

AMERICAN UNIVERSITY OF BEIRUT

ALAT: IDENTITY AND PLATFORM OF A
AN ANONYMOUS ARAB FEMINIST BAND

by
ALISSA KASSEM ZIBARA

An Undergraduate (Graphic Design Research Project)
submitted in partial fulfillment of the requirements
for the degree of (Bachelor of Fine Arts)
to the Department of Architecture and Design
of the Maroun Semaan Faculty of Engineering and Architecture
at the American University of Beirut

Beirut, Lebanon
May 2021

AMERICAN UNIVERSITY OF BEIRUT
UNDERGRADUATE SENIOR PROJECT
IN
GRAPHIC DESIGN
SUBMITTAL FORM

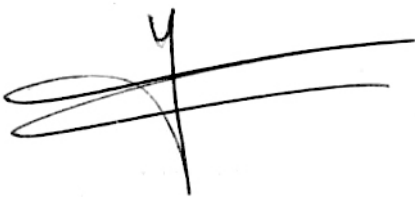
ALAT; IDENTITY+PLATFORM FOR ANONYMOUS FEMINIST ARAB MUSIC BAND

by
ALISSA ZIBARA

GD 406/407 – FINAL YEAR THESIS I & PROJECT
[FALL/SPRING 2020-2021]

ADVISOR: YARA KHOURY NAMMOUR

Approved by Thesis Advisor:

A handwritten signature in black ink, consisting of several overlapping loops and a vertical stroke, positioned above the signature label.

[Signature]

Yara Khoury Nammour, Assistant Professor
Architecture and Design

Date of Thesis final presentation: May 11, 2021

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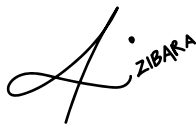
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Date

ABSTRACT

Title: ALAT: Identity and Platform of An Anonymous Arab Feminist Band

Underground music has always been a big part of my life: whether by going to shows, collecting vinyls and CD's, understanding the subculture that each movement bloomed from, etc. It was only fair to allow this passion for music and alternative/punk subculture to be part of my Final Year Project, but also allowing it to intertwine with another movement and ideology that interests me: feminism and the role of women in the music industry.

Moreover, in order for me and the women around me to feel included in this project, I chose the Arab world as my region of interest, and realized that women have faced abuse, misrepresentation, fetishization, westernization as well as many other offenses in the music industry.

As a solution to these problems, my project is to create the identity and platform of ALAT, an anonymous Arab feminist band that would speak up against these issues, and critique the injustice that females are facing in this patriarchal music industry. This band would encourage women to express themselves freely and celebrate their bodies and sexuality, as well as honor their heritage and the history of women in music.

ALAT plays experimental and instrumental music. Their faces are always covered in order to hide their identity and allow the audience to focus on their music rather than their looks. Said audience includes feminists, music enthusiasts and overall fans of this genre of music.

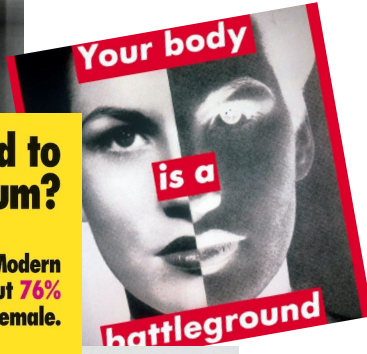
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Project Inspiration



Do women have to be naked to get into the Met. Museum?

Less than 4% of the artists in the Modern Art sections are women, but 76% of the nudes are female.

GUERRILLA GIRLS CONSCIENCE OF THE ART WORLD
www.guerrillagirls.com

a manifesto by B...

If you can't escape from certain traumatic experiences in your life, don't be ashamed to grieve.

Save the profound memories you have of painful experiences and let them guide you.

When you feel hurt, or if you're shutting down and want to hide, do the opposite.

It's okay to procrastinate.

You're capable of making miracles, you just have to believe in them.

GUERRILLA GIRLS' DEFINITION OF A HYPOCRITE.

(hip' o-crit) An art collector who buys white male art at benefits for liberal causes, but never buys art by women or artists of color.

Please send \$ and comments to:
Box 1056 Cooper St NY NY 10276

GUERRILLA GIRLS CONSCIENCE OF THE ART WORLD

AN IMMERSIVE, DRAMATICAL, PUNK PRODUCTION

bikini kill

expressions

WESTERN

YEAH!

WESTERN

موجة
mauj

هيّا
HIYA
LIVE SESSIONS

I REALLY DIDN'T KNOW WHAT TO THINK ABOUT VEIL. DEEP DOWN I WAS VERY RELIGIOUS BUT A FAMILY WE WERE VERY MODERN AND AVANT-G...

