MD

2022 DESIGN BRIEF
Senior Production Studio

civic nation

All In to Vote

All In to Vote is part of the ALL IN Campus Democracy Challenge. It's our goal to increase college voting nationally, because voting as a student is the first step to being a lifelong voter.

CATEGORY
Social Impact
Explainer

RELATED DISCIPLINES
2D/3D Animation

TIME / COMPLEXITY
- 3 Week Deadline
- Working Independently
- Flexible with media and length.
- Medium Complexity

THE CHALLENGE
To create engaging animations that students and young adults would want to share on social media. To remind, engage, and assist young/new voters on ways to participate in the upcoming election. Can be 3 animated looping GIFs or 3 Animated Instagram Story format.

BACKGROUND
Founded in 2016, the ALL IN Campus Democracy Challenge believes that higher education plays a role in graduating students into voters, and we work to close electoral participation gaps that persist by race and age. Through an intentionally designed program — which provides structure, support, and recognition — the ALL IN Challenge strengthens college and university efforts to improve civic learning, political engagement, and voter participation. The ALL IN Campus Democracy Challenge is a national, nonpartisan initiative of Civic Nation, a 501(c)3.

AUDIENCE
The newly eligible voter. 18-25 year old's that may be voting for the first time. Those that may not make voting a priority, and just need a little encouragement… and a reminder.

EMOTIONAL TAKE-AWAY
Fun, celebratory, NOT kid-like but youthful. Reflect the newly professional adult. Proud and patriotic. Needs to look cool.
WHERE IT WILL BE SEEN
It will be shared on social media sites such as Instagram, Twitter and Facebook.

CONSIDERATIONS

All In to Vote is in need of some evergreen social graphics and animations. Students must leverage the visual brand identity of All In to Vote to create assets. It is very important that all deliverables remain nonpartisan, as we are a nonpartisan 501c3 organization.

The animations should be looping animated Gifs for easy sharing.

Messaging can include:
  "Don't Forget to Vote! Nov. 8"
    "Register to Vote!"
    "Remember Vote Today!"
    "I Voted!"

Must relate/reference branding elements from All In to Vote website. Must include AllIntoVote.org contact info.

REQUIREMENTS
-The animated Gifs must reflect these three calls to action:
(1) register to vote,
(2) make a plan to vote/vote early, and
(3) take the All In to Vote pledge. Note: the text AllIntoVote.org must be present. Can you make text be a link to site?

All In to Vote is the student-facing platform of the ALL IN Campus Democracy Challenge. Fun Fact: Ringling participates in the ALL IN Challenge!

DELIVERABLES
1- 3 Looping animated Gifs
2- .MP4 versions (2 loop cycles) with audio
3- One video with all three animations edited together.

TIMELINE

3 week project - 6 meetings
- Proj. #.1 - Brainstorm - Pick one message to initiate the creative process. Zoom meeting with Client, Bry Moore, ALL IN
- Proj. #.2 Initial Pitch – 3 Different directions identifying the design language. The three GIFs will relate as one campaign. Make one illustration for each different design approach. (No mood boards.) (One design direction will be selected)
- Proj. #.3 Revised text/message layout. Sample of animation approach for one message.
- Proj. #.4 1st Pass for all three messages.
- Proj. #.5 – Revisions and 1st pass of web case study. Include Mock up of Gifs in an iPhone.
- Proj. #.6 - Final Revised GIFs for all three messages and mock-ups in iPhone. Final web case study showing all design decisions.

Must be chosen for the first project so they can be used by AllIntoVote.org.

Must be shared with Bry Moore at ALL IN.

REFERENCE

All In To Vote
https://allintovote.org/learn_articles/about-all-in-to-vote/

Lens Studio
https://lensstudio.snapchat.com/news/introducing-lens-studio-2-0/

Forums / Help
https://support.lensstudio.snapchat.com/hc/en-us/community/topics