

CREATIVE PROJECT: Increasing Voter Participation in Indiana

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The purpose of this project is to increase voter participation in Indiana. This will be accomplished by launching a transmedia awareness campaign that aims to connect and inform young adults about the voting process. At its core, this project specifically targets college-age adults between the ages of 18 and 24, because voter turnout in Indiana has gradually decreased over the last four general elections, with the most glaring disparities among younger voters. The goal is to rethink participatory processes by embedding voting processes, resources, and information in interactive ways that engage young audiences in familiar ways.