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Bite sized pieces

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REPORT
Redesign: voting in Norway

BACK IN YOUR BOX —Norway

Preface

How do you make voting simpler, appealing and important? It's a challenge Norway has tried to solve. The solution is a vote winner.

WRITER

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Going to the polls usually involves makeshift booths, clumsy posters and flimsy ballot boxes. But Norway is re-engineering the way its citizens participate in ticking the right box. During its parliamentary election in August and September, the ministry of local government and regional development is trialling a new look. Libraries, gyms and school halls in four municipalities – Kongsberg, Bomlo, Trondheim and Lenvik – are being transformed into slick polling stations thanks to a far-reaching industrial and graphic design package.

The revamp is by a trio of design groups – Blueroom Design Studio, Innovativoli Industridesign and Kadabra Produkt Design. The team were appointed to the project last year after winning a



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Voting booth

The designers considered different proposals before settling on this robust, flat-pack prototype crafted in aluminium. Big enough to accommodate any kind of wheelchair, there's a nifty pole so users can pull the curtain easily and a slot for



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01 (From top left): Øyvind Grenlie from Innovativoli Industridesign, Jan Walter Parr from Kadabra Produkt Design, Line Hagen from Blueroom Design Studio, Jørgen Solstad, from Kadabra Produkt Design

- 02 Model of the accessible voting booth
- 03 Voting booth
- 04 A booth fit for a dandy graphic designer
- 05 Directional markers guide voters
- 06 Selection of graphic material
- 07 Ballot box
- 08 Removable trays with Braille hold ballot papers
- 09 Oak finishing in the voting booth



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The graphics

"Our proposal tries to clear up and have one single solution answer to all users and needs," says Parr, industrial designer at Kadabra Produkt Design.

Graphics are sharp and clear, using a palette of orange and gold colour palette. The chosen font, Transit, is also reserved for transport systems. At the airport, there are a lot of "logos" to consider when navigating polling stations. Simple arrows in the right direction and tap banners dress up spaces to the occasion, while posters break the voting process into simple steps and pictograms. Officials are easy to find thanks to branded tags and tablecloths under the ballot box.

"We are trying to transform the environment into something whole," adds Parr.

Ballot box

"There's a reason for everything in this project," says Parr. He's not kidding: the ballot box is 40cm high – which makes it the ideal height for most users. The slot is exaggerated to make the statement feature. Norway's national emblem – a golden lion – adds a touch of tradition. This is a smart, serious design that will stand the test of time.

Ballot paper

Thanks to some design tweaks, the ballot paper now has a clearer distinction between the inside and outside of the ballot paper. The orange exterior of the paper contrasts with a clean layout of abstract images of folded paper. Bold orange strip prompts voters to insert the paper.

Q&A

Professor Marcia Lausen, director of Chicago's UIC School of Art and Design. A founding member of AIGA's Design for Democracy, graphic designer Lausen published a book of the same name in 2007

changes were made by local government in Illinois and Chicago. The key with election is the simpler the better. It doesn't require technology, it's about the process.

