

## AIGA Get Out the Vote 2012 Design Brief



## Overview

AIGA will again mount a campaign to demonstrate the power of design in the public arena by encouraging designers to contribute to a coordinated get-out-the-vote campaign for national elections in Fall 2012. This builds on the 2004 and 2008 campaigns that placed more than 100,000 AIGA posters in public places in communities across the nation as well as provides a resource for any web user to download a pdf version to print and post or share virally. The objective is to demonstrate the value of design to citizens, public officials and businesses by providing a clear call to action for an activity that is important to everyone.

The primary conduit for the 2012 campaign is an open online gallery of members' designs—nonpartisan calls to action bearing a national AIGA campaign identity—that will be posted on the website and available for downloading, printing and sharing. Any AIGA member will be entitled to post a design in the open gallery. This will become the largest gallery of available designs in support of this critical civic function.

For those members who prefer to submit a video or motion graphics solution, the online gallery will offer guidelines for this type of submission as well.

All submitted and selected poster and video designs will be made part of AIGA's permanent archives, as well as being offered to the archives of the International Foundation on Election Systems in Washington, D.C. Printed posters will be given to the Library of Congress for its poster collection.

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## Message

The purpose of this campaign is to encourage voter turnout. There is no single message, although the intent is a call to action, motivating people to register and turn out to vote. The visuals and the text of the message must be nonpartisan—we are supporting the basic democratic premise of citizen participation, not a partisan position on candidates or issues. Messages or images that are likely to offend substantial numbers of citizens will not be selected nor will they be included on the site, since they would counter our intention of developing messages that encourage voter participation through effective use of images, text and ideas. *(Additional background information is included at the end of this brief.)*

## Poster Specifications

The potential for posters to be printed and displayed in public places increases substantially if the designs are of a scale that can be shared in small shop windows and on public bulletin boards *(places where a larger-size poster would not be posted)*. Therefore, we are requesting a small, window card format. The scale also allows for printing on personal color printers as well as commercial printing presses. Our goal is to demonstrate the strength of our communication design, regardless of the production value of the print.

The .zip file you downloaded contains an InDesign template you may use for your submission. All posters must incorporate the required branded band at the bottom of the poster *(this is embedded in the supplied InDesign template)*. This band may appear in any color you choose so long as the type contained within the band is still legible *(the color of the type and art in the band must remain white)*.

The text in the bottom left corner of the band contains a design credit. Please replace the brackets and information within with your name, city and state where you live or work *(states should be spelled out, not abbreviated)* and either business or personal URL *(if applicable)*. The text is set in 6 pt. Interstate bold with 9 pt. leading. If you do not have Interstate bold, you may substitute Univers 65 or Helvetica bold. If you use a page layout application other than InDesign, use the .eps version of the band included in the .zip file.

Once you've completed your poster, please use the submission checklist, provided at the end of the document, to make certain your submission meets all of the requirements. Visit <http://aiga.org/get-out-the-vote/> for the online entry form and upload instructions.



*AIGA GOTV Branded Band to appear at bottom of poster.*

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## Video Specifications

In 2008, AIGA encouraged designers to submit video entries for the first time. In 2012, we anticipate this medium having even more impact as visitors share and post links throughout various social media.

Once you've completed the rough cut of your video, please use the submission checklist below, to make certain your submission meets all of the requirements. All videos must incorporate the required branded credit page at the end of the video for 20 seconds (*this is included in the .zip asset folder*). Visit [aiga.org/get-out-the-vote/](http://aiga.org/get-out-the-vote/) for the online entry form and upload instructions.



2008 Video submission by Stu Haury, AIGA Portland



AIGA GOTV Branded credit screen

## Submission Checklist

Please use this checklist before uploading your submission to the online gallery.

- The message is nonpartisan and will not offend a substantial numbers of citizens.
- You've created a thumbnail image that is 150x150 pixels and RGB, saved as JPEG, GIF or PNG for the gallery overview at [aiga.org/get-out-the-vote/](http://aiga.org/get-out-the-vote/)

### FOR POSTERS

- Posters should be 11 x 17 inches (portrait).
- 0.125 inch bleed
- All images and art are RGB.
- All images are 300 dpi at full-size.
- The credit band has been updated with your personal information.
- If applicable, Interstate bold was replaced with either Univers 65 or Helvetica bold.
- All type has been converted to outline.
- Save as a press quality PDF. Please do not add security restrictions to your PDF.

### FOR VIDEOS

- Videos should include the end credit screen as a still for 20 seconds.
- Videos must be uploaded to YouTube or Vimeo first. You will post the embed link into the AIGA GOTV submission form

If your poster or video meets all of the above requirements, you are ready to go to the submission section of the AIGA 'Get Out the Vote' online gallery, fill out the online entry form and upload your submission following the instructions outlined.

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After your submission is uploaded, it will be reviewed to ensure it adheres to the submission requirements. Upon approval, submissions will be uploaded to the online gallery. This process should take no longer than five (5) working days (normally the same week).

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 <http://creativecommons.org/licenses/by-nd/3.0/>. You grant to AIGA the right to use accepted work for reproduction in posters for the Get Out the Vote initiative; in publications; in exhibitions; on its website; and for educational and AIGA-related noncommercial promotional purposes.

### *Background information*

After increasing for many decades, voter turnout has experienced a downward trend since the 1960s, not only in the United States, but also in most established democracies. Because basic democratic tenets rely on citizen participation in government, low turnout is considered to be undesirable. While there is much debate over the factors that affect turnout and how to increase it, most are divided on reasons for the decline. Its cause has been attributed to a wide array of economic, demographic, cultural, technological and institutional factors, but, in general, low turnout may be due to disenchantment, indifference or contentment.

According to the U.S. Federal Election Commission, turnout of the voting age population in presidential elections has been on the decline in recent years, although the 2008 election showed a noticeable increase over the turnout in 1996 and 2000.

Visit <http://www.census.gov/hhes/www/socdemo/voting/index.html> to learn more about the 2008 voting and registration results posted by the U.S. Census Bureau.

Thanks for your help to get out the vote.