

EAC Public Meeting- June 14, 2007
EAC Commission Acceptance of AIGA/Design for Democracy Final Report on
Effective Designs for the Administration of Federal Elections

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Testimony

Commissioners, Mr. Wilkey, and General Counsel Hodgkins, I am pleased to come before the Commission with the recommendation that the Commission accept the final report which has been submitted by the American Institute of Graphic Art (AIGA) and its nonprofit affiliate, Design for Democracy.

The AIGA/Design for Democracy project team has worked tirelessly for more than eighteen months to assemble and create what it considers to be the best practices in ballot design and polling place signs. What you have before you is the result of this effort. These designs represent the thinking of the very best and brightest in the field of graphic design. It is just as important, however, to recognize that these best practices also represent the input of hundreds of users including voters, vendors and election officials.

In my estimation, these best practices provide a benchmark by which election officials and vendors can evaluate the polling place signs and ballot designs they currently use. More important, we now have available a best practices design manual created for EAC that can and should serve as a resource and reference tool for the entire elections community to use. AIGA and Design for Democracy have given great deal of attention and care to creating a design manual which is user-friendly and highly accessible to election officials. Election officials now have a resource available to them that can help them create ballots and polling place signs that are HAVA-compliant, that take into account assorted election requirements but, can also be responsive to voter's needs .

This "Best Practices for Effective Designs for the Administration of Federal Elections" is, I believe, an exemplary document which demonstrates the best in applied research. The research methodology that AIGA and Design for Democracy employed in order to develop this user manual, along with the process that was used to refine, through successive drafts, the manual was sound.

This manual serves a very important function and will be seen a valuable tool for our field. This document is the first of many which this agency will develop in its role as clearinghouse in election administration and is especially significant because it demonstrates how our agency is able to perform solid research and translate it into the realm of practice.

Thank you.

