**WWII Propaganda Poster Project-Due April 12th**

**Directions:** You will be creating a propaganda poster based on the criteria below. Each class will be assigned a specific country and you must create a poster that represents that country and its views. **Your poster must be original, be your own work, and be colorful**. You are NOT allowed to use the computer to create your poster unless you get express permission from me. It needs to be something you have created! **Do NOT copy and paste a poster from online onto your poster**. If you do, you will receive a ZERO for this assignment! You will not be graded on your ability as an artist, but rather your ability to create an interesting, visually appealing, and meaningful propaganda poster. This project must be completed individually. See the rubric for complete grading information. Additional examples and information are located on the class website!

**Your poster must include (This is the base minimum, feel free to go beyond what’s listed):**

* Made on an 8 ½ x11 (standard) piece of paper or larger. NO binder paper or lined paper allowed.
* Must include at least one image, have color, be visually appealing, and neatly presented.
  + If 1 image, it should take up all or most of poster. Do NOT just put 1 little image on a blank piece of paper.
* Must include a slogan that relates to the image and views of the poster.
* Must be written from one of the “viewpoints” listed below.
* Must represent a view that would be held in the country you are representing and be accurate to the views, beliefs, and culture of the country.
* Be free from grammatical and spelling errors.
* Must attach the rubric on the back of your poster and have it completely filled out (this includes writing down what country and viewpoint you are representing). **Failure to do so will result in an automatic 50% deduction on your grade.**

Select one of the viewpoints listed below and create a propaganda poster using that viewpoint (and your country’s views/beliefs) as a guide when creating your poster. Make sure to write what viewpoint you are using on your rubric in the assigned space!

* **Emotional Appeal**: (i.e. fear, patriotism, guilt). Appeals to the emotions of your audience. For example, when a poster warns you that loose or careless talk could cost the lives of soldiers.
* **Bandwagon**: The basic theme of a bandwagon appeal is that “everyone else is doing it, and so you should too”.
* **Glittering Generalities**: The act of referring to words or ideas that evoke a positive emotional response from the audience without proof of evidence or supporting information. Virtue words are often used.. Glittering generalities include phrases such as “we believe in”, “fight for”, and “live by virtue”. They may also include words about which we have deep set ideas in, such as religion, good, proper, right, democracy, patriotism, freedom, family, love, etc.
* **Transfer:** the act of relating something or someone we like or respect with the idea being represented. Symbols are constantly used in this form of propaganda. Examples are Uncle Sam, the Nations flag, mascots, Nazi symbol (used positively in Germany), etc.
* **Name Calling:** The use of names that evoke fear or hatred in the viewer. The name calling technique links a person, or idea to a negative symbol. (Please be careful if you select this one. Posters must be appropriate for the classroom).

**Name:**

**Period:**

**Country Represented:**

**Viewpoint Used:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Excellent**  **3** | **Satisfactory**  **2** | **Needs Improvement**  **1** |
| **Message/Slogan** | The message of this poster is clearly identifiable. | The message of this poster is not clearly identifiable. | No clear message can be identified on poster. |
| **Viewpoint** | This poster clearly represents one of the viewpoints provided and the viewpoint is written on the back of the poster. | This poster does not clearly represent one of the viewpoints provided and/or the viewpoint is not written on the back of the poster. | This poster does not represent one of the given viewpoints and the viewpoint is not written on the back of the poster. |
| **Visual Appeal and Neatness** | The poster uses color, visual images and words to clearly communicate the poster’s intended message. The poster is neat, cleanly presented and visually appealing. | The poster makes some use of color, visual images and words to communicate the posters intended message. The poster is lacking in overall neatness, presentation, or visual appeal. | This poster does not use color, visual images or words to communicate the posters intended message. The poster is sloppy, lacks visual appeal, and is poorly presented. |
| **Target Audience & Accuracy** | The poster clearly and accurately represents the country assigned. | The poster does not clearly and/or accurately represent the country assigned. | There is no clear or accurate representation of the country assigned or the wrong country is represented. |
| **Grammar & Spelling** | The poster is free from grammatical and/or spelling errors that distract the reader from the content of the poster. | The poster has some grammatical and/or spelling errors that minimally distract from the content of the poster. | The poster makes many grammatical and/or spelling errors that significantly distract from the content of the poster. |