

GET OUT
THE
VOTE

Katherine Justiniani

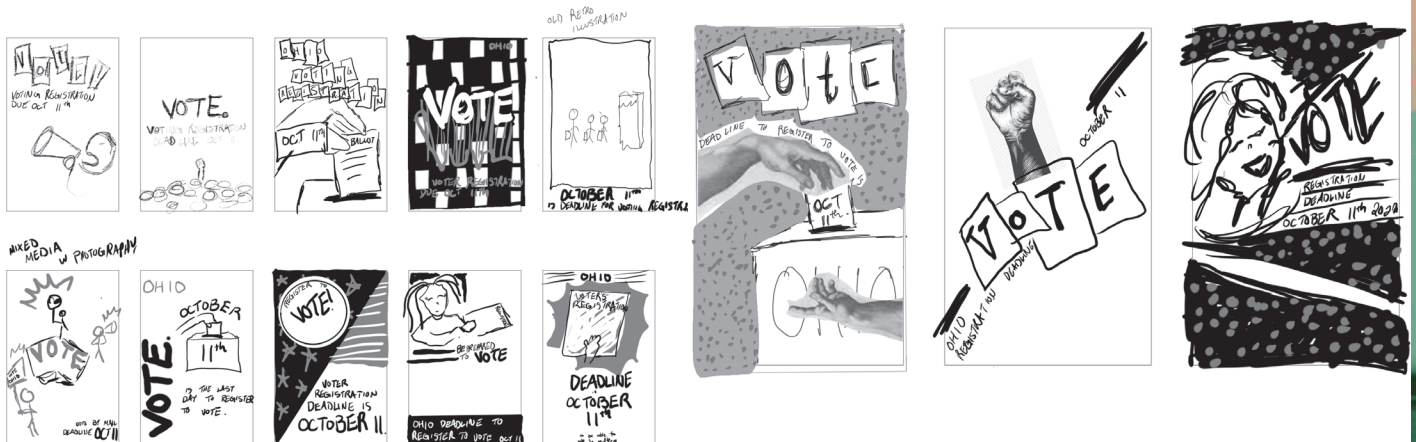


OBJECTIVE

Our class was tasked with completing a poster for AIGA's Design for Democracy initiative, "Get Out The Vote". It is a non-partisan effort focussed around registration and voter turn-out. We had to design an 11x17 poster and square social media graphic about this topic. I chose to inform the audience of the deadline to register to vote as registration is the first step in the voting process.

PROCESS

After the assignment was introduced, the class collectively addressed assumptions we felt about college voters. Once we narrowed down biased thoughts and found ways to properly address the potential biases with diction and style. Our professor emphasized the idea of having written work and research done prior to designing, which helped immensely with the process. Starting with a concept pitch, I began the process of brainstorming ideas and reviewing them with my peers. We created ten thumbnail sketches of possible designs as well as three more developed sketches with more accuracy in regards to my concepts. After reviewing with my professor and peers, I narrowed down my ideas into one and began designing the poster. Each week we met for critique with printed posters or digital work in Miro.



10 Thumbnails

3 Focused Sketches

COLORS



I opted into the challenge of incorporating vintage post stamps and their color palettes into my design.

FONTS

NEWAKE

HEADINGS FOR CONCEPT PITCH

Nimbus Sans

Concept Pitch body copy

HANDWRITING

POSTER TEXT

STYLE GUIDE

ART 446 Graphic Design for Social and Cultural Context

Exercise 1 Hand In - Katie Justiniani

AUDIENCE BRIEF

For my poster, I am focusing on informing the audience of the registration deadline of October 11th. My target audience is college students or users of social media to access news in Ohio. Visually, I am aiming to reflect popular styles of social media infographics as well as reflecting popular music posters and promotional content. I decided on this purely to grab the attention of the young viewers by an initial aesthetic appeal then inform them with a clear and concise message informing when voting registration is due. I picked this approach as I felt it is an essential first step among many in the voting process.