نوال السعداوي

مذكراتي في سخن النساء



مايختار لبننت
مثل حلو



الصباون يقتل
سيفيات

Soud Massi deb

ARAB

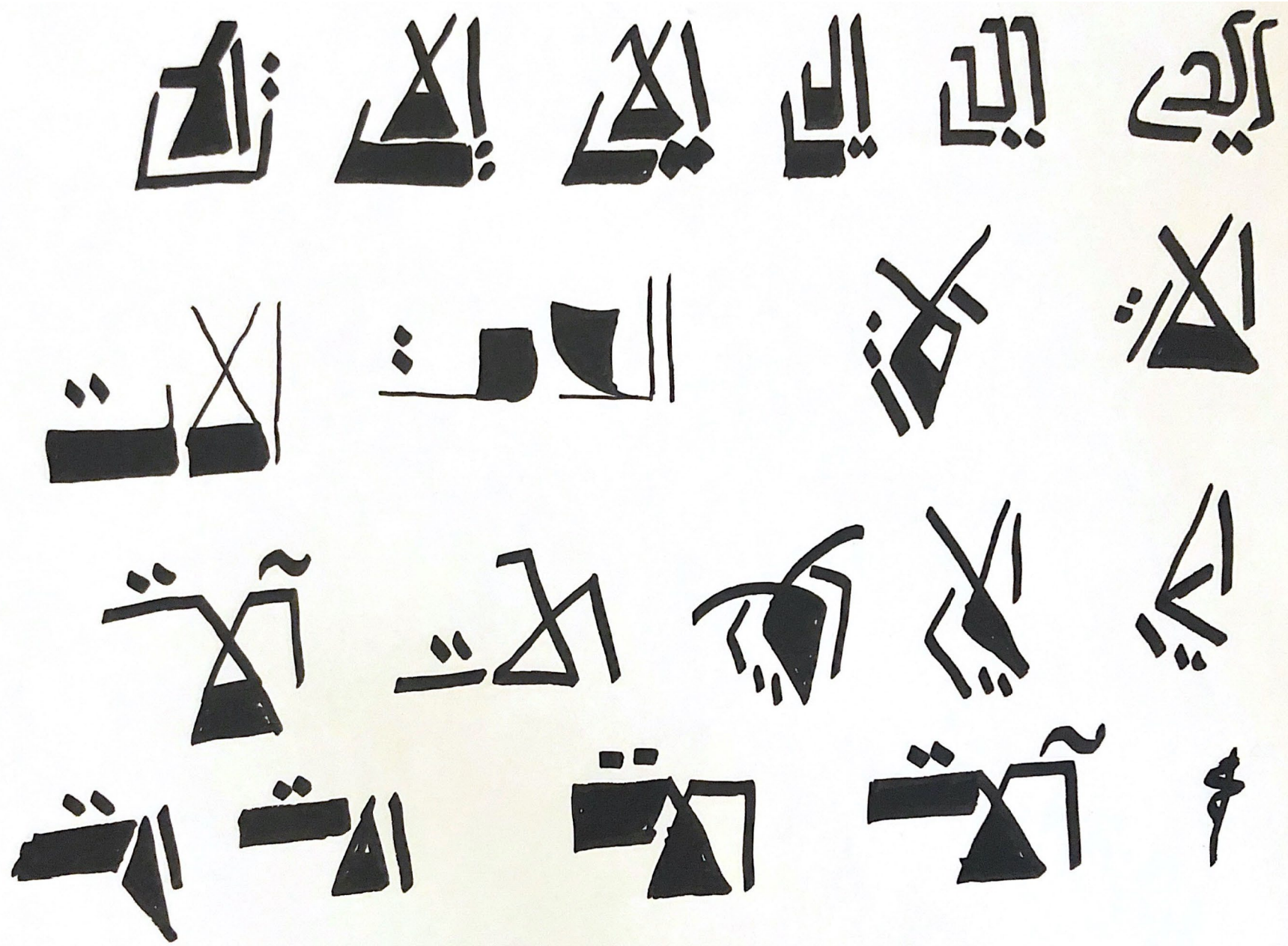
Girls' Gotta Cat

Sketches

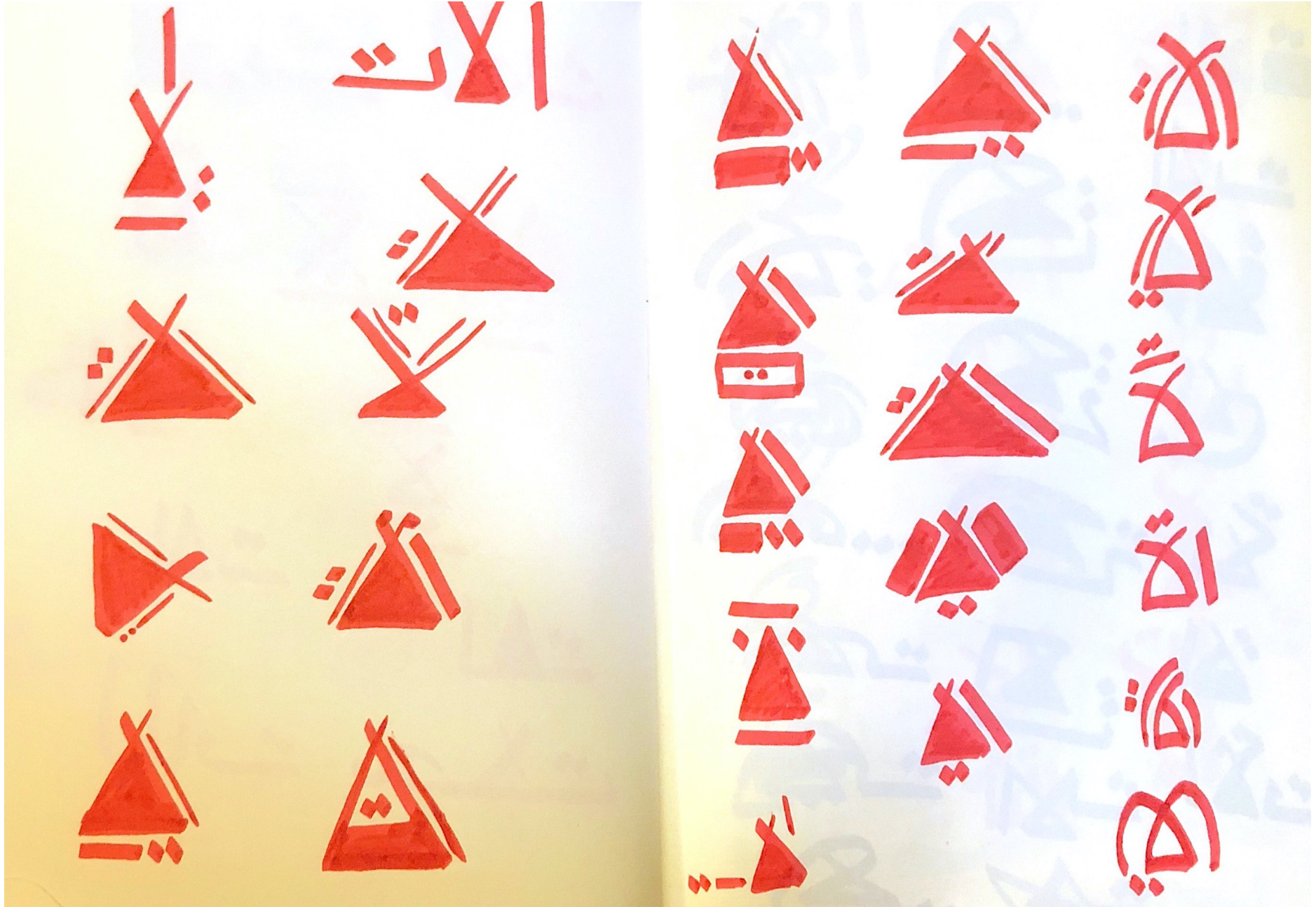
MOODBOARD



SKETCHES



SKETCHES



SKETCHES



