

Campaign Billboard Assignment

You have been hired as media consultants to help either promote President Washington's "civilization" plan among the Creeks or oppose it. Your teacher will tell you which side has hired your design team. You will design a poster-size campaign billboard trying to convince Creek villages to either support or oppose "civilization."

Your billboard should contain the following components:

1. A main banner or headline that:
 - a. Captures your main idea or argument
 - b. Uses persuasive language to gain attention to your message
2. Text with at least three major points to convince legislators of your position
3. Eye-catching graphics to gain attention and support your arguments. Visual images should convey either something negative about your opponent's position or something positive about your position
4. On the back, you should attach a sheet that explains the purpose of each poster element displayed.

Remember that your billboard must gain attention and be persuasive in order for your client to accomplish his goal. As you plan your poster, consider how you may use color and emotional words or images that convey humor, fear, sympathy, etc. to assist you in convincing legislators.

Consult the models that your teacher has presented to help you as you plan for your own persuasive billboard.

Your billboard will be evaluated for its content and its composition according to the following criteria:

1. Poster clearly communicates ideas.
2. Poster demonstrates adequate understanding of the facts and arguments surrounding the controversy.
3. Poster presents persuasive evidence and arguments for the client's point of view
4. Poster components work together to provide a consistent argument.
5. Poster demonstrates a creative and unique synthesis of information to construct a persuasive argument
6. Poster is neatly done and visually appealing
7. Poster elements are clearly labeled and explained.

Project Checklist

Have your teacher review your ideas and initial your Checklist at each stage indicated below:

1. Brainstorm information and arguments to be included in poster.
2. Brainstorm poster message, images, and content.

3. Produce Rough Sketch

4. Produce final products: Poster, Explanatory Sheet attached to the back of poster

Assessment Rubric for Campaign Billboard

Assessment Criteria	Rating
I. Presentation Content	
1. Poster clearly communicates ideas.	
2. Poster demonstrates adequate understanding of the facts and arguments surrounding the controversy.	
3. Poster presents persuasive evidence and arguments for the client's point of view	
II. Presentation Composition	
1. Poster components work together to provide a consistent argument.	
2. Poster demonstrates a creative and unique synthesis of information to construct a persuasive argument.	
3. Poster is neatly done and visually appealing.	
4. Poster elements are clearly labeled and explained.	
Overall Assessment:	

Description of Criteria Ratings:

- 5 = Exemplary: Goes beyond expectations to create original, highly insightful work.
 4 = Competent: Meets expectations. Work is accurate and thorough.
 3 = Acceptable: Meets most expectations with only minor omissions or inaccuracies.
 2 = Needs Significant Improvement: Work has major omissions, inaccuracies.
 1 = Unsatisfactory: Fails to meet minimal standards for quality work.