Make a poster that you would find in France that is designed to recruit new colonists to immigrate to the new colonies in North America.

Make sure you are targeting the right audience. Keep the following questions in mind and try to address 2 or 3 in your poster….…

* What kinds of rewards are there for moving?
* What kind of person do you want for settling new land?
* Why would someone want to leave France?
* What makes a poster attractive and eye catching?
* How does Imperialism and Colonialism play into the advertisement?
* Other?

Have fun with this! It’s also a way to decorate our classroom a bit and bring some life into the white walls!

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| **New World Recruitment Poster /30** |
|  | Not meeting expectations 0-3 | Beginning to meet expectations4-7 | Meeting expectations8-10 |
| Content | * Poster does not connect with content in class
 | * Poster makes connections and uses examples from life in France or the colonies during this period
 | * Poster makes accurate connections and uses examples from life in France and the colonies during this period
 |
| Appearance | * No thought and care taken in account
* No colour
* Rushed appearance
 | * Pictures relate to topic (thought)
* Presentation is eye catching- care taken
 | * Pictures relate to topic (thought)
* Presentation is tidy and eye catching (care)
 |
| Deadline (1,3,5 marks) | * Poster is more than a week late
 | * Poster is 1-5 days
 | * Paper handed in on time.
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