

Campaign Studio: Plate design

Imagine you are the designer for a political project seeking to influence the public through the display of a plate in people's homes. Use the worksheet below to identify the values you want to promote, then illustrate them on a plate.

Step 1: Which values do you want your plate to promote? Check the boxes below, or write your own in the "other."

☐ security ☐ fairness ☐ freedom ☐ tradition ☐ innovation ☐ community ☐ prosperity ☐ equality ☐ democracy ☐ sustainability ☐ faith ☐ pride ☐ other: _____

Step 2: Choose a visual aesthetic to communicate the values you selected above. The list below gives some options, but feel free to get creative. Once you have decided on an overall vibe, write your choice here: _____.

☐ Neoclassical ☐ American Folk ☐ Pop/Meme ☐ Patriotic

Step 3: Use the imagery toolkit below to decide what symbols and imagery you want to include within your design to attract your target audience.

- ☐ Slogan (short phrase)
- ☐ Symbol (flag, torch, wheat, handshake, scale, tree)
- ☐ Hero Image (a person, worker, family, landscape, city skyline)
- ☐ Data (charts, numbers, "certified" stamps)
- ☐ Nostalgia (retro design, "established in," "return to...")
- ☐ Humor (irony, memes, mascots)

Step 4: Choose some visual accents to decorate the rest of your plate.

☐ gold rim ☐ floral border ☐ geometric pattern ☐ stars ☐ local landmarks ☐ hand-lettered slogan

☐ "seal of approval" badge ☐ other: _____.

Step 5: Use the outline of a plate on the back of this sheet to illustrate your ideas. When you are done, consider how people will receive and interpret your plate. How do you predict this interpretation could change over time?