For my design, I want to incorporate the music poster style design with the mixed media posters that are seen in a lot of Soviet graphic design and popular news networks like Daily Mail. This political imagery paired with the style of popular advertisement I believe will translate the serious tone of this civix duty as well as attract my audience enough to read it.

My copy text is simply:
Deadline to Register to Vote October 11th.

CONCEPTS

CONCEPT 1

The poster is of a hand reaching out to put a ballot into a box that has a receiving hand painted on it resembling the Michelangelo's Creation of Adam. With familiar imagery, the audience will likely notice the resemblance and get their attention. In addition to this idea of catching the eye of the audience, the callout to Michelangelo's work exemplifies the significance that voting should have in our lives

CONCEPT 2

Designed to be reminiscent of current music posters and popular aesthetic, this concept is meant to visually attract college students. With the age of the audience viewing these music posters, the design concept is what will draw in my target audience. With the goal of my poster being aimed at registering to vote and voter awareness, I am intending on my design to be illustration heavy with simple text, so as not to overwhelm the audience when we assumed in class that many students feel overwhelmed with serious topics like voting. The illustrations will ideally have a sort of screen pressed look to match the composition of works I am inspired by.

CONCEPT 3

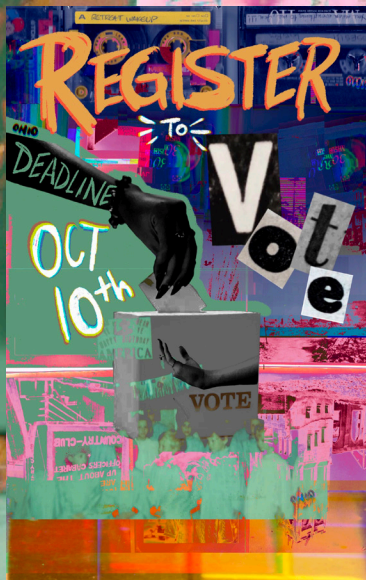
A poster themed around confirming voter registration and voter registration deadline. It will be designed with a very modern editorial look to mimic that of popular brands among college students. Thinking about the branding of Nike, Puma, Dolls Kill, and other brands that have a strong aesthetic appeal of new designs as well as simple, straight-to-the-point typography. These brands also promote power and confidence that I want the audience to feel in terms of voting knowledge after. With my topic being registration confirmation and deadlines, I am relying on not using a lot of type and making it a poster that can be read quickly so as not to lose the audience attention. The goal would be to hook people initially with sleek visual imagery (likely mono-tone or greyscale) and end with the audience learning the content of the poster.

CONCEPT PITCH

MOOD BOARD



DRAFTS AND REVISIONS



GRAPHIC ELEMENTS

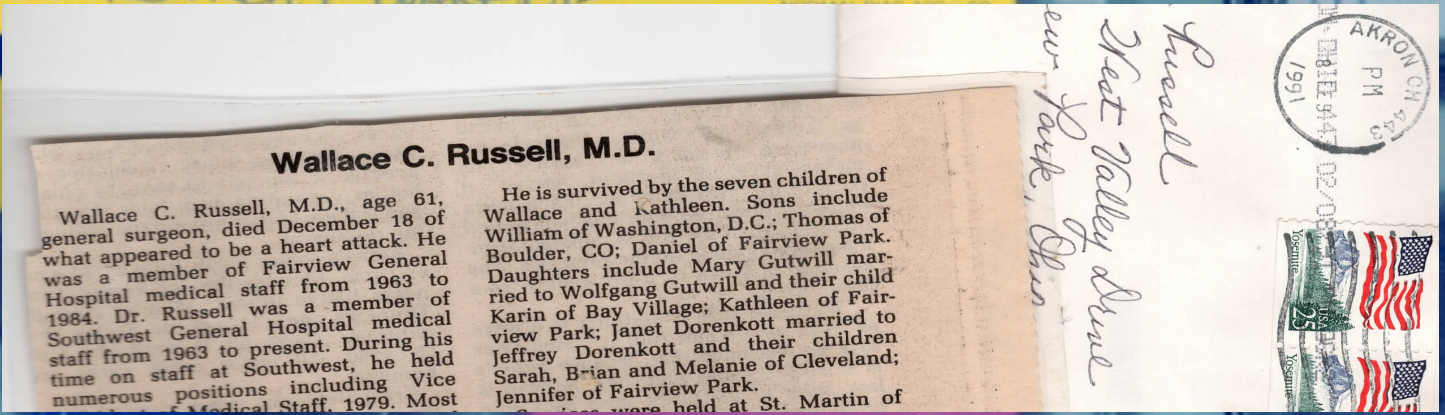
Going into this project, I knew I wanted to make it a multimedia piece. Adding textures from photos from significant historical photos and texts atop of digital designs would make it possible to add more relevance in terms of a political tone considering my modern design.



