MAKERERE UNIVERSITY

COLLEGE OF ENGINEERING, DESIGN, ART, AND TECHNOLOGY

GRAPHIC DESIGN AS A TOOL FOR PROMOTION OF POLITICAL CAMPAIGNS 2020, WITH SPECIFICITY TO KAMPALA

BY

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THIS RESEARCH REPORT IS TO BE SUBMITTED TO MAGARET TROWELL SCHOOL OF INDUSTRIAL AND FINE ART. AS A REQUIREMENT FOR AWARDING OF A BACHELOR'S OF INDUSTRIAL AND FINE ARTS (BIFA
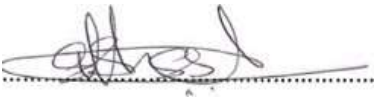
DECLARATION

I MUHINDO RAYMOND hereby declare that this is my original work and has not
been presented anywhere for any award in any institution or university. Where work
of other has been used due to respect through quotation has been undertaken.

Signature: _____ .

MUHINDO RAYMOND

APPROVAL

This is to certify that, this research report was done by MUHIND() RAYMOND. While conducting this draft research proposal has been under my supervision. His work is now ready for submission to the academic committee of Makerere University.

Supervisor Signature:.. -r. /01/2022

DEDICATION

This work is dedicated to my beloved Family and friends, who have given me support.

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CHAPTER ONE

INTRODUCTION

Graphic design is the process of visual communication through the use of typography, photography, iconography and illustration. Graphic design is basically the art, profession and academic discipline whose activity consists in projecting visual communications intended to transmit specific messages to social groups, with specific objectives. Therefore, it is an interdisciplinary branch of design whose foundations and objectives revolve around the definition of problems and the determination of objectives for decision-making, through creativity, innovation and lateral thinking along with digital tools, transforming them for proper interpretation. This activity helps in the optimization of graphic communications. It is also known as visual communication design, visual design or editorial design.

The role of the graphic designer in the communication process is to encode or interprete the message. They work on the interpretation, ordering and presentation of visual messages. The design work always starts from a client's demand. Graphic design transforms a linguistic message into a graphic manifestation.

Graphic design has different areas of knowledge focused on any visual communication system. Graphic design for instance is applied in advertising strategies. (For this research, political campaigns have been considered as advertising strategies). In Uganda, graphic design is only associated with the production of sketches and drawings and printed material, this is incorrect, since graphic design is a small part of a huge range of types and classes where it can be applied. Graphic designers are professionals that create and combine a range of types and classes to form visual representations of ideas and messages.

Graphic design is applied to everything visual, from road signs to Web interface, from interoffice memorandums to reference manuals. Design can aid in selling a product or idea. It is applied to products and elements of company or personal identity such as logos, colors, packaging and text as part of branding. Branding has become increasingly more important in the range of services offered by graphic designers. Graphic designers often form part of a branding team.

Graphic design is applied in the entertainment industry in decoration, scenery and visual story telling. Other examples of design for entertainment purposes include novels, vinyl album covers,

comic books, DVD covers, opening credits and closing credits in filmmaking, and programs and props on stage. This could also include artwork used for T-shirts and other items screen-printed for sale.

Newspapers, magazines, blogs, television and film documentaries may use graphic design. With the advent of the web, information designers with experience in interactive tools are increasingly used to illustrate the background to news stories. Information design can include data visualization, which involves using programs to interpret and form data into a visually compelling presentation, and can be tied in with information graphics

The origins of graphic design can be traced from the origins of human existence, from the caves of Lascaux *(figure 5),* to Rome's Trajan's Column to the illuminated manuscripts of the Middle Ages, to the neon lights of Ginza, Tokyo. In "Babylon, artisans pressed cuneiform inscriptions into clay bricks or tablets which were used for construction. The bricks gave information such as the name of the reigning monarch, the builder, or some other dignitary". This was the first known road sign announcing the name of the governor of a state or mayor of the city. The Egyptians developed communication by hieroglyphics that used picture symbols dating as far back as 136 B.C. found on the Rosetta Stone. *(figure 6)* "The Rosetta stone, found by one of Napoleon's engineers was an advertisement for the Egyptian ruler, Ptolemy as the "true Son of the Sun, the Father of the Moon, and the Keeper of the Happiness of Men" The Egyptians also invented papyrus, paper made from reeds found along the Nile, on which they transcribed advertisements more common among their people at the time. During the "Dark Ages", from 500 AD to 1450 AD, monks created elaborate, illustrated manuscripts.

