

# Crush the Norm

# Diversity Rules

Kiki Olofsson

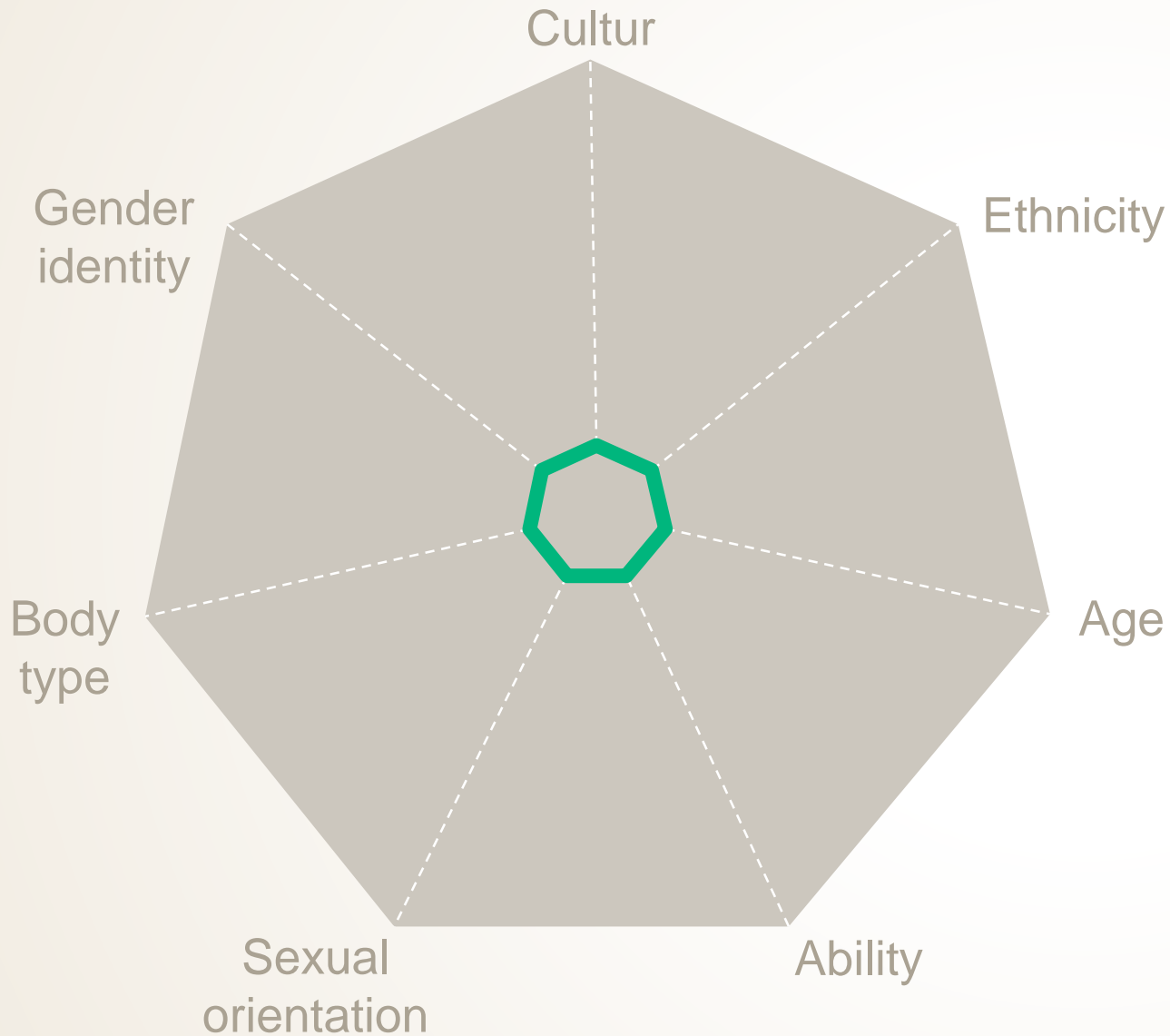


Kristin Adolfsson

1. The goal is to empower you to make **Informed Decisions**
2. It's not about setting limitations it's about creating **New Possibilities**
3. Give you the opportunity to **Be Leaders,**  
not followers

# Principles to guide you

1. Decide personality traits and narrative **first**
2. After this you decide gender, ethnicity, body type and culture
3. Let the body, look and poses of the character reflect personality and narrative
4. Aim for a well balanced group of characters
5. Always ask yourself: Did I recreate a stereotype? Why?



# Norm

Culture – Western

Ethnicity – Caucasian

Age – Neither young or old

Ability – Non-disabled

Sexual orientation –  
Heterosexual

Body type – Stereotypical

Gender identity – Male