## D14 – Class Activity: Colony Ad Poster (25 pts; Due D15 - \_\_\_\_

As we discussed in class, the **Virginia Co.** and others were looking to make some money, and they needed **colonists** to do it! So, they created many posters making the New World sound like an awesome place, sometimes lying / stretching the truth to convince people to sign up!

Now it's your turn! Pretend that as an investor, you create an effective ad that will get people to come to your colony! We'll present these to the class (up to 2 people per ad). The poster can be from 8.5" x 11" up to 24" x 24".

As you prepare to finish make your project, make sure that you answer/do the following:

- Do I clearly define the company I am promoting?
- Is my poster convincing? Will people want to come?
- Is my art spectacular, and will it "**wow"** people?
- Do I have an interesting "Did You Know?" Section with interesting / noteworthy info?

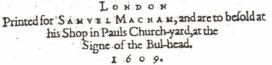
Make sure to check the backside for all other details on grading. You will be presenting your project, so be ready to **present** for roughly **a minute**, and be ready to **answer any** 

**questions**. Also, do not forget to **source your info** (put on the backside, or on a separate paper, etc.). Good luck!

## **Other Important Details:**

- Use some *illustrations / pictures* to keep the poster interesting.
- Make sure your poster looks good and clearly teaches about your chosen theme!
- Use **bullet points** to keeps info organized in easy to digest chunks.
- Feel free to use **Google Drawings** to create a nice professional looking poster for free: <u>https://goo.gl/MfpM3c</u>
- Make sure to have good facts! (at least 5 for full points)
- *Review the rubric on the back, and make sure to follow it for full points.*





## **Project Rubric**

Bits Contains fresh, original ideas. Solid content is backed up with examples, illustrations and a variety of support for ideas. Good ideas and content backed up with generalized examples. Accurate wording is aparent. Support for ideas is all of the same type. Stale ideas. Wom-out. Content is not well supported. The writer is beginning to define the dramites of the same type. No real ideas. Content is murky or usupported. No awareness of audience is aparent. As yet, it is conservity and it is aparent. The message is unclear or weak, and the required questions   No real ideas. Information is well- of on the source as yet, and the required questions Information is persus to good effect; answers wereal of the required questions Information is well- or weak, and the some parts of the assignment and has used source material. There is little evidence of correctity & fully engaged, excited and mostly follow the time allotted. <th>Criteria</th> <th>Accomplished 16-20%</th> <th>Satisfactory 11-15%</th> <th>Developing 6-10%</th> <th>Beginning 0-5%</th> <th>Score</th>	Criteria	Accomplished 16-20%	Satisfactory 11-15%	Developing 6-10%	Beginning 0-5%	Score
All information is well- organized, neat and easy to follow. Illustrations used are well done, powerfully reinforcing the messageInformation is easy to follow with perhaps some minor flaws. Illustrations used are adequate, and reinforce the messagemake sense, but still a bit difficult to follow, and a bit mess. Illustrations used are adequate, and reinforce the messageorganized and difficult to read / understand. Illustrations used are don't really support the message is somewhat clear, but not very powerful or strong. A persuasive; viewer easily understands the message. Answers all of the required questionsThe message is clear. Uses several different persuasive techniques to go do offect; answers most of the required questionsThe message is somewhat clear, but not very powerful or strong. Answers several of the required questionsThe message is understands the point. Doesn't answer the required questionsYitterStudent has taken the assignment and completed it in a way that is totally his/her own. The student's personality/voice comes through quite strongly, yet doesn't detract from the information presented.Student has taken the assignment and has used source material as a starting place. The student's personality. comes through in some parts of the presentation.Student has taken the assignment.Student has not made the required questionsYitterInfo, pictures used, etc., is correctly & fully cited. Presenter(s) fully engaged, excited and follow the time allotted.Info, pictures used, etc., appear to be mostly (tied. Presenter(s) at times seem(s) fully engaged, excited and mostly follow(s) the time<	Context & Accuracy	ideas. Solid content is backed up with examples, illustrations and a variety of support	content backed up with generalized examples. Accurate wording is apparent. Support for ideas is all	Content is not well supported. The writer is beginning to define the topic, but development	is murky or unsupported. No awareness of audience is apparent. As yet, it has no clear purpose	
Yiewers is clear, strong, & persuasive; viewer easily understands the message. Answers all of the required questionsUses several different persuasive techniques to good effect; answers most of the required questionsIntermessage is somewhat clear, but not very powerful or strong. Answers several of the required questionsor weak, and the viewer struggles to understand the point. Doesn't answer the required questionsNoticeStudent has taken the assignment and completed it in a way that is totally his/her own. The student's personality/voice comes through quite strongly, yet doesn't detract from the information presented.Student has taken the assignment and has used source material as a starting place. The student's personality.Student has copied some info straight from the source material. There is little evidence of creativity, but the student has done the assignment.Student has not made much attempt to meet the requirements of the assignment.NoticeInfo, pictures used, etc., is correctly & fully cited. Presenter(s) fully engaged, excited and follow the time allotted.Info, pictures used, etc., appear to be mostly cited. Presenter(s) at times seem(s) fully engaged, excited and mostly follow(s) the timeAn attempt was made to cite the sources, though it is sloppy, incorrect, etc. Presenter(s) is polite, but not very enthusiastic and the time frame is onlySources are not documented at all. Presenter(s) is not interested in the topic at all, distracted, etc. Time frame is only	Structure	organized, neat and easy to follow. Illustrations used are well done, powerfully reinforcing	follow with perhaps some minor flaws. Illustrations used are adequate, and	make sense, but still a bit difficult to follow, and a bit messy. Illustrations used are adequate, but lack originality, and weakly support the	organized and difficult to read / understand. Illustrations used are poor, rehashed ideas from other sources; don't really support	
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**Total Score:** 

## Tips to Make this Assignment Awesome! (25 pts available):

- Use fresh, original ideas; also, ideas should be backed up by accurate examples, illustrations and a variety of support.
- Make sure your message to the reader is clear, strong, persuasive, and easily understood.
- Demonstrate a strong grasp of conventions by using proper punctuation, capitalization, grammar, usage and paragraphing in a way that enhances the message of the paper.
- Make sure your product is neat, well-organized and easy to follow. Use creative illustrations that support your message.
- Take the assignment and complete it in a way that is your own.