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English 300
Shipka

**Statement of Goals and Choices for Product Academe:
“Dorothy’s Deferred Dreams”**

Goals:

1. To confront the fact that one facet of my student-hood has been the requirement that I postpone some aspects of my life in favor of others. I intend to dramatize this through the use of advertisements, blurbs, and decoration.
2. To examine how products – including education – are marketed to the public. The box as a platform for marketing will encourage the consumer to contemplate their feelings about education, using the doll as a conduit.
3. To cross-promote a number of related products through direct inclusion of ads. The advertisements will convince the user that he or she cannot possibly get by with only the basic model.
4. To generate income by convincing the public to purchase first the doll, and then a series of other sets too be used in conjunction with it.


Audience: People who are of or near college age and intend to attend in hopes of attaining a degree. More specifically, students who intend to be highly involved in a variety of activities while at school.

The product has been used.

Visual and Verbal Choices

ENTIRE PROJECT:

<p>Why did you choose the name “Dorothy’s Deferred Dreams”?</p>	<p>I chose to name it that in part as a reference to the Langston Hughes poem “A Dream Deferred,” which has always stuck in my mind. The poem concerns the different ways in which people might react to having their dreams kept out of reach by circumstance.</p> <p>The other main reason I chose it is because I wanted to use this project to lampoon a specific marketing scheme. Mattel’s Barbie dolls have “Dream Houses” – huge pink mansions – dozens of jobs, and Malibu Beach Cars; they are ubiquitous and memorable. This name pokes fun by focusing on real life’s more reasonable dreams and on the fact that instant gratification often does not happen.</p> <p>On a more shallow note, I liked the alliteration, and have often seen dolls and toys marketed that way because “catchy” names tend to stick in the minds of consumers.</p>
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<p>Explain your logo and production company.</p>	<p>My logo consists of a particular arrangement of stickers, one a rainbow-colored star with a purple heart in the middle and the other a smaller blue star. It is bright, cheery, and commercially plastic in appearance. The stickers are by Lisa Frank, a brand marketed heavily to young girls during the same time in my childhood when I was part of the Barbie target demographic.</p> <p>My production company is called “Reach for the s, Feet on the Ground.” I wanted to suggest a hopeful, dreamy concept and then give the reader mental whiplash by slapping them back down to Earth, as much of this product is intended to do.</p>
<p>Why did you choose to include a representation of the merchandise, rather than just a box?</p>	<p>I wanted to demonstrate the way the toy was to be used. More importantly, I wanted to demonstrate the way in which the advertising misrepresented the reality. Therefore, I included some of the things a consumer would have after purchasing both the doll and several tie-in products cross-promoted on the box.</p>
<p>Explain your choice of fonts?</p>	<p>Only two computer fonts are used for this project, mostly for headers. The bulk of the ad copy was handwritten.</p> <p>The first, most noticeable font is Barbie Medium Italic. This is a free font I found online. It is a heavy, curly, barely-serif advertising font. It was designed to look like the typeface used on Mattel’s Barbie advertisements back in the 1990s, when I was growing up and playing with them. I chose it to reinforce the sarcastic thematic link between my doll and Barbie. I used it for the doll’s name/logo and for headers in the ad copy.</p> <p>The other font I used was <i>Lucida Handwriting</i>. As the name suggests, it is a handwriting-look font. I chose it because it looks human and personal, and will invite consumers to look closer. I used it for subheads and one stretch of instructions.</p> <p>I hand-wrote the rest because I wanted to be more flexible in my placement of words and phrases, rather than having to rely on typesetting in the GNU Image Manipulation Program (GIMP) which I used to produce the graphics and frames.</p>
<p>Why did you use GIMP rather than hand-drawing some of the piece?</p>	<p>GIMP allowed me to use clip art and fonts, making it possible to focus on message, style and composition rather than agonizing over trying to draw everything by hand, which I am slow and unskilled at. While artistic ability is not necessarily being graded, it was important for parts of my work to be easily recognizable.</p>

<p>Why did you choose to use a shoe box instead of the shirtbox Dr. Shipka gave to you and your classmates?</p>	<p>I decided to use a shoe box because I decided that I wanted to include large amounts of information and graphics printed big and readable along the sides, and therefore needed more depth than the comparatively thin shirt box could provide.</p> <p>The shoe box was also more sturdy and could better weather the weight of the “merchandise” placed inside.</p>
<p>Explain your writing style choices.</p>	<p>Most of the writing on the box consists of commands and invitations, often punctuated by exclamation points. It’s meant to sound like a vaguely hysterical level of desperate marketing directed towards the customer.</p>

FRONT/LID:

