



PROCESS BOOK

TYLER PRIESTLEY

GET OUT TO VOTE! | TYPOGRAPHY III | FALL 2024

RESEARCH

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CREATIVE BRIEF

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.

SUBJECT RESEARCH

GOAL

I want to try and reach out to people and have a some connection with the veiwer which would allow my message in the poster would come across eaiser then normal. For the message to be go out and vote in the election.

RESEARCH

Found the 16 lowest turnout states which are West Virginia, Mississippi, Oklahoma, Hawaii, Arkansas, Indiana, Texas, Alabama, New York, New Massachusetts, South Carolina, Wyoming, North Dakota, Kentucky, Louisiana, and Tennessee. These were found on a stat website called worldpopulationreview.com. 16 states was the 33% of non-voters to the 50 stars or states.

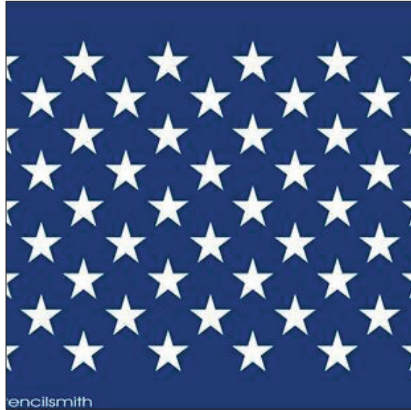
IDEA LIST

- Flag with stars peeling / falling off
- Flag turing into a worse flag
- Flag Destroyed / loss of Freedom
- Peace sign filled with the colors of the U.S. Flag
- Skeletons in a line vaiting to vote
- A White flag vs U.S. flag
- Cutting the flag for the % of people who do not vote

PUNCH LINES

- Is Freedom walking away
- Freedom has not turned its back to us
- These stars are not making wishes
- You fall down when the flag still stands
- Which flag will you raise,
- One flag with always stand
- One vote is a stitch to keep the flag
- Freedom is in your voice

DESIGN RESEARCH



Stars are a very important part when it comes to the flag.



Flag is big part of America.



Looking at different ways to involve the flag in the poster.



Looking at older posters to try and get ideas.



Looking at the color placement when its down to 3 colors.



Changing the flag to so a simple image.

TYPOGRAPHY EXPLORATIONS

BARRERY PARK

**AABBCCDDEEFFGGHHIIJJKKLLMMNNOO
PPQRRRSSTTUUVVWWXXYYZZ
1234567890&**

This block ink type face let give an older tone or like a stamp of approval

BOUCHERIE BLOCK

**AABBCCDDEEFFGGHHIIJJKKLLMMNNOO
PPQRRRSSTTUUVVWWXXYYZZ
1234567890&**

Picked this typeface due to the nice bold look which helps push the main line of the poster or the punch line.

DROID SANS MONO

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Looking for a nice looking body typeface which this was good but found a better type face.

CAPITOLIUMNEWS

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Nice simple typeface but didn't work with the punch line typeface

POSTER GOTHIC ATF

**AABBCCDDEEFFGGHHIIJJKKLLMMNNOO
PPQRRRSSTTUUVVWWXXYYZZ
1234567890&**

Nice bold typeface that works with the punch line typeface and a typeface that is read able when smaller.

COLOR REFERENCE

Palette 1

C : 100	C : 17	C : 0
M : 92	M : 100	M : 0
Y : 30	Y : 85	Y : 0
K : 23	K : 7	K : 0

The colors of America Red, White, and Blue. The colors of freedom and voting which would help the theme of voting.

