How to make friends and influence the Committee

(aka How To Get Picked)

Citizens Coinage Advisory Committee (CCAC)

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Design Aspects We Look For

- Texture and pattern
- Thoughtfully balanced negative spaces
- Stylization
- Ethical Diversity
- Allegory
- Symbolism
- Details yes, overcrowding no
- Creative perspective & atmospheric perspective
- Integrated Text
- Clear typestyles
- Clarity of message
- Subtlety; not literalism or storyboard
- Relevancy of obverse to reverse
- Designs, not pictures
- Fluidity of line
- Edge variety
Texture and pattern
Thoughtfully balanced negative spaces
Stylization
Ethical Diversity
Allegory
Symbolism
Details yes, overcrowding no
Creative Perspective & Atmospheric Perspective
Clear typestyles
Clarity of message
Subtlety; not literalism or storyboard (as if live actors playing out a complex scene)
Relevancy/unity of obverse to reverse
Designs, not pictures
Fluidity of line
Edge Varieties
American Numismatic Iconography

- Olive branch – Peace
- Oak leaves – strength
- Bundle – unity
- Fasces – Civil governance
- Liberty Cap - Emancipation
- Eagle – freedom
- Torch – enlightenment; welcoming immigrants
- Oil lamp – knowledge; education
- Female figure – liberty
- Arrows – military strength
- Cornucopia – abundance
- Union shield – production in unity, preservation
- USA Flag - stars = 50 states; stripes = 13 colonies
- Minerva shield – goddess of war (Roman)
- Minerva with owl – education, wisdom
- Scales/blindfolded female figure – justice
- Sword – justice
- Wheat – prosperity
- Wings – freedom of movement; liberty
- Rising sun – positive future
- Laurel leaves/wreath – victory
Questions?