ELECTION CONNECTION

An Election Campaign Design Simulation

B.E. Publishing

Based on the instructional practices by Delda L. Hagin

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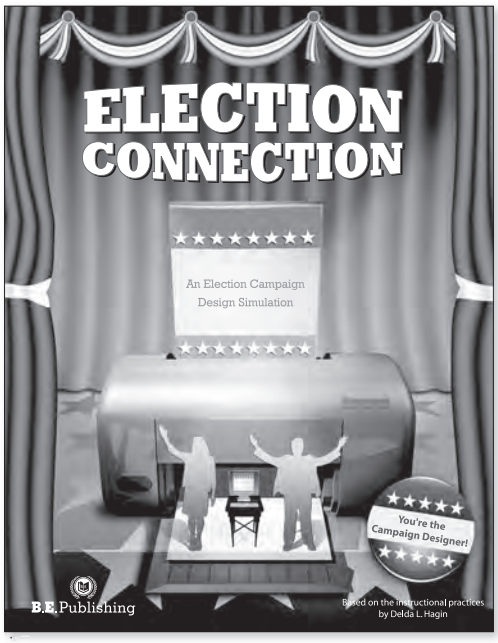

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Published by
B. E. Publishing
Based on the instructional practices of Delda L. Hagin
Editors: Kathleen Hicks, Diane Silvia, Linda Viveiros
Design: Fernando Botelho

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ISBN: 978-1-934422-20-5

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In the text, any references made to the candidates and their parties' members are purely fictional and do not depict actual candidates or real persons.

Preface

Welcome to *Election Connection*, an Election Campaign Design Simulation.

This simulation has been developed to provide experience to students who are studying desktop publishing, graphic design, marketing, or social studies. This simulation offers an in-depth, real-world chance to develop political campaign marketing materials. *Election Connection* creates a scenario where students take on the role of the marketing and design campaign manager for a candidate running for office, such as a position with the government, a school class, club, or organization.

Election Connection contains a collection of 12 projects that simulate the type of marketing materials that are used to promote real political candidates. The materials represented in *Election Connection* are generic and can be completed by using any desktop publishing software, such as Adobe InDesign®, Quark®, Microsoft Publisher®, and even Microsoft Word® (with minor modifications). It is assumed that you already have a basic working knowledge of at least one desktop publishing software application. This book does not include step-by-step instructions that differentiate among different desktop publishing software applications.

This simulation will challenge your knowledge of desktop publishing, graphic design, advertising, marketing, writing, proofreading, economics, and political science. You'll create a wide variety of marketing materials, including business cards, bumper stickers, and lawn signs. You'll gain real-world experience in the following skills:

- Page layout and design
- Critical thinking
- Writing and proofreading
- Establishing a candidate's identity
- Advertising and marketing
- Planning and decision-making
- Persuasion
- Completing a comprehensive project
- Searching and using content from the Internet

So, get ready to hit the campaign trail! Soon you'll be presenting your writing and graphic design skills to the public for a vote. Learn it all using the *Election Connection* simulation.

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PROJECT

1 Select Your Candidate

Approximate Completion Time: **1 Hour**

SECTION

4

Objective

To select a candidate

To obtain approval of the candidate from your instructor

Project Overview

Before you can begin designing campaign materials for your candidate, you must select your own fictitious candidate and obtain permission to use it by your instructor.

Project 1-A: Select A Candidate Using the Candidate Planning Form

Instructions:

1. Obtain a copy of the *Candidate Planning Form* from your instructor.
2. Carefully read through the list of possible school and national issues in **Figures 4.1** and **4.2**. Identify if your candidate's platform includes any of these issues and determine where he or she stands.
3. Carefully complete the *Candidate Planning Form*.

Note: *The details you provide on the Candidate Planning Form will be used throughout the remainder of this simulation. Take your time in completing this form.*

Project 1-B: Create a Memo for Approval to Use Your Candidate

Instructions:

1. Using a word processing software application such as Microsoft Word, create a new document.
2. Save the document as "Instructor Memo" to the "Election Connection" folder.
3. Type and format a memo to your instructor following the template provided in **Figure 4.3**.
4. Carefully proofread your work for accuracy, format, spelling, and grammar.
5. Resave the document.
6. Print a copy of the document for your instructor.

The Candidate Confronts the Issues

In every campaign there are issues on which the candidate must have a viewpoint. Where does your candidate stand on the issues of the day? Provided below are possible issues that may be of concern to your candidate if he or she was running for student council office. Use this list (along with any other issues that you can think of) and determine where your candidate stands.

