



Process Book

Kadin Chin

Get out the Vote! Project 1 🐣 Type 3 🐣 Fall 2024

Research

Creative Brief

Type 3, Project 1: Get Out The VOTE!

Scheduled time frame: (4 weeks)

Assignment: Campaign for GET OUT THE VOTE!

Using both **type and image**, students will develop and deliver a comprehensive, multi-channel campaign. Use the figures of speech: *synecdoche, simile, metonymy, metaphor, hyperbole, etc.* to generate a visually compelling, type dominant campaign: this project focuses on the *art of persuasion*.

Create a **word map** by charting words associated with your topic. Develop a typographic palette (*consider the first-class project and ways to use multiple typefaces to aid in the presentation of information.*) Establish verbal language and distill down to a workable system retaining the impact of the message.

Establish visual language: Gather imagery that represents your cause and illustrates the style that you will use in your campaign. This may include *images, textures, colors, typography and other items* that will influence your approach. Using the information above, compile and present as a mood board. All designs must be **type dominant**, but imagery can be used.

Deliverables:

For your campaign, you will deliver the following:

- One poster 17 x 22" (two, 11x17"s tiled together or 12 x 18's for full-bleed integrating both type and image to convey your message.
- A series of 3, sequential page magazine print ads: full-page, ½ page horizontal, and 1/3-page vertical, and 3 social media posts.
- The landing page of a web site with a call to action to support your cause. This may be created in InDesign or Photoshop. Despite this being built in static form, consider how the site will function, taking inter activity into account. Remember to design in the correct proportion.
- 1 public transportation application ie: bus wrap
- One item of choice that incorporates a unique way to share your message.
- Digital / PDF process book.

Your process book must include all phases of the assignment, thumbnails, notes, research and sketches and the final solution. **THIS SHOULD HAPPEN AS THE PROJECT GROWS, NOT AFTER.** We will review a Process Book sample for you to use as a guide.

Research

This was the first project where it really felt like I spent more time doing research and ideation than actually doing the project. So it was a very different process. I started by focusing on what issues mattered to me and what has stopped me from voting in the past. I never liked how overbearing the political landscape is and when election season comes, it just gets worse. And from that thought, I wondered how I could change that and I decided that I could vote.

So I wanted my message to embody that idea that voting is the **only** way to have our voice heard in the government. Another element that is important to me is math, specifically statistics. Stats are a very powerful concept to me; they show us the problem laid bare.

In this case, I learned that in the 2020 election between Biden and Trump, it was the **highest** voter turnout since 1900, at around 66% of the total voter population. While good that we increased voter turnout, this is a scary number. Nearly a third of all eligible voters didn't vote. One of peers did a similar statistic and found that is basically equally around 13 states not voting in the election.

Making use of these statistics and the idea of using our vote to cause the change we want, I played around with that idea. The spirit of Samuel L. Jackson was making the rounds in class, giving his blessing and I was no different.

A lot of the research process was talking to my peers and professor; bouncing ideas off of each other to perfect the phrase/idea we were all looking for.

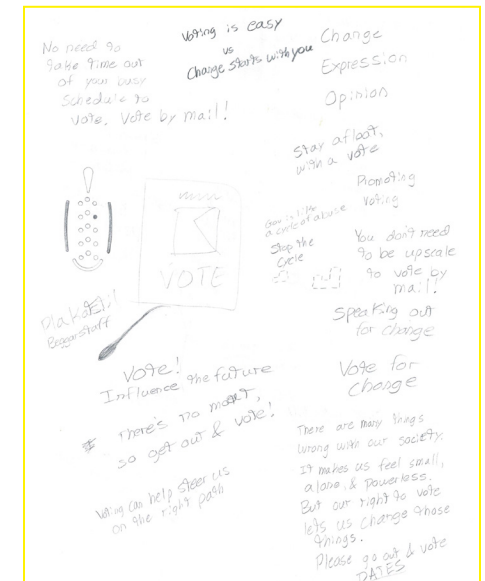
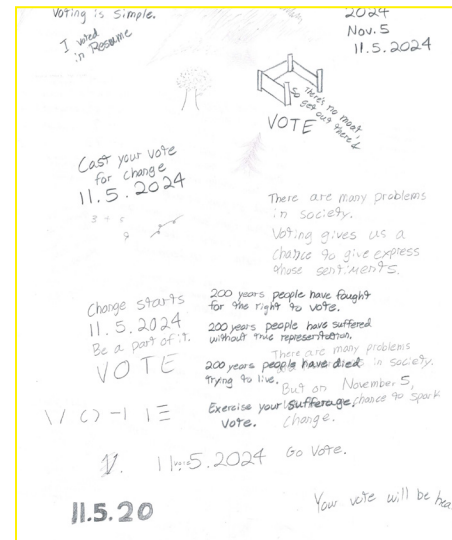
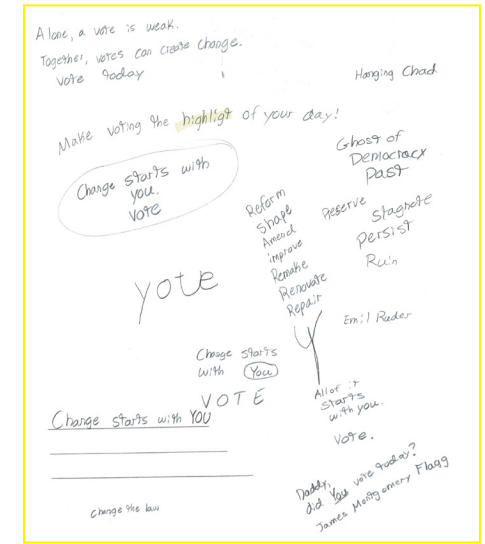
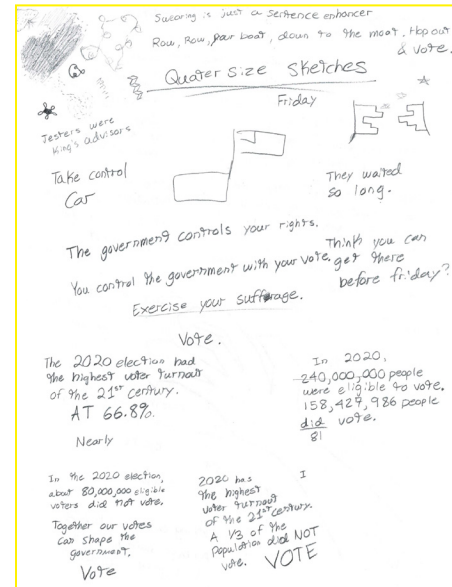
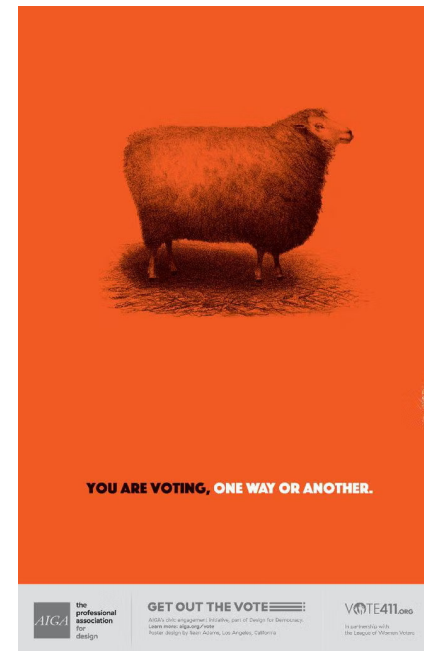
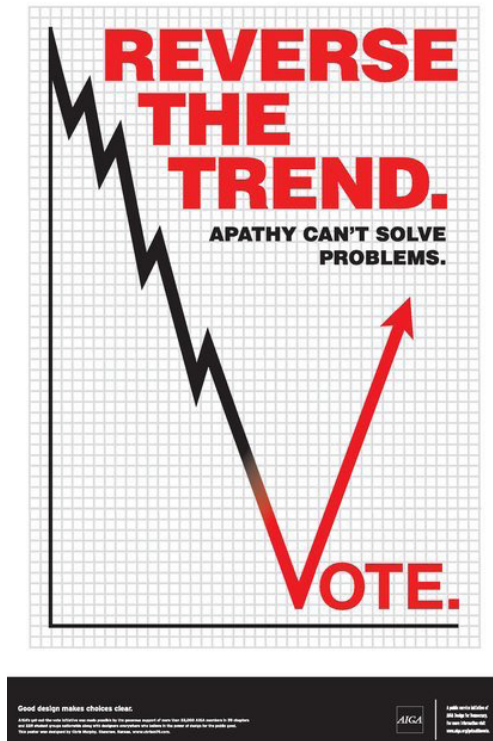