<p>Why is the lid covered with four different textures?</p>	<p>The lid is meant to resemble two sets of clothing, split down the middle.</p> <p>The top left portion is covered in black construction paper, with yellow construction paper resembling a half-visible logo of some sort towards the center. It is intended to look a bit like a tee shirt.</p> <p>The bottom left is covered in a somewhat shiny, textured light blue cardstock. It has an orangey-brown stripe running parallel to the top. The line of division between top and bottom curves diagonally downward towards the center to suggest a waistband, because the concept behind this quarter was “denim.”</p> <p>The top right is covered in creamy cardstock with an iridescent paisley pattern stamped on it. I chose to glue two white pearly buttons near the center to help foster the impression of a lacey blouse.</p> <p>The bottom right portion is the same shape (mirrored) as the bottom left, and has the same “waistband stitching” stripe in brown. The cardstock is a bland cream and taupe houndstooth, like a wool skirt.</p> <p>I chose this representation to give the impression that the student is in a state of transition – no longer able to always wear the casual clothing of a teenager, but not necessarily required to dress full-time as a conservative professional. Both, yet neither.</p>
<p>Logo location?</p>	<p>The main logo, written in Barbie Medium Italic as described, is placed in the upper left corner. I did this because English speakers read from left-to-right, top-to-bottom. I wanted the name to appear prominently at the point where consumers’ eyes would naturally hit the page to guarantee attention.</p>

	<p>I chose to print it out in white lettering on a black background so that it would blend with the “tee shirt.”</p> <p>I used a computer font here because this was the part of the design I <i>most</i> wanted to evoke Barbie.</p> <p>The production company logo appears down at the lower left-hand corner to advise consumers as to where the line of dolls comes from.</p>
<p>Explain the words and slogans used.</p>	<p>On the right side, the phrases STUDY! WORK! INTERN and PAARTY! appear in colors appropriate to the sections of backdrop. They are intended to represent the sort of marketing and commands received by college students. This is the only mention of “partying” anywhere on the box; it is a red herring.</p> <p>The really important writing on the right-hand side are “DREAM! ON!” and the phrases on the “skirt” portion. Dream! On! Invites the user to do as the production company name suggests.</p> <p>The “opportunities” blurb rather hysterically insists that a student can’t let anything pass, and that this is a good thing.</p> <p>The lowest, “Help Dorothy postpone her life until after college! Someday it will be worth it!”, is the most telling, and contains the basic thesis of the piece.</p> <p>They progress top-to-bottom from optimistic to demanding, in hopes that the reader will feel an uncomfortable sense of dawning realization and pressure as they read.</p>
<p>Why did you choose the clip art used?</p>	<p>I used the clip art on the front because I wanted to create a focal point and disguise the spot where the four textures joined. The brunette girl with the stack of books as tall as she is represents the doll.</p> <p>Because the character is based on me, I used a red acrylic paint on her lips (classic red lipstick is my primary and most distinctive makeup choice, and one I feel makes me look rather unique). I did the same to the actual doll and to every other image representing the doll/character anywhere on the box to solidify that as her defining trait, even when using less specific clip art.</p>

RIGHT:

<p>What is the purpose of this</p>	<p>This side describes some of the doll’s “fun” features, activities and accessories in hopes of attracting customers.</p>
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side's content?	It has a header in Barbie Medium, and the content is in <i>Lucida</i> . It is the largest stretch of <i>Lucida</i> on the entire piece. I chose to use it here because it's the largest stretch of uninterrupted writing, and I wanted it to look neater and tidier than I believed was possible for me to accomplish when writing freehand on unlined paper.
What is the meaning of the trunk?	As a Barbie-styled doll, Dorothy's roles are determined by the different outfits her owner purchases and dresses her in. (Said outfits are promoted elsewhere on the box.) The trunk is where they are meant to be stored; however, it has limited space, reflecting the limited number of roles that she can (as the ad copy says) "reasonably" accommodate.
Why is there a pair of clocks, and why are they colored in?	This ties in to the sets cross-promoted on the back. The basic purpose is to show that the student is over-burdened by the many <i>immediate</i> demands for her time.

