Election pledge Concept

We created a dynamic and engaging interface for comparing candidates’ election pledges.

At the top of the interface is a timeline. The user can scroll across and the topics change on the screen accordingly. Also, any candidate and topic information gets updated in real time.

When a topic is pressed, a rectangle pops up which is divided into four boxes - each representing a candidate’s comments and quotes on that particular issue. A bigger box means that the candidate had more to say and that comes across with the specified number of quotes being mentioned in the box as well.

When a specific candidate’s box is pressed, it enlarges so that more detail is given about what exactly the candidate said for the given topic. Video clips are also provided.
2004 Presidential Election

Election pledge
Move time bar and press the key word for more detail

Kerry’s Navy discharge
Iraqi prisoners
George Soros'

Bush bulge
doing a superb job
Oil for Food Program

Fahrenheit 9/11
George Soros'

go back
go to vote
2004 Presidential Election

Election pledge
Move time bar and press the key word for more detail

Bush said 54 quotes
The more progress
The more successful
protect America
We will have an all-volunteer army

Kerry said 23 quotes

Badnarik said 3 quotes

Cobb said 3 quotes

Iraq War

Iraqi prisoners
doing a superb job
Oil for Food Program

Fahrenheit 9/11

go back

go to vote
"Our enemies are innovative and resourceful, and so are we. They never stop thinking about new ways to harm our country and our people, and neither do we."
—Washington, D.C., Aug. 5, 2004