

Social Advocacy Campaign
Designed by Megan Rosta



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PROJECT DESCRIPTION

Our challenge with this project was to visually interpret an issue of concern in today's society. We were asked to clarify our idea by narrowing it to an appropriate scope and target audience. We were required to use text, but did not have to use imagery; it was up to us to decide how to best convey our message. The project requirements for our social advocacy campaign included devising an organization that might launch our campaign and designing them the following campaign materials: a logo, a bus stop poster, a billboard, a website wireframe and representative pages, social media posts, and an animated banner advertisement. After reflecting upon issues I am interested in and reading the current news, I decided to focus on the issue of voting despite suppression. Voter suppression has increasingly targeted student voters in recent years, so they became my target audience.



PRÉCIS

The right to vote has been fought for throughout the history of the United States. With the 26th Amendment passed in 1971, the voting age was lowered from 21 to 18. The constitutional right to vote has been attacked, however, by lawmakers trying to set up roadblocks between voters and the voting booth. Voter suppression today looks like increased voter ID requirements, limits on early voting including absentee ballots, and confusing processes used to register to vote. These specifically target minority groups, including students. Students generally fall into the age category of 18 to 24 years old and are characterized by such things as frequent moving and address change that prevent them from voting easily. Remarkably, the student vote has surged in the past few years, but this exciting development might change with new voter suppression efforts.

Voice Your Vote aims to empower students by reminding them how important their voice and their vote are—so important, in fact, they might have to fight for it.



PROJECT RESEARCH

Upon setting out to research this topic, we were given several questions to answer to guide us. Flip the page to see the questions and my answers, plus some of the design research I did in order to prepare for this project. I could only begin designing my own campaign once I had seen what other voting design existed. Then I could decide what kind of approach I wanted to take.



RESEARCH PROMPTS

1. What change are you trying to provoke? What are you trying to accomplish?

I want young people to feel that the vote is an important way to get their voice heard. I want to educate them about some obstacles that may be preventing them from voting in an effort to overcome those obstacles.

2. What action do you want?

I want young people (ages 18-24) to make use of their constitutional right to vote.

3. Who are you trying to reach and why?

Young people because they are the target of a lot of voter suppression lately. They are also the group I can most relate to at this point in my life.

4. What visual language will appeal to that audience?

Short and sweet visual language will help encourage the overall message: "go vote." To explain the obstacles to voting, more in depth design will be needed, but it will need to be easily digestible.

5. What will make the message convincing enough to provoke change?

In order to provoke change, the message will have to apply to people concerned with a range of issues that could be changed by voting/more active citizenship.

6. What is the single most important takeaway for the audience?

Your vote is your voice that should be important to you and should not be taken away from you.

7. What do the audience think now about the topic?

The good news is voting seems to be at an all time high, according to statistics from the 2018 midterm election. According to The Daily Texan, "This is a critical time to be a young voter. By next year, it is estimated that millennials combined with Generation Z will make up 37% of the nationwide electorate. This large group of potential voters next year will be between the ages of 18 and 39." But the bad news: According to the New York Times, "Not only is the turnout rate for young people typically far lower than the turnout rate over all, it also historically lags that of other age groups. Midterm elections have been especially disappointing." Reasons for not voting include confusing processes and guidelines, constant moving, and psychology (e.g. thinking that your vote doesn't matter).

8. What do we want them to think?

I want them to believe in the importance of their vote, no matter what issues they believe in.

9. Why should they think this way?

I want them to want to vote because we have the right to and should use it.

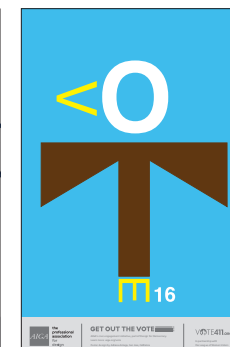
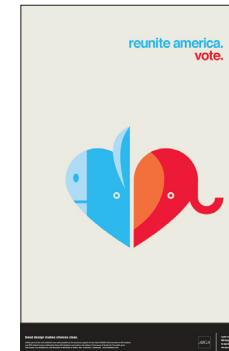
10. What will be the tone of the communication?

I want the tone to be friendly and supportive, rather than accusatory.



DESIGN RESEARCH

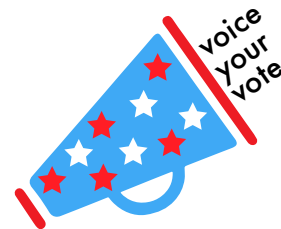
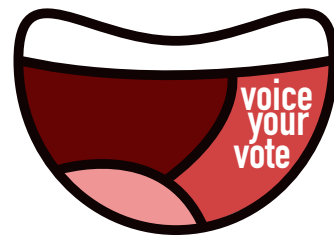
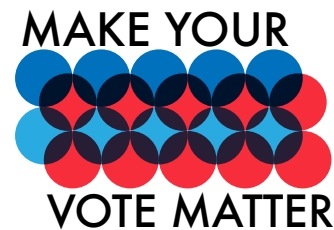
Two of my research's big focuses were AIGA's vote initiative called "Get Out the Vote" and political cartoons used in recent articles regarding voter suppression.





