

D20 – Class Activity: Ad / Investment Poster / Letter Early 1800s

(50 pts; Due D3 - _____)

As we discussed in class, many new **technologies** and **ideas** were floating around the U.S. in the early 1800s. **Private investors** formed new **corporations**, with **stocks**, to help support and finance these ventures. Now is your chance to create an **ad promoting your idea!**

Now it's your turn! Pretend that as an **inventor / entrepreneur**, you want to create an **effective ad** that will get people excited about and **ready to invest** in your company through stock! We'll present these to the class (up to 2 people per ad) (as an alternative, you may instead write a letter to someone trying to convince them of the worth of your company / service / product)

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

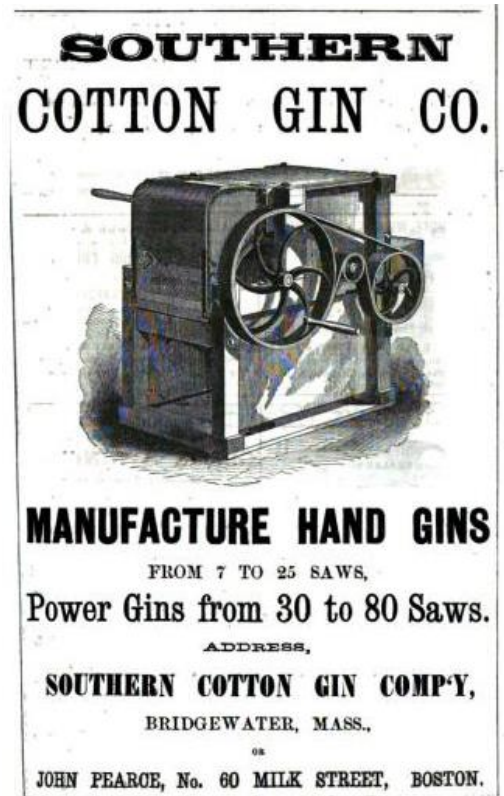
- Do I clearly **define the company & product** that I am promoting (title of company, service / product created)
- Is it clear what **advantages my product will bring** to the people of America?
- Give **+3 reasons** why your **product / service** is valuable!
- Is my poster **convincing / authentic** looking?
- 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!

Suggestions for Products: **Railroads, Canals, Turnpikes / Toll Roads, Cotton Gin, Steam Engine, Steamboats, Textile Mills, Interchangeable Parts (like in guns), etc.**

Make sure to include the following **elements** in your poster / ad:

- Use at least one main **illustration / picture** to keep the poster interesting. Others are good too!
- Include your **business' address / location** so interested parties **can find you** (no websites back then)
- **Include** info sections for both **customers + investors!** "Why use / buy your product?" "Why invest in it?"
- Use **bullet points** to keep info organized in easy to digest chunks.
- Feel free to use **Google Drawings** to create a nice professional looking poster for free: <https://goo.gl/MfpM3c>; or Adobe Spark, LucidPress, etc.!
- Make sure to have **good / true facts!** (at least 5 for full points)
- Review the rubric on the back, and make sure to follow it for full points.



Project Rubric

| Criteria | Accomplished 16-20% | Satisfactory 11-15% | Developing 6-10% | Beginning 0-5% | Score |
|-----------------------------------|---|--|--|--|-------|
| Graphics & Accuracy | 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 apparent. Illustrations are adequate. Support for ideas is all of the same type. | Stale ideas. Worn-out. Content is not well supported. Illustrations are acceptable. The writer is beginning to define the topic, but development is still basic or general. | No real ideas. Content is murky or unsupported. Illustrations used are poor. No awareness of audience is apparent. As yet, it has no clear purpose or central theme. | |
| Structure | All information is well-organized, neat and easy to follow. Illustrations used are well done, powerfully reinforcing the message | Information is easy to follow with perhaps some minor flaws. Illustrations used are adequate, and reinforce the message | Information is starting to make sense, but still a bit difficult to follow, and a bit messy. Illustrations used are adequate, but lack originality, and weakly support the message | Information is poorly organized and difficult to read / understand. Illustrations used are poor, rehashed ideas from other sources; don't really support the message | |
| Message Strength | The message to the viewers is clear, strong, & persuasive; viewer easily understands the message. Answers all of the required questions | The message is clear. Uses several different persuasive techniques to good effect; answers most of the required questions | The message is somewhat clear, but not very powerful or strong. Answers several of the required questions | The message is unclear or weak, and the viewer struggles to understand the point. Doesn't answer the required questions | |
| Creativity | Student 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 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. | |
| Presentation & Sources | Info, 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 time allotted. | An 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 only loosely followed. | Sources are not documented at all. Presenter(s) seem(s) not interested in the topic at all, distracted, etc. Time frame is not followed well. | |

Comments:

Total Score:

Tips to Make this Assignment Awesome! (50 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.