Image Research



Font Research

SALTED

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
1234567890!?:%

I'm a big fan of the random look and feel.

CRAYONIZED

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
1234567890!?:%

A really nice chalkboard effect.

COTTON

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
1234567890!?:%

It gave a very cool stamp-feeling.

Cherry Blossoms

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
1234567890!?:%

I love the script look and it was very appealing.

Indivisible

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE
LAZY DOG
1234567890!?:%

Clean and very effective.

Greycliff CF

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE
LAZY DOG
1234567890!?:%

Super sexy geometric sans-serif.

Acumin Pro

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER
THE LAZY DOG
1234567890!?:%

The classic sans-serif, used this as reference.

Apparat

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE
LAZY DOG
1234567890!?:%

Another very pretty sans-serif, but not as geometric.

Research

- Vote to protect the future
- Don't ruin it for future you.
-

15, 17, 26
Amendments

1868 citizenship all
1870 15th Amendment
1920 Women Suffrage

1924 Native American
Suffrage
1964 24th Amendment
1965 Voting Right Act
1971 18-20 suffrage
1975
1986 Uninformed &
outrages
citizens
abusees

Justice Hugo Black
"No right is more precious in
a free country than that
of having a voice in the
election of those who make
the laws under which, as
good citizens, we must live.

Other rights, even the most basic,
are illusory if the right to
vote is undermined."

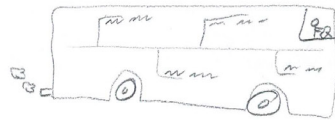
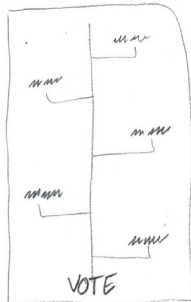
If Hugo Black, former
KKK member, said this,
what does it mean?

Sick ass
quote, sadly
he is racist
white man.
Maybe just
adjust it?
or use it?

15 Amendment
17 Amendment
26 Amendment
Voting is your right.
Use it.

Voting was only intended
for 21 or older white men
who own land. Of
course you don't want
to vote, it's unnatural.
No need to go to the
polls on Nov. 5th.

Before 1971, you at
the age of 18-20 could
be sent off to war
but not vote



For nearly 200 years,
people have been
fighting for the right
to vote.

what's your
fuckin' problem

Earl Warren?

- Did support
Japanese American
Concentration Camps

+ Pushed for a lot
of anti-segregation

+ Pushed for more
rights in police
chief (Miranda Warning)

For 200 years, people having been fighting, voting for a better future.

Why all this effort?

People want change to improve their lives, their friends, family lives

The right to vote protects all other rights.
Without it, the people in power can take away
even the most basic rights.

That's part
of why gerrymandering
is a huge issue,
it effectively removes people's
ability to vote.

America, land
of the free.
Home of the brave.

That's why everyone without that right, have
fought so hard against this injustice.

Funny how Justice Hugo Black said
such a profound quote, yet was a
member of the KKK.

Voting isn't about
Patriotism. It's about
your right to the
life you want.

CIVIC DUTY

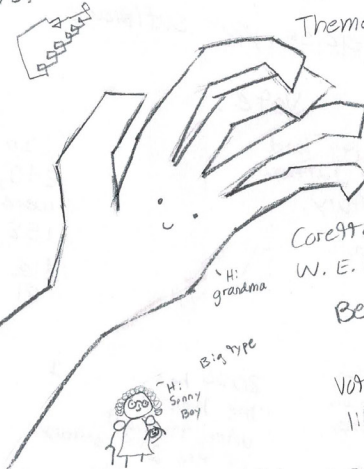
To have & make a choice, is to take
a hold of your life.

