# Get Out The Vote Campaign

A campaign hosted by AIGA to create nonpartisan and apolitical (without political content or bias) poster for the 2020 general and local elections.

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# About The Project

Every presidential election, AIGA hosts a campaign called Get Out The Vote to utilize the power of design to motivate citizens in the United States to register and vote for the general and local elections. The idea of this campaign is an online gallery filled with original, nonpartisan and apolitical posters design by AIGA members for printing and public distribution.

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# Project Goals

Having clear goals gives you a clear focus on what you want the product to achieve. You can then take control of the direction of the idea and work towards achieving these goals.

Goal 01

## Incorporate Elements of the American Flag

Using similar tones and shades of red, white, and blue evoke a sense of patriotism and represent the American flag. These colors can also create a strong, eye-catching contrast that can help draw attention to the poster. Integrating stars and stripe elements will easily be distinguishable as an American flag.

Goal 02

## Inclusive to All Ethnicities and Race

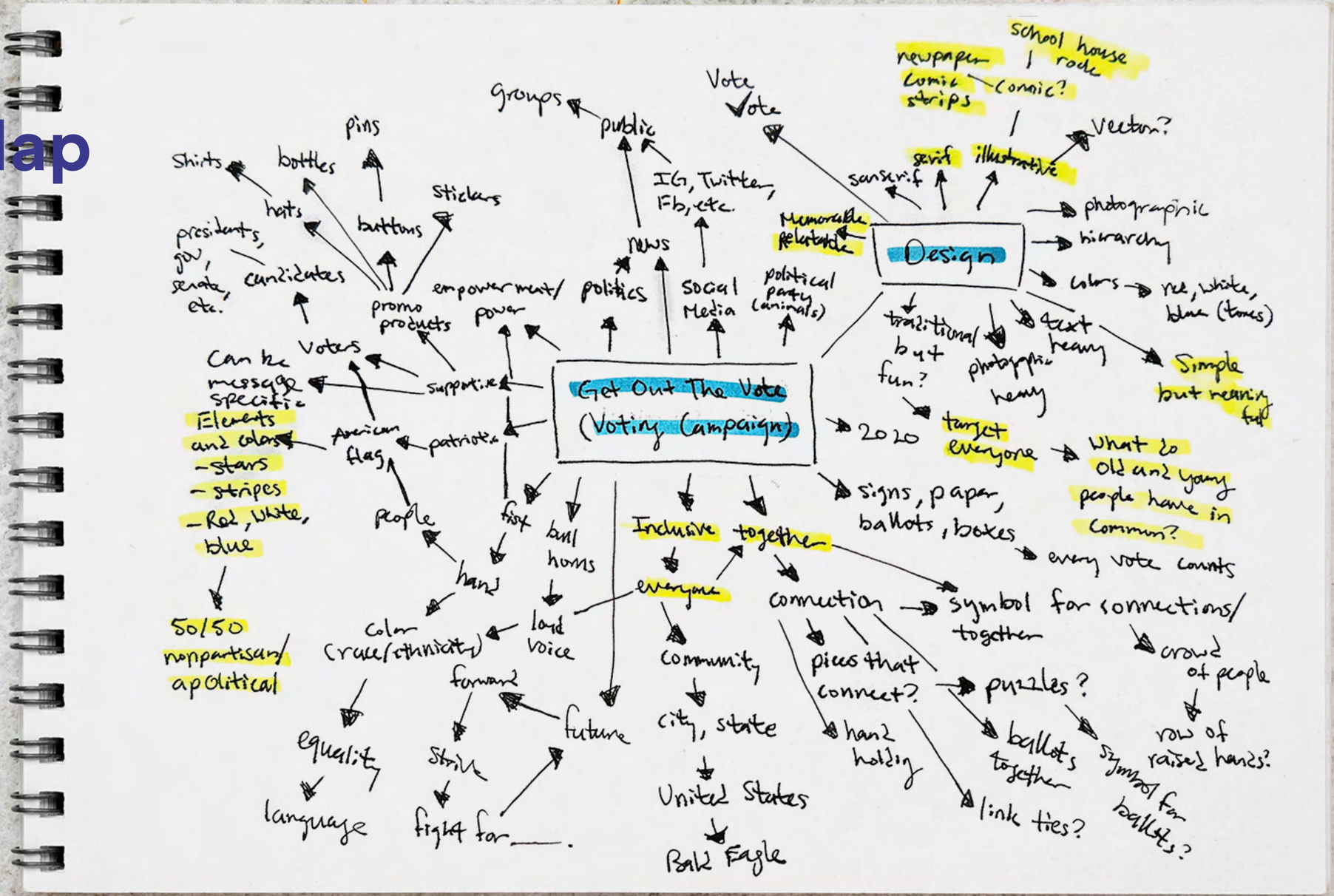
Designing a poster that is inclusive of all races and ethnicities can help promote diversity and inclusion. This can also help to ensure the poster is accessible and relatable to a wider audience.

