

BUILDING

COMMUNITY

POWER

OPEN GALLERY

AIGA Design for
Democracy

Table of Contents

- 1** Project framework
- 3** Statement from committee co-chair
- 4** Creative brief
- 7** Submission guidelines
- 9** Design for Democracy history

Project framework

AIGA Design for Democracy: “Building Community Power”

About AIGA Design for Democracy

[AIGA](#) makes designers better citizens.

Design for Democracy is one of AIGA's key strategic initiatives, started in 1998, with the mission to apply design tools and thinking to increase civic participation by making interactions between the U.S. government and its citizens more understandable, efficient, and trustworthy. The premise: good design makes your choices clear.

Now more than ever designers seek opportunities to leverage their skills to support the democratic process—whether individually or collectively—to create meaningful social impact and increase civic engagement. The upcoming midterm elections are the perfect context to build greater community participation.

*A project funded
by an NEA grant, in
collaboration with
Nonprofit VOTE*

The “Building Community Power” project in 2017–2018

AIGA designers will work to yield the vote by building deeper civic engagement—and not just encouraging registration—and greater understanding of the political issues at stake, in anticipation of the midterm elections.



The project will have two components, and both will aim to always provide clear communications on the why, where, when and what to vote on:

1. A chapter-based curated component

Launched November 1, 2017

AIGA will match a handful of AIGA chapters with some of Nonprofit VOTE's recommended "civic anchors" partners, to enable designers to devise citizen engagement strategies, demonstrating design's integration in community organizing and civic literacy, while nurturing communities' sense of belonging.

2. A member-based open-source component

Launched March 15, 2018

AIGA will support Nonprofit VOTE's National Vote Registration Day (NVRD, Sept 25, 2018), by inviting its members to submit visually impactful, intelligent, accessible digital communications that particularly target first-time voters, youth and new immigrants. The open source database of digital assets will support NPV which in turn can distribute such content to its 3,000+ partners.

Partnering with Nonprofit VOTE



Founded in 2005, [Nonprofit VOTE](#) partners with America's nonprofits to help the people they serve participate and vote. We are the largest source of nonpartisan resources to help nonprofits integrate voter engagement into their ongoing activities and services.

Although not chapter-based per se, Nonprofit VOTE has a mediated relation to citizens via the wide state-based nonprofit network they've built over the years. They aggregate communication tools to help their nonprofit partners be part of the Get out the Vote effort, without having access until now to AIGA's design excellence in strategic thinking and visual craft. Nonprofit VOTE is also managing National Voter Registration Day ([NVRD](#)), which would be a great opportunity to leverage AIGA's creative energy, as already tested in 2016.

Through this partnership AIGA can potentially gain a great influence with civic advocacy groups in demonstrating designers' system thinking and ability to educate nonprofits on the transformative power of design. By facilitating a new kind of communications for Nonprofit VOTE and its partners, AIGA members will affect democracy by visually impacting Nonprofit VOTE's communication style, reach, channels, offerings and messaging while leveraging the rich geographic, political and cultural diversity of AIGA chapters.

Statement from Rich Hollant



*Rich Hollant is the
CoChair of Design for
Democracy*

“ According to Patti Smith, The People have the power – or at least, they should. Yet, the power of the individual can be met with skepticism despite the claim that our right to make our voices heard and actions meaningful are an inherent strength of our nation.

There are too many times when individuals don't or can't exercise their power as a citizen and a member of their own community. In gauging the ability for citizens to actualize their power, we must ask: does the community have a system in place to solve its own problems? Is the whole community supported in raising its voice both for or against this system? Does every member of the community have a pathway to leadership, ownership, and participatory influence over the continual transformation of their environment? Can “We the People” demand that our symbols, models, and actions toward equity be true and in alignment with our beliefs in fairness and justice for all? The only way to answer yes to all of these questions is to make a real investment in civic engagement—to keep The People—all people—connected to that which is already theirs.