اَللّٰهُمَّ اِنِّىْ اَسْئَلُكَ

اَللّٰهُمَّ اِنِّىْ اَسْئَلُكَ
اَللّٰهُمَّ اِنِّىْ اَسْئَلُكَ
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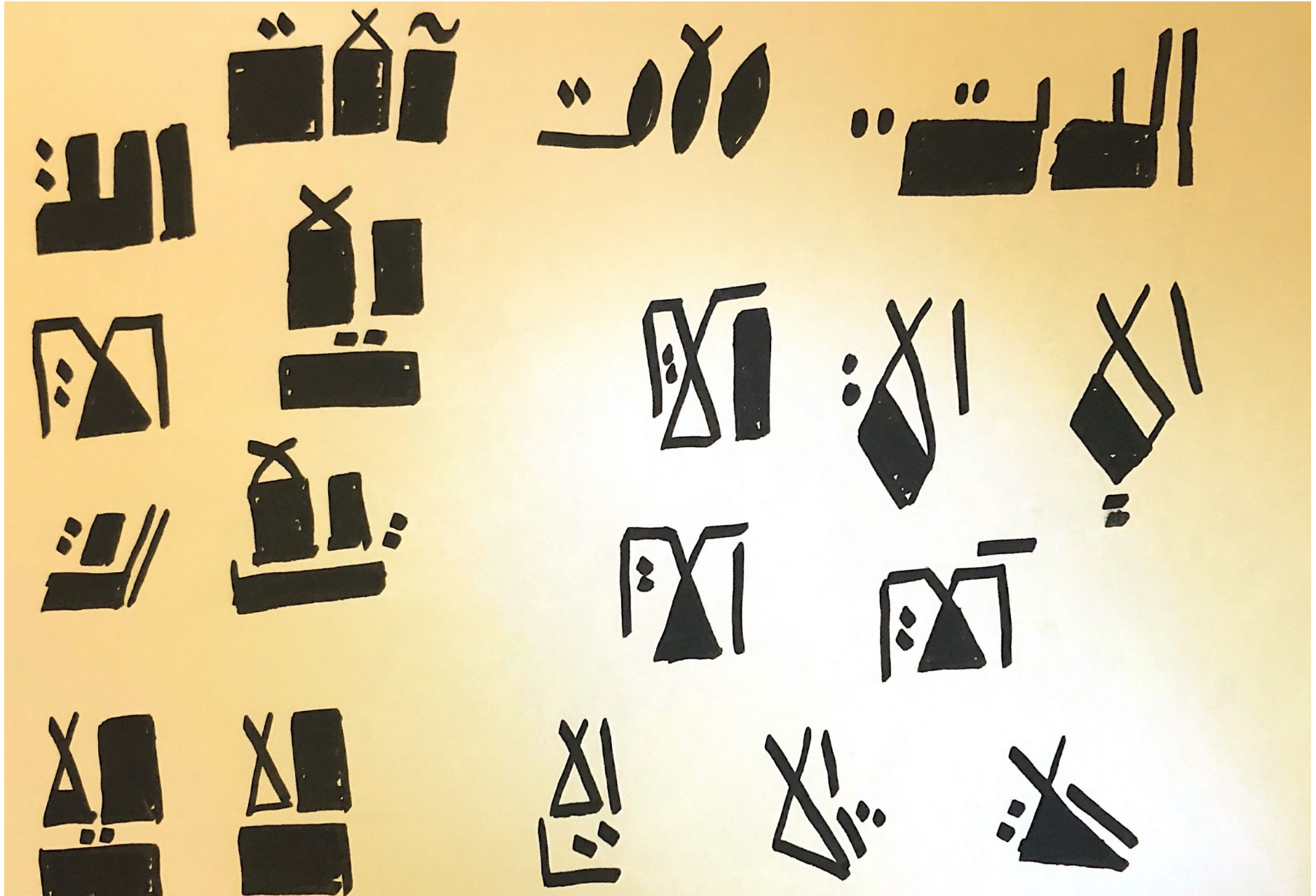
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اَللّٰهُمَّ اِنِّىْ اَسْئَلُكَ