Aggressive?

Voting: it's about
improving life

Voting is
A system cannot fail
those it was never
intended to protect.

No
Names of dictators
VOTE



Theme of life
the right to life
the right to choose

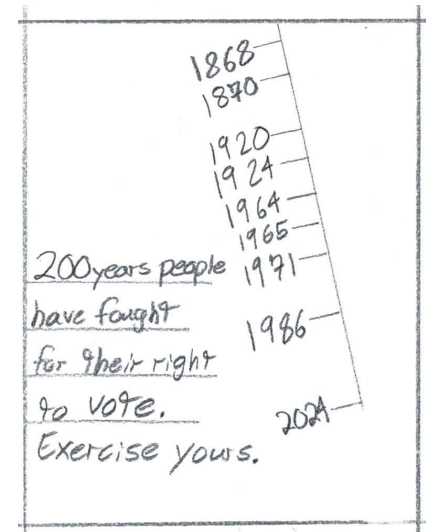
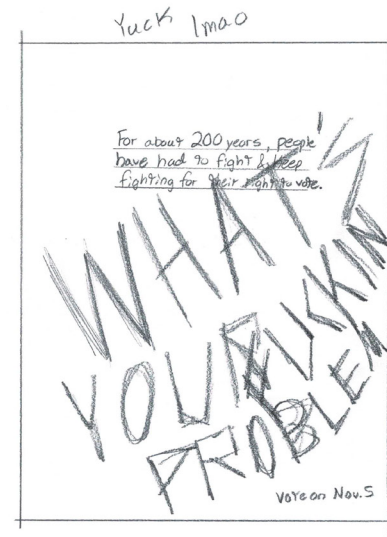
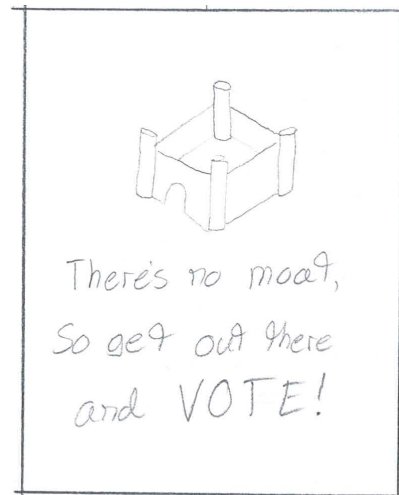
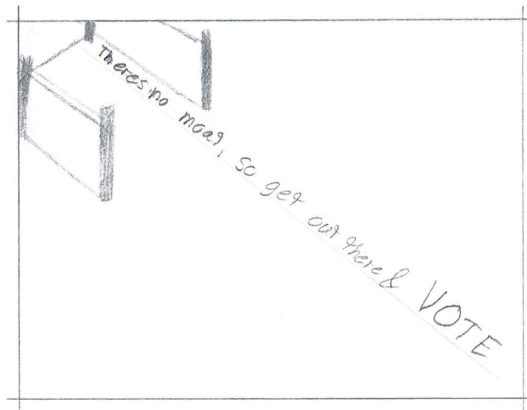
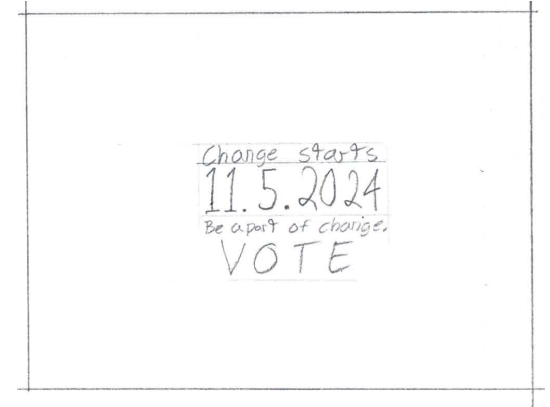
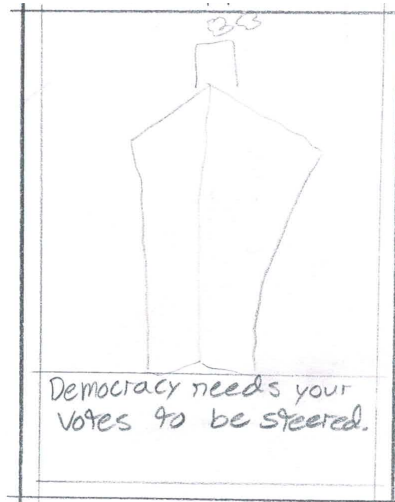
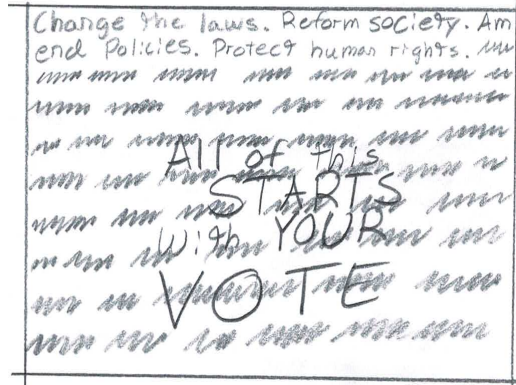
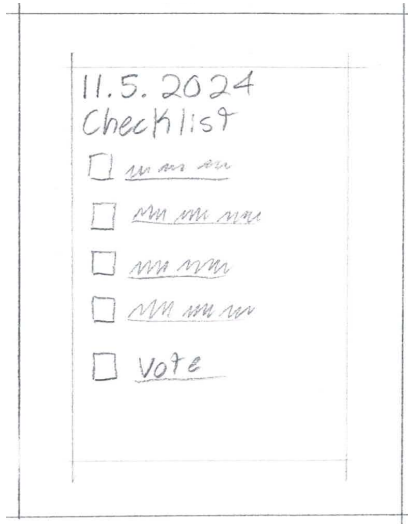
Coretta Scott King
W. E. B. Du Bois
Be hear

