VISION ACT:

DIGITAL POSTCARD

PROCESS, ANALYSIS, SUMMARY

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STEP 1: BEGINNING KEYWORDS

STORY BASED

DIRECT CALL-TO-ACTION

What's Your Vision?

Dear Governer Newsom,

My name is _____, and this is my story. _____
_____
_____
_____
_____
_____
_____
_____
_____

Sign the Vision Act, and end the jail to ICE pipeline now!

Signed, _____

For the initial design of the postcard, I envisioned a postcard that was in contrast to the over saturation of the flat graphic style that dominates the social and web landscape.

I also thought about the purposes that the postcard could serve - why the postcard? How can the familiar physical medium best interact with the digital form of outreach?

In response to these questions, I first decided on a **story-based** approach with a **direct-call-to-action** for Governer Newsom to sign the Vision Act. I wanted the members of our immigrant communities to get the chance to share their own stories or those of loved ones to advocate for their safety.

STEP 2: ANALYSIS

This postcard idea began as a chance for members of the 18MR community, as well as their family and friends, for them to share their stories, ultimately ending in a call-to-action to Governer Newsom to sign the Vision Act.

Californian poppies, ideally a commissioned watercolor or traditional medium illustration.

With 18MR's future focus on collaborating with small artists, this is a chance to bring in and raise up members of the community.

Design choice: I played with the idea of making the postcard resemble a physical postcard as closely as possible, using a seed paper texture to emphasize the effect

The text also has been designed to unite with the textured, traditional appearance of the paper and the watercolor illustration. The colors are from the 18MR brand palette, but toned down.

The intial focus was on the elderly or the members of our community with little knowledge of digital tools.

Rather than entirely focus on a demand, I wanted the postcard to be as much for the community to share stories as for a demand for Newsom to pass the Vision Act, as the demand could be made in many other ways.

Dear Governer Newsom,

My name is _____, and this is my story. _____
_____
_____
_____
_____
_____
_____
_____

Sign the Vision Act, and end the jail to ICE pipeline now!

Signed, _____

I wasn't sure exactly what should go into this section, since this is a digital postcard.

Either they would all have the Governer's address or they perhaps could be another way of including a personal message.

The space for the stamp also included many possibilities. Should I design a stamp for it? Could it perhaps be a space to include a photo of the sender or their loved one?

I designed a stamp for the stamp section, thinking that this could be another space to continue the traditional/digital design of the postcard. Can a stamp be a call to action?

My second idea for the stamp space was a QR code. Because it is a digital postcard, the space becomes much more flexible. The QR code would be to a website with a collection of everyone's signed postcards, effectively creating a library of our stories.

Dear Governer Newsom,

My name is _____, and this is my story. _____
_____
_____
_____
_____
_____
_____

Sign the Vision Act, and end the jail to ICE pipeline now!

Signed, _____

Dear Governer Newsom,

My name is _____, and this is my story. _____
_____
_____
_____
_____
_____
_____

Sign the Vision Act, and end the jail to ICE pipeline now!

Signed, _____

STEP 3: SUMMARY

WHAT WORKS:

Focus on community, including the elderly, using familar objects in the design.

Focus on education, sharing and building connections among loved ones.

Utilizing the postcard structure to add in digital elements like the QR code.

WHAT DOESN'T:

The story-based structure doesn't fit with the call-to-action.

How will Governer Newsom see these postcards?

Who is the audience other than English-speaking immigrants?