SKETCHES



Final Project

Identity

Naming & Logo

Housestyle

Art Direction

Album Covers

Identity

- Naming & Logo

Housestyle

Art Direction

Album Covers

Keywords

ANTICIPATION

BUILD UP

NOISE

DANGER

OBSCURITY

VAGUENESS

INDUSTRIAL

MACHINERY

RATTLESNAKES

CHARLIE CHAPLIN

MODERN TIMES

DESERT

EXOTIC

ORIENTAL

ORNAMENTS

HYBRID

TV NOISE

BLURRY

GLITCHY

MECHANICAL

ORGANIC

TRANSCENDENTAL

STRINGS

LAYERS

ELECTRICITY

GENERATOR

SYNTHETIC

PIXELS

REPETITION

ECHOES

METALLIC

CONSTRUCTION

STEEL

Keywords

ANTICIPATION

BUILD UP

NOISE

DANGER

OBSCURITY

VAGUENESS

INDUSTRIAL

MACHINERY

RATTLESNAKES

CHARLIE CHAPLIN

MODERN TIMES

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TRANSCENDENTAL

STRINGS

LAYERS

ELECTRICITY

GENERATOR

SYNTHETIC

PIXELS

REPETITION

ECHOES

METALLIC

CONSTRUCTION

STEEL

Logo / Analyzing the name

ALAT • آلات

ALAT • آلات

Musical Instruments

Machines

The Pre-Islamic Goddess
of fertility & war

Logo / Understanding the