Goal 03

## Imagery is Relatable and Memorable

For targeting a large audience, a graphic style should be relatable in some sort of way where both young and older voters would understand. The graphic should be visually appealing and memorable, but should be appropriate for the political process.

# Mind Map



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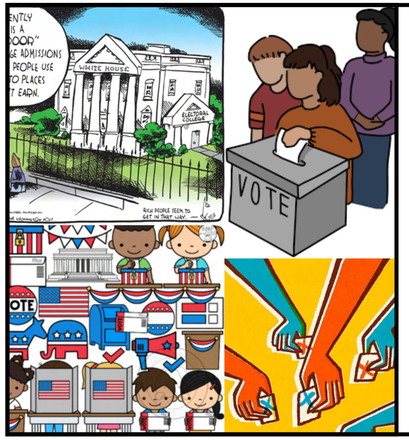
# Design Solutions

Here we will find creative solutions and design styles that help you target your goals. Keep in mind that these solutions can be changed throughout the sketch and design process.

Using elements and colors from an American flag in an election poster design can help create a sense of patriotism and appeal to voters who prioritize national identity and values. These colors will be easily distinguishable as a campaign poster. Incorporating stars and stripes in a creative manner maintains a professional tone while also adding playfulness.

By incorporating diverse human characteristics into the design, this can appeal to a broader range of people and help your message resonate with a more diverse audience. Using different skin tone colors can also help create a sense of unity and highlight the importance of representation and inclusivity.

Serif font creates contrast with the graphic style chosen. The font is seen as traditional, professional, and authoritative which would be a good choice for a presidential election to keep a serious tone.




Comic or illustrative graphic style can be a great way to make a voting poster more engaging and memorable. This type of design can help simplify complex issues and make them more accessible to a wider range of people. By using contrasting colors, bold lines, and playful imagery, the poster will be both visually appealing and impactful.

# Moodboard

**Moodboards are curated selection of design elements that serve to visually communicate the initial images, concepts, colors, and styles for the project.**

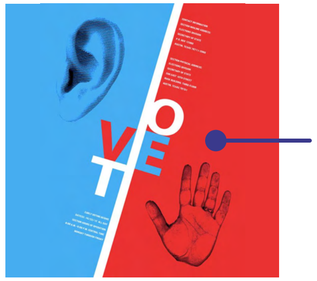
**Direction:**
This direction is playful and nostalgic, but also keeping the design professional to attract a wide age range, from 18 and older. The combination of a comic graphic style with a serif font keeps the design balance, making the poster feel approachable and authoritative.

**Color Palette:**
Colors consist of mostly red, white, and blue to symbolize the American flag and patriotism. Shades of red and blue will be incorporated to add visual interest. Black and white are neutral colors that combine nicely with any color.

**Typography:**
Serif fonts add a sense of traditional, professional, and formal feel to the design.

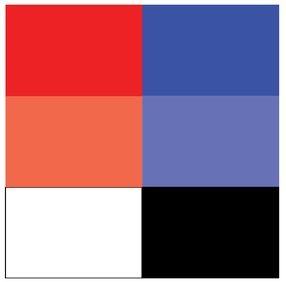
Please note font and color choice may change in the design process.

Using a comic or School House Rock graphic style is effective in reaching young adults who are less likely to engage with traditional political messaging. Simultaneously, this style can also appeal to older adults who enjoy the nostalgic feel that reminds them of their own childhood.



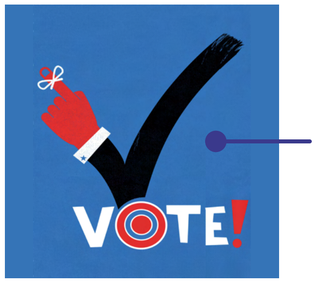

Colors are split down the middle to create a nonpartisan poster, showing no favoritism on political parties.

