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LOGAN
CONRAD

Get Out The Vote Process Book

Explorations In Typography 3 | Fall 2024

RESEARCH

Logan Conrad | Get Out The Vote | Typography III | *Fall 2024*

CREATIVE BRIEF

Project Description:

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.

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, 1/2 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

SUBJECT RESEARCH

Figures of Speech

Synechdoche- A figure of speech in which a part is made to represent the whole or vice versa.

Simile- A figure of speech involving the comparison of one thing with another thing of a different kind, used to make a description more emphatic or vivid.

Metonymy- The substitution of the name of an attribute or adjunct for that of the thing meant.

Metaphor- A figure of speech in which a word or phrase is applied to an object or action to which it is not literally applicable.

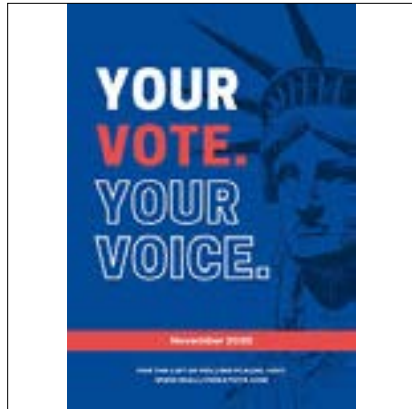
Hyperbole- Exaggerated statements or claims not meant to be taken literally.

Alliteration- The repeating of consonant sounds right next to each other, which creates a memorable or melodic effect.

Irony- A situation that subverts a reader's expectations.

Oxymoron- A phrase that uses two contradictory words to create a new meaning.

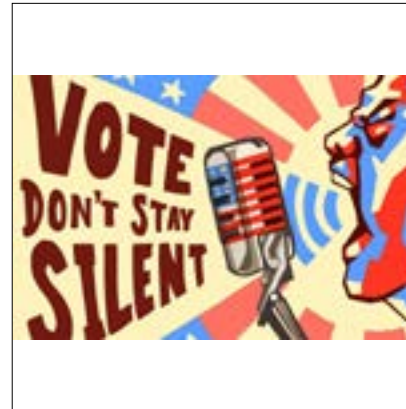
DESIGN RESEARCH



I like the message and the dualtone of the staute.



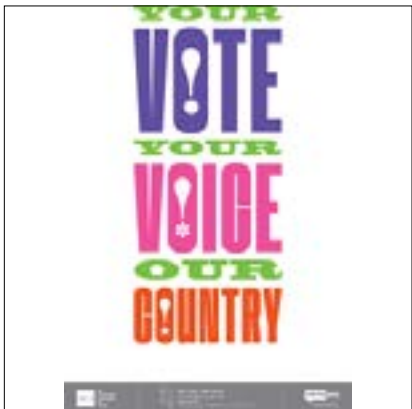
I like the origination of the flag and how the words line up with the lines.



I like how the words use linear perspective to give the apperance of sound waves.



I like the message, may use it, but word it in a different way.



I like how vote, voice, and country are tied together.



I like the origination of the letters of vote.



Great colors and glossy like finish.



Linear perspective

TYPOGRAPHY EXPLORATIONS

Bondoni 72 Oldstyle

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP-
pQqRrSsTtUuVvWwXxYyZz
1234567890&

Maybe use it for the secondary typeface for the secondary message

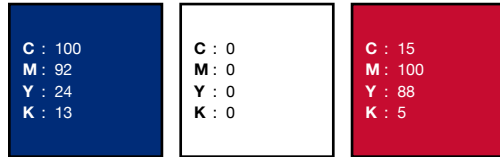
Imapct

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Big and bold and easy to read