In the mid-1980s desktop publishing and graphic art software applications introduced computer image manipulation and creation capabilities that had previously been manually executed. Computers enabled designers to instantly see the effects of layout or typographic changes, and to simulate the effects of traditional media. Traditional tools such as pencils can be useful even when computers are used for finalization; a designer or art director may sketch numerous concepts as part of the creative process. Styluses can be used with tablet computers to capture hand drawings digitally.

The method of presentation (e.g Arrangements, style, medium) is important to the design. The development and presentation tools can change how an audience perceives a project. The image or layout is produced using traditional media and guides, or digital image editing tools on computers. Tools in computer graphics often take on traditional names such as "scissors" or "pen". Some graphic design tools such as a grid are used in both traditional and digital form.

1.1 Background of Study

A political campaign is an organized effort which seeks to influence the decision-making progress within a specific group.

In today's politics, campaign advertising is the core of selling the politician's idea to the voters. Campaign advertising is basically the use of advertisingthrough the media - and this involves visual communication - to influence a political debate, and ultimately, voters. These advertisements are designed by Majorly graphic Designers and political campaign staff working hand in hand. Graphic design in political campaign advertising comes in inform of it's applications e.g posters, apparels, motion picture ads, among others.

Political campaigns in Uganda have taken place during the various elections that have been held during the 58 years of independence. However, the use of graphic design as a tool in Political Campaign advertising in Uganda was not appreciated until the last years of the 20th Century. This can be blamed on majorly the low levels of technology, inadequate skilled designers and also the insecurity that characterized Uganda in the 60s, 70s and 80s.

Today In Ugandan elections, Political Candidates have adopted visual communication in campaign advertising using graphic design applications like Posters, TV adverts, flyers, Brochures, printed t-shirts among others. *(Figure 4)*

This study is meant to find out how relevant graphic designing is in promoting politicians' ideas in political campaigns today. It is to find out if Branding politicians using visual communication (specifically posters because it's the main form of graphic design used in Kampala) is effective enough to help them send their message to the voters.

However, whether it's a stereotype or not, Graphic Design in its Various common applications ie (Books posters, banners, logos, etc.) has proved a very vital and effective tool in the Ugandan

Political campaigns overtime. Political advertising through visual communication can (1) increase the knowledge voters have about parties and candidates, (2) emphasize certain issues, (3) arouse interest,(4) initiate more positive emotions towards the candidate and (5) polarize.

1.2 Statement of the Problem

Graphic designers in Kampala have not taken the trouble to study visual design in depth and at most times, their final product is either half-baked or not unique enough. Designs are supposed to present the ideas of the Politian and send a message to the voters even when the campaigner is not present. Graphic Design applications in political campaigns should be able to Hold and channel the message of the politicians in an accurate, clear manner. Some graphic designers end up with ideas that may not be relatable to the people. Such irregularities come with use of wrong words, unknown jargon, unnecessary coloring, wrong typography among others. However, this is not supposed to kill the designer's creativity. Designers should be able to come up with new and unique ideas that they can use to put the message message across. The lack of this creativity in design has downplayed political visual advertising during campaigns in Kampala. *(Figure 7)* This costs the political candidates money and the voters the message from the candidates. Also, Some political campaigners do not understand the need for graphic design and it's applications in their Campaign advertising.

1.3 Purpose of The Study

The Purpose of the study was to investigate the role of Graphic Design as a tool in the promotion of Political Campaigns in Uganda 2020.

The research looks at how graphic design is currently understood and used in political campaigns advertising, using co-design techniques – designers and people not trained in design working together in the design development process.

1.4 Objectives of The Study
1. To study the relevance of graphic Design in the promotion of Political campaigns
2. To investigate the evolution of Graphic Design over time.
3. To study the influence of the emergence of Computers and Computer software in graphic designing
4. To study the various types of Graphic Design and how they are used in Promoting

political campaigns

1.5 Research Questions

i) Can all politicians Afford Graphic Designing and how it's applied through posters, banners, Branding, etc, to promote their Political Campaigns?

iii) Are Computers, and Graphic Designing programmes easily accessible and user friendly with the graphic designers.

iv) Which of the applications of Graphic Design are more effective for promoting political Campaigns?