Vote for the
life you want

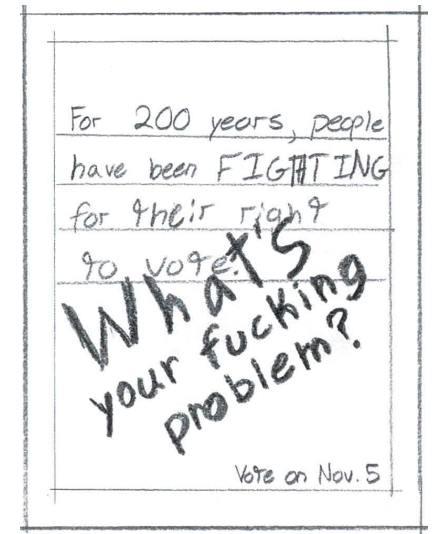
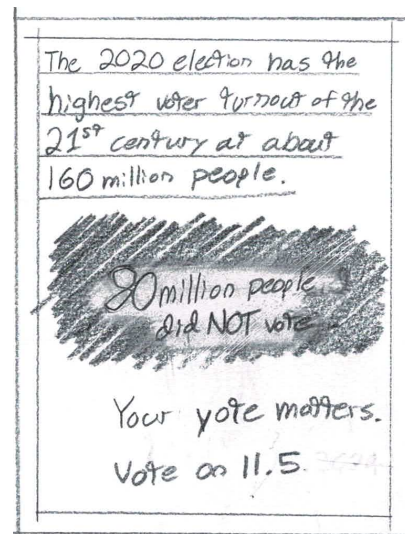
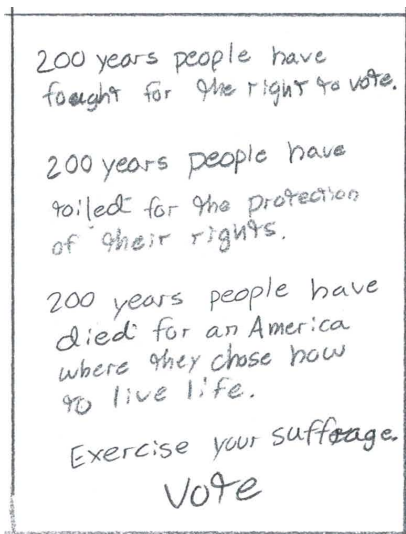
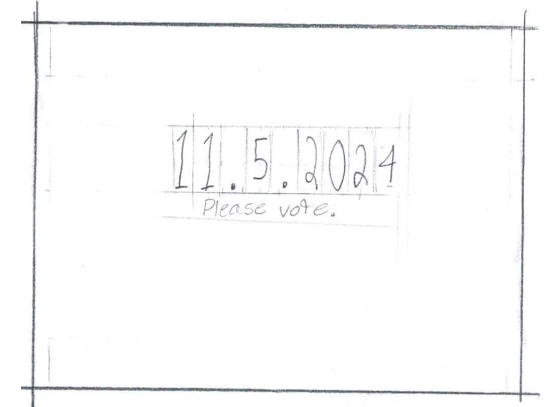
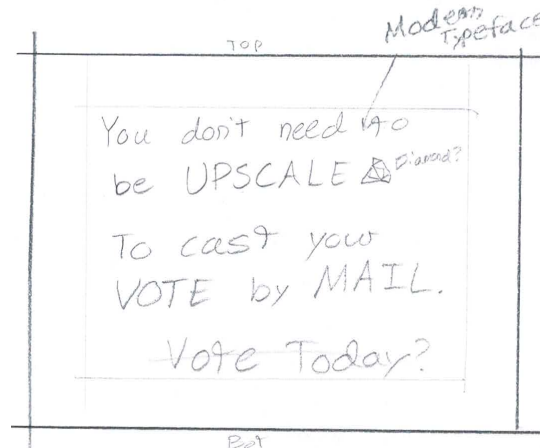
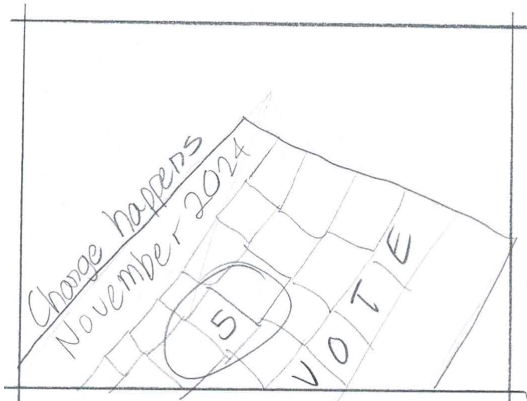
Voting as a shield
Airbags, hard helmets
bulletproof, condoms,
vaccines

