

Wanted!

Students to complete a sweet project for History class!

Advertising the Colonies

Mr. Kersey

For this super cool project you will create an advertisement designed to bring new people to the colonies.

... of Westburn before the roup.
... the roup to begin at ten o'clock forenoon precisely.

W A N T E D.

TO go to Maryland, a **BLACKSMITH**, a young man unmarried, bred to country buifnefs such as plough rous, axes, howes and can shoe a horfe, and any other thing that may offer, and will bind for four or five years. he will find good encouragement.
For further particulars, enquire at William Brown, Junr. merchant in Glasgow.

WHREAS a fea-fareing man, who lately came from Jamaica in one of his Majesty's flups of war, did

NOVA BRITANNIA
OFFERING MOST
Excellent Estates by Planting in
VIRGINIA.
Exceeding all Lands elsewhere offered
to Colonization.



LONDON
Printed by J. Sturges, at the Golden-Anchor, in Pall-mall.
1733.

Your advertisement should be in the style of a travel brochure or large poster. (You choose). It should be colorful and attractive. (It should be much more interesting than the ad above). It should tell the reader what sorts of good things they can expect if they come to your colony.

Make sure your ad is appropriate for the colony you choose. Think about the economy of your colony, and what people's lives there were like. For example you might create an ad seeking workers for a tobacco plantation in Virginia, or for a skilled laborer for Massachusetts. You might even try to get people to buy land in North Carolina.

Advertisements are meant to sell things, so it is important that your ad be attractive and interesting. No one will read a boring ad or brochure. Use text along with lettering, images, charts, graphs, and maps to help make your poster or brochure attractive to other people. We will see how well you do my posting your advertisement for everyone to see. Be creative.

Your brochure or poster should provide the following information in some way. Again, use text, images, graphs, or maps to provide this information.

- 1) What is the economy like in the colony you are advertising?
- 2) What are the social conditions? (Are people mostly rich landowners? Do most people own a small farm? Is slavery prevalent?)
- 3) What is life like in your colony? Are people religious?
- 4) Remember to indicate the colony being advertised, and the specific location. Are you trying to get people to move to a city or the country side?
- 5) All images you borrow from books or web sites must have a typed or handwritten citation below them.

Rubric:

This project applies to the **History, Economics, Culture, and Geography Standards**. It is worth a total of 100 points, 25 points for each standard.

A = Your project is outstanding. It addresses all the above elements and more. It is neat, colorful, creative, and reflects your best effort. It demonstrates your understanding of the economy and culture of the colony you are advertising. It is free from spelling, grammatical, mechanical, and factual errors.

B/B+ = Your project is very well done. It addresses all of the above elements and perhaps more. It is neat, colorful, creative, and reflects your best effort. It demonstrates your understanding of the economy and culture of the colony you are advertising. It is free, or almost free, from spelling, grammatical, mechanical, and factual errors.

C/C+ = Your project is acceptable. It addresses all the above elements. It is neat, colorful, and creative, but may not reflect your best effort. It demonstrates your understanding of the economy and culture of the colony you are advertising but may miss one or more elements. It may contain multiple but minor factual or other errors.

D = Your project is barely acceptable. It does not address all of the above elements, or it may only reflect a minimum of effort to do so. It does not clearly demonstrate your understanding of the above topics. It may contain multiple errors of various types. You'll need to redo it.

F = Your project is unacceptable. It does not meet even the minimum requirements or expectations. You'll need to redo it.