letterforms of the word

آلات

Logo / Understanding the
letterforms of the word

Isolated letters

آلات

3

2

1

Logo / Understanding the
letterforms of the word

Isolated letters

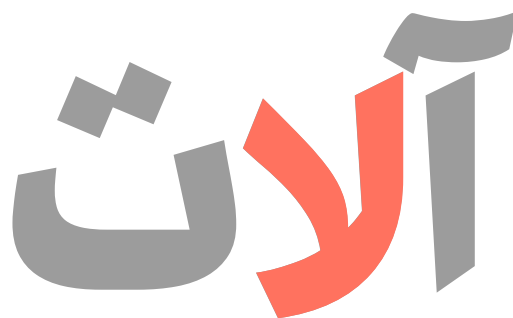


آلات

Prominent diacritics

Logo / Understanding the letterforms of the word

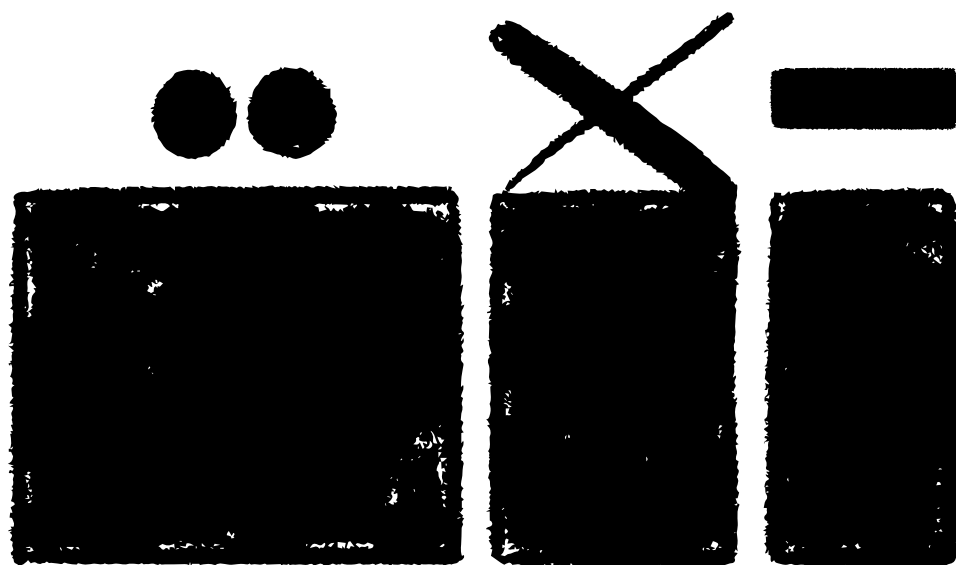
Isolated letters



Prominent diacritics

Isolated Lam Alef
-Variations
-The word NO

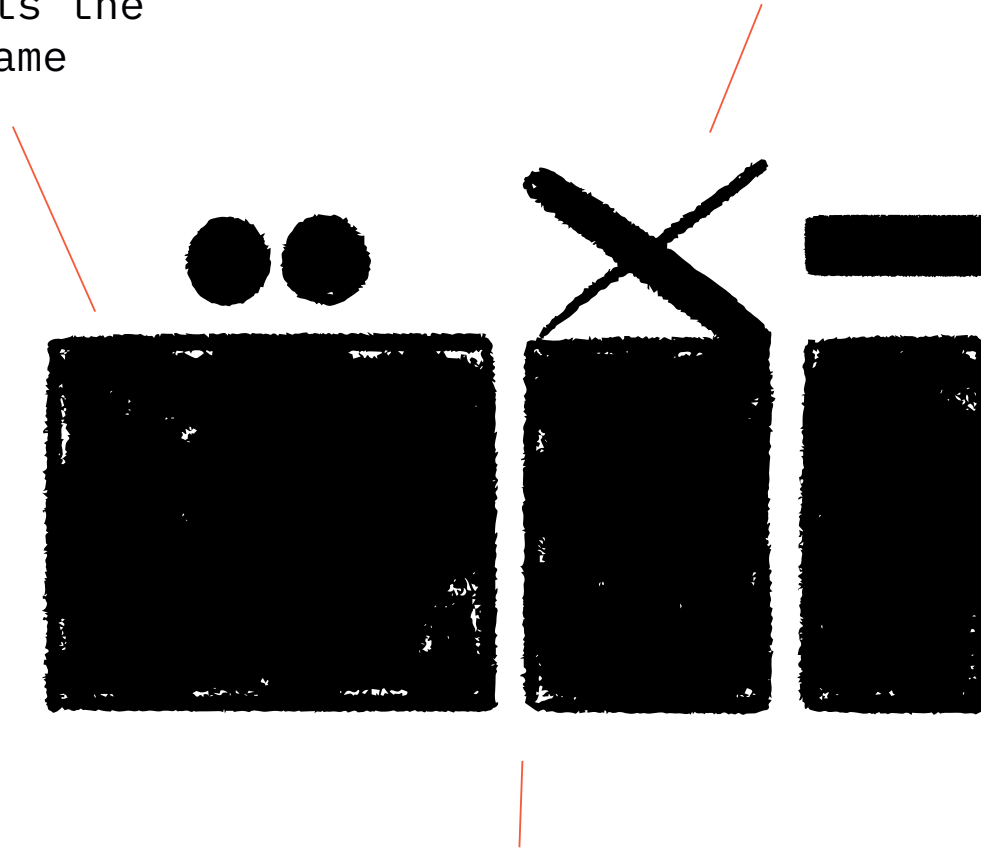
Final logo



Final logo

Allows for a
subtle contrast
in the Lam alef

Texture: compliments the
machinery of the name



An overall homogeneous
weight is distributed

Identity

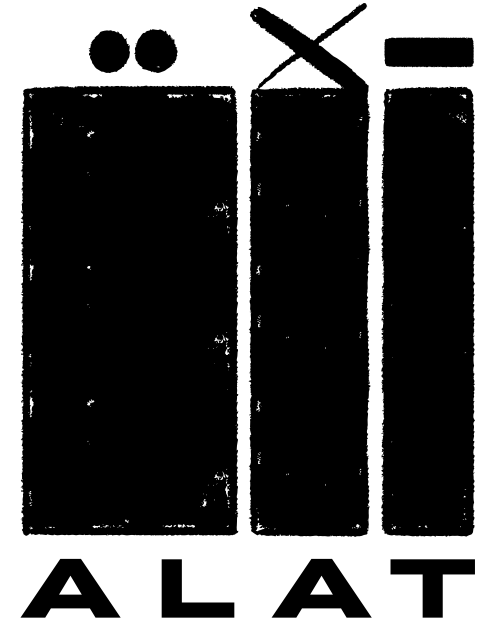
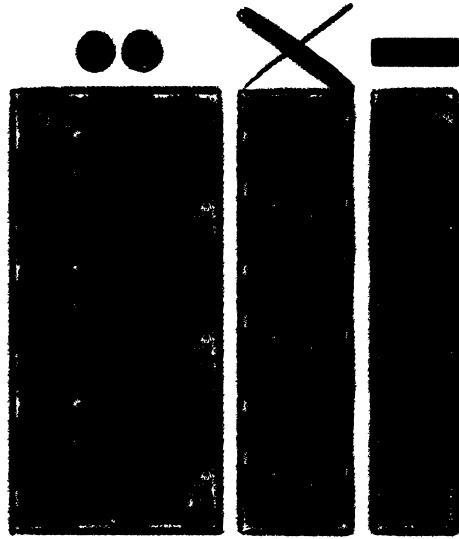
Naming & Logo

● **Housestyle**

Art Direction

Album Covers

Housestyle:
Logo variations

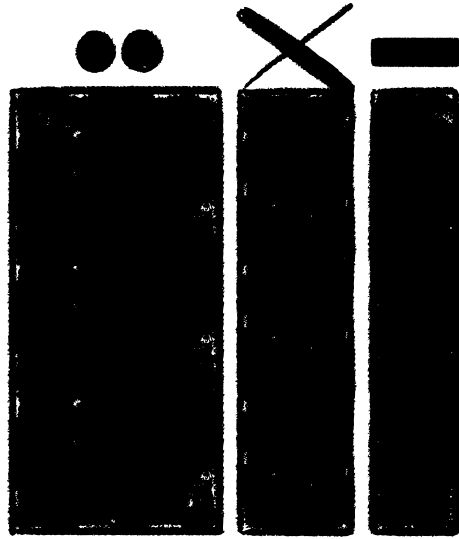


Housestyle:
Logo variations

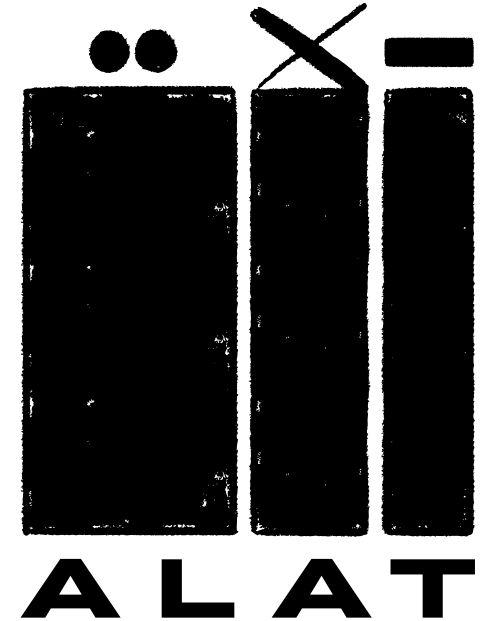
Latin set as a distant
lockup / secondary