BACK:

What is the purpose of this side's content?	<p>This side introduces a number of other products from RFT*FOTG and attempts to convince the user to purchase them.</p> <p>The products promoted include both play/clothing sets for Dorothy and other dolls to be used as companions.</p> <p>The blurb "How many sets can <u>you</u> buy into?" suggests that it's all social and economic pressure at the heart of the buying frenzy. Another blurb insists that every single set is necessary, and excitedly commands the owner to purchase them.</p>
Why is the background red?	I chose red to create a feeling of crisis or panic.
Why are there check-boxes for each item? What is the significance of the ones which are checked off?	<p>The items are marketed with a "Gotta catch 'em all" tone; the check-boxes encourage the owner to keep track of which ones he or she still "needs" to complete the set.</p> <p>The ones that are checked off are almost all school- or work-related. The relationships that are checked all receive a miniscule time allotment to suggest neglect, and the "8-Hour Sleep" pajama set is not owned at all.</p>
Why are the social and activity-related responsibilities	<p>I wanted to emphasize that relationships can easily suffer when a student has overextended herself on school.</p> <p>Depending on the owner's priorities, time and money could very well have</p>


separated?	<p>been dedicated to relationships, yet the pressure and intertwined nature of the other “sets” caused them to be priorities.</p> <p>That’s the purpose of Fluffy the Mascot Cat, as well.</p>
Explain the warning.	I put in a warning which reflects the choking warnings which appear on all toys. However, by changing the hazard to drowning and the listed age to 18, I hoped to suggest to the reader that being a full-time, working student requires a certain degree of maturity.
Why do some sets require other sets?	This is part of the cross-promotion, but it’s based in practicality. The “Auto” (depicted as a vintage car to suggest students’ tendency to buy junkers) requires the “Job” to pay for gas; the Job needs the Auto for transportation’ the Internship and Networking require Clothes Shopping, which in turn requires money from the Job. No one set can operate without the complex support web of the others, meaning that it is difficult for the user to pick and choose which to purchase.
Why is the Goodwill logo used for the Clothes Shopping product?	I felt that Goodwill would provide a good shorthand for viewers to understand that this refers to shopping on a budget.
Why did you decorate it with stickers?	The stickers are Lisa Frank brand, the same used in creating my logo. I felt that they added to the ‘90s aesthetic of the product and provided a certain uniformity of style. They are used elsewhere for the same reason.

LEFT:

What is the purpose of this side’s content?	<p>I designed this side to dramatize the things which the student is postponing.</p> <p>It exists to cross-sell a variety of highly desirable products not compatible with the student’s lifestyle.</p>
Why are these products being cross-sold?	I wanted to mock the style of Barbie cross-selling. Like her Dream Mansion, these are dreams, but much more reasonable, yet harder to achieve in reality.
Why did you place so many constraints on these products?	<p>Each product requires several criteria to be met before it can be purchased, and none works with the basic Student playset.</p> <p>The Dream Job requires the Student Job and the Diploma (see Bottom), and is helped by the Internship; the Wedding requires the Fiancé, but won’t</p>

	<p>work with the Student storage; the Dream House requires the Dream Job; and Healthcare is compatible with either of two sources, each of which has prerequisites.</p> <p>In essence, they are what the Student set is designed to work towards, but cannot immediately obtain.</p> <p>The constraints are as I perceive them in real life.</p>
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TOP:

<p>What is the purpose of this side's content?</p>	<p>This side is purely meant to sell. It contains a large copy of the doll's logo and an advertising blurb directed at the shopper.</p> <p>I added the blurb because I wanted to explicitly describe the doll's main functions – balancing responsibilities and opportunities.</p>
<p>Why did you include the drawing on this side?</p>	<p>I drew an image of the doll so that there would be one picture which was more accurate than the clipart used elsewhere.</p> <p>I chose to draw it in profile and styled it with an exaggerated skull shape, small features, and thin neck to mimic the vintage Barbie advertising silhouette look:</p>  <p>I also took care to draw in the same checked headband that is on the physical doll.</p> <p>The stack of books I drew in are pastel-colored because those tend to be commonly associated with dolls. I put the books in to emphasize the scholastic role of the doll.</p>

BOTTOM:

<p>What is the purpose of this side's content?</p>	<p>I used this side to hold the less-interesting utilitarian details that I didn't want to put elsewhere. Because it faces down, they are hidden until the owner or checkout worker actively looks for them.</p>
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<p>Why is there a barcode? Why does it list “points” on the proof of purchase?</p>	<p>The barcode is used to help retailers check the merchandise out.</p> <p>I added the points to mimic a sales tactic I’ve observed on some childrens’ products. Shoppers are encouraged to save up proofs of purchase and then to mail them in to manufacturers to receive special but inexpensive bonus items. This helps generate revenue by presenting a reason for the shoppers to buy more items than they normally would.</p> <p>As the doll and starter set is worth 20, the associated outfits and sets being cross-promoted elsewhere on the box are probably worth a bit less than that each.</p>
<p>Why is 120 points specified?</p>	<p>I chose to specify that the owner could send away for their doll’s Diploma (needed for the Dream Job set) after 120 points because 120 is the minimum number of credits required to graduate from University of Maryland, Baltimore County.</p>
<p>Explain the Manufacturers’ Suggested Retail Price.</p>	<p>The MSRP of \$40,000.00 is based on a rounded-down calculation of what a full-time, off-campus, in-state student would pay for 4 years of tuition and books at UMBC.</p> <p>This is the situation which fits the activities listed on the back of Dorothy’s box.</p>
<p>Why is the copyright date for this product 1986?</p>	<p>I chose 1986 because that is when I was born, and the doll represents me.</p>
<p>Why did you include a web address?</p>	<p>I thought it was a better way to allow users to correspond with the company than by mail. Users are also instructed to redeem their proofs of purchase through the website, so I felt I should provide an address for purposes of verisimilitude.</p>