In the United States, a crucial part of any community is the citizens' fundamental right to vote. Sometimes misunderstood and underestimated, this right is essential, and at its best, inspiring through the evidence of its own impact. To truly achieve this impact, we must go out and get every citizen registered and eager to make their voice heard. With Building Community Power, the AIGA community will be working hyper-locally through our chapters across the country to prototype a process in 2018 to grow the vote and in turn, the power of The People. We'll be innovating at the intersection of boots-on-the-ground collaboration, local leadership, clarifying and sharing information, and human-centered connection. With this process, design isn't simply working at the intersection of these ideas; design is that intersection.

”
Let's get out the vote.

Creative Brief

In time for the midterm elections of November 2018 Building Community Power open gallery is an amazing opportunity for the AIGA community to contribute to Design for Democracy. Send us compelling content that will empower and enable activists on the ground, and support our nonprofit partners in their civic engagement and outreach work.

*Take action now
and start building
community power!*

Please carefully review this introduction, background information, and submission checklist before proceeding.

In 2018, in preparation for the critical midterm elections, Design for Democracy is focusing on civic engagement in communities

We are encouraging civic engagement on the ground in communities across the U.S., most of which are underserved and politically disenfranchised. Our chapters are using design and design thinking to motivate the American public to understand their power as citizens, gain a greater sense of belonging in their respective communities, inviting them to register, and turn out the vote in the 2018 midterm elections.

Launched March 15, is the second member-based component of the Building Community Power project. This grassroots campaign consisting of an online gallery of original, nonpartisan social media graphics and messaging generated by AIGA members and beyond for public distribution. All material will be downloadable from this gallery for free - by both AIGA partners and the general public.

So, how does Building Community Power differ from previous AIGA Get out the vote campaigns?

Our national partnership with [Nonprofit VOTE](#) will allow us to share those digital assets not just on AIGA.org gallery but also through our partner's channels and the thousands of nonprofits in their network, especially around National Voters Registration Day (NVRD, September 25, 2018). In the previous election cycle, [NVRD](#) managed to get close to 800,000 people registered in one day, thanks to the activation of corporate and nonprofit organizations working on the ground and via social media.

Nonprofit VOTE has provided us with relevant background data and facts pulled from reliable sources (research centers and institutes) that can serve as inspiration for AIGA members to create compelling collateral. The live document of [background information](#) addresses voter rights, registration restrictions, and challenges that particular demographics face in accessing information and acting upon their rights. For more information about registration and voting deadlines click [here](#).

It is critical that your contributions leverage this information to ground it in reality. What matters the most in terms of registration and voter behavior are personal stories that deeply connect cultural power to community power. People vote because of values they hold and see in others, and because they feel they're part of a larger cause and community. However, it is important to align our community experiences to the provided data and facts in order to leverage your contributions to the campaign and make it really effective.

It is also imperative that your contributions consider designing for diversity and accessibility to reach the widest audiences including, but not limited to:

- New voters in 2018, i.e., youth and newly naturalized citizens
- People who have been historically disenfranchised of their rights to vote
- Diverse populations such as Latino, AAPI (Asian American Pacific Islanders), veterans, formerly incarcerated populations, people with disabilities, etc.
- Audiences who speak languages other than English

See Design for Democracy on Times Square in late spring 2018!

Also just in time for [NYCxDESIGN](#), New York City's annual celebration of international design from May 12-20, AIGA Design for Democracy will be partnering with Times Square Alliance and the Design Pavilion to showcase a selection from our campaign on the NASDAQ seven-story, cylindrical video tower at 4 Times Square. Your contribution could be shown as part of a series of 30-second daily spots, as well as across NASDAQ's social media channels, which engage more than two million followers.

A jury composed of **Harry Allen** for Design Pavilion, **James Hill** of Nonprofit VOTE, **Ally Kostick** for NASDAQ, **Laura Peres**, Pratt student graduate, **Tim Tompkins** for Times Square Alliance, **Frances Yllana**, co-chair of the Design for Democracy committee, and famous design advocates **Milton Glaser** and **Luba Lukova**, will help select content from the [AIGA.org](#) gallery.

The sooner you send in your contribution, the greater your chance to be on Times Square. If your work is selected, we will reach back out with specific specs fitting the supersize NASDAQ screen. Nonetheless, the full gallery on [aiga.org](#) will be open for submissions until November 5, 2018 (the day before the midterm elections).