LOGO

My initial sketches, shown below, were an attempt to show the power of voting and owning your vote. I tried using both red and blue in my designs because my organization supports voters of any party. As I refined my Round 2 sketches, I decided to focus in on the symbol of the megaphone, which shows both individual responsibility (the action of picking up and using a megaphone) and the power that comes with it. My final logo is versatile, as the star changes between blue and red, depending on what environment it is placed in. The font is friendly and inviting, which hopes to appeal to my target audience of student voters.



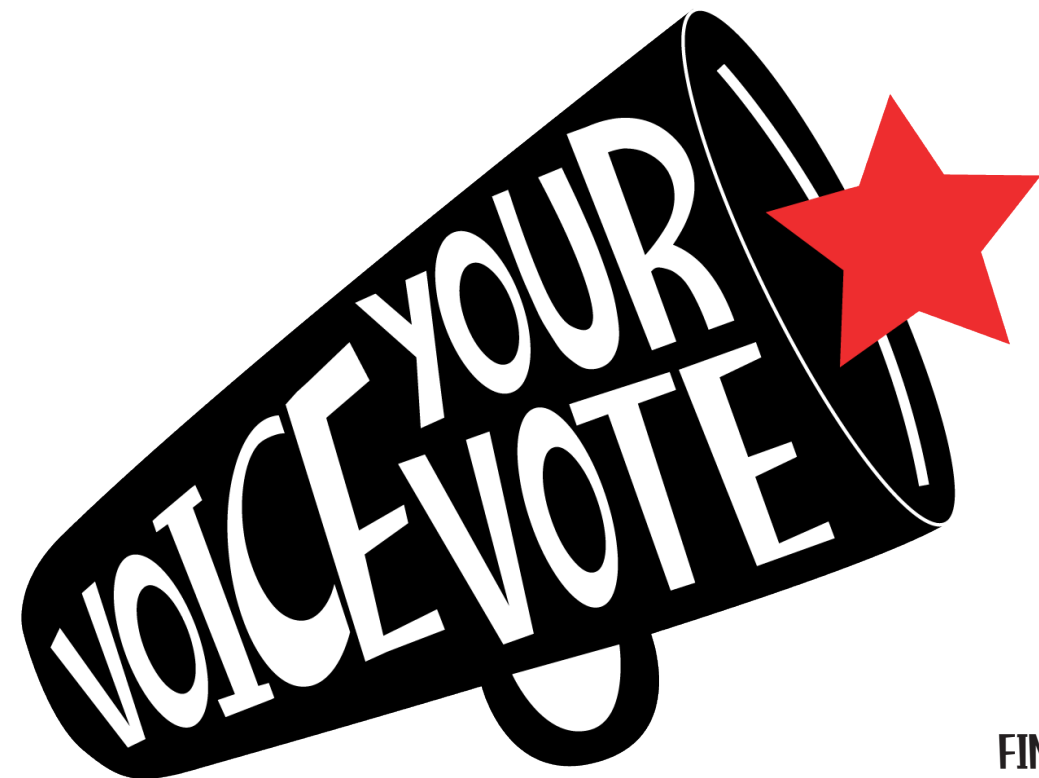
INITIAL SKETCHES



ROUND 2 SKETCHES



ROUND 3 SKETCHES



FINAL LOGO



BRAND GUIDELINES

As I was working, I decided to develop brand guidelines for my hypothetical organization. In my materials, I use a combination of the typeface "Chillok," which is always used in the "All Caps" setting. I also use Futura Std Condensed in the Medium weight. I believe these, used together, create friendly and inviting materials. I decided to stick with reds and blues for my colors to stay consistent with other political design. Red and blue design is easily recognizable as political. I tried to use equal amounts of these colors so as not to sway toward one party or another. I also used blues that strayed from the typical royal blue. The star in the logo changes colors depending on the environment in which the logo is placed.