FIGURE 4.1

School Issues

- A choice of locations for the prom, other than the gym
- Adding more extracurricular activities
- Allowing cell phones in class
- Allowing iPods in study hall
- Allowing parking for sophomores
- Allowing students to have facial piercings
- Allowing students to have hair dyed unusual colors
- Balancing military recruiters at school with peace recruiters
- Being allowed to go out to local restaurants for lunch
- Better availability of spots for student parking
- Buying new bell software that has a more pleasing sound
- Changes in zero-tolerance policies
- Eliminating morning home room
- Getting a lunchroom salad bar
- Having larger lockers
- Having metal detectors
- Having movies in the auditorium during lunch
- Having a nice before-school and after-school hangout area
- Having pajama day
- Having a seniors' lounge with a refrigerator, TV, and microwave
- Having vending machines with pop
- Having Wi-Fi available school-wide
- Letting students wear regular clothes instead of uniforms
- Maintaining an anonymous hotline to report bullies
- More effective school security
- More fast food selections
- No homework
- Repairing school vandalism
- Starting a recycling area at school

SECTION 4

The Candidate Confronts the Issues (continued)

Provided below are possible issues that may be of concern to your candidate if he or she was running for a state or federal seat in government. Use this list (along with any other issues that you can think of) and determine where your candidate stands.

FIGURE 4.2

National Issues

- Access to health care
- Civil rights
- Crime and violence
- Discrimination
- Due process rights
- The economy
- Education
- Energy
- The ethics of medical advances
- Foreign policy
- The Geneva convention
- Government corruption, ethics, bureaucratic waste
- Government intrusion into private lives
- Homeland security
- Homelessness
- Housing
- Human rights
- Hunger
- Immigration
- Justice and the legal system
- Management of natural disasters
- Minimum wage
- Misuse of the police, FBI, CIA
- National debt
- Natural resources
- Pandemic illness
- Parks and historic preservation
- Pollution and global warming
- Poverty
- The prison system
- The right to vote
- Rights of disabled people and minorities
- Taxation
- Unemployment
- Welfare
- Worker's rights; child labor

Submit a Memo for Approval

Using the template provided below, write a memo to your instructor describing your candidate. In this memo, ask your instructor for approval to select this candidate.

FIGURE 4.3

MEMO

To: [Instructor's Name]

From: [Your Name]

Date: [Current Date]

Subject: *Election Connection* Candidate Approval

As you are aware, I am in the process of completing the *Election Connection* simulation. I am required to nominate my own candidate. Please review the candidate provided below. Please indicate if I have your approval to use the proposed candidate by completing the bottom portion of this memo and returning it to me.

Proposed Candidate:
The name of my proposed candidate is [***candidate's name***]. The office my candidate is running for is [***office***].

Some of the key issues are [***list all of the key issues your candidate would like to address***].

……..

___ I approve this person for use in the *Election Connection* simulation.

___ I do not approve this person for use in the *Election Connection* simulation.

___ Instructor's Initials

Instructor: Please return this form to the student after approving or not approving the proposed candidate.

PROJECT

2 The Campaign Logo

Approximate Completion Time: **1-2 Hours**

SECTION

4

Objective

To create and design a logo for your candidate's campaign

Project Overview

All campaigns have a recognizable logo. Voters will remember this logo and immediately connect it with the candidate. In this project, you'll develop a campaign logo that you'll use with different documents throughout this simulation. In this project, you'll use your desktop publishing skills to design a sharp logo that will personify your candidate's campaign.

Getting to Know What You're Designing

A logo is a name, symbol, emblem, or trademark designed for easy and definite public recognition. Campaign logos define the candidate's image. A logo can contain text, graphics, or a combination of both. Although most campaign logos are in color, a designer needs to think ahead about how the logo could be converted to black and white, should the need arise.

- Determine the candidate's name. For example, her formal name might be Susan but everyone calls her Sue. Will you be using Susan or Sue in the campaign documents? You'll want to use the name in exactly this way in the projects in this simulation.
- Devise a slogan, phrase, or motto for your candidate. The phrase can reflect the character of your candidate, or merely be catchy and remembered easily. You can use this phrase in all the simulation projects.
- When you repeat design items and phrases in various campaign items, you are reinforcing to the voters the image of your candidate, to build name recognition. Repeating the same colors, music, typefaces, logo, and slogan for your candidate is similar to the branding of a commercial product.

Because you'll be using this logo in all projects in this simulation, save the logo in a format that will allow you to import/insert it as a graphic image in your desktop publishing software. Common formats are JPEG, TIFF, or BMP. Consult with your instructor if you are unsure of which format to use.

