

Political Prototyping

How to make your prototypes work for more than just your users

What it isn't...

Not *those* politics.



Ok, that's better.

Politics.

“[...]activities within an organization that are aimed at improving someone's status or position and are typically considered to be devious or divisive.”

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**They're (kind of)
different.**

“Practical”

Practical vs. Political

Practical vs. Political

Timelines

Practical vs. Political

Timelines

Outputs and Artifacts

Practical vs. Political

Timelines

Outputs and Artifacts

Audience

Practical vs. Political

Timelines

Outputs and Artifacts

Audience

Expectations

Practical vs. Political

Timelines

Outputs and Artifacts

Audience

Expectations

Tools and Techniques

Timelines

Timelines

Expediency

Timelines

Expediency

Faster iterations

Timelines

Expediency

Faster iterations

Efficient

Tools and Techniques

Tools and Techniques

Talk to *everyone*

Tools and Techniques

Talk to *everyone*

Try a design studio

Tools and Techniques

Talk to *everyone*

Try a design studio

Form a strike team

Tools and Techniques

Talk to *everyone*

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Form a strike team

Refine your toolkit

The “P.P.” Toolkit

Interactive

Visual

Data

Interactive Tools

Foundation

Framer

Bootstrap

Whatever you're comfortable with

Roll your own!

Interactive Tools

```
4 // palette
5 @bankDarkGray: #646464;
6 @bearRed: #e70d18;
7 @black: #000;
8 @borderGray: #ccc;
9 @bullGreen: #007900;
10 @coreBlue: #037dae;
11 @darkMediumGray: #494949; // text
12 @evergreen: #3c4b59;
13 @granite: #222;
14 @intelligentBlueGray: #435e7a;
15 @linkBlue: #015f83;
16 @mediumGray: #666;
17 @offWhite: #f7f7f7;
18 @paleGray: #ededed;
19 @secondaryGray: #d6d6d6;
20 @sponsorGray: #98a4b0;
21 @teal: #495d70;
22 @white: #fff;
23
24 // others
25 @blue: #047aaa;
26 @blueGray: #464d55;
27 @toggleGray: #d1d5dc;
28 @grayLight: #d7d8d9;
29 @chartGray: #2f3a45;
30 @controlGray: #c7c7cc;
31
32 // aliases
33 @bankGray: @bankDarkGray;
```

Visual Tools

Branding or marketing kits

Standard type treatments

Visual Tools

Universitywide | New Brunswick | NJ 08542 | Newark | Camden | Online | Rutgers Health

 **RUTGERS** Visual Identity System

Home Elements of the System Guidelines for Use **Download Zone** Stationery Contact Us

1766 - 2016
RUTGERS
250

the Celebration!
marks its historic 250-year anniversary
earlong commemoration of events
g on Charter Day, November 10,
Rutgers 250 resources are now available
n communications materials for the
e year.

Quick Links
[Rutgers Editorial Style Guide ▶](#)
[University Communications and Marketing ▶](#)
[Rutgers Exhibit Kit ▶](#)
[Trademark Licensing ▶](#)

A Strong Visual Identity
The visual identity system, approved in 2016, is the foundation of Rutgers' visual identity system:

- The official logotype, signatures, and...

Download Zone
Rutgers 250 Resources
Rutgers Logotype
Rutgers Shield
Logotype with State University Signature
Logotype with Chancellor-Level Signatures
Logotype with School and College Signatures
Logotype with Clinical Practice Signatures
Rutgers Favicons
Desktop Letterhead Templates
PowerPoint Templates

Rutgers
Rutgers' marks and signatures in all products. Key requirements of the system are the **ONLY** sanctioned marks for

Data Tools

The “Steak”

Officially maintained spreadsheet

Database

“Live” JSON

Output

Output

High(er) fidelity

Output

High(er) fidelity

Fewer screens

Output

High(er) fidelity

Fewer screens

Fewer interactions

Output

High(er) fidelity

Fewer screens

Fewer interactions

Focus.

Audience

Audience

Not for users

Audience

Not for users

Management and leadership

Audience

Not for users

Management and leadership

Build rapport

Expectations

Expectations

Not the whole enchilada

Expectations

Not the whole enchilada

Be cautious of “anchoring”

Expectations

Not the whole enchilada

Be cautious of “anchoring”

See: timelines

But, why, again?

Partnerships

Build Confidence

Clarify Vision

Gain Exposure

Empower Design

Thank you!