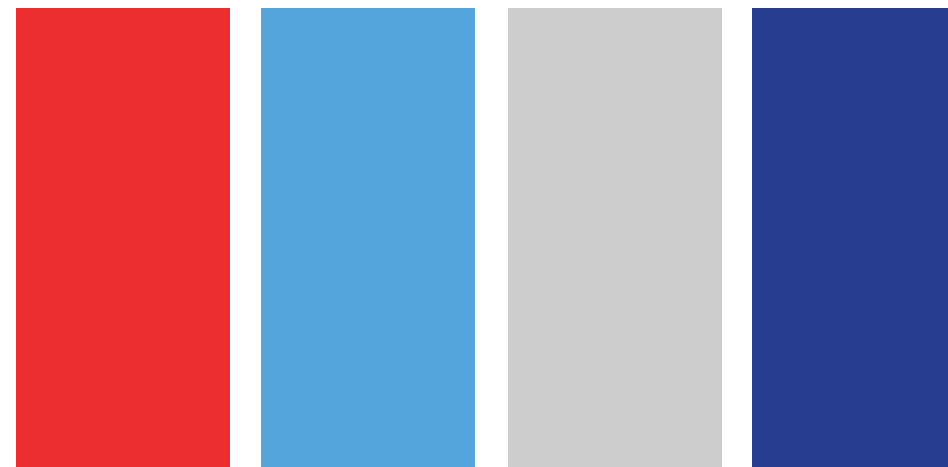
LOGO COLORING OPTIONS



TYPEFACES

Futura Std Condensed
CHILLOK

COLORS



CMYK 0, 96, 90, 0
RGB 237, 46, 46
HEX #ed2e2e

CMYK 63, 22, 0, 0
RGB 85, 164, 220
HEX #55a4dc

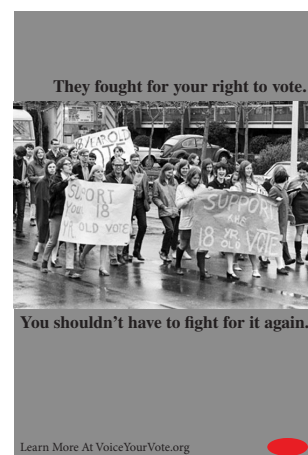
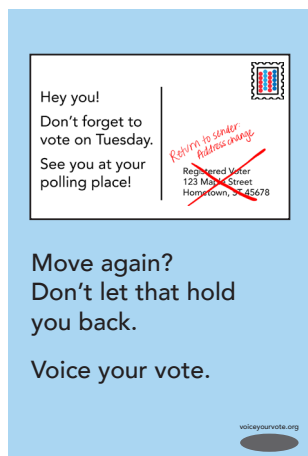
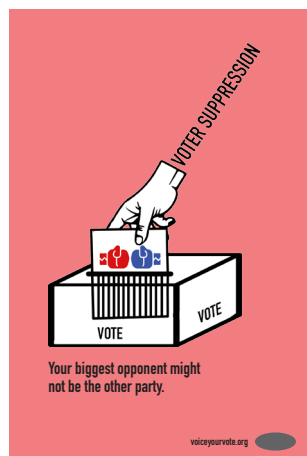
CMYK 19, 15, 16, 0
RGB 204, 204, 204
HEX #cccccc

CMYK 100, 90, 10, 0
RGB 37, 64, 143
HEX #25408f



POSTER

My initial approach was to try to use imagery of some kind to grab the attention of the viewers. My class, however, responded more to the idea of a humorous tagline. They told me to focus on developing the design of it more, though, as my initial sketch (shown here with the dark blue background) was boring. I thought that I could try to integrate images into a poster with these taglines, but upon further consideration, I decided that I wanted the type to shine, front and center.



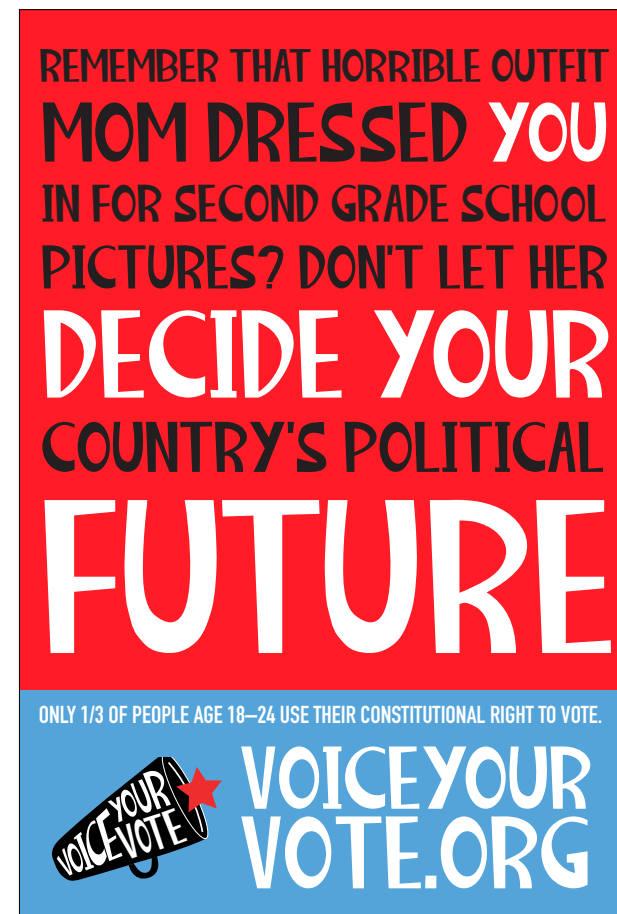
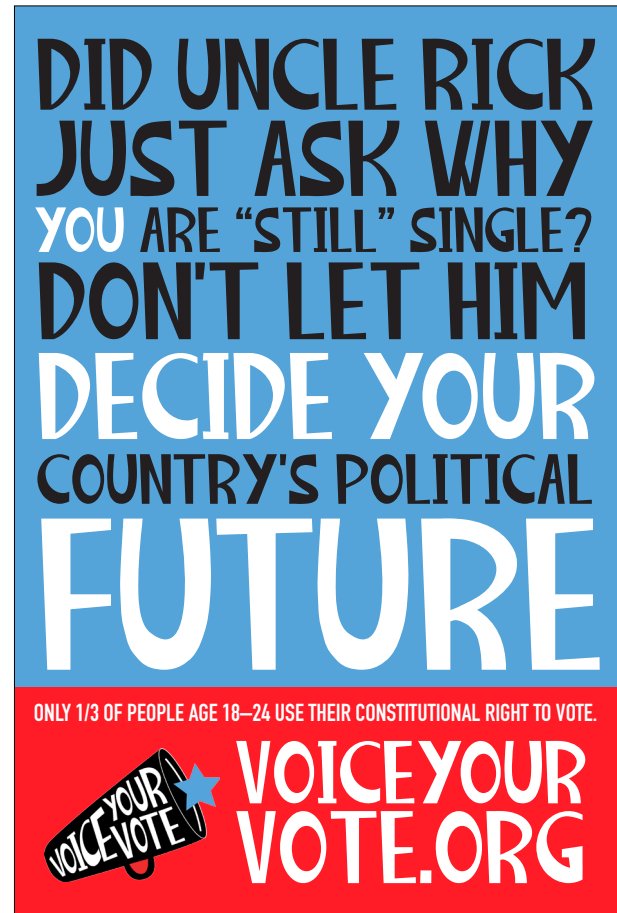
NEXT STEPS

