

Category: **Social Affairs**

Project: **Get Out the Vote: Empowering the Women's Vote**

What was the challenge?

2020 marked the centennial of the ratification of the 19th Amendment, granting women in the United States the right to vote in 1920. Not until the passage of the Voting Rights Act in 1965 were voting rights of ALL women protected and enforced, and intimidation tactics progressively eliminated. This project was conceived as a historic opportunity to unify and celebrate women of design while focusing their talents toward the important civic goal of instigating voter participation.

What was the solution?

Kelly Salchow MacArthur and Nancy Skolos partnered with AIGA and The League of Women Voters. A diverse list of invitees was developed in an effort to highlight women who are actively contributing to society and the profession today. To support mentorship and inclusion, each invitee had the option to invite an additional designer to participate. Extensive research led to a timeline delineating key moments in voting rights and women's fight for equality.

What was the effect?

65 posters were created by 71 women, and made accessible for free download, printing, and distribution on aiga.org/vote. This poster initiative sparked over 100 additional contributions through the website. The collection was further disseminated through the catalog in newspaper format, 9 public-facing exhibitions across the country, and over 15 webinars and articles that included discussion of women's rights, diversity, and community engagement.

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