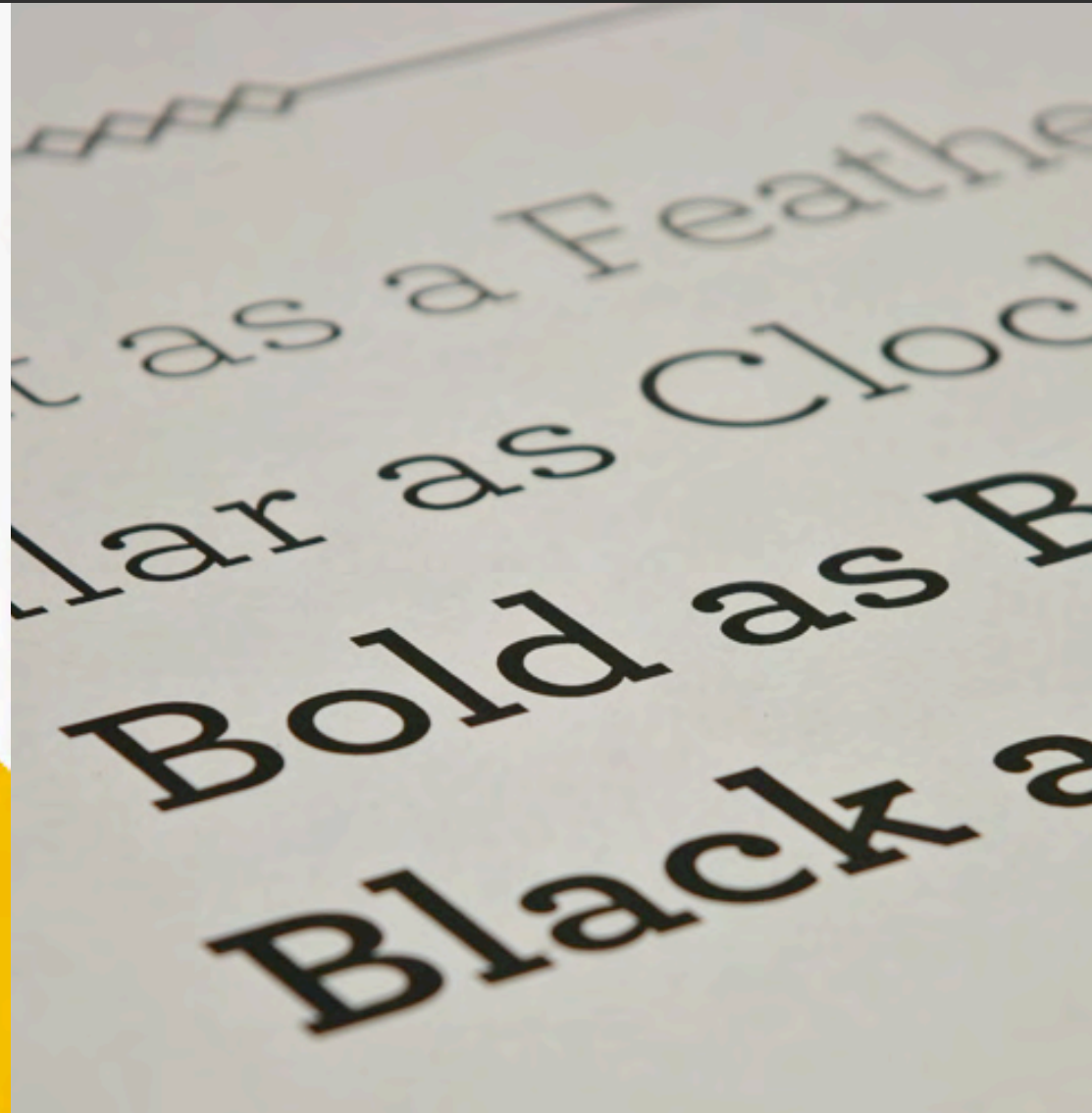
What can government offer voters? Official documents, public spaces, and