In this round, I used white text to call out certain parts of the taglines I wanted to highlight. This idea fell short, though, because my class felt like the white text was confusing. It seemed to call attention to words that should be read in a sequence. When the words didn't go together, the message got muddled.



FINAL POSTER

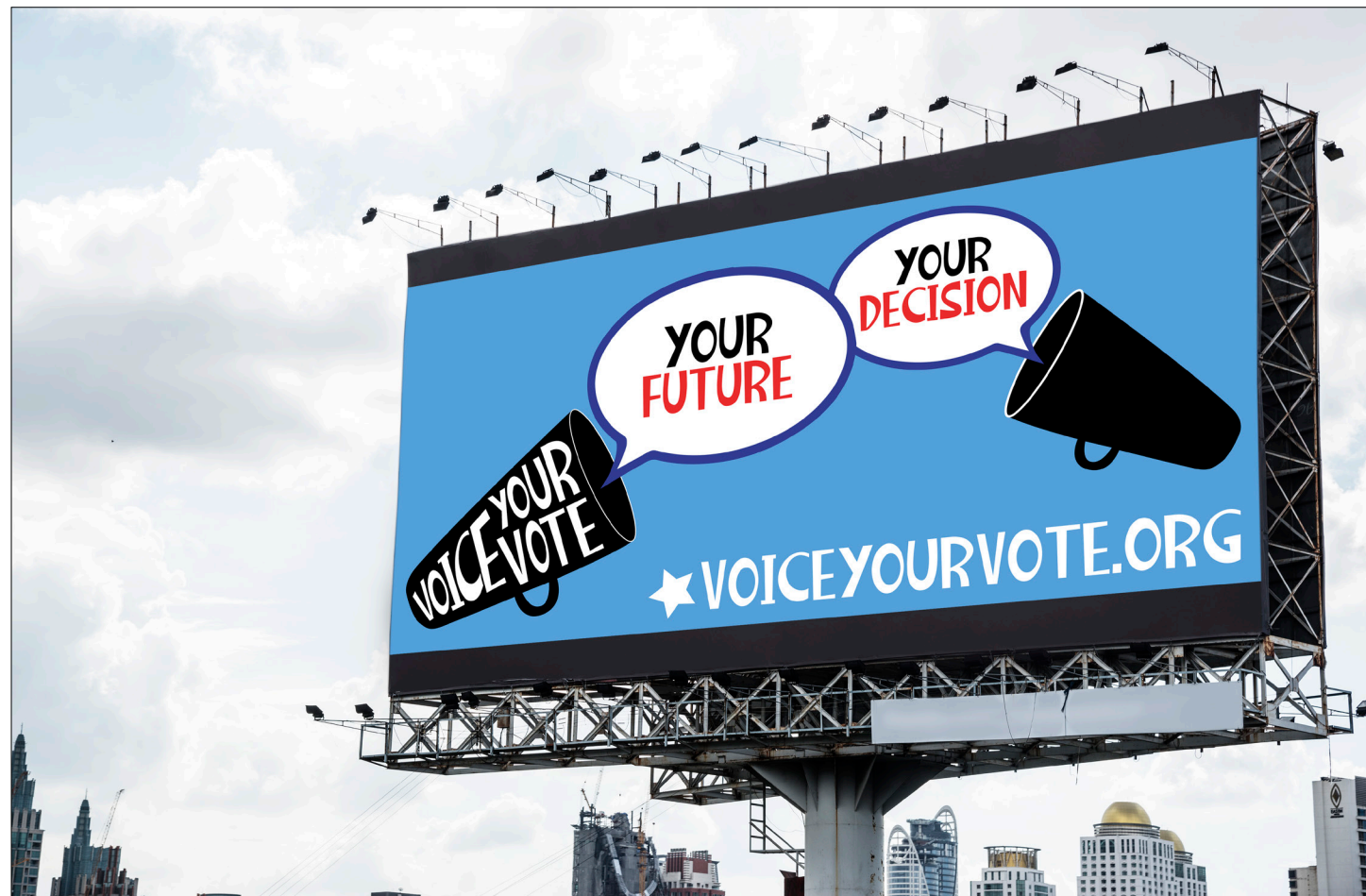
Once I figured out how to accomplish using only type successfully, I created five different taglines to make a poster series. I decided to keep the statistic, "Only 1/3 of people age 18-24 use their constitutional right to vote" consistent on each poster because it is hard-hitting and might spur action from viewers. I also decided to use the white text in a more powerful way, creating a secondary tagline "You decide your future" that appears in each poster.