Strategies and Design Tips

✪ ***Before you begin, use the Document Planning Form to sketch your layout and design.***

★ Take your time in designing the logo, as it is the most crucial element in creating the candidate's identity and image. You'll be using the logo in all future projects.

★ Search the Internet for logos of people who have run for office. Analyze the design of their logos. What are the typeface fonts like? What colors were used? Did the logos use graphic art? What do you think worked, and what didn't work?

★ Choose one or two typeface fonts to use in your campaign logo.

★ Experiment with one or two colors to incorporate in the logo. Experiment with grey scale colors, especially if you'll be using a black-ink-only printer.

★ Review clipart images to use in the logo that will help voters identify with the candidate.

✪ ***Review this project's samples to get inspiration and ideas for designing your own, but do not copy these samples.***

Instructions

1. Using the *Document Planning Form,* sketch out two possible logos for your candidate.
2. Using the sketch you created in Step 1, survey your instructor and several classmates, asking them to select their favorite logo.
3. Select a final logo to use for your candidate.
4. Create a new document using an illustration or drawing software program, such as Adobe Illustrator, Adobe Photoshop, Microsoft Paint, or any graphics software.
5. Referring to the sketched logo that you created, prepare your candidate's logo.
   Note: *Be sure to design the logo large enough in size so that it can be resized and scaled without losing quality and resolution.*
6. Carefully proofread your work for accuracy, format, spelling, and grammar.
7. Save the logo as "Campaign Logo" to the "Election Connection" folder.
8. Print a copy of the document if required by your instructor.

SECTION 4

Sample Candidate Logos

Below are logo design possibilities for the two sample candidates, Hope Smith and Mick Ruiz. Notice how the logos incorporate art elements that hint to a patriotic theme. After the candidates and their campaign teams reviewed their possible logos, each candidate decided to use the logos as indicated below.

The final logo design chosen by Hope Smith

The final logo design chosen by Mick Ruiz

Letterhead Stationery

PROJECT 3

Approximate Completion Time: **0.5 Hours**

SECTION 4

Objective

To design letterhead stationery for your candidate

Project Overview

As you begin the task of organizing and marketing your campaign, your candidate will be communicating with supporters, potential donors, and the general public. Having letterhead stationery will give your candidate a professional image as you send letters and other types of correspondence. In this project, you'll use your desktop publishing skills to design your candidate's letterhead.

Getting to Know What You're Designing

A letterhead is a sheet of stationery that includes the name, address, logo, and sometimes other relevant information of an organization printed at the top, bottom, left, or right side. Letterhead is used to send business letters and other forms of correspondence and is created on standard size paper (8.5 x 11 inches).

SECTION 4

Strategies and Design Tips

✪ ***Before you begin, use the Document Planning Form to sketch your layout and design.***

★ Use only one graphic image (if any) on the letterhead.

★ Use the Internet to search for examples of campaign letterheads. Use the examples you find only as a guide to design your own; do not copy the examples.

★ Keep the look and design of your letterhead clean and simple.

★ Design the letterhead so that it fits within the first 2.5 inches of the top margin of the page.

★ So that it gets noticed, be sure your logo is the largest element on the letterhead.

★ Use only one typeface (font) on the letterhead.

✪ ***Review this project's samples to get inspiration and ideas for designing your own, but do not copy these samples.***

Instructions

1. Using your desktop publishing software, open a new document.
2. Save the document as "Letterhead" to the "Election Connection" folder.
3. Follow the Letterhead Page Setup Instructions provided on the next page.
4. Include the following on your candidate's letterhead:
   - ✔ The candidate's official campaign-graphic logo
   - ✔ A slogan (optional)
   - ✔ The candidate's name, street address, city, state, zip code, phone number, fax number, e-mail address, and Web site address
5. Format the size and placement of the text and other elements on the letterhead so that they are in proportion with each other.
6. Carefully proofread your work for accuracy, format, spelling, and grammar.
7. Resave the document.
8. Print a copy of the document if required by your instructor.

