

The F Word

A conversational card game that teaches active
intersectional feminism through encouraging empathy



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Brand Vision

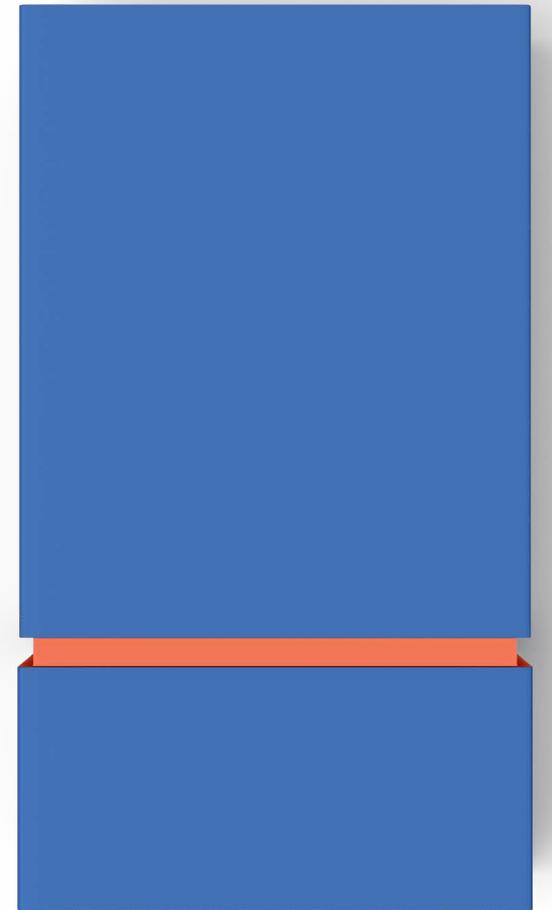
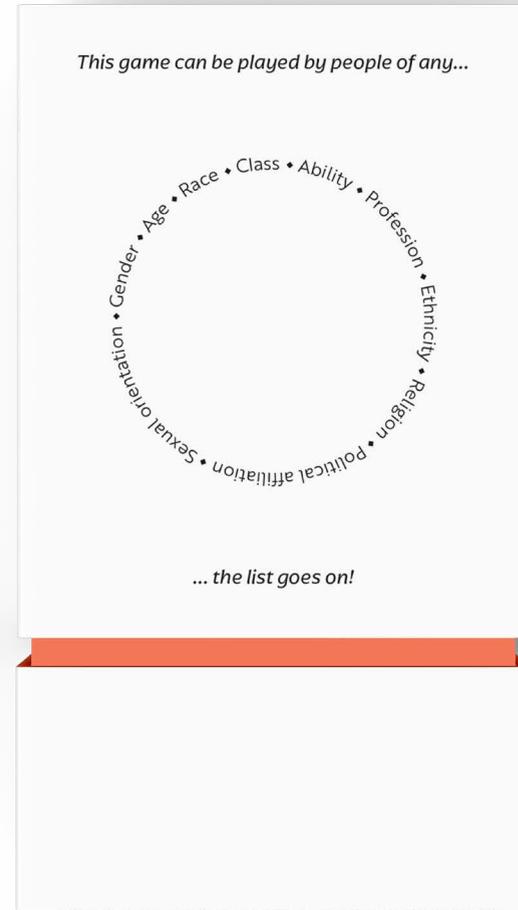
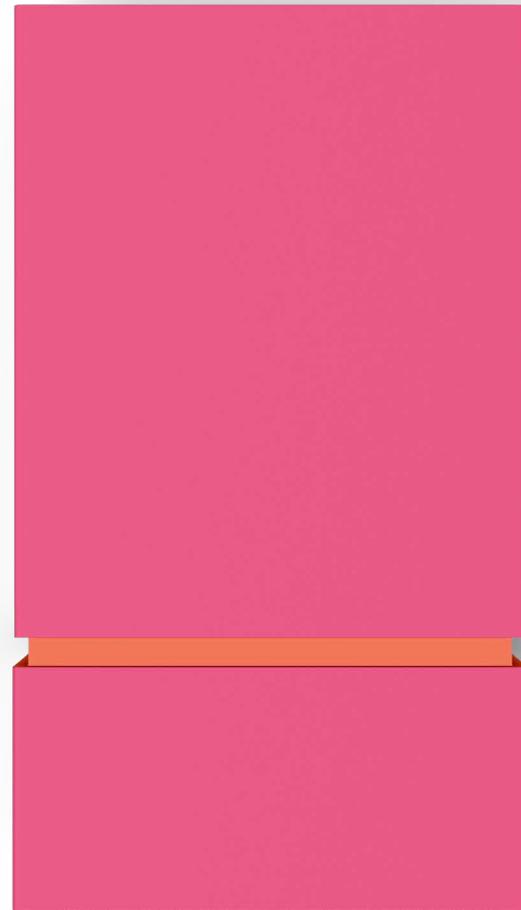
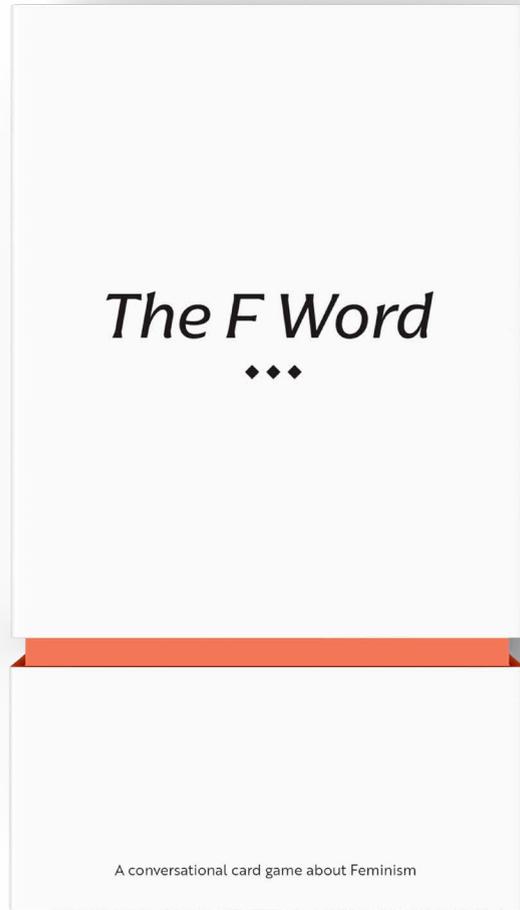


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about
by looking
at you?

Some of these factors include gender, age, weight, religion, socioeconomic status.



What
privileges do
you benefit
from?

Are you a male? White? Middle or upper class? Educated? Able-bodied?



Which of these privileges had you never brought about before? How do you benefit from these identities?



Have you
changed your
mind about
anything
recently?

If you think you're being rational but others aren't and they're bad at thinking to check your biases.



What are
different
identities that
someone
could claim?

What are some of your identities? Which are the most important to you?



What is
the first
thing you
notice about
someone?

How might these traits influence your first impression of them?



Pause and reflect on your potential biases before interacting with people in certain groups to reduce reflexive reactions.