

project::campaign

Get Out the Vote Campaign Project

Overview ::

Design a campaign for the purpose of “getting out the vote” among students at Chemeketa. For this project, we will be designing artwork for a variety of media, including a **poster**, a **button**, a **billboard**, **door hanger**, and a **digital ad**.

Process ::

We will begin with brainstorming, followed by rough sketches, a first round of design, then the final production work. You must not use any traditional slogans, symbols, icons or imagery. (No elephants, donkeys, flags, stars etc.) You must use original graphics, illustration, photographs, typography and text. No stock images or generative AI. All work must be suitable for hanging in the display cases on campus.



The purpose of the poster is to motivate students of all ages and demographics to vote, but not promote any particular political party or agenda. Consider our diverse student population and choose your appeal to suit a segment of that demographic. Our goal is not to appeal to everyone with each poster, but to reach the entire population with the overall group. Design with a specific target group on mind.

Do research. Look for examples on the web similar to our subject. This is a common graphic design school project, often promoted to schools by the national AIGA with contests and prizes. You are certain to find very good, creative examples— be inspired but make it your own in the end. Be positive; be engaging; attract attention; make a difference.

Content Requirements ::

The message and design of your campaign materials can be in any graphic style that you choose, as long as it fits within the general tone and style of our overall project goals. You may research the materials of existing similar campaigns for content and inspiration, but in the end you must create the theme, style, and artwork for your campaign. The creation of original illustrations and/or photography is highly-encouraged.

However you decide to stylize your campaign material, they all should be consistent in tone and style, re-using artwork and verbiage where appropriate. While they will look similar, each one should be optimized for the media they will be presented on. Any combination of hand and digital techniques may be used with output from InDesign.

The success of your project will be evaluated in critique by the class and the instructor. The overall effectiveness of your concept, originality, graphics, use of color and layout will determine your final grade. The emphasis is on effective originality. We’re looking for a large “wow” factor






Mockup Requirements ::

In addition to the native designs, we will be creating visual mock-ups of some of the design pieces within Photoshop. Mock-up templates will be provided for all designs that require them, and some training on how to use them will be given before the project deadline.



Specifications ::

Here are the specifications required for each component of the project. Take note of which applications are appropriate for each component. Supporting artwork can be created using any method, but the final layout must use the application specified.

<p>Campaign Poster</p> 	<ul style="list-style-type: none"> • 11" wide by 17" tall with .125" bleed on all sides. • Single-sided with full-color on the front. • Artwork may be created using any means available (same for the other components of this project). • However, final layout must be completed in InDesign • If you plan to submit your design to AIGA, consider leaving the bottom 1.75" outside your live area as their template has information covering that area. • File name: lastname_poster . indd
<p>Personal Button</p> 	<ul style="list-style-type: none"> • 2" diameter circle, plus .125" bleed • Prepare button artwork for printing on a color laser printer, placing as many as possible on a Letter-size sheet. Keep artwork .5" from all sides of the paper, and create an easily-trimmable path between the artwork (aligning them to a grid is super-helpful). • Add the artwork to the Photoshop mockup • Design must be completed in InDesign or Illustrator • Imposition layout should be completed in InDesign with linked graphics • File name: lastname_button . indd . ai
<p>Highway Billboard</p> 	<ul style="list-style-type: none"> • Billboard is 360" (30ft) wide by 152" tall (no bleed) • Design artwork at 10% of final size • Raster artwork does not need to meet requirements for a true billboard but should print well on our VC color printer. • Add the artwork to the Photoshop mockup • Design must be completed in InDesign • File name: lastname_billboard . indd
<p>Door Hanger</p> 	<ul style="list-style-type: none"> • Artwork size is 14" tall by 4" wide plus die cut hole. • Use the template from PrintPlace as the guide for the printer specifications. • The template, however, is not great as-is—you'll have to draw real guides using the PDF as the basis of placement, and type in exact measurements when available. • Only design the front side of the door hanger. However, do apply some artwork to the back—this can be a simple solid color, gradient, or pattern. • Design must be completed in InDesign or Illustrator • Note that this template has .25"-radius rounded corners • File name: lastname_door_hanger . indd . ai
<p>Instagram Ad</p> 	<ul style="list-style-type: none"> • Advertisements must meet the specification found on this page: https://www.facebook.com/business/ads-guide/image/instagram-feed/traffic • Design must be completed in InDesign or Illustrator • File name: lastname_instagram . indd . ai • Save a version that is compatible with the requirements specified on the URL. • Instagram gives you a choice of file formats—for this assignment use PNG as the final output format.

