WOMEN GET OUT THE VOTE

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AIGA, a major professional association for designers, has promoted a nonpartisan Get Out the Vote poster campaign every four years since 2000 as part of their Design for Democracy initiative. This year, they are using the effort to also celebrate the 100th anniversary of the 19th Amendment that gave women the right to vote. This is being done in partnership with the League of Women Voters and their Vote411 website, which promotes voter registration and education.

Karen Cheng and Annabelle Gould were among a group of women designers invited to create posters this year. Other AIGA members may submit posters until election day on November 3, but the organization is encouraging people to make submissions by National Voter Registration Day (September 22) or Vote Early Day (October 24) to have the greatest impact.

In designing her poster, Cheng was eager to use a typeface designed by a woman. She chose Magnet by Inga Plönnigs. PRINT magazine selected Gould's design as one of nineteen posters to feature this month.

Exhibitions of the posters are already scheduled at several locations around the country: Miller Institute for Contemporary Art, Carnegie Mellon University, Pittsburgh; The Printing Museum, Houston; Union Art Gallery, Michigan State University, East Lansing; and San Diego Design Week. Plans are in the works for additional exhibitions at the RISD Museum in Providence and University of Michigan in Ann Arbor as well as at locations in Seattle and Baltimore.

The Printing Museum is hosting an online panel discussion in conjunction with their exhibition, and Cheng is one of the participants. It takes place at 10am (Seattle time) on Friday, August 28: register now.