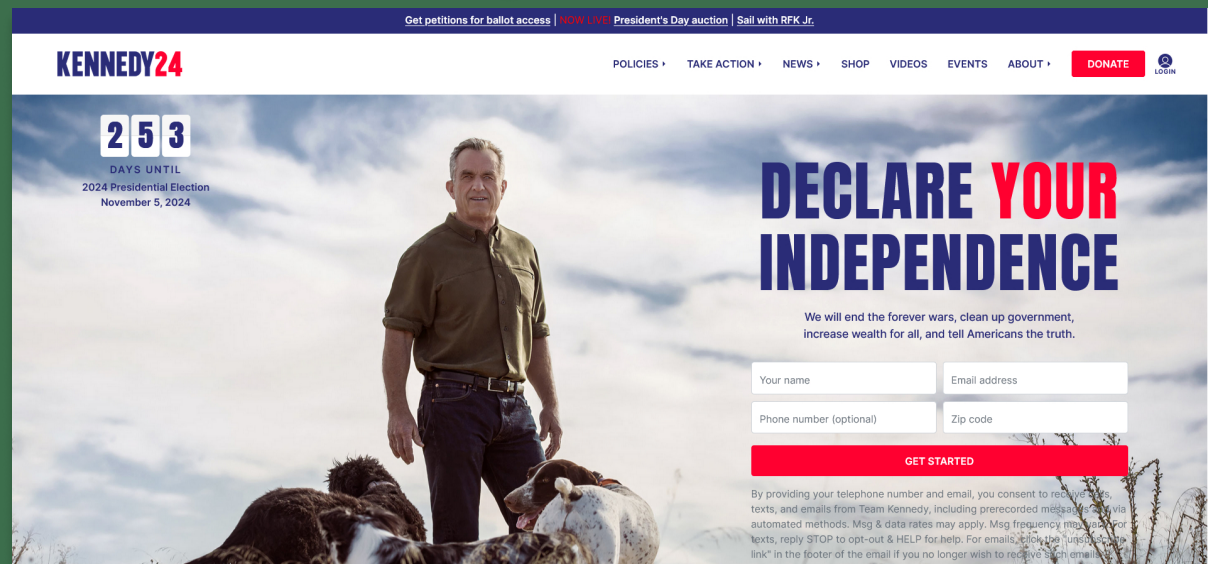


Mobilizing Democracy: Innovating Voting, Campaigns & Elections Project for Political Engagement

This case study involved creating a political mailer/campaign literature to help raise awareness for a candidate. My call to action was to help raise awareness for a political candidate for the upcoming 2024 U.S Presidential election campaign. To accomplish this, I needed to highlight the candidates' main issues/points. Then my task was to research and then design a political flyer. The flyer would not be mailed out to homes, so success on the project would be measured by peers within my American National Government (POLS 1100) course during UVU's Summer of 2023 semester. After figuring out the goals of the project, I then set out on conducting research on a political candidate of choice. The 2024 U.S political candidate I chose for the project was Robert F. Kennedy Jr. I had no political ties what so ever with the candidate, he was simply just chosen as a candidate for no reason in particular. Once I knew who my flyer was being conducted for, I first began by seeing if the had any type of social media. I found something better, a website dedicated to the candidates 2024 political campaign. The website, <https://www.kennedy24.com/>, would prove to be crucial in providing much needed assets and information throughout my content generation process of designing the actual flyer.



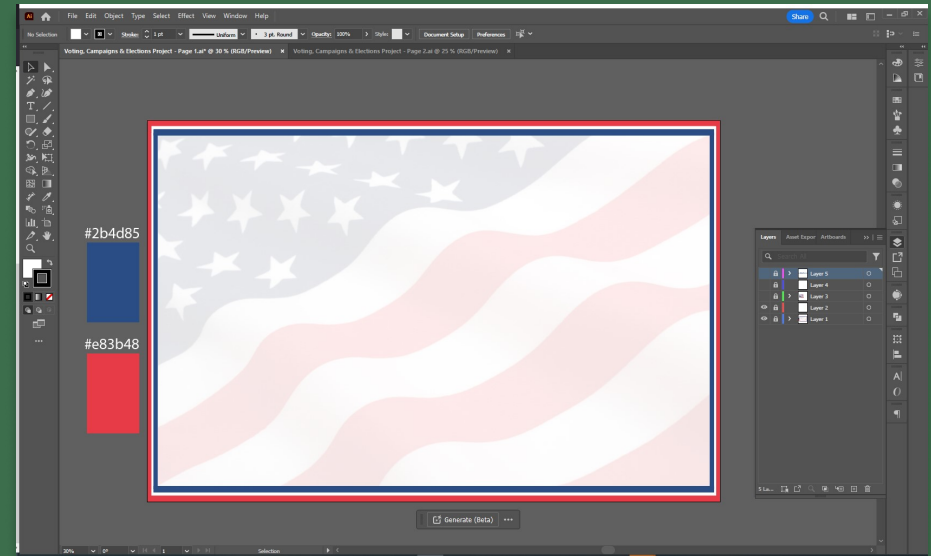
The website helped immensely as I had no prior knowledge of the candidate or his political party affiliation prior to the start of the project. After conducting a bit of research on his site I was able to get a better idea of who he is, his main talking points, his campaign/websites design pattern and “mood” and this helped to start the iteration process of the actual design.

After getting a better idea of the candidate and his campaigns overall design feel I started gathering a bit more assets to help in creating the flyer. Now, with it being a flyer, it consisted of simply just one page, with information on the front and back. This meant that the information had to be condensed and structured in a way to make a quick impact, while still providing citizens with information on the candidate’s key issues/areas of concern. To accomplish this, I first began by finding a great portrait of the candidate as well as other photos that would help add value to the candidate as well as other photos that would help to add in an emotional attachment/response to cater to potential voters.



After gathering some more of these assets, as well as a logo I was able to find on his website, I then began creating the flyer using Adobe Illustrator.

It should be further clarified that I opted to not recreate/design a new logo for the candidate, since doing so would not align with current campaign branding. And would thus introduce a bit of confusion amongst the candidates' supporters, as well as potential supporters. Therefore, I gathered designs already being utilized and included them into the flyer.



After further adding assets into Adobe Illustrator, I created multiple iterations of layouts that I thought would add the most value/impact for potential supporters of the candidate's campaign. I put myself into the shoes of someone who would be walking up to their mailbox, taking out mail, and then asking myself "what would I see if I were to have a political campaign flyer in my mailbox?" What would it look like? What information would be most important in getting across to voters in as little as 30 seconds? I say 30 seconds because after doing a bit of user research, this was the approximate life-span of these flyers, as people essentially just throw them away after quickly looking at them and realizing they are political flyers. After much iteration and layout restructuring, these were the end results of the flyers one and back designs.

Front



Back



In conclusion, there were a lot of lessons learned throughout this project. I gained a lot of experience using Adobe's Illustrator program. I learned how its so important to conduct user research, in this case, mostly candidate research to help portray the most valuable and effective content in the shortest amount of time. I learned to place myself into the shoes of someone who would be on the opposite end of the design/product/flyer to help get a better understanding of project requirements and expectations. I learned that recreating the wheel is not always necessary, and can in fact hinder user experience by creating unnecessary abstractions. Overall, my peers who were shown the end-product thought the political campaign flyer was really effective and looked very professional. And although the flyer was/is not being used by the political candidate, the project taught be a lot of valuable lessons. And I am now able to snowball those newly acquired skill-sets into future projects and teams making me a much more valuable team player.