

Civic design skills workshops

A few core skills are at the heart of civic design. With a strong grasp of these skills, you and your team will be ready to create excellent election materials that invite voters to participate.

Bring the design experts from the Center for Civic Design to your state association or office. Interested? Get in touch: hello@civicdesign.org

All workshops include a conversation about knowing your audience, resources for further learning, and time for questions. Workshops can be tailored to meet your state's needs:

- **Mix and match:** Select 1, 2, or all 3 core skills
- **Flexible scheduling:** Workshops can be done on Zoom or in-person, both are interactive

Plain language

60 minutes

Readers can find what they need, understand what they find, and use the information effectively.

About the workshop: Learn 3 strategies for plain language. See examples of how to put these strategies to work.

Activity: Practice editing a text using those strategies.

Outcome: Feel confident writing and editing forms, instructions, and voter information that people can use.

Information design

90 minutes

Making information clear, engaging, accessible, and usable using visual design techniques.

About the workshop: Explore 8 principles of information design, to create communications that help voters succeed.

Activity: Practice new skills in a guided design review.

Outcome: Leave with practical knowledge, tools, and confidence to talk with designers about design decisions.

Usability testing

90 minutes

A process for learning about the voter experience of using election materials, identifying problems and fixing those barriers.

About the workshop: Get to know usability testing; what it is, how to do it, and why it matters.

Activity: Hands-on experience running a test, with practice moderating, taking notes, and analyzing results.

Outcome: Be ready to try usability testing out in your office, with confidence adapting it for different projects.



Center for
Civic Design

Contact us at hello@civicdesign.org or 410-921-6811
Learn more at civicdesign.org