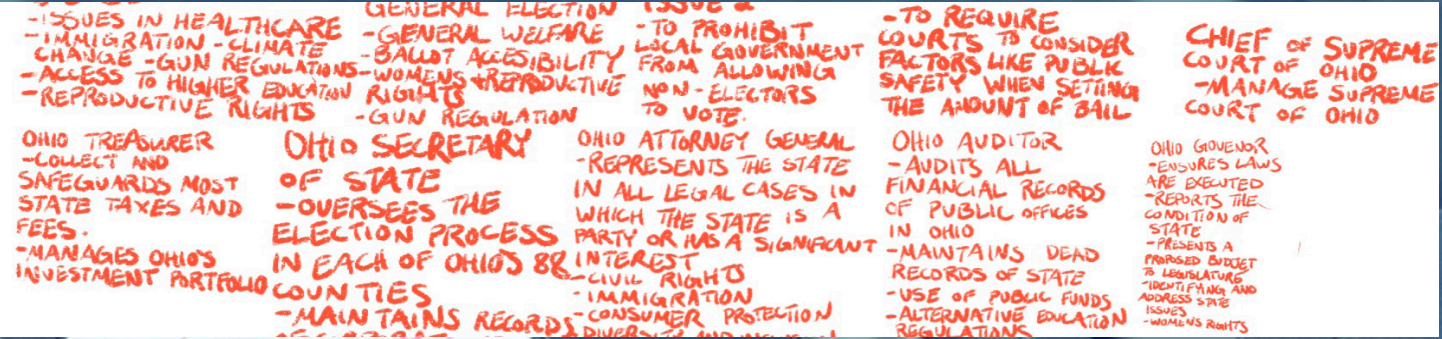
During the process of collecting old newspapers to scan for lettering, I found photographs that my grandfather had taken when he was twenty and went into the military. My target audience is young voters; 18-25. Instead of searching for public domain images, I decided to use my family photos. One photo among the patriotic pictures I found actually was of my mother's kindergarden class on the fourth of July.



Instead of designing the poster to look like a modern music poster, I wanted to incorporate elements from my parent's time as college students. I scanned some of my dad's old mixtapes from when he and my mom started dating. These tapes are not only relevant to my design concept, but emphasized the significance of this project; even if I am the only one who knows that the background is a recollection of my parent's time as college students (and young voters).



The lettering that is not handwritten are scanned from newspapers that spoke about my grandfather's time abroad with his fellow classmates who went to the military to pay for medical school. One article was from his obituary where this time was mentioned again. Several of the letters I had to modify in order to get the shape I want, but they are from my family's papers.



While I recognized the significance in the layers of this poster, most people will not know. In order to stylistic elements to emphasize the importance of voting (and to registet to vote). Because of this, I researched all that was on the ballot for the upcoming midterms I am reminding people to vote about and overlaid my notes about each topic. This incorporation not only balanced out my typography, but added another layer of importance to the subject.



The last imagery I added was a photo of my hand and my little brother's hand accessorized with modern jewelry posing similarly to The Creation of Adam (but not too overt as this design has been done before, but I wanted the significance of that important moment to be emphasized and recognized by a viewer as a universally known piece of art). With this picture, I have included three generations of my family at my audience's age.

FINALS

SOCIAL MEDIA GRAPHIC



POSTER

