



## #VoteSaferSD PSA Project

High school and college students with an interest in art and graphic design are invited to participate in the San Diego County Registrar of Voter's #VoteSaferSD PSA Project. The goal of this project is to encourage students to create and submit digital PSAs (public service announcements) that will inform the public on how to vote safer in the Nov. 3 Presidential General Election.

The COVID-19 Pandemic has changed the landscape of the upcoming election and the Registrar must effectively communicate these changes to the public. Student designs should convey information quickly and efficiently.

This project offers students a unique opportunity to have their work professionally published and featured through the San Diego County Registrar of Voters and County of San Diego websites and social media channels.

### [What is Vote Safer San Diego?](#)

[Vote Safer San Diego](#) is a public education campaign created to encourage voters to vote safely at home and drop it in the mail. For the Nov. 3 Presidential General Election, every active registered voter will receive a ballot in the mail.

### [Suggested PSAs:](#)

Be creative! We are looking for designs that are eye-catching and colorful.

**Please create a design using words, pictures, and graphics to interpret one of the following PSAs:**

- Vote Safer at Home
- Vote in the comfort and safety of your home and mail it back promptly.
- Vote by mail. It's simple, safe and secure.
- Don't wait until Election Day. Avoid crowds by voting early!

### [Timeline](#)

- Submission opens August 2020
- Submission deadline: Wednesday, September 9, 2020
- Please submit designs to your instructor or contact at the Registrar's office

### [Elements that must be included in design:](#)

- Vote Safer San Diego logo
- #VoteSaferSD

### [Design/Size](#)

Please choose from one of the following:

- Digital flyer: 8.5 in. x 11 in. Please submit as a PNG or JPG file.
- Social media graphic: 1200 px x 630 px. Please submit as a PNG or JPG file.

### Rules & Guidelines:

- No copyrighted work. Designs must be original.
- Designs must be nonpartisan (not biased toward any political group or candidate)
- One submission per student
- By submitting a design, you certify that you created and have ownership of the work. You grant San Diego County Registrar of Voters and the County of San Diego the right to use accepted work for reproduction in social media; posters; publications; websites; television and for voter education promotional purposes.