1.6 Significance of Study.

The research assesses the people's reception and perception of the message channeled through graphic Design in it's different forms.

This study can be used by politicians campaigning in order to decide whether to use Visual Communication or not. The study will expound more on the advantages of Graphic design and its applications in the political campaigns.

The research findings can be important to future researchers and the academia exploring the same matter. The study will provide deeper information on the problem in question.

1.7 Scope

The research focuses on studying Graphic Design and the way it's applied as a tool for Promotion of Ugandan Political Campaigns, 2020 with specify to Kampala City Center.

The researcher explores Graphic designing and its influence in political campaigns. A qualitative approach is essential to explore this problem.

Delimitations of The Study

Only the commonly used applications of Graphic design in elections ie Posters, Billboards, and t-shirts were considered.

The choice of the problem itself is a delimitation of the study as the researcher has other options related to the problem but decides to focus on graphic design as a tool of promoting political campaigns.

Not All levels of politicians will be considered. Only the Member Of Parliament and Local Council Candidates are considered in this research.

The researcher chooses not to study deep into the politics of Uganda, its history and evolution.

Limitations of The Study

Recruiting a sufficient number of participants was difficult as some individuals were not ready to share information about their businesses and plans.

-The researcher was restricted by time and cost. The time constraints of the semester did not favor the activities involved in the research as the researcher did not have enough time to collect data. Also, the costs involved with the collection of data for example printing costs, transportation costs, among others.

The Lack of previous research studies on the topic limited the researcher's scope of reference.

Geographical Location

This research was conducted around Kampala City Centre. This is because Kampala is a melting pot for political activity in Uganda

Duration

The research took a period of about three months to be completed

1.8 Definition of Operational Terms

Graphic Design; Graphic design is the process of visual communication through the use of typography, photography, iconography and illustration

Political Campaign; political campaign is an organized effort which seeks to influence the decision-making progress within a specific group.

<u>Visual Communication;</u> is the practice of graphically representing information to efficiently, effectively create meaning.

<u>Iconography;</u> Is the imagery or symbolism of a work of art, an artist, or a body of art

<u>Typography;</u> the style and appearance of printed matter.

<u>Cuneiform</u>; Cuneiform is a logo-syllabic script that was used to write several languages of the Ancient Near East.

<u>Hieroglyphics;</u> These were the formal writing systems used in Ancient Egypt. Hieroglyphs combined logographic, syllabic and alphabetic elements, with a total of some 1,000 distinct characters.

CHAPTER TWO

LITERATURE REVIEW

2.1 Review of Related Literature On Objective One

Political campaigns rely heavily on visual expression to communicate a message, whether through print, television, or the Internet. In spite of this, the visual is still seen as inferior to the verbal elements of the message (Kress & Van Leeuwin, 1996; McLuhan, 1967; Mitchell, 2008) Graphic Design is either a secondary concern, or simply thought of as a tool to make text and speech more attractive and eye-catching. While the presentation of information in a visually appealing way has always been important, modern technology has made visual language skills, or 'graphicacy' (Balchin & Coleman, 1966), increasingly important for political campaigners and voters alike.

2.2 Review of Related Literature on Objective Two

Graphic Design actually began millennia earlier with the invention of writing. With the creation of a written language, people now had to combine both text and pictures for the first time.

The Renaissance brought about great changes in European society, and graphic design was one of those areas that experienced a great revival. Illuminated manuscripts were then made. Illuminated manuscripts are handwritten books that were decorated and illustrated from the late Roman Empire until around 1450 (Mike Cordeiro,2001)

The history of Graphic Design in Africa has been given a limited scope in line with the arrival of the European colonialists. However, Graphic art, in form of visual communication has existed in Africa for millions of years. Africa is the home to the oldest images in the world.

The origins of African art can be traced back to long before its recorded history. About thirty millennium BC, rock art was used to depict different aspects of life with imagery appearing on rocks. There is no doubt that ancient Egyptians were the originator of what is today defined as

'visual communication design'. From the very beginning of her history, Egypt used written message in combination with images to convey various socio-cultural values that were at the roots of her system of beliefs. More than five thousand years ago, the graphic designers of Egypt were working on a strict greed system that established conventional codes of representation in sculpture, painting, and relief (Klenia Baquisse, 2014)

Today in the more industrialized and modern countries of Africa, Graphic Designing has thrived and become more popular among the people

2.3 Review of related Literature on Objective Three

Technology has changed the way graphic designers do their job and this has brought some challenges and opportunities to the creative design industry in Kampala

Computers have changed the way we work, influencing how we communicate, organise, store and present information (Swedin & Ferro, 2005).