Color Image Reference

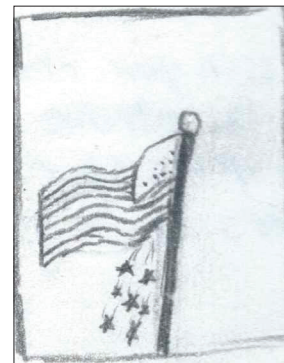
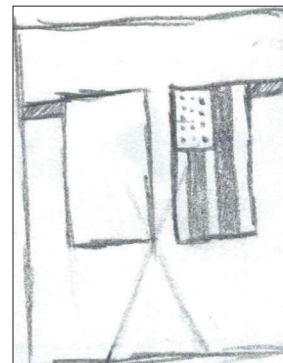
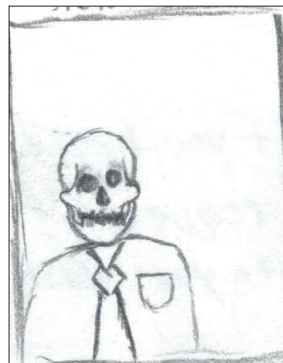
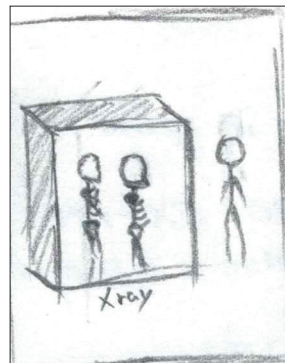
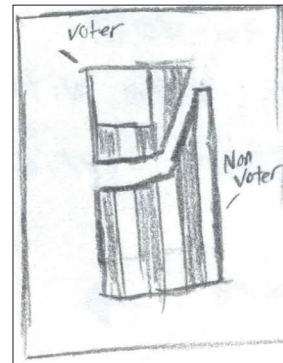
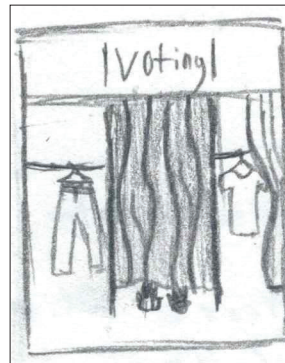
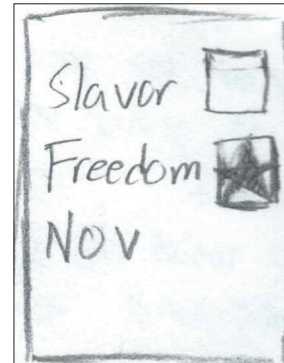
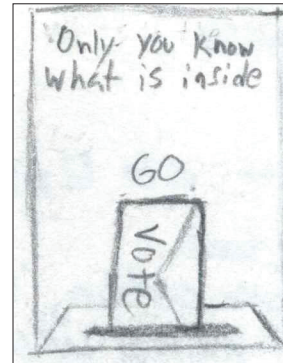
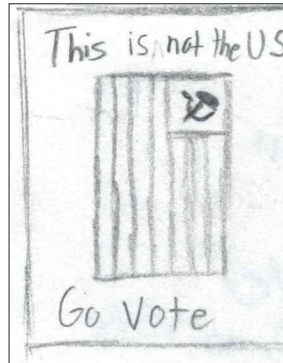
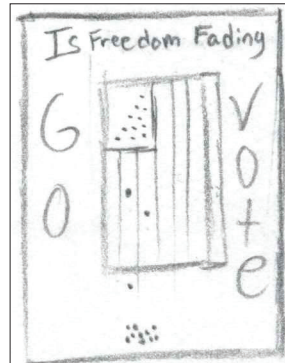


The colors of the American flag because its voting posters

DESIGN EXPLORATIONS

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SKETCHES



COMPUTER ROUGHS

FAITH STEPS IN AND SEES YOU THROUGH
WHEN YOU WISH UPON A STAR
YOUR DREAMS COME TRUE BUT

**THESE STARS
DON'T MAKE WISHES**

Go Vote




**THESE STARS
DON'T MAKE WISHES**



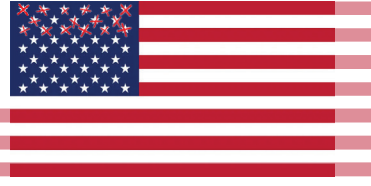
**THESE STARS
DON'T MAKE WISHES**

The total percent of people who do not vote is equal to 16 states not voting.




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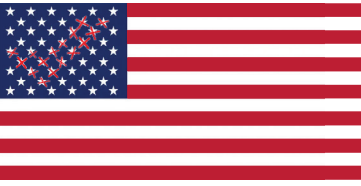
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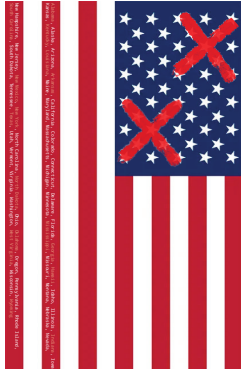


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**THESE STARS
DON'T MATTER**