Again, it is vital to the spirit, impact, and accessibility of this campaign that your contributions to this social media campaign remain [nonpartisan](#) and in .MOV or .JPG format (horizontal canvas, 1200x900px).

Submission guidelines

*If your submission(s) meets all of the requirements, you are ready to submit through **this** entry form.*

After each individual submission is uploaded, it will be reviewed to ensure it adheres to the submission requirements and, upon approval, uploaded to the online gallery. The online gallery will go live on aiga.org later in March 2018.

Instructions

1. Design your graphics in the following format: horizontal canvas, 1200px x 900px, and save as either a .JPG or .MOV file in RGB
2. Once you've completed your contributions, consult the checklist below to ensure your submission meets all of our requirements.
3. Prepare a thumbnail image at 300x300 pixels in RGB, saved as JPEG, PNG, GIF for the gallery overview at AIGA.org/design-for-democracy.

Submission checklist

- ▣ Your message is nonpartisan, see guidelines [here](#)
- ▣ You have provided your social media handles so that you can be properly credited. If you don't have an account on one of these social media channels please write "N/A"
- ▣ InDesign or Ai file and linked artwork are set to RGB
- ▣ Still social media graphics are saved in JPG format (1200px x 900px)
- ▣ Moving social media graphics (such as animations or GIFs) are saved in .MOV format
- ▣ All images are 300 dpi at 100% size
- ▣ All typefaces have been converted to outlines
- ▣ Graphics are saved as .JPG or .MOV without security restrictions

Rights & Reproduction

By submitting a poster or video, you certify that you created or have ownership of the work— including the right to distribute stock images and fonts used in your design. You retain the copyright and agree to distribute under a [Creative Commons “Attribution-NoDerivs” license](#). You grant to AIGA the right to use accepted work for reproduction in posters for the Design for Democracy: Building Community Power program, whether in publications, exhibitions; on its website, and for educational and AIGA-related noncommercial promotional purposes.

We really look forward to your inspired contribution this year. Midterm elections are critical to making changes happen in your community, and impactful to your role as an engaged design citizen. With your help, we are building community power.

Thank you.

For questions about submissions, please email:

[**designfordemocracy@aiga.org**](mailto:designfordemocracy@aiga.org)

The Design for Democracy initiative

since 1998

“In November of 2000, a confusing layout in the closely contested presidential election brought ballot design into the national consciousness. It also provided a rare opportunity for those of us in design leadership to step forward and demonstrate how design can improve election materials and processes.”

*— Marcia Lausen, AIGA Chicago, Director of the UIC School of Design and founder of the Chicago office of Studio/lab, author of the book *Design for Democracy* (2007)*

Design for Democracy launches

1998

Richard Grefé, AIGA executive director (1995–2015) and 2016 AIGA Medalist, founded the strategic initiative Design for Democracy. Its goal is to apply design tools and thinking to increase civic participation by making interactions between the U.S. government and its citizens more understandable, efficient, and trustworthy

Although the Democrats are listed second in the column on the left, they are the third hole on the ballot.

(REPUBLICAN)	3	●
GEORGE W. BUSH - PRESIDENT DICK CHENEY - VICE PRESIDENT		
(DEMOCRATIC)	5	●
AL GORE - PRESIDENT JOE LIEBERMAN - VICE PRESIDENT		
(LIBERTARIAN)	7	●
HARRY BROWNE - PRESIDENT ART OLIVIER - VICE PRESIDENT		
(GREEN)	9	●
RALPH NADER - PRESIDENT WINDNA LADUKE - VICE PRESIDENT		
(SOCIALIST WORKERS)	11	●
JAMES HARRIS - PRESIDENT MARGARET TROWLE - VICE PRESIDENT		
(NATURAL LAW)	13	●
JOHN HAGELIN - PRESIDENT NAT GOLDHADER - VICE PRESIDENT		

Ballot and election design program

2000

Following the Florida ballot design fiasco, AIGA reaches out to Federal Election Commission in Washington (www.fec.gov) to begin discussions on election design