Historically, designers relied on outside professionals, such as typesetters and printers, to provide the technical aspects of their trade. All the designer had to do was create the concept, seek approval from the client, and assemble the finished art to produce the printed piece (Thornton, 1996).

The introduction of steam-powered printing machines and mechanized typesetting in the 19th century triggered the creation of machines for designing as people became less dependent on hiring manual labour and this encouraged graphic artists to be more directly involved in content production and design. The Second World War witnessed the earliest stages of modern digital computing before the computer gradually became an important digital tool in the graphic design industry. The development of digital computers, was as a result of efforts to store virtual data in a man-made machine (Gere, 2008).

2.4 Review of related Literature On Objective Four

Political campaigns rely heavily on visual expression to communicate a message, whether through print, television, or the Internet (Kress & Van Leeuwin, 1996; McLuhan, 1967; Mitchell, 2008)

While the presentation of information in a visually appealing way has always been important, modern technology has made visual language skills, or 'graphicacy' (Balchin & Coleman, 1966),

The ability to easily reproduce photographs and artworks has led to a more image saturated culture; we can remove images from their original context, and use them in new ways, to create new meanings.

The ability to easily reproduce photographs and artworks has led to a more image saturated culture; we can remove images from their original context, and use them in new ways, to create new meanings. The new tools have made boundaries between art, commerce and politics increasingly porous (Berger, 1972).

CHAPTER THREE

3.0 METHODOLOGY

This section presents appropriate field study procedures, methods of data collection, processing, sample selection, questionaires and data analysis as shown below:

The study sought to explore into Graphic Design as a tool in Promoting Political Campaigns in 2020, focusing on Kampala City Centre, from the perspective of the designer, the Politician, and the targeted masses.

3.1 Methodological Approach

This study made use of qualitative research strategy, where the research approach implemented was that of interpretivism. Willis (2007) defines interpretivism as an approach which is implemented by the researcher in order to synthesize facts which are derived mainly from secondary sources, and which are qualitative in nature. He also observes that one of the characteristics of interpretivism is that the variables are non-tangible and difficult to measure. These can be economic, social, or cultural factors. Therefore for the purposes of this research, the author chose the interpretivist approach, rather than the positivist and the pragmatist approaches. Because variables such as studying the relevance of graphic Design in the promotion of Political campaigns and investigating the evolution of Graphic Design over time are elements, which are not easily quantifiable (measureable), and between which different and complex connections were found to exist, therefore interpretivism was found to be most applicable.

3.2 Research Design

Thid research made use of a qualitative research strategy in the sense that there was no numeric data or quantitative data produced. A qualitative research strategy is particularly applicable for the purposes of this research, where the connection between two variables ie politics and Graphic Desiging was required.

3.3 Data collection tools

For the purposes of this research, the writer decided to use a combination of two of the classic social sciences research tools – questionnaires and interviews

i) Questionnaire; The questionnaires were distributed among graphic designers and Politicians who have used visual communication media as part of promoting political campaigns.

Questionnaires were chosen for this research because they are a reliable and quick method to collect information from multiple respondents in an efficient and timely manner. This is especially important when it comes to large projects, with several complex objectives, where time is one of the major constraints (Greenfield, 2002; Silverman, 2004; Bell, 2005). This study is no exception and questionnaires were a quick and effective way for the researcher to reach multiple respondents within several weeks.

ii) Interviews As a complementary method, the writer conducted interviews with an equal number of representatives of each group

In order to cover more abstract aspects of the research, the author chose as a complementary method structured interviews consisting of several questions, which are to be distributed among representatives of each participant group. Interviews are often used as complementary research method in the social sciences, because they give the opportunity for a more in-depth, open discussion, and more informal, free interaction between the interviewer and the interviewee (Potter, 2002; Winchester, 1999; Sarantakos, 2013).

3.4 Limitations and Problems faced. There are several problems and challenges which the researcher encountered while conducting the research for this dissertation.