Sketches

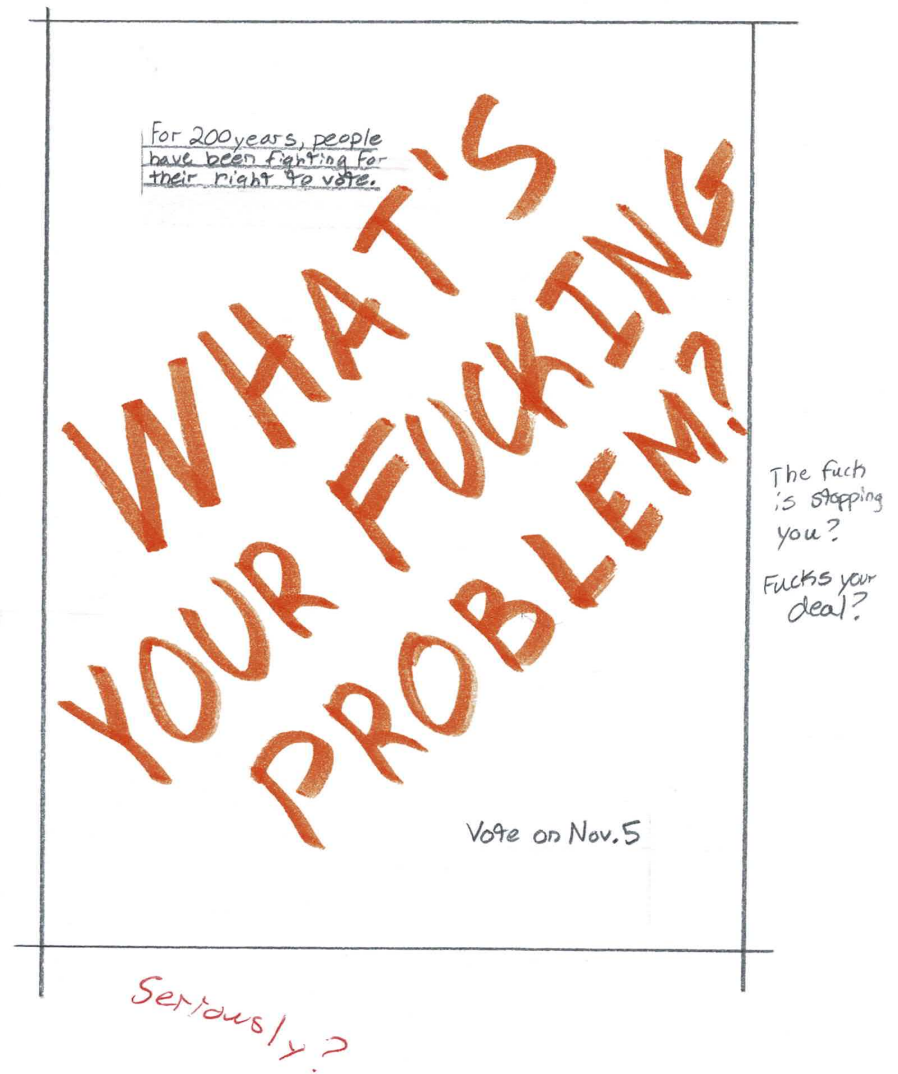
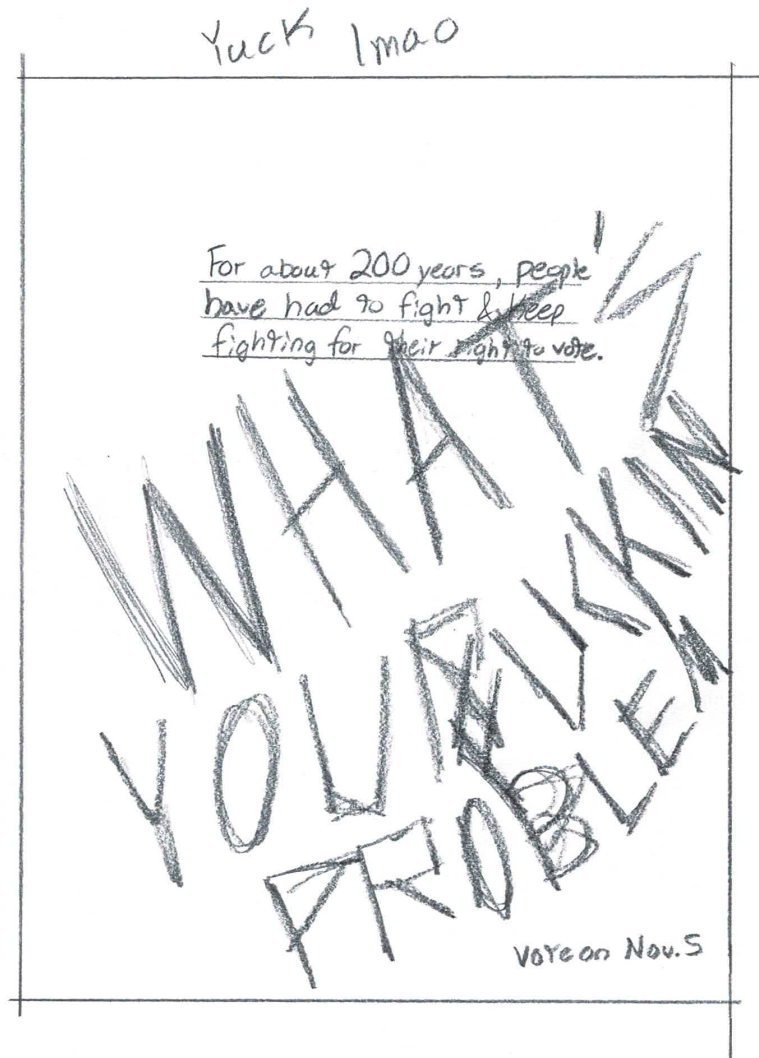
Sketches



Sketches



$\frac{1}{4}^{\text{th}}$ scale Sketches



Computer Roughs

The 2020 election has the highest voter turnout of the 21st century, sitting around **160,000,000** voters.

80,000,000
POSSIBLE VOTERS DID
NOT VOTE.

Your vote **matters**, vote on Nov. 5
Learn more at vote.gov

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POSSIBLE VOTERS DID **NOT** VOTE.

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The elections of 2018, 2020 and 2022 were three of the **highest-turnout** U.S. elections of their respective types in *decades*.

66% ~~=~~ 100%

THIS JUST DOESN'T ADD UP.

About two-thirds (66%) of the voting-eligible population turned out for the 2020 presidential election – the **highest rate** for any national election since 1900.

Your vote **matters**, vote on **Nov. 5**
Learn more at vote.gov

66% = 100%

DEMOCRACY JUST DOESN'T WORK WITHOUT **YOU**.

Your vote **matters**, vote on **Nov. 5**
Learn more at vote.gov

66% ~~=~~ 100%

DEMOCRACY NEEDS **YOU**.

Your vote **matters**, please vote on **Nov. 5**
Learn more at vote.gov

66% = 100%

DEMOCRACY JUST CAN'T FUNCTION WITHOUT **YOU**.

Your vote **matters**, vote on **Nov. 5**
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For 200 years, people have been **fighting** for **their right to vote**.

For 200 years, people have been **suffering** without proper representation.

For 200 years, people have been **dying**, trying to **live** their life.

