

# 13 Colony Advertisement Project

You will be working in groups to create a flyer advertisement to persuade future colonial immigrants to choose your colony for their family in the “new world”.

Group guidelines:

- Groups should be **NO MORE** than 4 or 5 people
- Every person needs to have a role:
  - Historian- leads the group in researching relevant facts
  - Advertiser- leads the group in creating slogan and catchy phrases
  - Graphic Artist- In charge of the chromebook and designing the project
  - Salesperson- Lead the group in presenting colony flyer to the class

Directions: Follow the steps below to create your Advertisement flyer. Every group member **MUST** have a job and be an active participant in the creation process.

**STEP 1:** Historian and Advertiser need to collaborate to create a slogan and catch phrases.

\*Your advertisement must have a slogan that summarizes your colony’s most outstanding feature. For example, *Make your dreams come true with the rich soil of Virginia!*

This slogan identifies the availability of rich soil for farming in Virginia. It also tries to persuade people to move to Virginia by implying that they will become wealthy.

Slogan: \_\_\_\_\_  
\_\_\_\_\_

\*Your advertisement must also have 3 catchy phrases that describe other qualities of your colony, such as liberties, geography, climate, job opportunity, or government.

Catchy phrase 1: \_\_\_\_\_

Catchy phrase 2: \_\_\_\_\_

Catchy phrase 3: \_\_\_\_\_

**STEP 2:** Graphic Artist should design the layout of the flyer using an online source

Good sites to use are: *adobe spark, canva, smore, or google docs.*

\* Should include **4** visual images relevant to the colonial information researched.

\* Remember this is a group effort, I’m sure all group members have creative ideas to contribute.

**STEP 3: Review, Plan, and Share**

Review your completed work and plan out the presentation to the class. Share your project with the teacher. I have shared a document on Google Drive with you titled: **13 Colony Flyer Project links**. Copy and paste the link to view your project onto this shared document.

**STEP 4: Participation Reflection**

List your group members below. Each person is responsible for listing the tasks they actively contributed to for completing.

Name:	Individual responsibilities for completing the project:

**Answer the following questions AS A GROUP:**

1. Do you feel that the group collaborated well together? Why or why not?
  
  
  
  
  
  
  
  
  
  
2. What is one way that the group could have improved their collaborative skills overall?
  
  
  
  
  
  
  
  
  
  
3. Did you enjoy working on this project? Why or why not?