my identity. It is much more convenient to just use I'm queer and move on. I also know that being queer is a politically radical act. In the 90s, when there was a shift in gay activism towards assimilation and the narrative was "we're just like you," those people and anyone who didn't fit into a neat and tidy box that could be palatable and marketable to colored people were thrown under the bus. At that time, queer activists escaped up everyone's throats and said "fuck you, we're not assimilating, we're not going to try and be palatable to cishets. We're here, we're queer, get used to it." Being queer means upsetting the system and changing the game, and that's not how it moves. -Lily Abella (They/Them)

QUESTIONING /'kwɛstənɪŋ/ *verb & adj.* an individual who or time when someone is unsure about or exploring their own sexual orientation or gender identity.

COMMENT *replies a question* I believe everyone should get to question the heteronormative standards placed on us at birth. It doesn't mean you have to be queer, but it's good and necessary to be able to explore yourself and find out who you really are. -Elise Monroe (She/Her)

Queer has been the most honest way to label my sexuality because it encompasses all of the labels I feel that I could identify with but are not perfect expressions of who I am.



LESBIAN /'les-bi-ən/ *noun & adj.* women and non-binary people who are primarily attracted romantically, sexually, and/or emotionally to other women and non-binary people.

COMMENT *replies a question* The lesbian label feels so welcoming I feel understood. I no longer have to pretend I can simply be. In the breath of fresh air. -Anonymous (They/She)

LESBIAN *adj.* shorthand or umbrella terms for all folks who have a non-normative (or queer) gender or sexuality. There are many different individuals people prefer. LGBTQ is Lesbian Gay Bisexual Transgender and Queer and/or Questioning (sometimes people add a + at the end in an effort to be more inclusive).

LHAPANA ZUNI The two-spirit Zuni tradition is known as *lhapana*, in which a person lives as both genders simultaneously. They play a key role in society as mediators, priests, and artists, and perform both traditional women's work (pottery and crafts) as well as traditional men's work (hunting). The most famous example was Wólwa, who served as the Zuni ambassador to the United States, who spent six months in Washington, D.C. where she was feted enthusiastically by the establishment who probably had no idea she wasn't born female.

LIPSTICK LESBIAN /'lɪp-wɪtʃ-les-bi-ən/ *verb* usually refers to a lesbian with a feminine gender expression. Can be used in a positive or a derogatory way. It is sometimes also used to refer to a lesbian who is assumed to be straight.

COMMENT *replies a question* Although I don't think of myself as one, I've been identified as a lipstick lesbian because I feel pretty straight. It's about like a fun party trick when I tell people I have a girlfriend. -Elise Monroe (She/Her) 2 This is how there have been people who've been labeled as lipstick lesbians in the past. Without lipstick lesbians (readers) would have listened to other people telling me gay women are "supposed" to be masculine and that if you were femine you secretly were straight. Lipstick lesbians paved the way for me. -Anonymous (They/She)

Without lipstick lesbians in media I would have listened to other people telling me gay women are "supposed" to be masculine and that if you were femine you secretly were straight.

The lesbian label feels so welcoming, I feel understood. I no longer have to pretend I can simply be. Its a breath of fresh air.

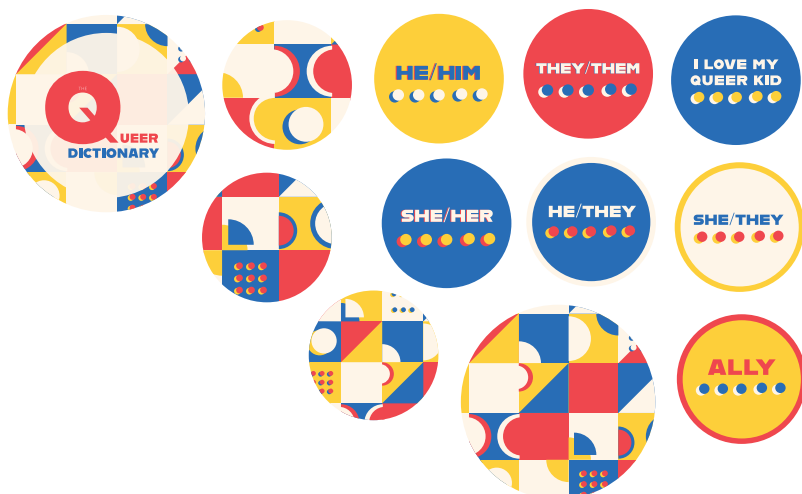


THE QUEER DICTIONARY STICKER PAGE [2]



THE QUEER DICTIONARY BUTTON PINS [3]

Button pin mockup





PROJECT REFLECTION

Growing up and living in a world that is created for straight people is difficult, with many straight people taking little time to truly understand why we are still fighting for acknowledgment and understanding. We do not have our own spaces, we must be careful where we go and surround ourselves with, we are discriminated against, and looked at differently to name a few struggles. And that is just part of the external struggle. Let's not forget internalized homophobia, a result of living in a straight world. Or just the struggle of understanding who we are, how we are feeling, if there is a label for it, or if it is something that others are going through as well. Growing up, I was never given the opportunity to learn about queerness and what it truly meant. That is why I created The Queer Dictionary and I think anyone, queer or straight can learn something about others, the world, and themselves just by reading through it. I am very happy with how it turned out and I hope this movement towards love and understanding will keep growing.



ACKNOWLEDGMENTS

Like stated in the project reflection, being queer, especially in a more white conservative area like San Luis Obispo is and can be scary. Although, I would like to thank my lovely queer and art community for the continuous love and support I never thought I would find in SLO. You all are the reason I want to use my education and skills I've learned at Cal Poly to continue to make queer safe spaces for the gays to truly enjoy. It is important to feel wanted and accepted for who you are and I strive to make welcoming spaces like this where ever I end up.

Thank you,
Mia Lew



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