

SUMMARY

Designing a Doll through the Female Gaze

The purpose of this thesis was to talk about how the female gaze can benefit women and society as a whole. Bringing out the negative aspects of the male gaze and the positives of the female gaze.

For the practical part, I made a Ball-Jointed-Doll out of polymer clay. Also, making a persona for the doll by making her clothes, a hairdo and accessories. By doing that, I also thought about the music she likes or what kind of food is her favourite — essentially who she is as a person. First i made the body parts individually and half-baked them. By half baking them, I had the opportunity to always go back and remodel them, although it was not the most pleasant when the shape was just so wrong. After making the desired shapes and fitting them all together, I baked them completely. Then proceeded to refine the parts. After stringing the doll together, I got an overview of the body build and went on with making the clothes and hair. For sewing, I made simple needle stitches that went together with the childlike play feeling. For the hairdo, I made a wig cap and glued chunks of synthetic hair to it. Lastly, to present the work, I put together an outfit for her, made a hairdo and also made an assembly background for her, making it look like she was looking at the different parts of the female gaze. For me, this work expanded my knowledge of the female gaze and also gave me the opportunity to make something I genuinely wanted to make. With my work I hope I have inspired someone to live by the female gaze, granting themselves freedom from the male gaze.