Ryan Cheek, a Ph.D. Candidate in Technical Communication and Rhetoric, has recently published an article in *Communication Design Quarterly*, "Political Technical Communication and Ideographic Communication Design in a Pre-digital Congressional Campaign."

Building on the work of technical communication scholars concerned with social justice and electoral politics, this article examines the Coray for Congress (1994) campaign as a case study to argue in support of a more formal disciplinary commitment to political technical communication (PxTC). Specifically, it closely analyzes the ideographic communication design of pre-digital PxTC artifacts from the campaign archive. The type of pre-digital political communication design products analyzed in this article are ubiquitous even today. The implications of four dominant ideographs are analyzed in this case study: <jobs>, <communities>, <families>, and <###>. Key takeaways for PxTC practitioners, educators, and scholars are discussed.