Incorporating puzzle pieces represents a vote. Each piece contributes to the bigger picture of the election results. Without every piece, the picture wouldn't be complete.



Stars and stripe patterns can be use in a creative way to attract voters.

Bold serif font will be easily readable on red and blue.




Using a hand symbolizes the power to participation and shape the outcome of an election.

# Sketches

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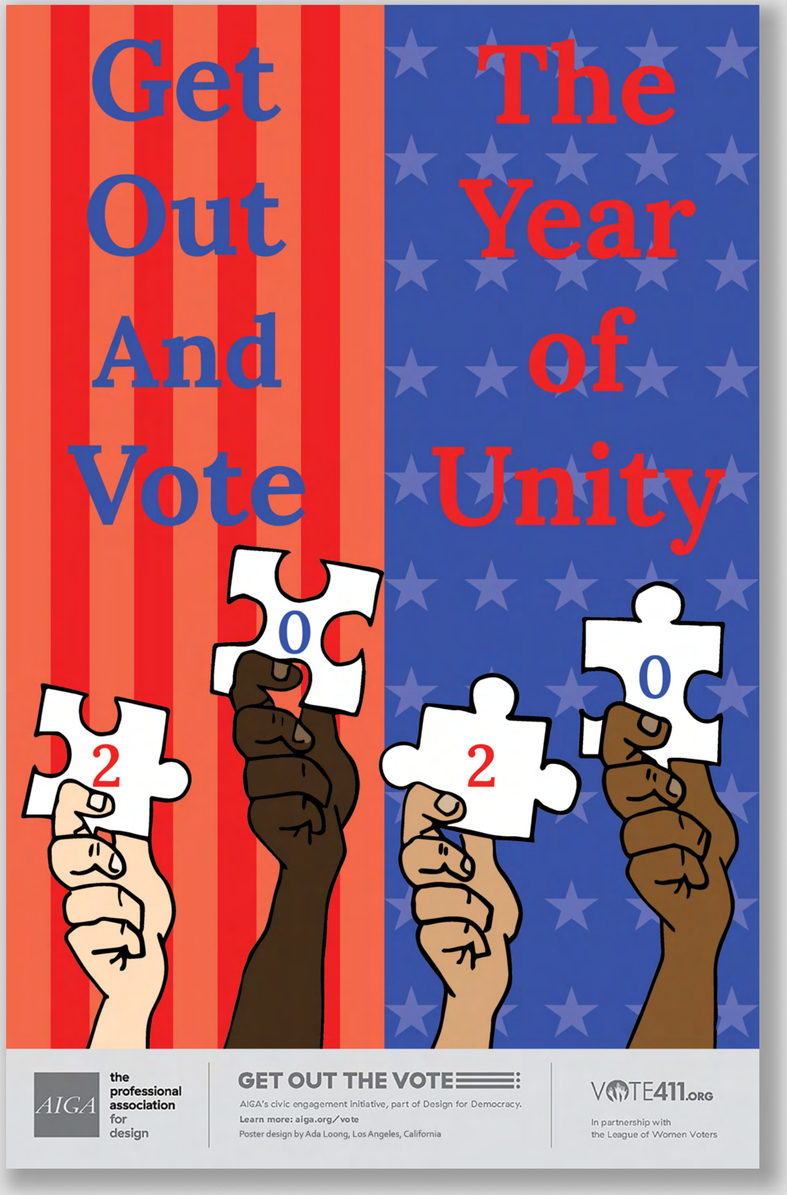
# Digital