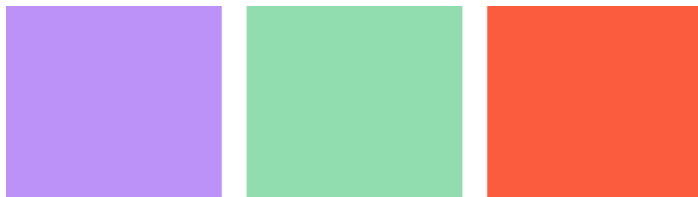
Extension of the logo



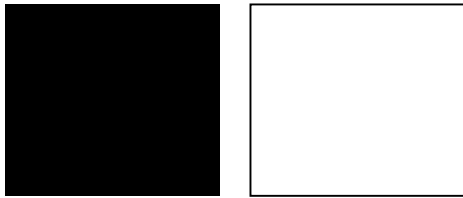
Extension + lockup



Housestyle:
Color palette



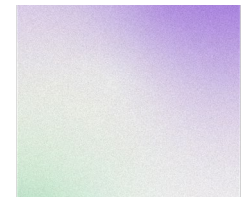
Housestyle:
Color palette



Primary color palette



Secondary color palette



Gradient

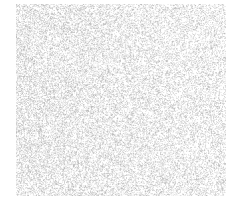
Housestyle:
Color palette



Gradient

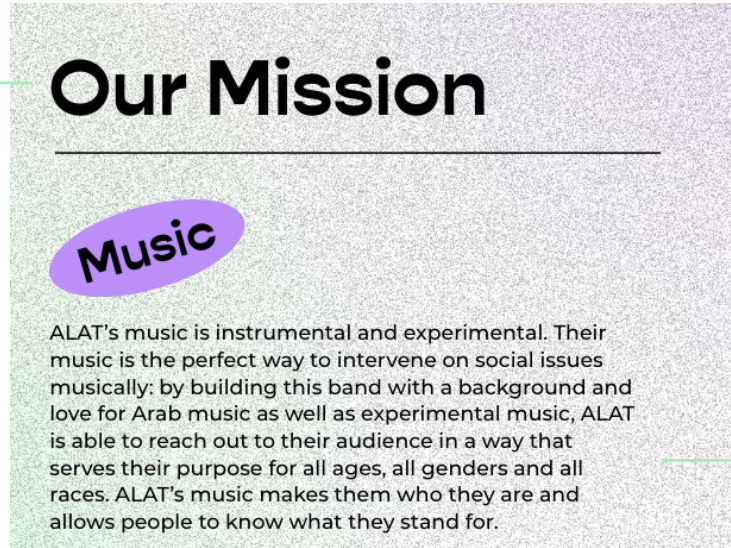


+



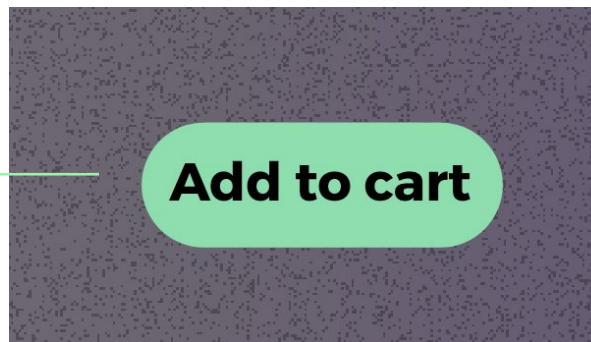
Housestyle:
Type palette / Bi-lingual Website

TITLES:
Gopher Bold



TEXT:
Montserrat Regular

CALL TO ACTION:
Montserrat Bold



Housestyle:
Type palette / Bi-lingual Website

Mizan Semi Bold



Housestyle:
Type palette / Album Covers

PROJECTION:
HudHud Bold



TITLE:
Montserrat Regular

TITLE:
Mizan Regular

Housestyle:
Type palette / Album Covers

SOCIAL MEDIA:
HudHud Bold



Identity

Naming & Logo

Housestyle

● Art Direction

Album Covers

Art Direction:
DIRECTION 1

Projections

فحنأ ماعنا بنات ققوظف بشهائتها

Sexist lyrics we want
to critique

Art Direction:
DIRECTION 1

Projections

فخنا ماعنا بنات تتوظف بشهادتها

+



Sexist lyrics we want
to critique

Circular blur gradient

Art Direction:
DIRECTION 1

The props



Dishwashing gloves =
poke fun at stereotypes

Art Direction:
DIRECTION 1

The props



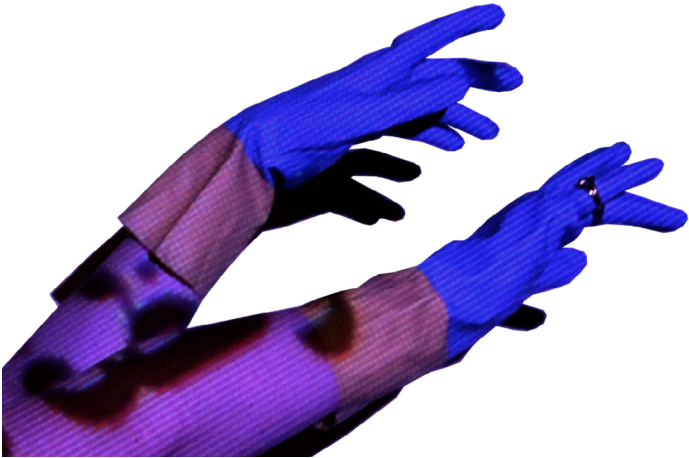
Dishwashing gloves =
poke fun at stereotypes