2001

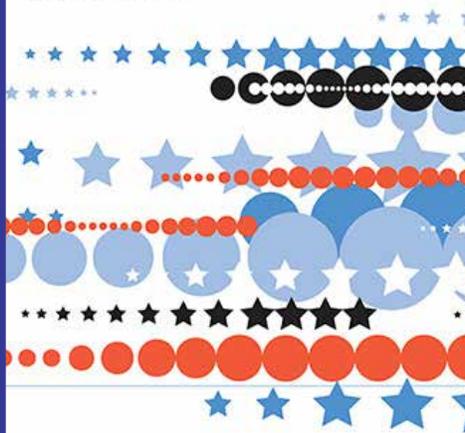
A group of design professionals, educators, and students begin a dedicated collaborative effort to extend the ballot design initiative into the complete voting experience. Marcia Lausen, AIGA Chicago chapter president and faculty at University of Illinois' School of Art and Design, worked with election officials in Cook County, Illinois, and then with the state of Oregon. As a group, they developed prototypes designed to improve election administration material, voting equipment, and voter education and outreach

2005

AIGA Design for Democracy partnered with the National Institute of Standards and Technology (NIST), to generate national ballot design principles informed by recent election design experience, as well as technical guidelines

Design for Democracy: Ballot + Election Design

Marcia Lausen



2005–07

Election Assistance Commission (EAC) partners with Design for Democracy to research, design, test, and generate national best practice guidelines and samples for ballots and voter information materials

2007

AIGA's Election Design Fellowship program funded by the state of Oregon via Help Americans Vote Act (HAVA, 2002). Program conceived to foster the partnerships necessary to produce well-designed election materials

2007

Design for Democracy: Ballot and Election Design, published by University of Chicago Press/AIGA



2008

AIGA partnered with *The New York Times* on citizen journalism, helping to document the polling place experience

2009

AIGA expanded the Election Design Fellowship program to emerging designers in Washington state

2007–2010

AIGA Design for Democracy enters into an intense period of advocacy, promotion and dissemination encouraging government officials to use these new election design guidelines

Field Guides
To Ensuring Voter Intent

Vol. 03

Testing ballots for usability

2012

Additional advocacy to help inform the public and government to pay attention to ballot design in this presidential year, and particularly responding to the recent New York State ballot change

2016

Ballot design on display at the Cooper Hewitt Smithsonian Design Museum as part of their *By the people: Designing a better America* exhibition

Get out the vote campaigns

2000

AIGA Get Out the Vote campaign is being launched and has been held every four years since then

2004

AIGA Get Out the Vote campaign

2008

AIGA Get Out the Vote yields 319 posters and also includes PSA videos

2012

AIGA Get Out the Vote, 212 posters submitted for the campaign and exhibition at the AIGA gallery

2016

AIGA Get Out the Vote gathered 727 posters from members, partnered with The League of Women Voters, engaged 30% of its chapter network into activating the campaign and reached millions of viewers through a special partnership with Latino media platforms; a selection of posters are part of a Google Art Project, AIGA Get Out the Vote 2016. This online exhibition complements live shows nationwide, organized in conjunction with the Republican National Convention and Democratic National Convention (Cleveland and Philadelphia, July 2016), at the AIGA Design Conference (Las Vegas, October 2016), and at AIGA chapters in other cities

2017-18

In anticipation of the mid-term election, AIGA with support from an National Endowment for the Arts is planning a new program to provide better voters communications



Contact info

Laetitia Wolff

Director of strategic initiatives
AIGA, the professional association for design
233 Broadway, suite 1740 · New York NY 10279
laetitia_wolff@aiga.org · 212 710 3126

Angelica Dios

Strategic initiatives program assistant
AIGA, the professional association for design
233 Broadway, suite 1740 · New York NY 10279
angelica_dios@aiga.org

Rich Hollant

AIGA board of directors
AIGA Design for Democracy Co-chair
rich@colabinc.com

Frances Yllana

President emeritas, AIGA Dallas Ft. Worth
AIGA Design for Democracy Co-chair
rich@colabinc.com

