**Directions for Propaganda Poster Project**

Propaganda has incredible influence on swaying public opinion and political decisions. Propaganda during WWI was visible on all sides and played a significant role in the war effort. You and your partner are charged with the task of creating a poster for either (1) **Great Britain** or **Germany** and according to the country selected, whether they should (2) **continue the war effort** or **withdraw from the war**.

1. First, with your partner, determine which country you are going to create a poster for and whether you want to boost support for the war or withdraw. Write the objective of your poster and tools you will use on a piece of paper. Outline the image including the slogan and design on a piece of scratch paper.

Ask yourself:

\* What path should my country? Why?

\* How can I convey my position on a poster?

\* Will the poster elicit a strong emotional response?

\* Do the illustrations, colors, symbols and words adequately communicate the intended message?

1. Next, sketch your design on the paper provided in class. Ensure that all aspects of your poster (images, slogan, color, etc.) support your intended objective.
2. Work diligently with your partner to complete the poster in the allotted time. Be prepared to present your poster in front of the class and explain your poster including the objective and tools you used to achieve the intended purpose.
3. On a separate sheet of paper, neatly write your objective and tools you used in your poster. In one paragraph, explain how your tools support the objective of your poster. Be sure to write your names, date, and period, as this will be turned in with your poster.

**Propaganda Poster Scoring Rubric**

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| --- | --- | --- | --- | --- |
| **Category** | **7-10 Points** | **2-6 Points** | **0-1 Points** | **Points Earned Per Category** |
| **Position:**  **---------------** | Position is clearly identified on the poster. Position is clear and well focused. | Position is evident on the poster, but not clearly identified. | No position is identified on the poster. |  |
| **Poster Details** | The poster includes relevant and historically accurate details to support the poster’s message. The poster clearly communicates a persuasive message. | The poster includes supporting details, but some details are lacking in their historical accuracy or relevancy. The poster communicates a persuasive message. | The poster does not include historically accurate or relevant details in support of the poster’s message. Little or no persuasion is evident on the poster. |  |
| **Overall Presentation** | Poster uses color, visual images and words to clearly communicate the poster’s intended message. The poster is neat and cleanly presented. No errors in grammar or spelling that distract the viewer from the content of the poster. | Poster makes some use of color, visual images and words to communicate the poster’s intended message. The poster is lacking in overall neatness and presentation. Some grammatical or spelling errors, but minimally distract viewer from the content of the poster. | Poster does not use color, visual images or words to communicate the poster’s intended message. The poster is messy and is poorly presented. Many grammatical and spelling errors that distract the viewer from the poster’s content. |  |
| **Explanation** | Clear, thoughtful, and analytical explanation of how tools used to convey message of the poster support objective. No grammatical or spelling errors. | Explanation of tools used to support objective of the poster, but lack thoughtful analysis. Few grammatical or spelling errors. | Weak or non-existent explanation of tools used in the creation of the poster to support objective. Numerous grammatical and spelling errors. |  |

**Total Points Earned (40 Possible) \_\_\_\_\_\_\_\_\_\_**