 Assignment 1: Poster Campaign  
  
Client: AIGA local El Paso Chapter and the national AIGA organization (Formerly American Institute for Graphic Art).  

Title: Design for Democracy — Get Out the Vote  

Background: Design for Democracy is a non-profit, non-partisan, public service initiative committed to raise awareness of voting rights, encourage everyone eligible to register for voting to do so, and then actually exercise their right to vote. According to the AIGA, “Design for Democracy is based on the premise that good design makes your choices clear.”  

The AIGA Design for Democracy initiative started in 1998, as a response to low voter turnout. Its fundamental principle is that democracy works best only when everyone participates. The organization takes no sides, has no political agenda of its own, other than to remind people of the consequences of not participating in the political process. AIGA encourages graphic designers to apply their special skills toward encouraging and persuading people to participate in the democratic process. 

For 2022, Get Out the Vote, emphasizes the initiative’s traditional concern, to encourage participation in the voting process, including registration and voting. This includes encouraging participation by first-time voters, young people, and new immigrants; especially voters who are newly eligible to vote in the upcoming elections. 

This initiative is especially critical now, because voter turnout tends to be lower in mid-term elections. Highly motivated voters have an opportunity to swing the election — broader participation gives more people a voice in the outcome. 

For inspiration and more information, see the current AIGA Design for Democracy site, at AIGA.org. Also, check out the League of Women Voters website for general election information, including deadlines for mailing, registration, and more. (Registration deadline for the November 8 election is October 11.) 

Exhibition Information:  
1. The El Paso AIGA Chapter is holding a virtual exhibition of Get Out the Vote posters. Anyone can enter. Entry details to be determined, pending local AIGA board meeting. 
2. The National AIGA organization is also holding a virtual exhibition, which is currently in progress. You must be an AIGA member to post your work to this exhibition, (this includes student members). Consider joining the UTEP student AIGA chapter. 

You may want to include voter registration and voting deadline information. In Texas, the deadline is 30 days prior to the election: October 11, 2022. Election is held on November 8, 2022. 

Task: Poster campaign project designed to promote participation in the democratic process, specifically as it pertains to the November 8, 2022 mid-term election. 

Create a poster campaign to include three posters. It may be a good idea to include basic election information, (Date and times of election, absentee voting, deadline to register to vote, etc.). Visit the AIGA website mentioned above for examples of posters other designers have contributed. 

Remember that this is a non-partisan initiative. Posters should not promote any one candidate or political party. The campaign is intended to encourage everyone who is entitled to register and vote to do so, regardless of political philosophy. Also, bear in mind this is a coordinated campaign, so expect some graphic consistency for all three posters. 

Specifications: 
Three posters, each 11" by 17" vertical format, one side only. Color is CMYK. Bleed is allowed. Allow 1/2" margins for live area. Print on 13" by 19" Epson Paper, Matte (3 Star). Trim to 11" by 17" inches and mount on 15" by 20" black presentation board. Important: if poster is very dark or
black background, leave a 1/8" white border outside the trip area for contrast, or choose a contrasting color for presentation board.

**Value:** 10 to 20% of final grade*. Overall grade weight of this project depends on the total number and difficulty of projects for the semester. Because of the unpredictable nature of client projects, the grade weight of this first project will be determined later, but expect the value to be at least 10 to 20 percent of the final course grade.

**REMINDER: Identify your work.** An identification label is required. The label should be firmly affixed to the back in lower right corner of each board. Include your name; project description, (Design for Democracy); the course description, (GD6, Practicum), semester, (Fall 2022), and the date. Failure to identify work will result in grade penalty; however, if work cannot be identified, it will receive no credit: “No name, no credit.”

**PROJECT 1 TIMELINE/CALENDAR**

**WEEK 1**
Monday, August 22. Course introduction. Project 1 given.
Wednesday, August 24. Project 1 discussed. Discussion of project requirements. Before next class, begin conceptualizing and developing thumbnails.

**WEEK 2**
Monday, August 29. Have thumbnails ready to discuss, time permitting. Continue developing ideas, bring a sketchpad for roughing out ideas.
Wednesday, August 31. Fine tune your ideas, narrow down to at least six ideas for presentation.

**WEEK 3**
Monday, September 5. Labor Day holiday. Class does not meet.
Wednesday, September 7. Work-in-progress critique. Be ready to share tight pencil roughs for at least six ideas to discuss in critique. These should be clear and understandable. Before next class, narrow down your ideas, select the best three ideas for finished art.

**WEEK 4**
Monday, September 12. Last class before critique.
Wednesday, September 14. Critique. Discussion, project two given, time permitting.