

Get Out The Vote

GD3

Description

“In the world of typography, multilingualism often means having to deal with more than one script, and the term multi script is used for typographic designs that contain several scripts. The tools, trends, pedagogies and technologies that accompany the practice of type design are often based on placing the Latin script at the top of the ladder, marginalizing and sometimes colonizing others.”

— Multiscripte*

In this project, students designed a nonpartisan poster for the AIGA *Get Out to Vote Campaign* using multiscript typography including Latin, Arabic, Cyrillic, Devanagari, Greek, Hangul, Kanji, Kana, and Hanzi. These scripts were chosen after we received translations from native speakers in our circles. This civic engagement initiative wields the power of design to motivate the American public to register and turn out to vote in the 2024 election to come.