Clear plastic bag =
anonymity

Art Direction:
DIRECTION 1

The props



Dishwashing gloves =
poke fun at stereotypes



Clear plastic bag =
anonymity



Glove shirt =
control

Art Direction:
DIRECTION 1 / BTS



Art Direction:
DIRECTION 1 / BTS







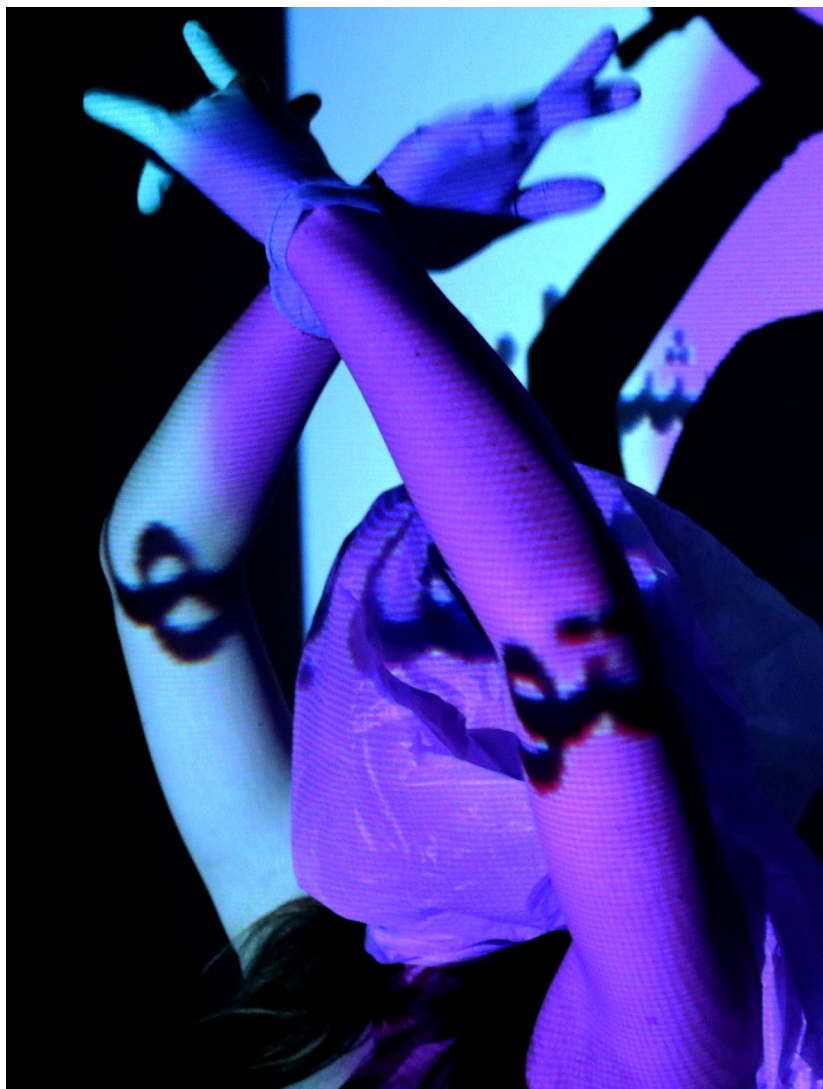




فعلنا ما فعلنا

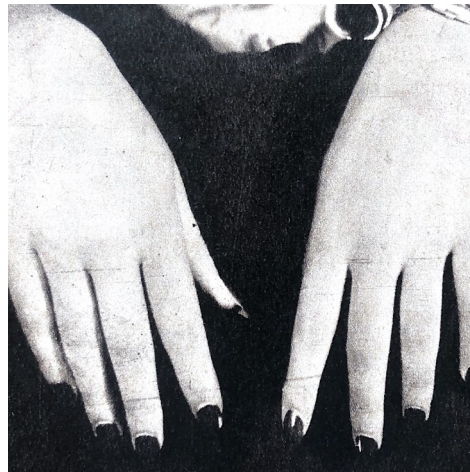
فحننا ما عينا بنات و نطف بشهادتها





Art Direction:
DIRECTION 2

Vintage Magazines



Images related to
women empowerment
/ anonymity

Art Direction:
DIRECTION 2

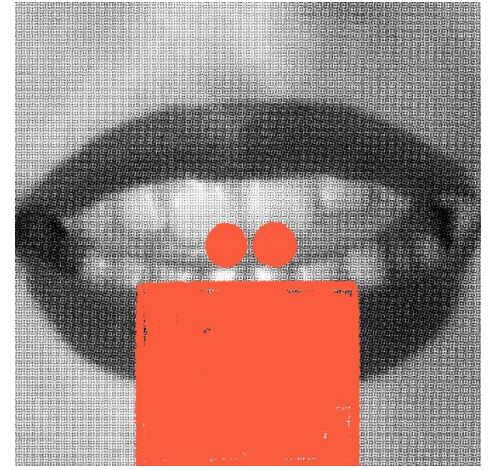
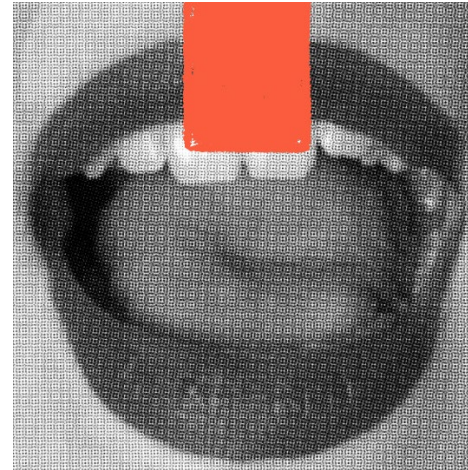
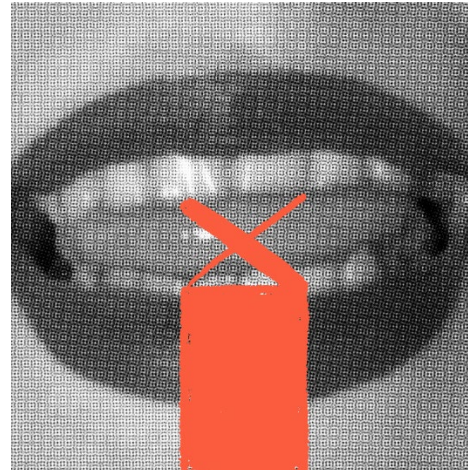
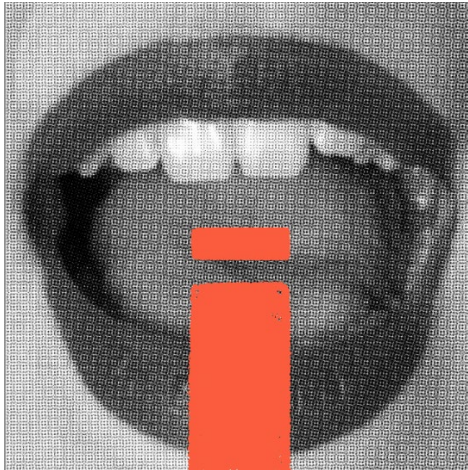
Vintage Magazines