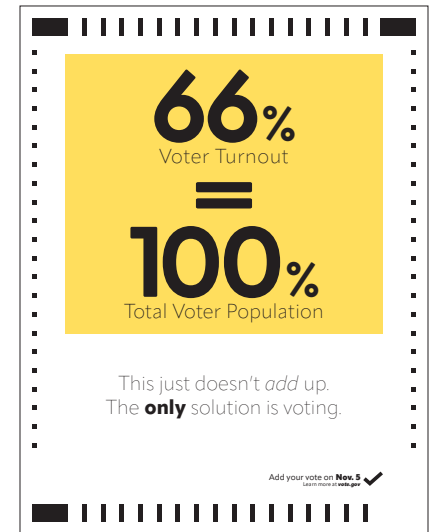
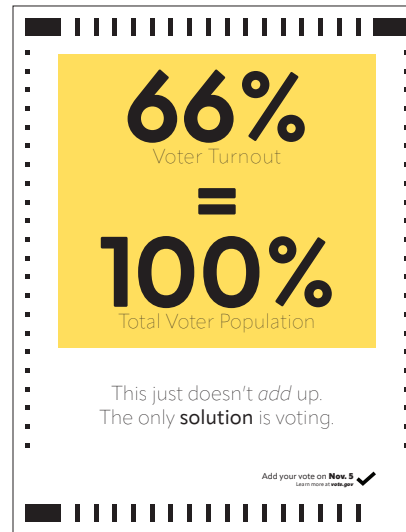
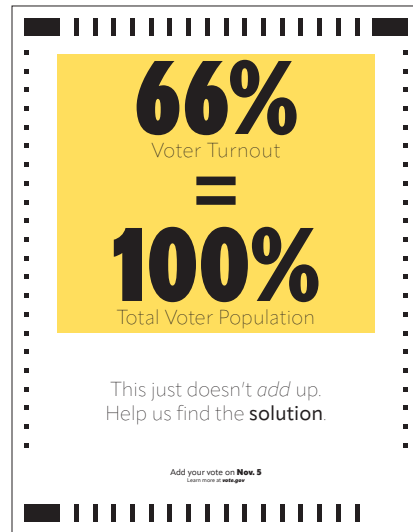
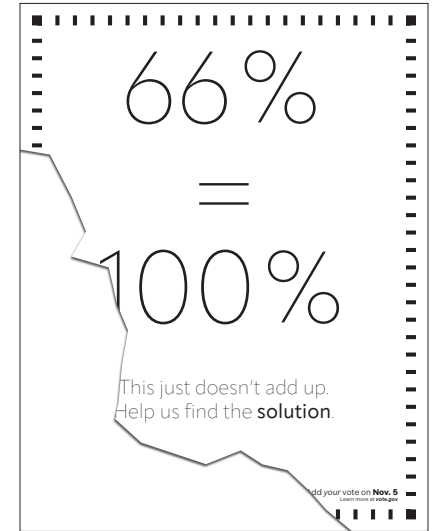
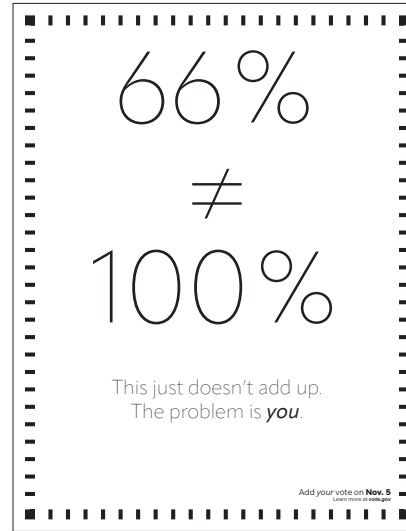
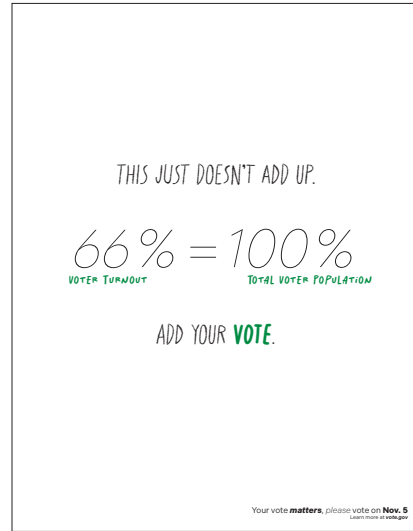
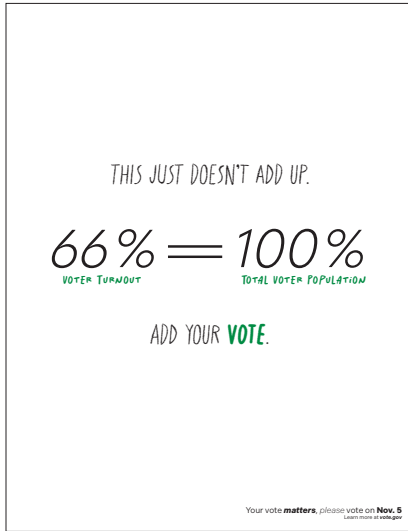
For 200 years, people have been **trying** to voice their opinions.

For 200 years, people **haven't** been able to **vote**.

Your vote **matters**, vote on **Nov. 5**
Learn more at vote.gov

*There's no moat, so get out there and **VOTE!***

Computer Roughs



Computer Refinement

66%
Voter Turnout
=
100%
Total Voter Population

This just doesn't *add* up.
The only **solution** is voting.