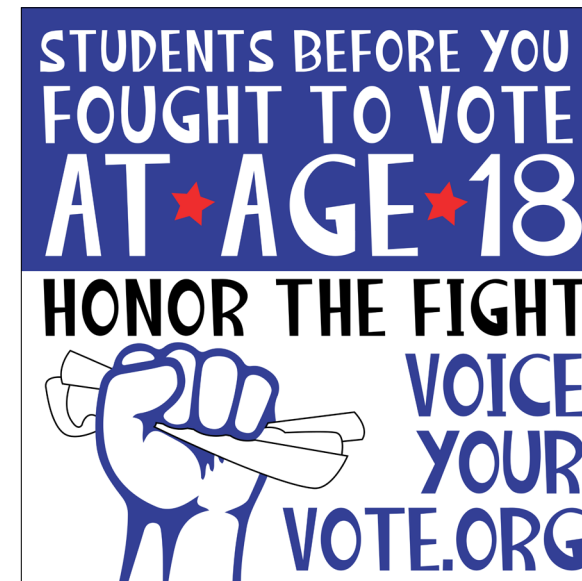
BILLBOARD

My billboard had to have a hard-hitting message in just a few words, as viewers would be moving very quickly past it. For that reason, I simplified the idea of my posters and stuck with the text "Your Future, Your Decision." The url of my organization's website appears, as does the logo, which has become a part of the illustration.