Deliverables ::

For this project, hand in the following:

- **Any and all native digital files** created for this project, including scans, photographs, and supporting artwork. Place all items in a folder (adding organizational subfolders as needed), and name it as follows: lastname_get_out_the_vote_project.
- Use the **Package** option available in both InDesign and Illustrator to prepare your files for turning-in your files for grading.
- All required **mock-ups** completed with your final artwork placed, distorted/transformed to fit mockup artwork, and color/brightness-matched to the best of your ability within Photoshop. Save these as native Photoshop documents.

Place all digital files for this project in the folder specified above, and place that folder in your Google Drive drop box for this class.

Dates & Critiques ::

We will be doing **one round of revisions** for this project. Your initial mock-ups of just the **campaign poster** and **personal button** are due at the beginning of class for critique on **Wednesday, October 23rd, 2024** (Week 04). Print each piece at full-size, trimmed to bleed, and in color. Will be doing in-class small group and full-class critiques (worth 12% of the grade) of your project, offering a chance to receive feedback on your work prior to turning in the final version.

Revisions to your campaign poster and personal button, based on feedback from the class critique, and your final artwork files for all project components (including the bus stop signage, door hanger, and Instagram ad) are due by the beginning of class on **Wednesday, October 30th, 2024** (Week 05). Be sure to also turn in updated, **trimmed full-color prints** of the campaign poster, billboard (reduced to fit on 11x17), and the door hanger.

The complete grading rubric can be found on at the end of this handout and by viewing the assignment for this project on Canvas.

This project is worth 100 points.

Get Out the Vote Campaign Project | 100 total points

	Professional Finish	Exceeds Basic Requirements	Meets Basic Requirements	Does Not Meet Basic Requirements	Does Not Meet Requirements
Critique					
Student was present for the in-class critique, had completed work to share, and participated in the group discussions and critique.	12	9	6	3	0
Content & Technical Requirements					
Design messaging clearly and positively promotes getting out the vote. Messaging and content is well-considered, thoughtful, innovative, and appropriate for the context.	8	6	4	2	0
A clear, consistent, and professional visual style is applied to all project components.	8	6	4	2	0
InDesign, Illustrator and Photoshop documents are well-executed, with efficient use of content frames, styles, color swatches, and linked imagery.	12	9	6	3	0
Overall presentation quality, fit, and finish is at a professional level.	12	9	6	3	0
Campaign Poster					
All technical requirements for this component are met.	4	3	2	1	0
Component design demonstrates good use of typography, space, hierarchy, and color.	4	3	2	1	0
Personal Button					
All technical requirements for this component are met.	4	3	2	1	0
Component design demonstrates good use of typography, space, hierarchy, and color.	4	3	2	1	0
Highway Billboard					
All technical requirements for this component are met.	4	3	2	1	0
Component design demonstrates good use of typography, space, hierarchy, and color.	4	3	2	1	0
Door Hanger					
All technical requirements for this component are met.	4	3	2	1	0
Component design demonstrates good use of typography, space, hierarchy, and color.	4	3	2	1	0
Instagram Ad					
All technical requirements for this component are met.	4	3	2	1	0
Component design demonstrates good use of typography, space, hierarchy, and color.	4	3	2	1	0