The first challenge was recruiting a sufficient number of participants. The creation of the initial database of prospective politicians and Graphic designers took a long time, and many times the

requests of the researcher were turned down, because most of the companies rarely allow the opportunity for external research. Thus access to the participants and obtaining permission for the research was a major challenge.

Secondly the researcher was restricted by time and cost, which determined the choice of more efficient method, such as the questionnaire, instead of the more time consuming focus groups or participant observation. There also was Lack of previous research studies on the topic which hasn't allowed further analysis, in terms of the methodology chosen, there were several limitations which need to be mentioned. The first one is the fact that because of the small sample, the data collected and the findings made cannot be extrapolated on a broader scale. In other words, the generalizability of the results is questionable.

Another weakness of the methodology was related to the fact that the researcher uses interpetivist approach, which is determined by the nature and the objectives of the research. In this sense the results and the achievements of this project can be deemed as biased, because the connections between the different variables were determined not on the basis of empirical evidence, but on the basis of the analytical and judgemental skills of the researcher, in the context of a particular academic field.

A general disadvantage of the *questionnaires* is their fixed and strict format, which eliminates the possibility for more in-depth or abstract observation (Bell, 2005; Sarantakos, 2013). Again, this study is not an exception from this rule, as the questionnaires provide linear and clear results, but many elements from the research are left uncovered.

The researcher has made a practical example of some of the graphic designing that is or can be used during campaigns.

3.5 Sampling and Data Collection

Purposive and convinient sampling methods were used. The targeted key informants were purposively selected from Kampala and it's suburbs considering it as the hotspot for Ugandan Politics.

Most of the communication with the participants took place through "face to face" meetings. The researcher contacted via the phone the relevant people in the research, to make them acquainted with the purposes of the research and to ask for permission to conduct the research with them. Graphic designers, politians, and voters (People above the age of 18 and actively participated in the recently held elections) with in areas of Kampala were given questionaires on the use of graphic design in enhancing effective campaign advertising/promotion.

A reasonable number of sample units as deemed fit were targeted, however they never exceeded 5 for each group of participants ie political campaigners, voters and graphic designers. This is so because of the time limit the researcher had.

The questionnaires were distributed and completed in the course of 3 months. The interviews were conducted in meetings either over the phone or in person depending on the preferences of the participant. They were then recorded and transcribed by the researcher.

4.0 FINDINGS AND DISCUSSION

The Purpose of the study was to investigate the role of Graphic Design as a tool in the promotion of Political Campaigns in Uganda 2020.

A total number of Fifteen (15) respondents were enrolled in the study. Five(5) were political campaigners, five(5) active voters, and five(5) Graphic designers. This represents an equal percentage for all the groups of participants in the research.

Different questionaires were distributed to the different groups inorder to get an independent opinion of every class of respondents.

4.1 Political Campaigners

Four (4) questions were given to political campaigners/Politicians who stood for different political posts around Kampala like Member Of Parliament, Councilor, and Local Council Chairman. Findings out of the questionaires and interviews have been tabulated and analysed as follows;

Table 1: Does graphic communication and it's different applications play a role in promoting political campaigns?

Response	Number of respondents	Percentage (%)
Yes, it plays a significant role	1	20
Yes, but very minimal	3	60
No, not at all	1	20

Table 1 shows the statiscal findings to the first objective of the research which aimed at studying the relevance of graphic Design in the promotion of Political campaigns. Findings indicated that only 20 percent of respondents believe that graphic design plays a significant role in promoting their campaigns while 60 percent of the respondents believed that graphic design plays a role but it is minimal. 20 percent of the Respondents believe that politicians can do without graphic design and it's forms during their Campaign promotion.

Table 2: Is it expensive for you to communicate to your voters using graphic design?

Responses	Number of respondents	Percentage (%)
Yes, it is expensive, but worth it	2	40
Yes, it is expensive and useless	1	20
No, it's not expensive at all	2	40

Among the Respondents asked if it was expensive to use graphic design as a tool in political campaign promotion, Fourty (40) percent of them agreed that it was expensive but worth it while another Fourty (40) percent believed it is not expensive at all. 20 percent believed that it was expensive and rather useless in Campaign promotion.

Table 3; Do you use applications of graphic design (printed tshirts, posters etc) because of band wagon or because it's an important way of sending a message to the voters and convincing them?