Add your vote on **Nov. 5** ✓
Learn more at vote.gov

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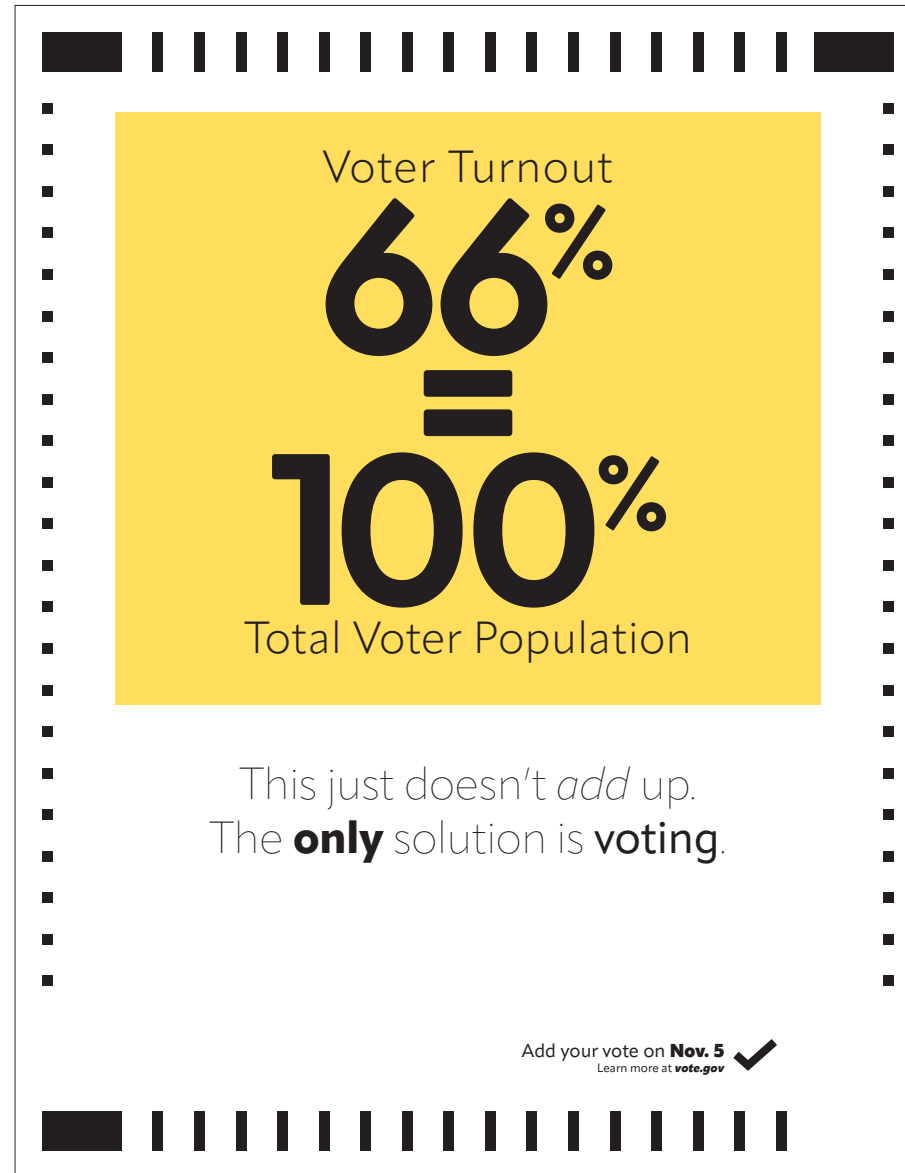
Voter Turnout
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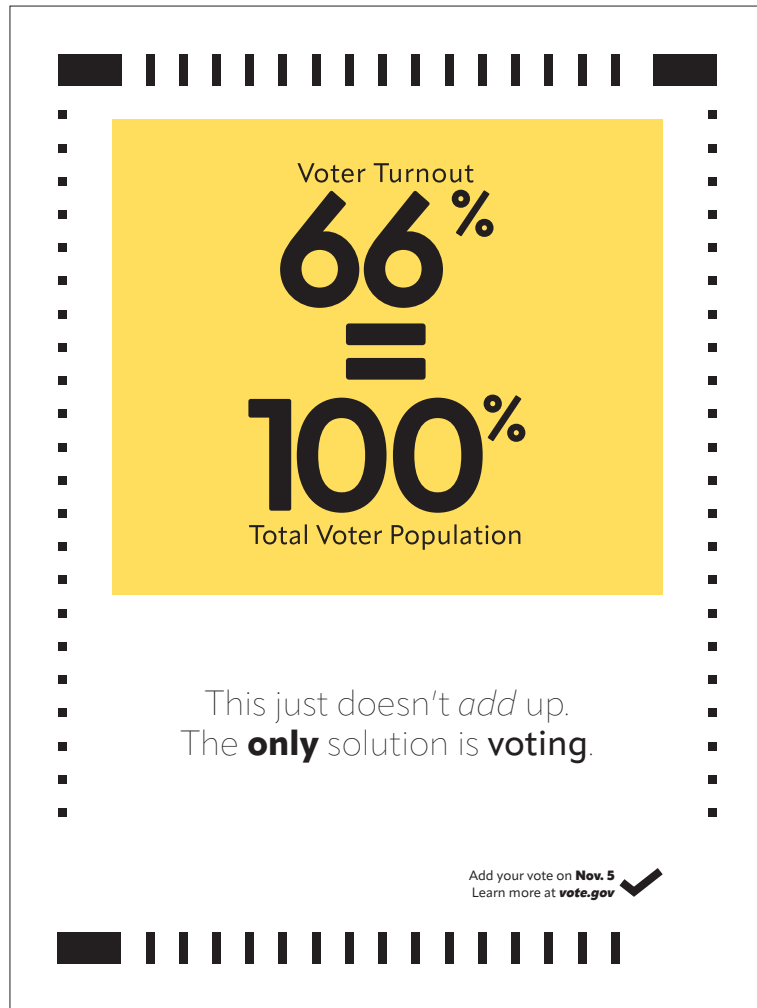
Add your vote on **Nov. 5** ✓
Learn more at vote.gov