حايه لي؟

ادخول في مباح للرجال

Lettering related
to feminism

Mouthing out



Annunciation
= accompanies the
instrumental music

Identity

Naming & Logo

Housestyle

Art Direction

● Album Covers

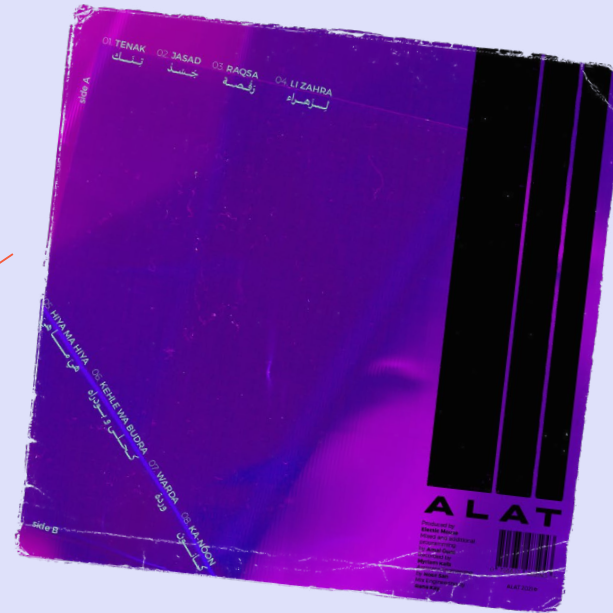
Album Covers



Logo always covered with the
main element / continues on
the back

Album Covers

Abstract texture on the back
of the albums



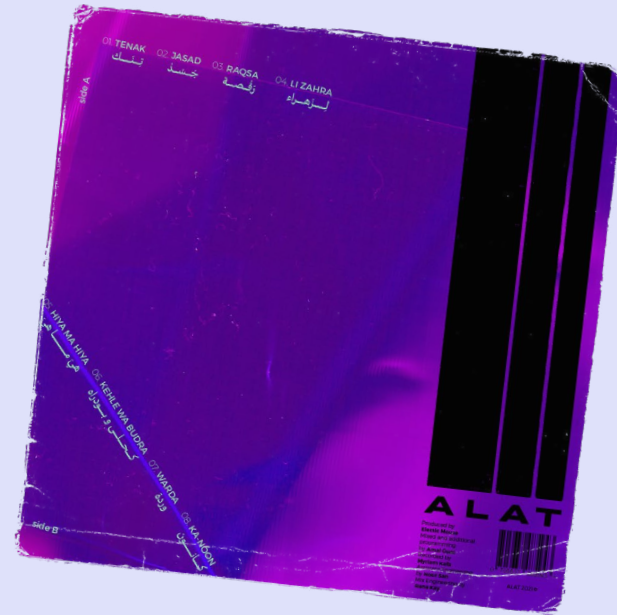
Continuation of the logo
+ the latin lockup

Album Covers

Vinyl with logo
+ album title around



Album Covers



Album Covers



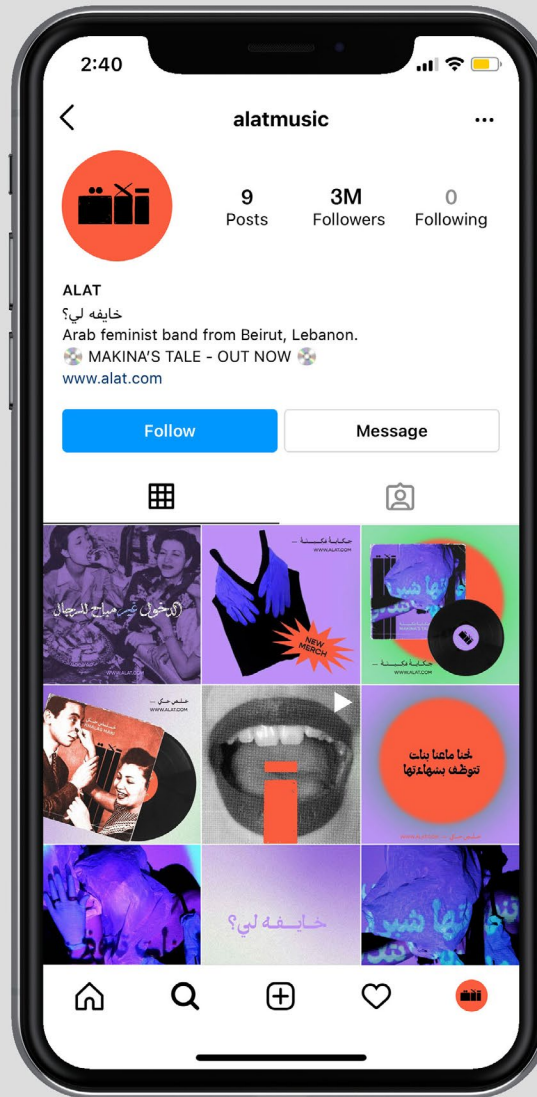


Responsive Website



Social media

Instagram Feed



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- Basu, R. (2020, September 15). *The Feminist Findings Zine Uncovers Forgotten Histories of Feminist Publishing*. Eye on Design. <https://eyeondesign.aiga.org/the-feminist-findings-zine-uncovers-forgotten-histories-of-feminist-publishing/>.