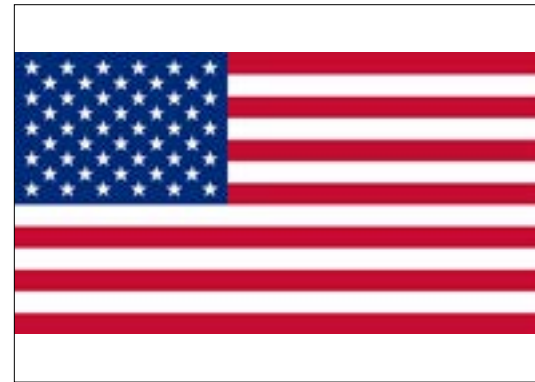
COLOR REFERENCE

Palette 1



USA patriotic colors

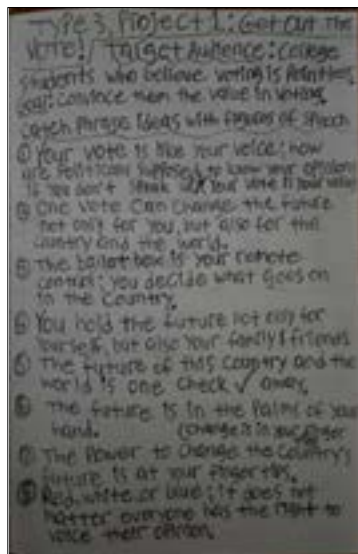
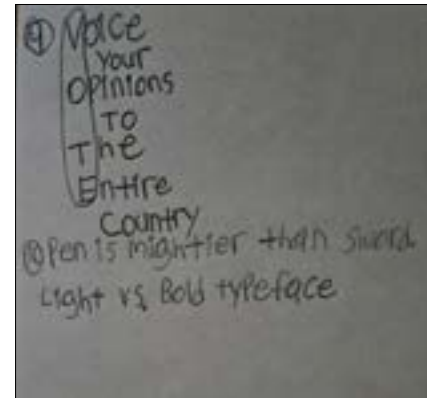
Color Image Reference



DESIGN EXPLORATIONS

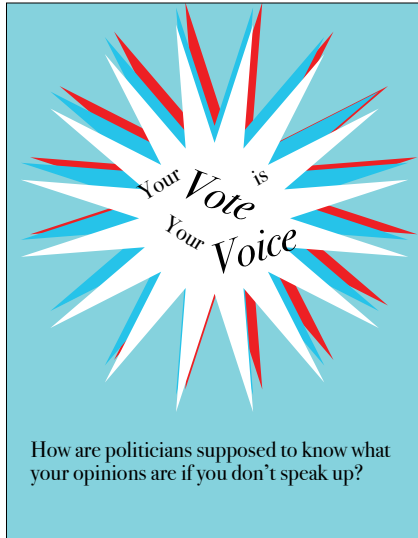
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SKETCHES/NOTES