FINAL LAYOUTS

First Name Last Name | Project | Course Name | Semester + Year

FINAL LAYOUTS

**THESE STARS
DON'T MATTER**

ALABAMA, ALASKA, ARIZONA, ARKANSAS, CALIFORNIA, COLORADO,
ONLY 66% OF PEOPLE WHO CAN VOTE WILL VOTE.
CONNECTICUT, DELAWARE, FLORIDA, GEORGIA, HAWAII, IDAHO,
APPROXIMATE 16 STATES' VOTER POPULATION DO NOT VOTE
ILLINOIS, IOWA, KANSAS, KENTUCKY, LOUISIANA, MAINE,
AT ALL, THE LOWEST 16 TURNOUT STATES ARE GROGGED-OUT.
MARYLAND, MASSACHUSETTS, MICHIGAN, MINNESOTA, MISSISSIPPI,
MISSOURI, MONTANA, NEBRASKA, NEVADA, NEW HAMPSHIRE, NEW JERSEY, NEW MEXICO, NEW YORK, NORTH CAROLINA,
NORTH-DAKOTA, OHIO, OREGON, PENNSYLVANIA, RHODE ISLAND, SOUTH-CAROLINA, SOUTH DAKOTA, TENNESSEE,
TEXAS, UTAH, VERMONT, VIRGINIA, WASHINGTON, WEST-VIRGINIA, WISCONSIN, WYOMING

ARE YOU THE ONE NOT VOTING? NOV. 5. 2024

VOTE.GOV HOME LOCATIONS INFO

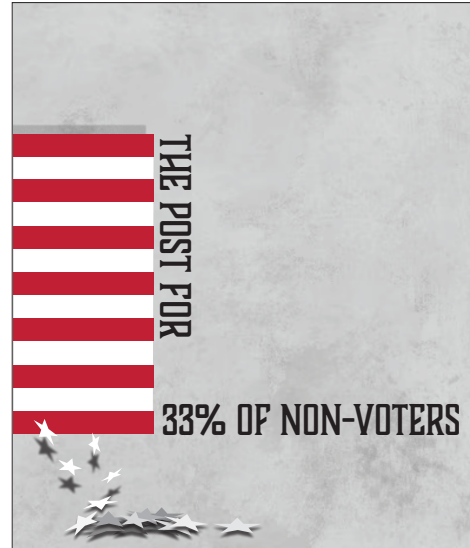
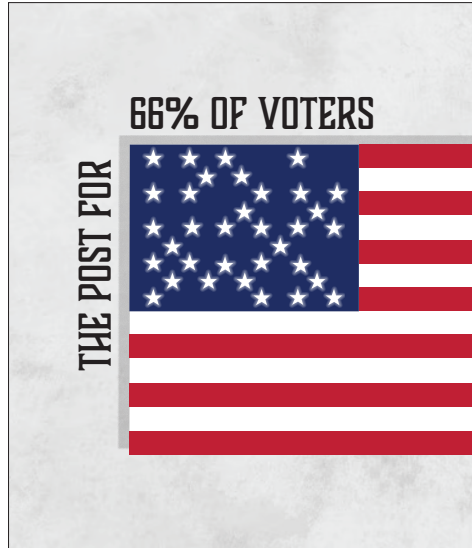
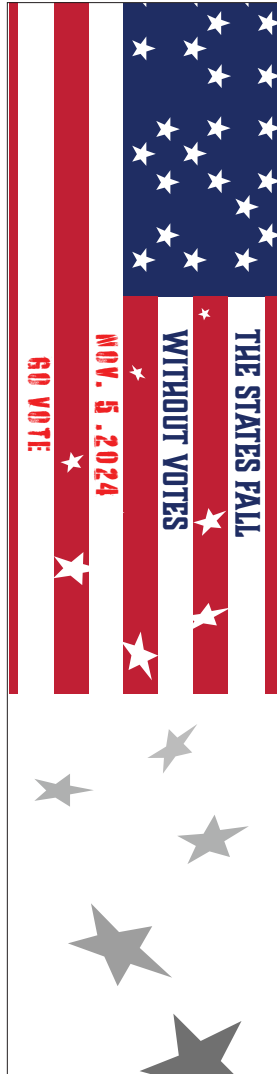
NOV. 5. 2024
GO VOTE

**FREEDOM
VOTE
CHOICE**

FINAL EXTRAS

INSTAGRAM POSTS

1/3 VERTICAL



1/2 HORIZONTAL



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