STEP 4: REITERATION

Taking what I've learned from the first postcard process, I redesigned the postcard bringing the stamp from the previous experiment forward, uniting the more urgent / bold design that matches the existing 18MR design language with the still-familiar obejct of the stamp.
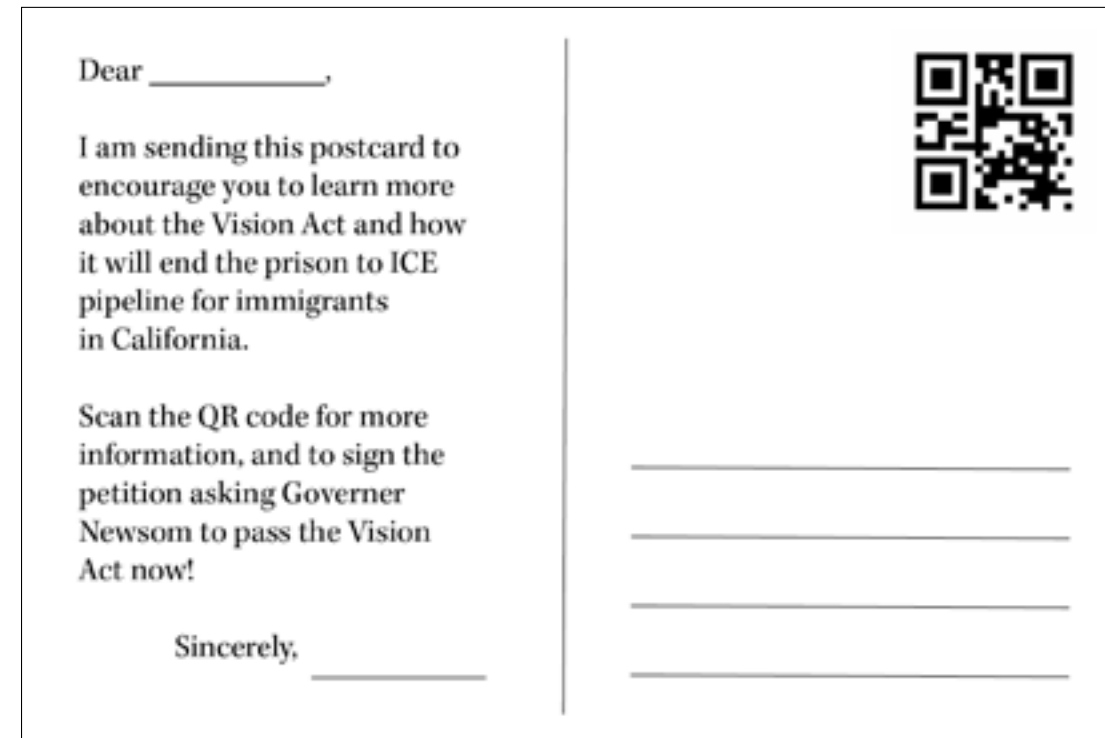
Reevaulating the purpose of the postcard also meant holding onto the best aspects from the previous experiment, including educating and sharing community.

STEP 5: ANALYSIS

Using the familiar medium of the stamp, while also using 18MR's bold design language, I answered the question from the previous experiment:

Can a stamp be a call to action?

By using the stamp as the front of the postcard, rather than putting it into the typical stamp space, I wanted to emphasize the digital medium of the postcard, and flip the postcard on its head, using the stamp as the message rather than its typical purpose as a vehicle for messages.

Taking the original idea of education and the active, life-long "growing" process of educating yourself and your community, this postcard is meant to send to others in your community, rather than a direct call-to-action to Governer Newsom.

This approach gives a more clear purpose to the QR code and to the postcard itself – while continuing to emphasize the members of the community who may be intimidated by political education.

Dear _____,

I am sending this postcard to encourage you to learn more about the Vision Act and how it will end the prison to ICE pipeline for immigrants in California.

Scan the QR code for more information, and to sign the petition asking Governer Newsom to pass the Vision Act now!

Sincerely,
_____

By placing the stamp on the front of the postcard, the QR code takes the place as vehicle for message or education – it becomes the digital version of a stamp.

This also creates one place for people to access the petition and education.

This section now becomes a moment of familarity, putting the name of the loved one you are sending the postcard too.

By including a moment of personalization, people feel called in to continue their education.

STEP 6: SUMMARY

GOALS MET:

Assigning a purpose for every
aspect of the postcard.

Utilizes both digital and
traditional design language
to create a sense of familiarity
and urgency.

STEP 7: CONCLUSION

I designed this experiment to demonstrate the skills I have learned since joining 18MR. Through outlining each step that I took in creating a project from start to "finish," I expressed the thought process behind an aspect of a future 18MR project.

This experiment was not designed to be published, as each team members feedback is essential to the development of this project for publication.

However, through every aspect of this project, from iterating the postcards, the stamp, the concepts, to the design of the presentation, I articulated not only to the team, but to myself, what skills, hard and soft, I have learned through my time at 18MR.

I made images the hero. I focused on keywords and concise text. I iterated, and iterated, and iterated.

I thought about branding, applied my experience from classes and working at agencies to political organizing, which required me to integrate new ways of thinking and designing.

I thought about form and function. I designed for an existing community that 18MR has developed over 10 years. I thought about maintaining an existing design language, while iterating to create openings for something new. I designed for family, old and young.

I thought about the partnerships between 18MR and other organizations, the partnerships between 18MR and their community. The greatest thing I have learned through this process and through my time at 18MR is that a movement is made of relationships. As a designer, I want my design to strengthen those existing relationships, while creating new ones.