COMPUTER ROUGHS

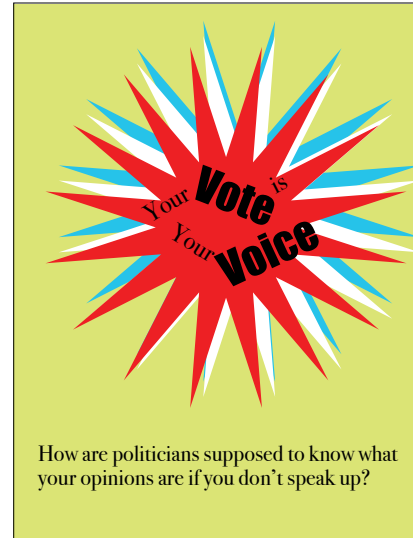
Poster Version 1



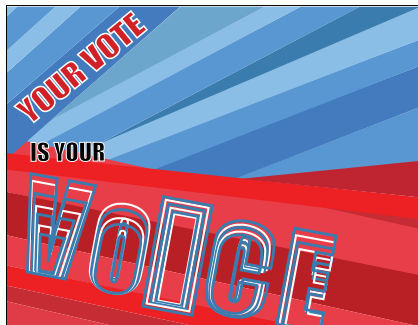
Poster Version 1.2



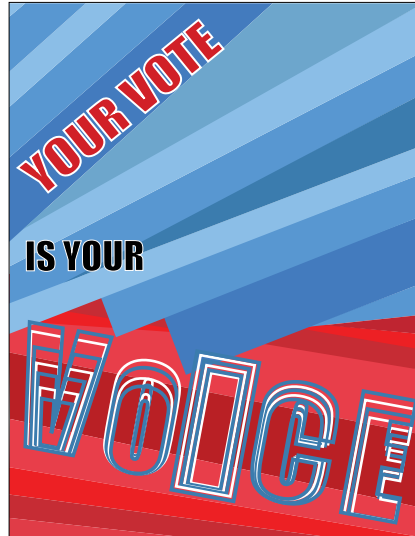
Poster Version 1.3



Poster Version 2



Poster Version 3



Poster Version 4



Poster Version 4.2



Poster Version 5

COMPUTER REFINEMENT

Poster Version 5.2



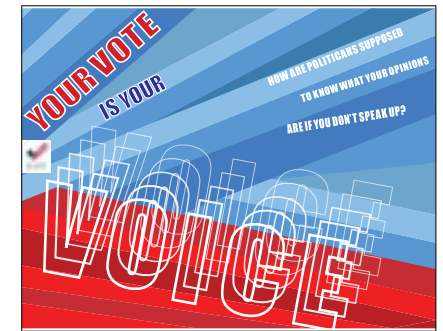
Poster Version 6