INTERIOR:

<p>What is the purpose of this side’s content?</p>	<p>The interior has a small background and is intended to attractively present the doll and her accessories.</p> <p>The large blurb on the chalk board continues to market it to the customer.</p>
<p>Why is the “wall” green?</p>	<p>I made the wall a rather bland, institutional sort of green to contrast with the vibrant color of the leaves on the tree “outside.” I wanted the wiewer’s eye to be drawn away from the sickly interior to the life outdoors.</p>
<p>Why did you</p>	<p>I wanted the beautiful, sunny weather seen through the window to</p>

include a depiction of a window?	<p>represent the life – dreams – that are being postponed in favor of the sparkly blue-and-gold “COLLEGE” banner.</p> <p>To emphasize this, I kept the window closed and put heavy in white bars dividing the panes for a claustrophobic feeling.</p>
Why is the trunk so full, and why is it tied shut?	<p>The trunk is overfull because I want it to look like the user has purchased many of the so-very-necessary additional sets, and they no longer fit in the limited “space” that is the doll’s life. I tied it shut with a jute string which looks like a miniature rope to suggest that they are going to great lengths to store (do) it all.</p>
Explain the items on top of the trunk.	<p>Fluffy the cat is only glued on so that he doesn’t fall out and get lost.</p> <p>The student’s notes are all on top of the chest, and there is a sticker saying 100% on them. However, I marked them with brown rings like coffee stains. That, along with the can of coffee drink and the bottle of caffeine pills, is meant to suggest that the student has overextended herself.</p> <p>Another crumpled and stained page can be seen sliding off the back of the trunk. I made the “A” resemble the Anarchy symbol to try and suggest chaos; the words on the page are the second-to-last line of the Langston Hughes poem for which the doll is named.</p>
What is the note tucked into the back of the doll’s belt? Why?	<p>I deliberately meant for that to be hard to find. It is the last line of the same poem. I wanted it to seem very private.</p>
Why is the chalkboard decorated in the way it is?	<p>I wanted the large blurb to “sell” to the reader while emphasizing that the doll’s “dreams” must be postponed until four years in the future.</p> <p>I included the lower message with the arrow pointing to the laptop to continue the theme of “life” being postponed or elsewhere.</p>
Fluffy	<p>Fluffy was included because I mentioned him on the BACK section; he represents yet another responsibility,</p>

PURPOSE:

What is the purpose of “Dorothy’s Deferred Dreams”? Why	<p>The purpose of this doll is to present the student’s contradictory experience of needing to look forward to one’s dreams while simultaneously being unable to act upon them.</p> <p>I chose this concept because although I really liked one of my other ideas,</p>
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did I choose this concept over others?	the Transformer, I felt that I could get the most mileage out of the cross-promotional aspects of this doll. I feel that activities are constantly marketed to students, and wanted to present that here in a concrete way.
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Acknowledgements	<p>I would like to thank Shawn, aka the Perfect Fiancé, for doing what it says on the tin and more. From letting me bounce ideas off him to just putting up with years of a girlfriend coming home at 8 p.m. three days a week and studying or working the other four, he's been the best.</p> <p>I would also like to thank the creators of Google Image Search, the free Barbie Medium Font, and GIMP, without which I could not have produced the graphics for this project.</p> <p>Substantial portions of the components used in making the box and merchandise were purchased at Goodwill of Glen Burnie. The mixed bags of used toys and surplus stickers were invaluable, especially when working on a budget.</p> <p>I'd like to thank BJ's Club; they have excellent prices on ASUS laptops, which became relevant shortly before I finished this project. ☺ I'd also like to thank the manufacturers of Lexar USB Flash drives for saving my data.</p> <p>Juliana Colon created the table formatting I used to write this Statement of Goals and Choices, though I later modified it to fit my own needs.</p> <p>Finally, this project would never have been created without the prompting of Dr. Shipka. Her assignment caused me to reexamine the way in which an argument may be presented. Thank you for the interesting idea!</p> <p style="text-align: center;">In Loving Memory Of My Old Toshiba December 25, 2010 – October 27, 2012 RIP</p>
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Word Count: 3,645