Get Out And Vote
The Year of Unity
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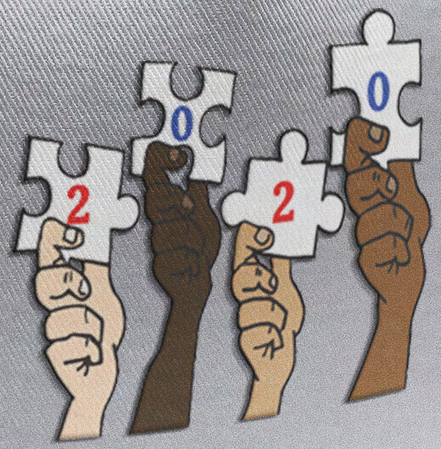
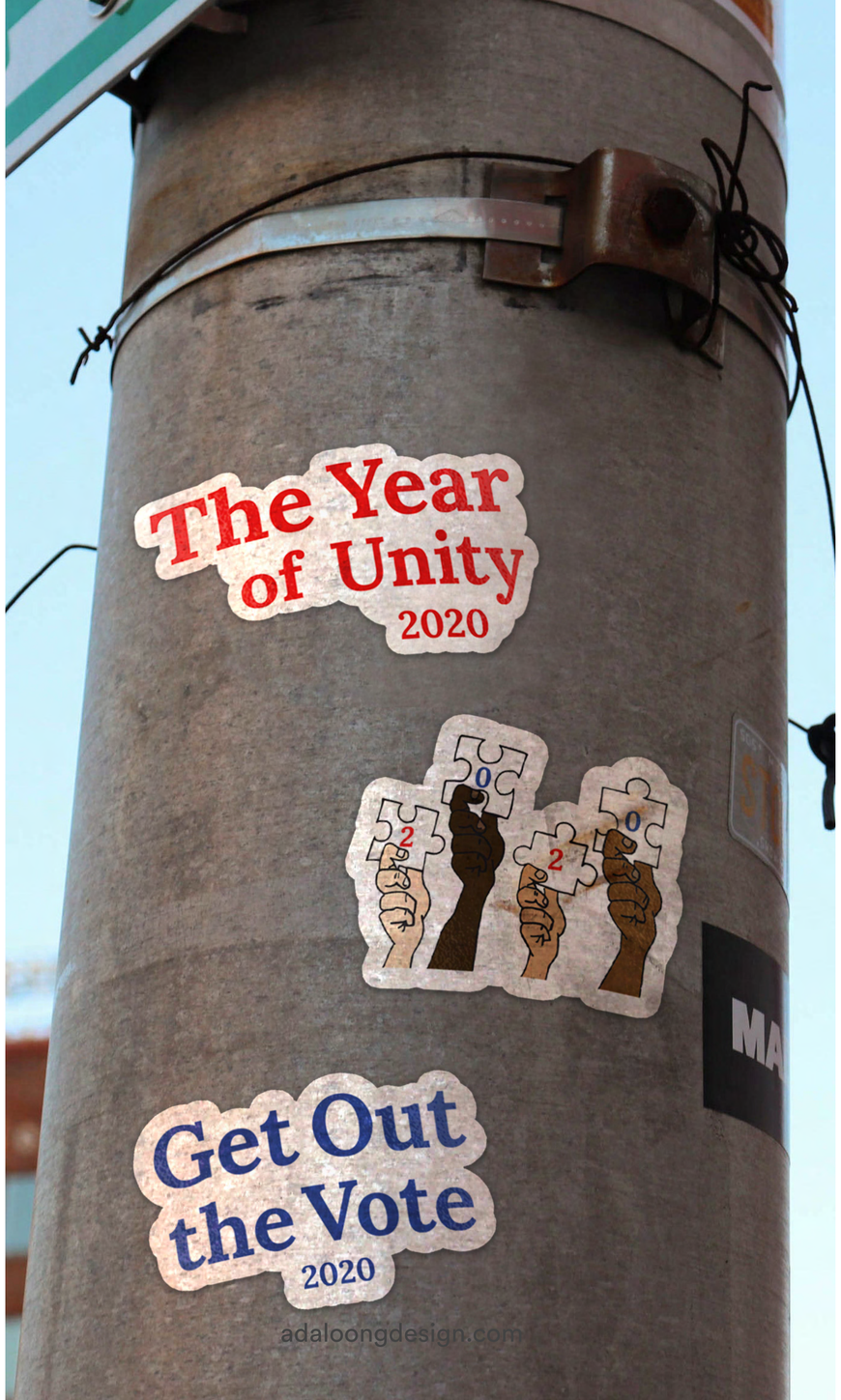
AIGA
the professional association for design
GET OUT THE VOTE
AIGA's civic engagement initiative, part of Design for Democracy.
Learn more: aiga.org/vote
Poster design by Ada Loong, Los Angeles, California
VOTE411.ORG
In partnership with
the League of Women Voters

# Promotional Materials



Get Out The Vote



# Thank you!

Ask any questions or contact me through the provided information below.

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