Poster Version 6.2



Poster Version 7

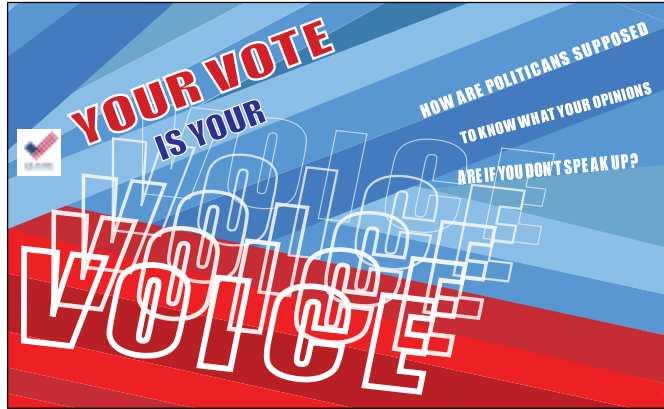


Poster Version 7.2



Poster Version 8.2

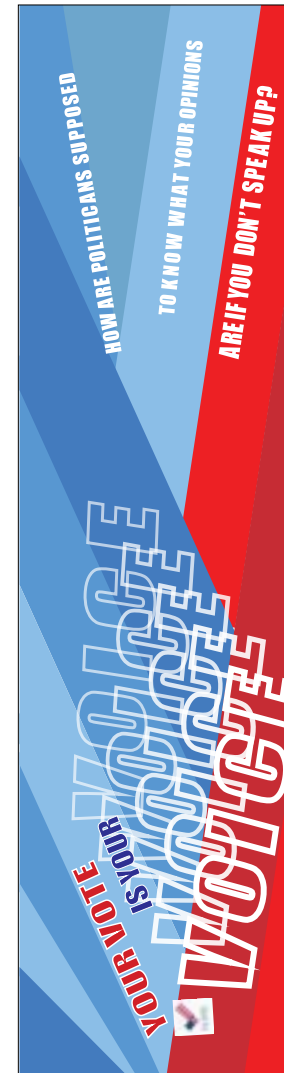
MAGAZINE ADVERTISEMENTS



1/2 page horizontal ad



full page ad

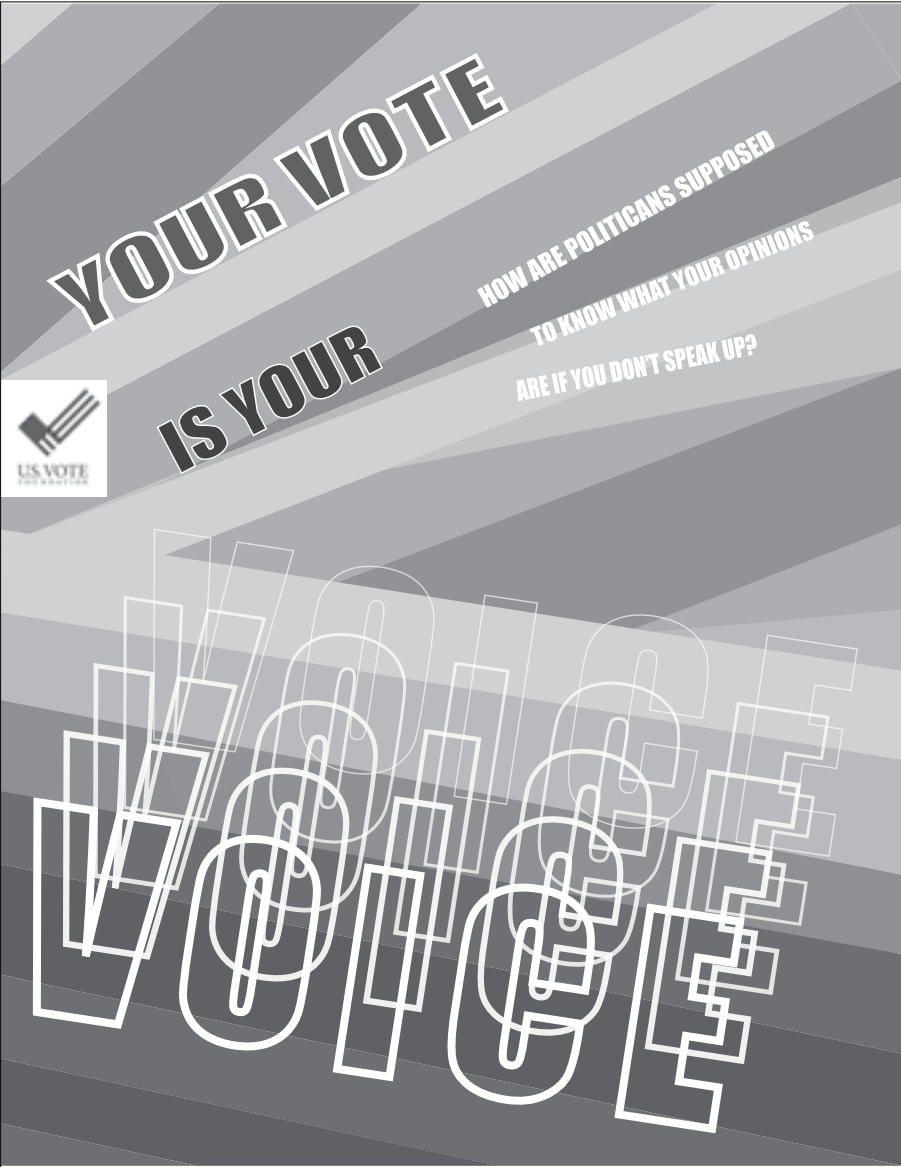


1/3 page vertical ad

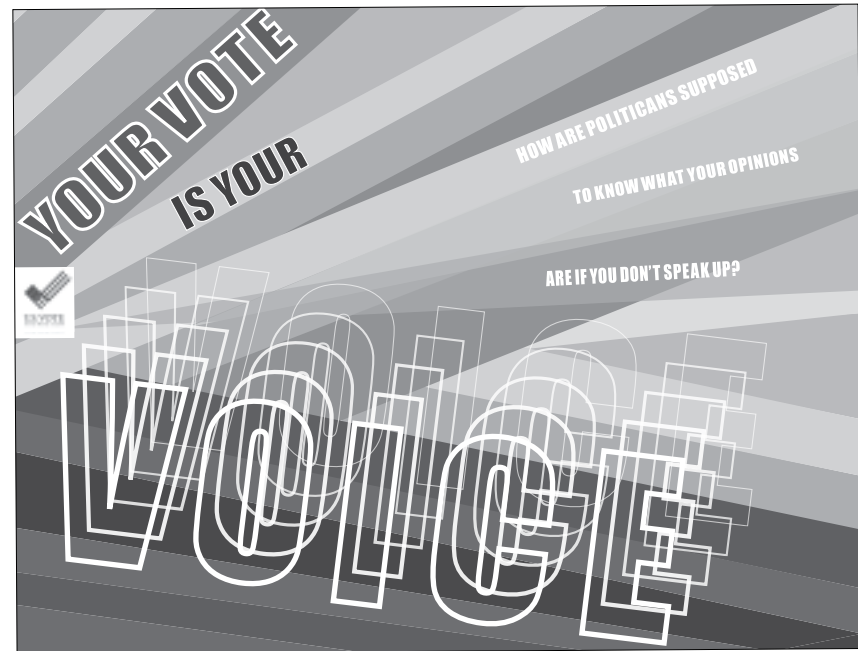
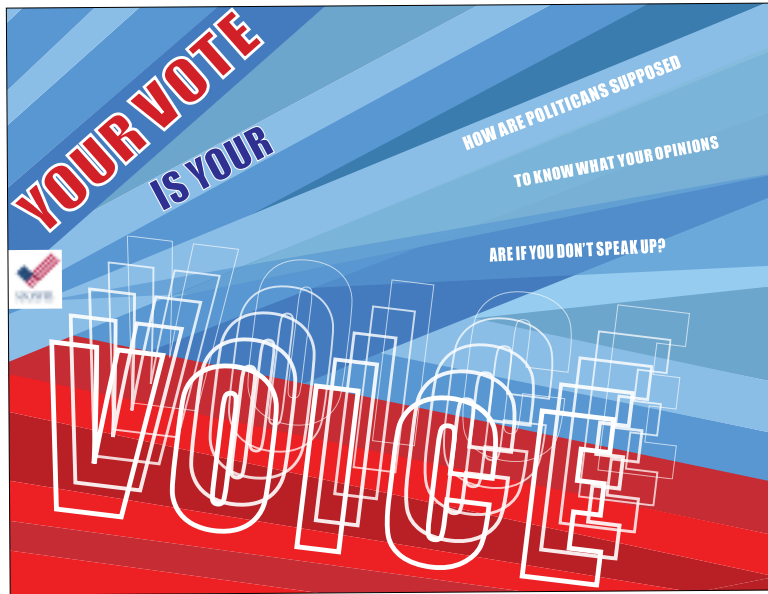
FINAL LAYOUTS