Response	Number Of Respondents	Percentage (%)
I use them to brand my self well as a politician	1	20
I use them because other campaigners use them too	1	20
I use them because they help me get my message to people whose votes I want.	3	60

Majority of the respondents (60%) reported that they use the different applications of grpahic design as a way to get a message to the voters while Twenty (20) percent of the respondents reported that they use graphic design to brand themselves as politians. Twenty (20) reported that they only use graphic design because other political campaigners are doing the same. This justifies the claim in problem statement that some (not all) politicians, don't even understand the importance of graphic design in promoting their Campaign strategies.

Table 4: If you used for some of the applications of graphic design (tshirts, posters, banners etc), Were you satisfied with the designer's work ?

Response	Number of respondents	percentage (%)

Yes, it was good	2	40
Yes, but I'd prefer something more unique	3	60
No, it was really bad	**0**	**0**

Among the Respondents asked the above question, Fourty (40) percent were fine with the graphic designers' work for them in the recently concluded campaigns while the majority sixty (60) percent of the Respondents reported that the work done by graphic designers was good but not unique. None of the respondents believed that the graphic designers' work was bad. This finding supports the claim in the problem statement of this research that graphic designers in Kampala have not maximized their creativity in creating designs for political campaign promotions.

4.2 The Voters

Three (3) questions were asked 5 active voters who participated in the recently concluded elections in Kampala. The findings have been tabulated and analysed as shown below;

Table 1: Does graphic communication and it's different applications play a role in promoting political campaigns?

Response	Number of respondents	Percentage (%)
Yes, it plays a significant role	3	60
Yes, but very minimal	1	20

No, not at all	1	20

Majority of the voters (60%) Believe that using Graphic design and it's applications plays a significant role in political campaign promotion while Twenty (20%) believe that it plays a role but very minimal. 20 percent of the respondents believe that graphic design doesn't play a role in anyway in promoting political campaign strategies.

Table 2; Do you understand the messages political campaigners and graphic designers try to portray using graphic design communication applications (posters, banners, TV and radio ads)?

Response	Number of respondents	Percentage (%)
Yes I do	1	20
No, I don't	3	60
No, I don't really care about that.	1	20

Majority (60%) of the Respondents reported that they do not understand the messages the politian and the Graphic designers try to communicate. 20 percent reported that they understand the message while 20 percent reported that they care less about the message being communicted.

This finding can be justified by the low levels of literacy in the country. Most people are not able to read or interprete words which are most times written in English, a foreign language.

Table 3: Do you think Ugandan good graphic designers' lack creativity and uniqueness when it comes to making graphics pieces for political campaigners?

Response	Number of respondents	Percentage (%)
Yes, they need to change at times	4	80
No, what they do is fine	1	20
I don't know	0	0

Majority of the Respondents (80%) believed that the work graphic designers do all seems the same and need to change at times while only 20% believed that the graphic designers' work is fine and continue doing it how they do it.

4.3 Graphic Designers

Nine (9) questions were asked to individual graphic designers and the results from the questionaires and interviews have been tabulated and analysed as shown:

Table 1: Does graphic communication and it's different applications play a role in promoting political campaigns?

Response	Number of respondents	Percentage (%)
Yes, it plays a significant role	4	80

Yes, but very minimal	1	20
No, not at all	0	0

Amongst the respondents asked the above question, majority (80%) believed that graphic design had a significant role in promoting political campaigns while 20% believed that graphic design plays a role in promoting political campaigns but it's rather minimal. None of the respondents believed that graphic design play no role in political campaigning.

Table 2: Are you a professionally trained graphic designer?

	Yes	No
Number of respondents	2	3
Percentage (%)	40	60

Majority (60%) of the graphic designers reported not to be professionally trained (Did not go to a design institution and get certified) in the job they are doing while Fourty (40) percent reported to be professionally trained and are skilled in graphic designing. This finding supports the claim in the problem statement of the researcher about most graphic designers not being professionally trained and fully equipped with the necessary skills

Table 3: . What drives you towards graphic design work?

Response	Number of respondents	Percentage (%)
To make money and survive	3	60
To make good work for my clients	1	20
Both the above	1	20

Majority of the Respondents (60%) reported that they do graphic work to get an income and survive while only 20% reported that they are motivated by make good work for their clients. 20% reported that they are in it for both the money and making good work. Finding can be justified by the poor economic situation in Kampala where people are poor and are ready to do anything to survive regardless of their skill level.