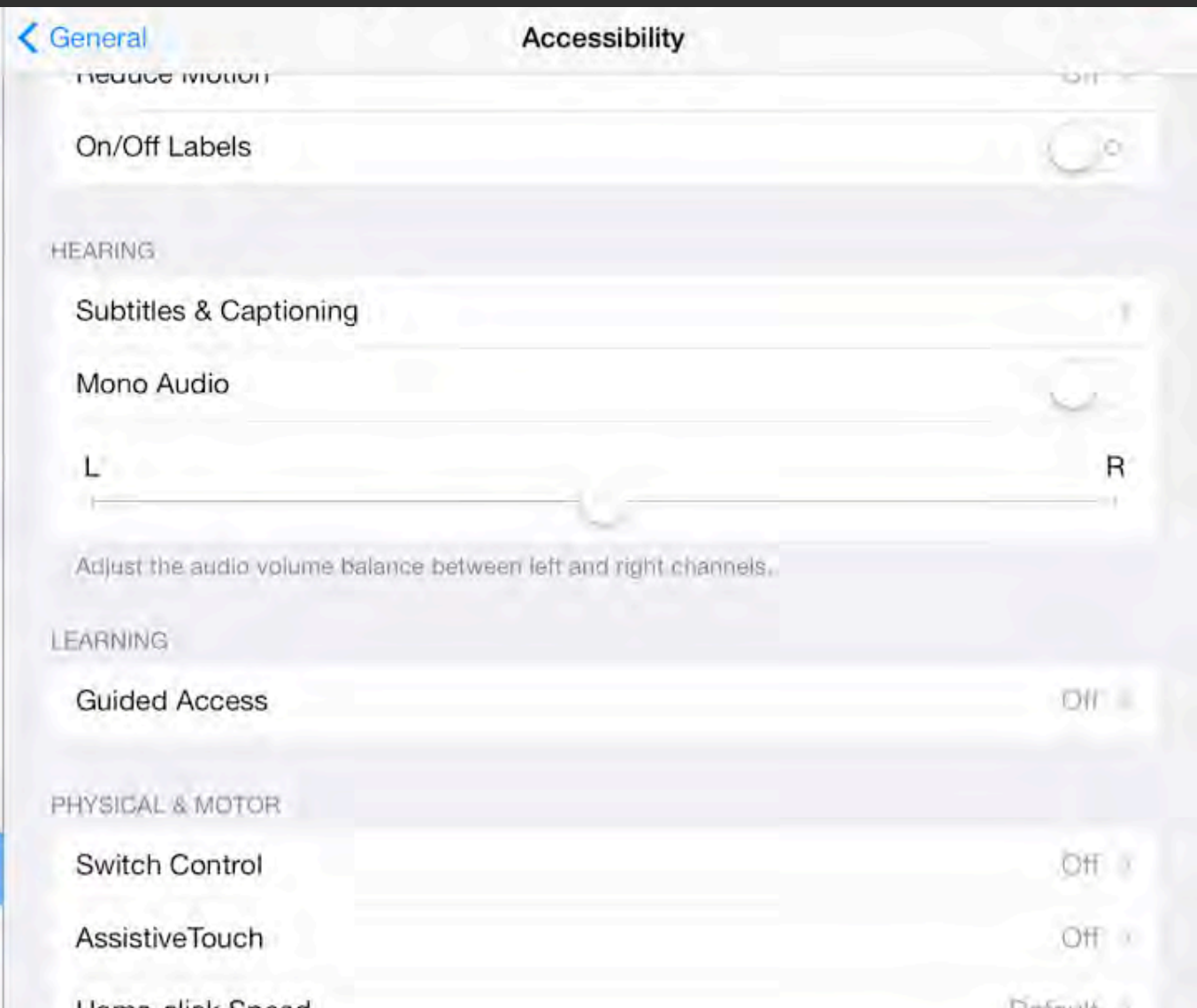
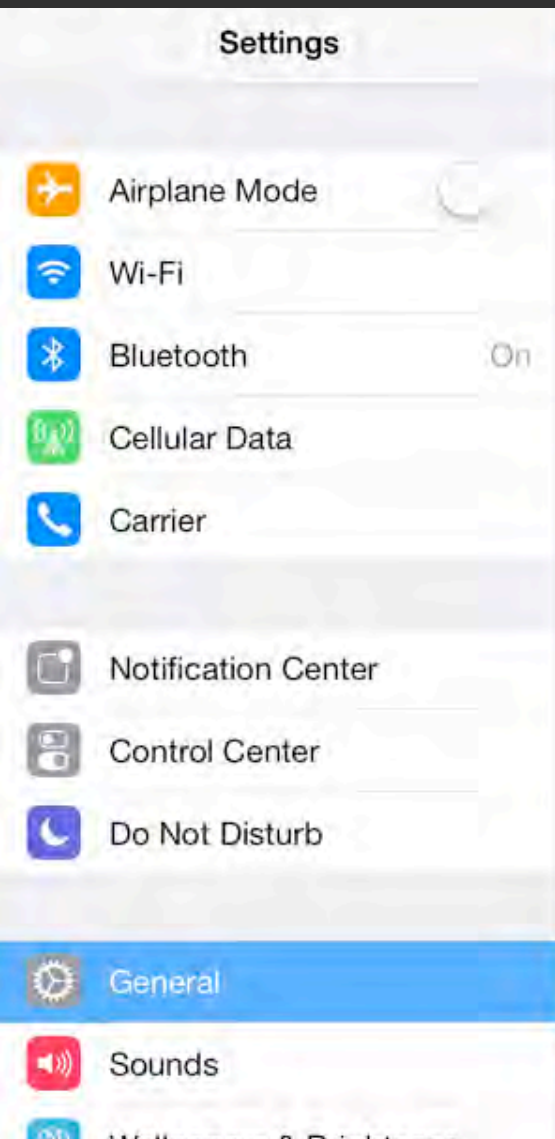
Know your Audience



Amplify the **C**ontrast



Offer an accessible format



Clear Navigation

← | 🍴 | restaurant

👤 | 👔 | 🚪 | ↗ | second floor

🎁 | gift set



Tools

Integrations Directory
Template Language Docs
API Docs
Status

Resources

Guides
Research
Experts
MailChimp at Work



Features

Pricing

Support

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Support

Have a question?

Search the knowledge base 24/7

We encourage you to search our knowledge base for answers, but

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