SOCIAL MEDIA

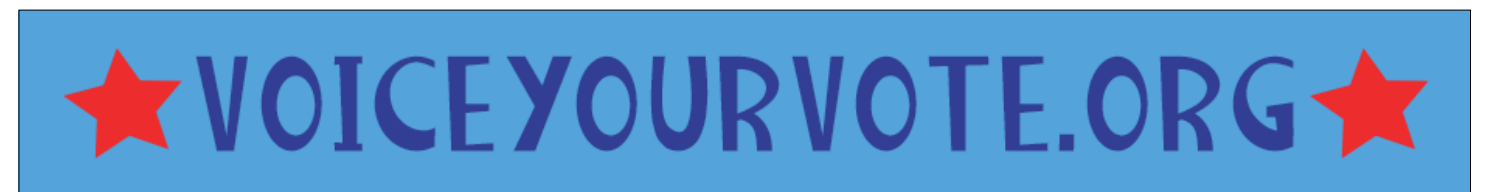
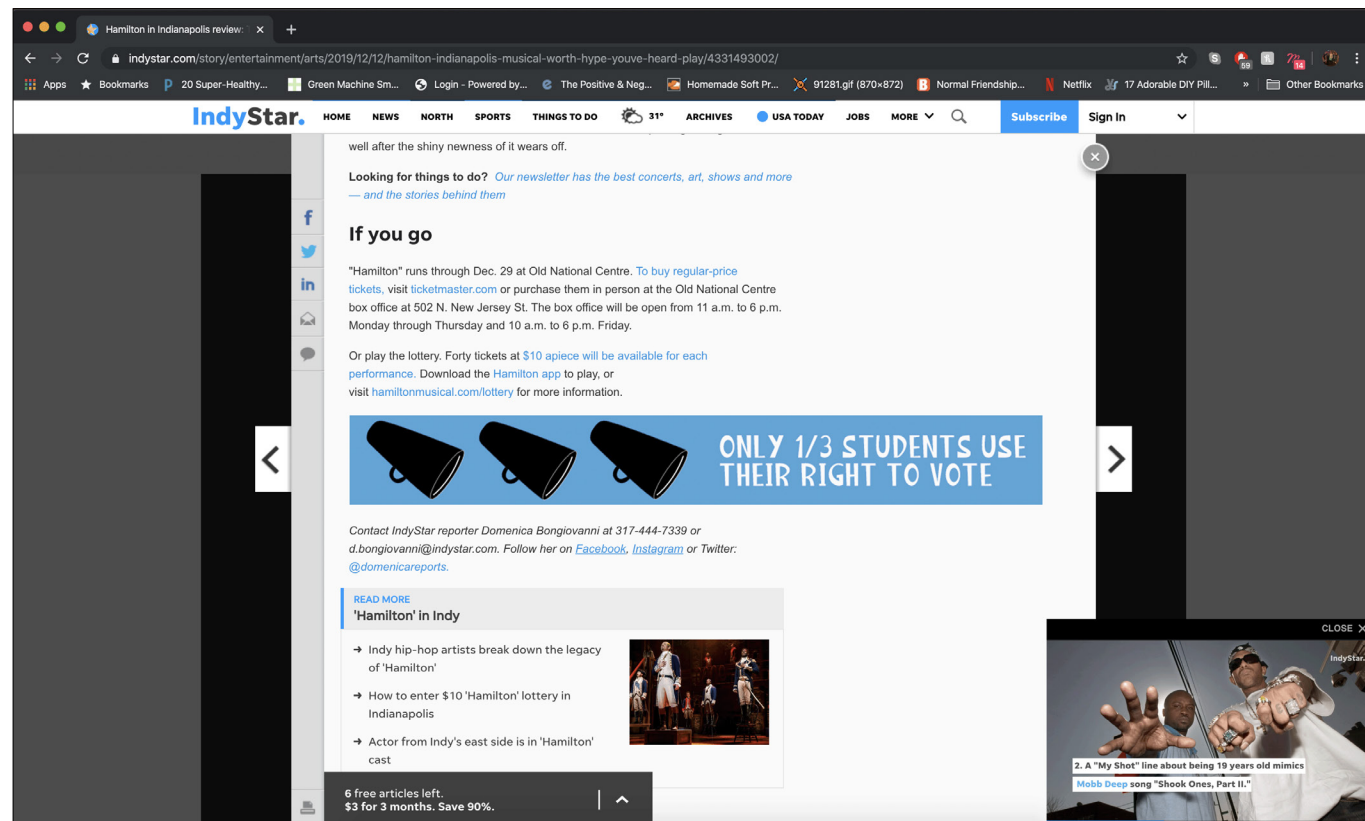
This is an image that could be used on social media platforms like Instagram, Facebook, and Twitter. On each platform, there would be a link to the website, as well as more information about what viewers could find there. Below, I have placed an initial idea and a final concept, the one shown in the phone.





ANIMATED BANNER AD

I had never done animation before this project. Because of that and the fact that animated banner advertisements are often seen among cluttered spaces, I wanted to keep my animation simple. I have placed each frame on the next page. The first frame is shown here, in its likely environment.



