

PR Campaign Billboard Assignment

You have been hired to develop a Public Relations Campaign to sway Virginians' opinion about whether there should be a state-supported religion. Your teacher will tell you which side has hired your design team. You will design a poster-size campaign billboard trying to convince the Virginia people of your client's position.

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 the American citizens 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 proposal sheet that explains to your client the purpose of each poster element displayed and why it will work to convince the public

Remember that your billboard must gain attention and be persuasive in order to sway American public opinion so that it is favorable for your client. 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 the American people.

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. Write out questions that challenge the position taken by opposing groups.
Think through and plan responses to possible questions that other groups will ask about your position.

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

Group Roles

Presenter 1: Explains the group's position on the lesson specific question. Formulates summary of poster's message on the back of the poster. Assists Strategist 1 in developing questions that support group's assigned position.

Presenter 2: Defends the group's position when questioned by audience. Formulates summary of poster's message on the back of the poster. Assists Strategist 2 in developing questions that challenge positions of opposing groups.

Strategist 1: Leads the group through the discussion of the document set that you analyzed. Leads the discussion of the documents' arguments and the major points needed to verbally convince the American public of the group's assigned position. Develops questions that help presenters support your group's assigned position. Rehearses presenter(s) to prepare for answers to questions. Asks questions after other group presentations.

Strategist 2: Leads the group through the discussion of the document set that you analyzed. Leads the discussion of the documents' arguments and the major points needed to verbally convince the American public of the group's assigned position. Develops questions that challenge positions of opposing groups. Rehearses presenter(s) to prepare for answers to questions. Asks questions after other group presentations.

Editor: Responsible for overseeing all pieces of poster to ensure that all visual and verbal arguments are consistent and fit together. Coordinates with Graphic Artist to ensure that verbal and visual arguments are consistent. Lays out written argument on poster.

Graphic Artist: Responsible for developing eye catching graphics to gain attention and support the group's arguments. Coordinate with the editor to ensure that visual and verbal arguments are consistent.

Assessment Rubric for Campaign Poster

Assessment Criteria	Group Rating	Weighted Individual Rating
I. Presentation Content		
1. Poster and presentation clearly communicate ideas. (Presenter's weighted individual component)		
2. Poster demonstrates adequate understanding of the facts and arguments surrounding the controversy.		
3. Textual elements of poster present persuasive evidence and arguments for the client's point of view (Editor's weighted individual component)		
4. Visual elements of poster present persuasive evidence and arguments for the client's point of view. (Graphic Artist's weighted individual component)		
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.		
III. Questions of Opposing View		
1. Questions are clearly stated and clearly demonstrate understanding of your client's position and of the opposing view. (Strategist's weighted individual component)		
Assessment Totals		
Subtotals for Group and Individual Rating Columns		
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.

Description of Weighted Individual Component:

Teacher will specify weight of individual component.