Final Art

Final Poster Art



Final Magazine Ad Art

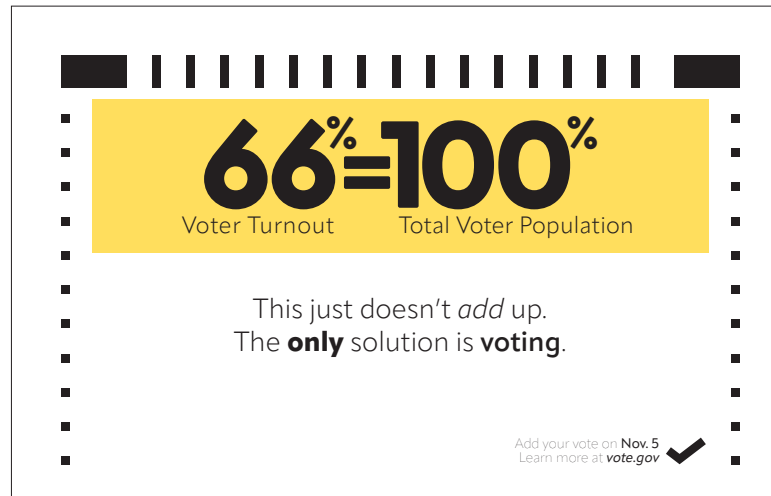


A magazine ad layout featuring a large yellow square at the top. Inside the square, the text "Voter Turnout" is above "66%", which is followed by an equals sign and "100%", with "Total Voter Population" below. The entire square is framed by a dotted line. Below the square, the text "This just doesn't *add* up. The **only** solution is **voting**." is centered. At the bottom right, it says "Add your vote on **Nov. 5** ✓" and "Learn more at **vote.gov**".

Voter Turnout
66%
=
100%
Total Voter Population

This just doesn't *add* up.
The **only** solution is **voting**.

Add your vote on **Nov. 5** ✓
Learn more at **vote.gov**

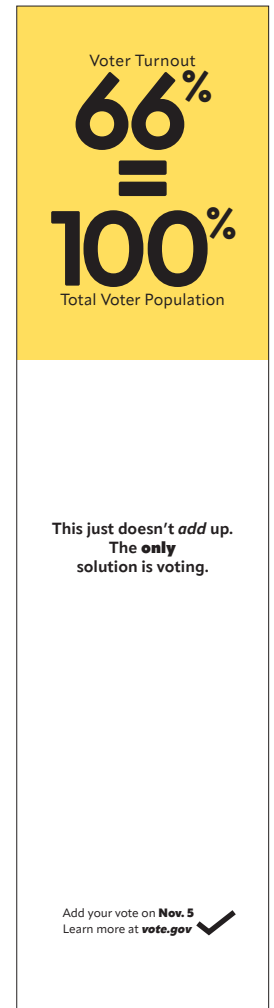


A magazine ad layout similar to the first, but with the yellow square containing the text "66%=100%" where the percentage signs are smaller. Below the square, the text "This just doesn't *add* up. The **only** solution is **voting**." is centered. At the bottom right, it says "Add your vote on **Nov. 5** ✓" and "Learn more at **vote.gov**".

66%=100%
Voter Turnout Total Voter Population

This just doesn't *add* up.
The **only** solution is **voting**.

Add your vote on **Nov. 5** ✓
Learn more at **vote.gov**



A magazine ad layout with a yellow square at the top containing the text "Voter Turnout" above "66%", which is followed by an equals sign and "100%", with "Total Voter Population" below. Below the square, the text "This just doesn't *add* up. The **only** solution is **voting**." is centered. At the bottom right, it says "Add your vote on **Nov. 5** ✓" and "Learn more at **vote.gov**".

Voter Turnout
66%
=
100%
Total Voter Population

This just doesn't *add* up.
The **only** solution is **voting**.

Add your vote on **Nov. 5** ✓
Learn more at **vote.gov**

Final Instagram Ad Art

Voter Turnout

66%

=

100%

Total Voter Population

This just doesn't *add* up.
The **only** solution is **voting**.

Add your vote on **Nov. 5** | Learn more at vote.gov ✓

This is a vertical Instagram ad template with a yellow background. It features a dotted border and a thick black horizontal bar at the top and bottom. The text is centered and reads: "Voter Turnout 66% = 100% Total Voter Population". Below this, it says: "This just doesn't *add* up. The **only** solution is **voting**." At the bottom, it says: "Add your vote on **Nov. 5** | Learn more at vote.gov ✓".

Voter Turnout

66%

=

100%

Total Voter Population

This just doesn't *add* up.
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Add your vote on **Nov. 5** | Learn more at vote.gov ✓

This is a vertical Instagram ad template with an orange background. It features a dotted border and a thick black horizontal bar at the top and bottom. The text is centered and reads: "Voter Turnout 66% = 100% Total Voter Population". Below this, it says: "This just doesn't *add* up. The **only** solution is **voting**." At the bottom, it says: "Add your vote on **Nov. 5** | Learn more at vote.gov ✓".

Voter Turnout

66%

=

100%

Total Voter Population

This just doesn't *add* up.
The **only** solution is **voting**.

Add your vote on **Nov. 5** | Learn more at vote.gov ✓

This is a vertical Instagram ad template with a green background. It features a dotted border and a thick black horizontal bar at the top and bottom. The text is centered and reads: "Voter Turnout 66% = 100% Total Voter Population". Below this, it says: "This just doesn't *add* up. The **only** solution is **voting**." At the bottom, it says: "Add your vote on **Nov. 5** | Learn more at vote.gov ✓".

Final Website Landing Page

66%=100%

[How to register to vote](#) | [FAQ](#) | [Contact Us!](#)

66% = 100%

Voter Turnout Total Voter Population

This just doesn't *add* up.
The **only** solution is **voting**.

The elections of 2018, 2020 and 2022 were three of the **highest-turnout** U.S. elections of their respective types in decades. About two-thirds (**66%**) of the voting eligible population turned out for the 2020 presidential election — the highest rate for any national election since **1900**. The 2018 election (**49% turnout**) had the highest rate for a midterm since **1914**. Even the 2022 election's turnout, with a slightly lower rate of **46%**, exceeded that of all midterm elections since **1970**.

While sizable shares of the public vote either consistently or not at all, **many people vote intermittently**. Given how closely divided the U.S. is politically, these intermittent voters often **determine the outcome of elections** and how the balance of support for the two major political parties swings between elections.

Overall, **70%** of U.S. adult citizens who were eligible to participate in all three elections between 2018 and 2022 voted in at least *one* of them, with about half that share (**37%**) voting in all three.

This text excerpt comes from <https://www.newresearch.org/politics/2023/07/12/voter-turnout-2018-2022/>

Final Bus Stop Art





Process Book

Kadin Chin

Get out the Vote! Project 1 🐣 Type 3 🐣 Fall 2024