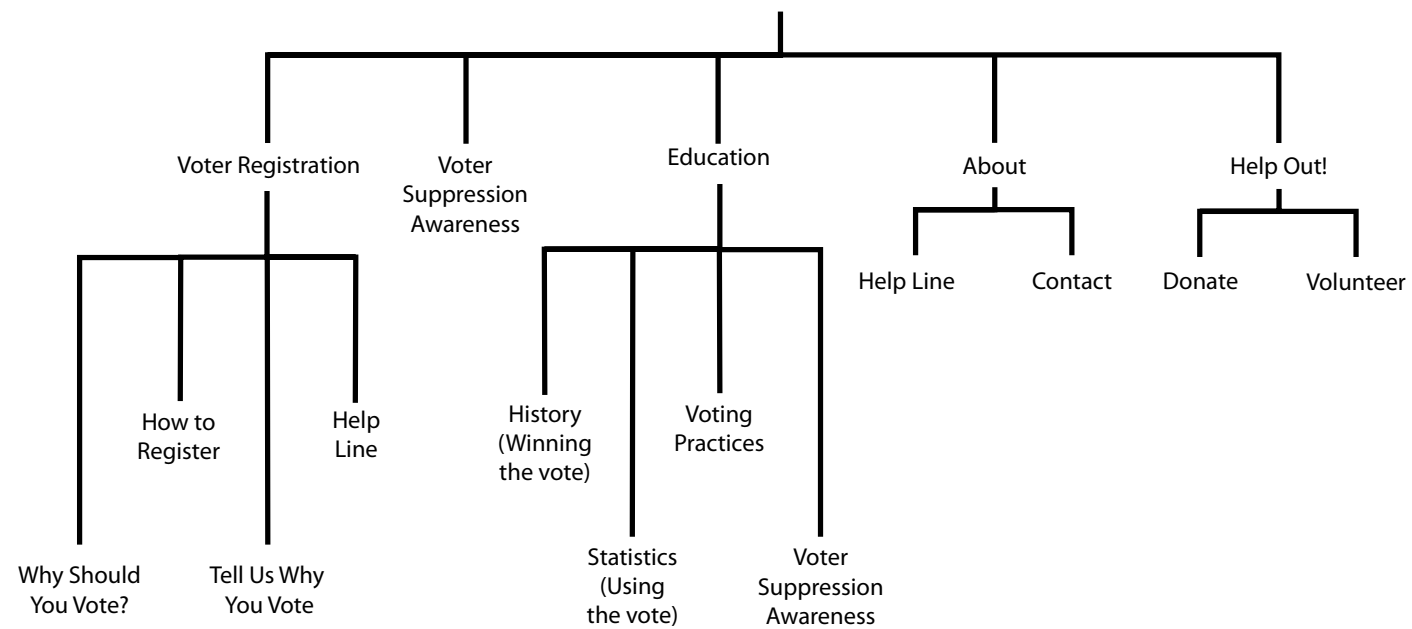


WEBSITE

I wanted my website to be a comprehensive resource for first time voters, seasoned voters, and everyone in between. Voter registration is a big focus because of the confusion surrounding different processes. I did not want to stop there, however, because I wanted the website to be useful to those who are already registered. I wanted to include articles about voter suppression to raise awareness of this growing issue. This section of the website would be constantly updated (e.g. "latest news") as new articles came out, so there would always be something new to look at. My favorite part of the website is the Voter Registration page, where I designed a quiz for visitors that would personalize the site for them and lead them to the best materials for their interests and needs. This acts as the homepage and would be the first place visitors would be directed to after the landing page. Flip to the next page to see the rest of the website pages.

WIREFRAME

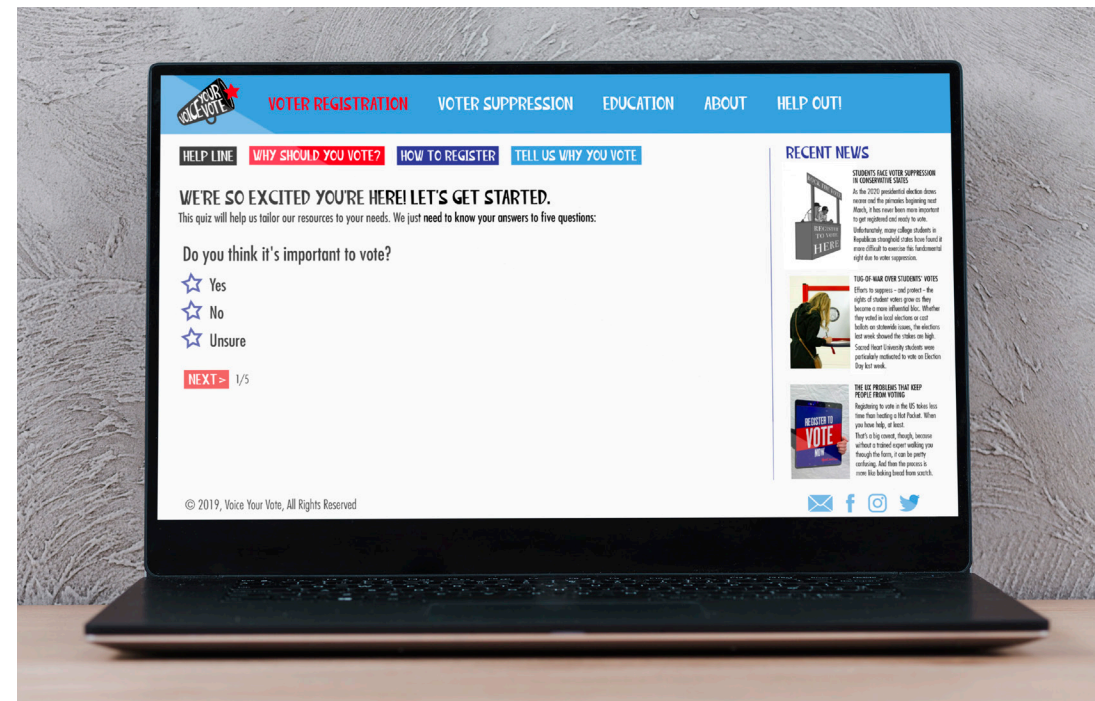
Voice Your Vote (Home Page)



LANDING PAGE



HOME PAGE

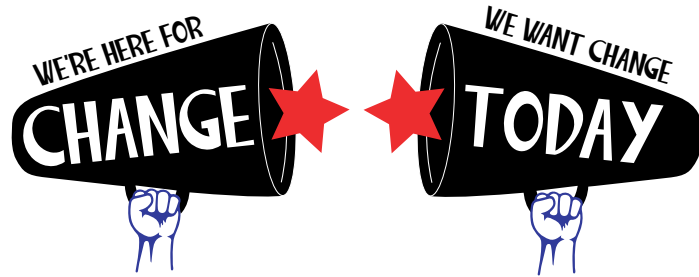




VOTER REGISTRATION VOTER SUPPRESSION EDUCATION ABOUT HELP OUT!

