



News & Events

University News & Information

California Polytechnic State University, San Luis Obispo, California

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Women's Role in High-Tech, Interactive Design Field To Be Explored in March 10 Talk

SAN LUIS OBISPO --- Enrica Lovaglio, an assistant professor of art and design at Cal Poly, will present "Designing Women? Women as Technology Designers and Women Designed by Technology" from noon to 1 p.m. March 10.

The talk is sponsored by the university's Women's Studies Program and will be in Room 218 in the Mathematics and Science Building.

Lovaglio will discuss her personal experience as a designer in the technical fields of architecture and interactive media in both the United States and her native Italy. Using statistics and examples, she will illustrate how the world of technological design is largely dominated by men, and how this gender inequity contributes to the frequent depiction of female figures in digital games and short animation as sexual objects or super-heroes.

Lovaglio will use design samples from students in her digital media course to illustrate the differences between typical male and female design approaches.

She argues that the presence of more women in this design field might improve both its content and aesthetic. She will highlight the need for women to become role models in the field of design for the high-tech and entertainment industry.

Lovaglio earned a master's degree in multimedia engineering from UC Santa Barbara. She worked in the fields of urban design, architecture and interior design throughout Europe.

The public is invited to this free presentation. For more information, contact the Cal Poly Women's Studies at 756-1525, womst@polymail.calpoly.edu or go online to calpoly.edu/~womst.

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