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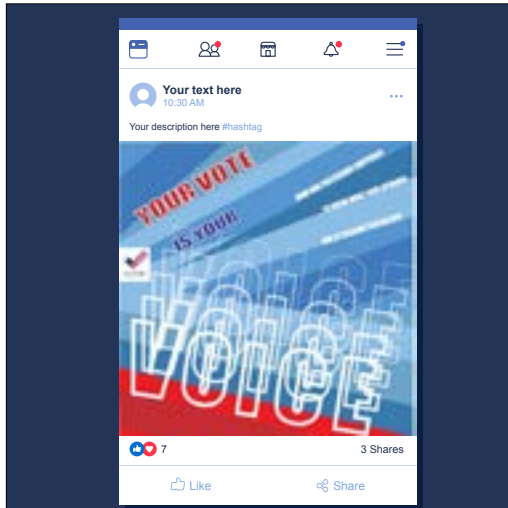
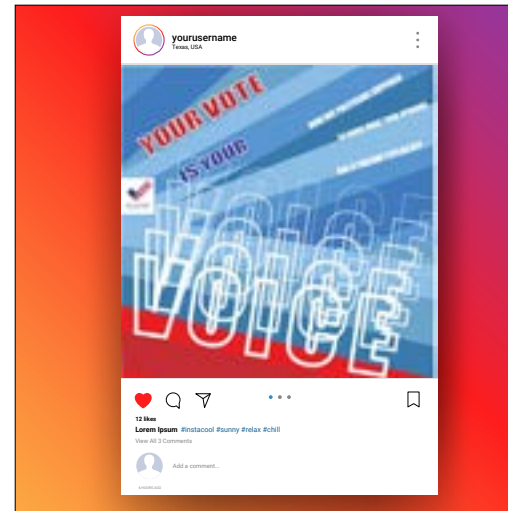
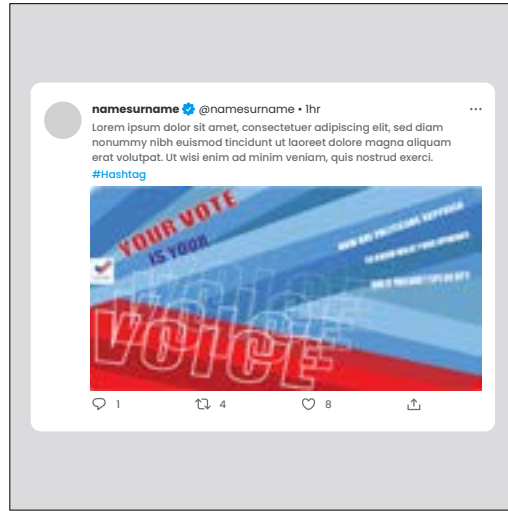
FINAL LAYOUTS



FINAL LAYOUTS 2



FINAL MOCKED UP LAYOUTS



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