Table 4: Have Graphic design applications methods, equipment, and styles changed overtime?

Response	Number of respondents	Percentage (%)
Yes, alot has changed in graphic design over the years	3	60
No, its really the same	1	20
I can't tell	1	20

Sixty (60) Percent of the respondents believed that alot concerning graphic design has changed over the years while Twenty (20) Percent believe that nothing much has changed. Twenty (20) percent of the respondents were not aware of the current and past details concerning graphic design.This finding is statiscal support to objective two of the research which aimed at investigating the evolution of graphic design over time.

Table 5: Do you think the Ugandan population appreciates graphic design as a whole?

Response	Number of respondents	Percentage (%)
Yes, they really do	1	40

Yes, but only a few educated urban people	2	40
No, they do not.	2	20

Fourty (40) Percent of the respondents believed that the Ugandan population doesn't appreciate graphic design as a whole while another Fourty (40) Percent believed that it's only the few urban elite Ugandans that appreciate graphic design. Twenty (20) Percent of the population believed that the Ugandan really appreciates graphic design.

Table 6: If you got a better paying option of a job, would you opt out of graphic designing?

	Yes	No
Number of respondents	3	2
Percentage (%)	60	40

Sixty (60) Percent of the total respondents reported that they would opt out of graphic design if a better job opportunity comes up while forty (40) percent of the Respondents stated that they would not leave graphic design if another job option was given.This can be justified by the poor payment graphic designers receive for their works here in Kampala.

Table 7: Have you designed a political graphic work before and was the client(s) satisfied with the work?

Response 1	Response 2	Number of respondents	Percentage
Yes I have designed a political graphic pieces before	Yes, they were satisfied with the work I did for them	4	80%
Yes, I have never designed political graphics	No, they did not like the work I did for them		
No, I have never designed political graphic pieces		1	20%

Table 8; . As graphic designers, do you think theres more creativity needed in political campaign graphic designs?

Response	Number of respondents	Percentage (%)
Yes, its quite monotonous nowadays	4	80
No, not at all.	**1**	20

Majority of the Respondents to the above asked questions agreed that there's some bit of creativity lacking in the graphic design industry when it comes to political campaign promotion. However, 20% of the respondents believed that what they are doing is fine and should

4.4 Studio Execution

The researcher decided to do a studio research project to supplement the field study made for the topic at hand. He employed his acquired skills of graphic design to come up with a graphic design idea of a political campaign poster.

The researcher concetrated on uniqueness and creativity but with the message being communicted at the helm of the whole design process.

4.5 Execution of the project

The graphic design is of a poster that could have been used by the Presidential Candidate Robert Kyagulanyi of the National Unity Platform party for promotion of his campaign.

The researcher, and in this case designer, started with conceptualizing the whole Idea with simple sketching on paper. This kick started the project because it was from this conceptualization that many ideas were brought up and the final one drawn.

The designer then transfered the concepts to *adobe illustrator,* an art work station with different tools used to build vector images. It was from this that the final design poster was made as shown below;

4.6 Limitations during the execution of the project.

The researcher lacked a personal computer to work on the final draft of the poster so he had to rely on school PCs in the computer laboratory which was not always accessible.

The researcher also lacked adequate knowledge of the workstations like *adobe Photoshop, and adobe illustrator* which he needed to create a final piece of the project.

Time factor: The designer did not have enough time to work on the project with his full capacity. The project took the designer about 3 days to be finalized

5.0 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion;

This study reveals that Political campaigners in Kampala still largely rely on services of graphic designers in Kampala for their political promotional campaigns and convince voters.

5.2 Recommendations

From the study, the following recommendations were derived;

The analysis from the study reveals that there is still need to improve on designers skills so that they can be able to produce efficient work for their clients.

(Figure 1) YK Museveni and Kirunda Kivenjija address

a rally during 1980 election campaigns   *(Figure 2)* Museveni wearing a branded "UPM" attire during Election Campaigns

(Figure 3) An early poster of the Museveni Campaign, 1980

(Figure 4) A poster of the Museveni Campaign, 2021

(Figure 5) An Ancient Painting form The Caves Of Lascaux

(Figure 6) image of a Hieroglyphic from Ancient Egypt

(Figure 7): Posters with similar designs from different politians who participated in 2021 elections

(Figure 8) : Examples of Creative political posters

*(**Figure 9**): Final research project*

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