TRY IT AT HOME: MAKE A CAMPAIGN BUTTON

Objectives

Campers can imagine they are running for office or helping promote a candidate during an election. Use your creativity to create a cool campaign button to promote your candidacy and get people to notice you. Submit your button design to us and we'll send you a real button with your design!

Principle of Humanism Supported by Lesson

★ *We are committed to the arts as a form of human expression.*
★ *We recognize human rights, justice, fairness, and diversity as essential elements of society.*
★ *We strive to experience life and develop as individuals.*
★ *We work to learn about and from both personal and world histories.*

Materials Needed

- Button design template sheet
- Coloring materials such as color pencils, markers, or if you have the skills design your button on the computer
- Example page of past campaign buttons for inspiration

Differentiation for Age Groups

Any camper can easily do this activity, but younger campers may want to stick to simple designs that focus more on a cool looking name and election year design. Middle and older campers may want to consider incorporating graphics related to their platform passons into their button or come up with a campaign slogan to display too.

Learn!

Campaign buttons can range from simple and straightforward to comical or rhyming. Some incorporate party symbols such as an elephant or a donkey. Other are buttons that are reminders against their running opponents and do not even have the candidates names on them! Think about what kind of campaign button you want to make. Can you rhyme something with your first or last name (ex I like Ike)? Do you have a clever slogan you want to promote (Yes We Can, Make America Great Again, Forward Together)? Can you come up with a pun that you could use to make for pet tags (ex: vote for Bark Obama or John McCainine)? What colors do you want to use? Can you create a memorable graphic to put on your button?

The following are a couple articles on the history of campaign buttons:
https://time.com/4336931/campaign-buttons-history/
https://history.house.gov/Blog/2013/May/5-16-Campaign_Buttons/

Get Inspired!

Clever button designs: https://metv.com/stories/best-vintage-campaign-buttons

Examples from the 2008 presidential election:
https://www.wisconsinhistory.org/Records/Image/IM127551

A list of US presidential campaign slogans:
https://en.wikipedia.org/wiki/List_of_U.S._presidential_campaign_slogans#:~:text=%22Ready%20for%20change%2C%20ready%20to,experience%20to%20make%20change%20happen.%22

2020 campaign buttons:
https://www.presidentialelection.com/historical_memorabilia_and_collectibles/categories/2020-campaign-buttons/

Create!

1) Print out the button template at the end of this document or from the link provided on our activity blog.
2) Consider what font styles, colors, and graphics you want to use for your button
3) Draw/Paint/Graphic design it!

4) Optional: take a photo or scan your button designs and email them to contact@campquestnorth.org and we'll make up to two of your designs and email the actual buttons to you!

Discussion

What kind of design colors did you decide on and why?

Were you able to think of a slogan?

Did you use any imagery or did you just use text?

What example buttons stood out to you most and why?

Did you make a button that promoted you? Or one that tried to disapprove of the other candidate?

What do you think makes your campaign button stand out and get people interested when they see it?

Additional Resources

See the next page for the button template/print out.

Remember the outer edges of the circle will end up curled around the button edge, do not leave any important designs too close to the edge of the button!