Letterhead Page Setup Instructions

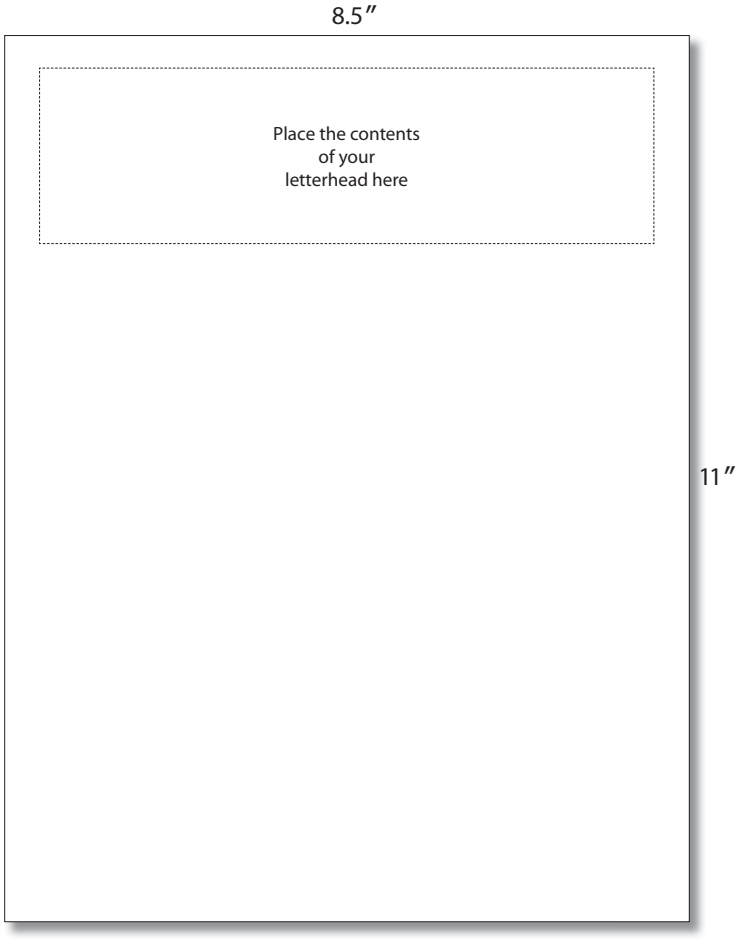
DIMENSIONS: 8.5 x 11 inches

MARGINS: Top: 1.5 to 2.5 inches (depending on your letterhead design)
Left, right, and bottom: 0.75 inches

ORIENTATION: Portrait (tall)

OTHER: Using your desktop publishing software, create a rectangle that measures 7 inches wide by 1.5 to 2.5 inches tall (depending on your letterhead design).

Place the rectangle at the top of the page. The rectangle represents the area where you'll create your letterhead.



SECTION 4

Sample Candidate Letterheads

A successful campaign aims to strengthen the relationship between the supporter and the campaign. Every supporter likes personal recognition. To accomplish this aim, the campaign makes sure that supporters are appreciated by sending thank you letters. Provided below, and on the next page, are the sample letterheads used to mail correspondence to donors and volunteers.

The final design of Hope Smith's letterhead

Hope Smith
for President 2016
5045 Broad St.
Ferrytown, ND 58341

HOPE
Hope for a Change

T 701.555.0100
F 701.555.0101
E hope16@example.com
W www.hope16.example.org

July 10, 2015

Mrs. Sherri Tsang
1390 S. Front St.
Houston, TX 77006

Dear Mrs. Tsang:

I'm very appreciative of your gift of $1,500 to my presidential election campaign and your ideas for our country's economic recovery. As a business owner, you know the importance of fiscal responsibility and the need to reinstate confidence and regulation in the banking industry. It is time for the government to listen to the needs of honest business owners, the backbone of our country. Please continue to let us know your concerns. Thank you for your support of my campaign. Together, let's help America start working again.

With warm gratitude,

Hope Smith

Hope Smith

The final design of Mick Ruiz's letterhead

RUIZ
Ruiz for reform
Ruiz for action

MICK RUIZ

3536 Main St.
Bizbee, AZ 85603

December 18, 2014

Ms. Aviva Stein
36 Locust St.
Bizbee, AZ 85603

Dear Ms. Stein:

Thank you for your efforts on behalf of my campaign. I was touched by the friendly reception I received at the Cheerleaders for Ruiz rally. I know that the event took around-the-clock effort. You organized, made phone calls, told all your friends and neighbors, and knocked on doors. The rally has been one of the memorable events in the campaign.

I'm proud of your tireless dedication and hard work. You believe in what you are doing, in our cause, and that change is possible. Reform for integrity can happen. It is time for ordinary, honest students to take back the school.

I am privileged and grateful to have your loyal and steadfast support. Yes, there are obstacles; but we will win the chance to reform the system. There's a lot of work yet to do, and I know I can count on you.

Sincerely,

Mick Ruiz

Mick Ruiz

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