VOTER SUPPRESSION (NOUN): THE ATTEMPT TO TAKE AWAY SOMEONE ELSE'S VOTE*

*This attempt can take the form of any of the following: voter ID laws, restrictions placed on early and/or absentee voting, and purges of voter rolls. These efforts affect and are specifically targeted toward minorities, like students whose address might constantly be changing or who might not feel their vote is important enough to fight for.



KNOW THE ISSUE



STUDENTS FACE VOTER SUPPRESSION IN CONSERVATIVE STATES. As the 2020 presidential election draws nearer and the primaries beginning next March, it has never been more important to get registered and ready to vote. Unfortunately, many college students in Republican stronghold states have found it more difficult to exercise this fundamental right due to voter suppression.

VIEW NEXT ARTICLE >

SPREAD THE WORD

Share our website and the reason why YOU vote:



VOLUNTEER DONATE

VOICE YOUR VOTE

HELP LINE

WHY SHOULD YOU VOTE?

HOW TO REGISTER

TELL US WHY YOU VOTE

RECENT NEWS

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TUG-OF-WAR OVER STUDENTS' VOTES. Efforts to suppress - and protect - the rights of student voters grow as they become a more influential bloc. Whether they voted in local elections or cast ballots on statewide issues, the elections last week showed the stakes are high. Sacred Heart University students were particularly motivated to vote on Election Day last week.

THE UX PROBLEMS THAT KEEP PEOPLE FROM VOTING. Registering to vote in the US takes less time than heating a Hot Pocket. When you have help, at least. That's a big caveat, though, because without a trained expert walking you through the form, it can be pretty confusing. And then the process is more like baking bread from scratch.

REPUBLICANS ESCALATE THEIR STRATEGY OF VOTER SUPPRESSION. MOBILE POLLING places that popped up on college campuses and other population-dense areas were "the most effective program we had," Dana DeBeauvoir, the chief elections official in Travis County, Tex., told the New York Times. That would explain why Texas Republicans shut them down.

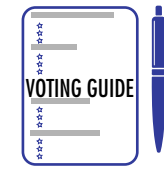
VOTER SUPPRESSION looks different depending on where you live and vote. Enter your zip code to find out what these efforts might look like near you.



VOTER REGISTRATION VOTER SUPPRESSION EDUCATION ABOUT HELP OUT!



Have you heard that the student vote has actually increased in the past decade? But along with that increase have come more voter suppression efforts. Learn more with our case study of voting since the 26th Amendment was passed.



Download our comprehensive guide to all the best voting practices. This updated guide will help you register to vote, give you some tips on what you can expect at the polling place, and everything in between.



Students have historically fought for the voting age to be lowered to 18. Their fight was won with the 26th Amendment, which was passed in 1971. Click here to learn more about their fight and how you can continue it today.

VOTER SUPPRESSION (NOUN): THE ATTEMPT TO TAKE AWAY SOMEONE ELSE'S VOTE*

LEARN MORE HERE

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VOTER REGISTRATION VOTER SUPPRESSION EDUCATION ABOUT HELP OUT!

WHO ARE WE?

HELP LINE DONATE VOLUNTEER

THE SHORT ANSWER:

VOICE YOUR VOTE is a non-profit organization dedicated to helping students use their constitutional right to vote. We aim to educate and motivate by providing resources and spreading awareness.



Have a question about voting? Our HELP LINE has an answer!

THE LONG ANSWER:

The right to vote has been fought for throughout the history of the United States. With the 26th Amendment passed in 1971, the voting age was lowered from 21 to 18. Since then, however, the constitutional right to vote has been attacked by lawmakers trying to set up roadblocks between voters and the voting booth. Voter suppression today looks like increased voter ID requirements, limits on early voting including absentee ballots, and confusing processes used to register to vote. These specifically target minority groups, including students. Students generally fall into the age category of 18 to 24 years old and are characterized by such things as frequent moving and address change that prevent them from voting easily. Remarkably, the student vote has surged in the past few years, but this exciting development might change with new voter suppression efforts. Voice Your Vote aims to empower students by reminding them how important their voice and their vote are - so important, in fact, they might have to fight for it.

Sign up for our newsletter for tips and reminders on when, how, and where to vote. EMAIL:



VOTER REGISTRATION VOTER SUPPRESSION EDUCATION ABOUT HELP OUT!

WANT TO HELP?

HELP LINE DONATE VOLUNTEER

The best thing you can do is VOICE YOUR VOTE. We want you and your opinion to be heard. If you need help with that, visit our VOTER REGISTRATION page or get immediate help with our HELP LINE. If you are an avid voter who wants to help others be heard, share our website with your peers! You can also donate your time and/or money above.





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