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Design Your Own Campaign!

1. Hire a campaign team. You're going to need…

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| A Speechwriter  The speechwriter is the one who writes the speeches the candidate gives to the public. Your job is to write a speech that will have everyone on their feet!  **Specific Task**: You will be in charge of writing a short speech (15-20 sentences) summing up what issues the candidate stands for and why the voters should vote for the candidate. *This speech will be given by the candidate to the class.* Write a short paragraph explaining why you chose to describe the candidate in the ways you did.  Speech Writer: |

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| A Publicist  The publicist’s job is to make the candidate look good. You need to come up with a catchy slogan that everyone will associate with the candidate, something that makes them want to vote for that person.  **Specific Task**: Come up with a slogan. One sentence that sums up your candidate. Write a paragraph explaining why you chose the phrase you did, and how it makes your candidate more appealing.  Publicist: |

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| A Candidate  Your job is to be the face of the campaign. You make the speeches, dress the part. It is your job to make sure the voters are going to vote for you.  **Specific Task**: Give the speech in front of the class. Pay attention to the clothes you wear on presentation day. Appearance is a very important part of being a candidate. Write a paragraph explaining why you should be chosen as President, and why you chose to dress and act the way you did.  Candidate: |

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| Graphic Designer  The graphic designer’s job is to create memorable graphics that will appeal to voters.  **Specific Task:** You will be creating the candidate’s logo, an image symbolizing the candidate and what they believe in. Write a paragraph explaining why you chose to design the logo the way you did.  Graphic Designer: |

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| Official Campaign Logo |

Candidate’s Speech:

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| --- |
| Official Campaign SLogan |

Candidate:

Remember, you are the face of this campaign. Without a convincing speech from you, the voters will never rally behind you to make you the President of the United States of America. Plan your clothing and behavior accordingly.

* What are you going to wear? Will you dress formally, in a suit and tie? Or casually in jeans and a t-shirt? What do your clothes communicate to the voters?
* How will you behave? Will you be funny and tell a joke first? Will you be serious? Will you smile a lot or look solemn? Why will this make the voters choose you over your opponents?

In the space below, write a 8-12 sentence paragraph explaining your choices and why you should be the next President of the United States.

Gave speech to class: 0 or 5 pts.

Evidence of preparation, speech either memorized or read very smoothly ./10

Good presentation etiquette, eye contact and clear, understandable speaking /20 pts.

8-12 sentences /5 pts.

Answered both questions /10 pts.

Ideas and Content /15 pts.

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Speechwriter:

Remember, you are the voice of this campaign. Without you, no one would be convinced to vote for the candidate.

* What issues are you going to stress? You candidate has a specific platform that they stand for. What issue do you think is the most important and why? Why will voters care more about that issue than any other?
* What kind of language did you use? Did you use a lot of big words? How will that appeal to voters? Did you write the whole speech in clichés and common phrases? Why? How will that help people want to vote for this candidate?

In the space below, write a 8-12 sentence paragraph explaining your choices and why your candidate should be the next President of the United States.

Explained speech to class: 0 or 5 pts.

Evidence of preparation, speech either memorized or read very smoothly ./10

Good presentation etiquette, eye contact and clear, understandable speaking /20 pts.

8-12 sentences /5 pts.

Answered both questions /10 pts.

Ideas and Content /15 pts.

Graphic Designer:

Remember, you are the artistic guide of this campaign. Without you, no one would be convinced to vote for the candidate.

* What main image, shape or object did you use for the slogan? Why did you choose to design the logo in that way? What message does it send to the voters? How will it help them remember you candidate and vote for him or her?
* What colors did you use? What do they symbolize? How will they convince voters to vote for you candidate?

In the space below, write a 8-12 sentence paragraph explaining your choices and why your candidate should be the next President of the United States.

Presented logo to class: 0 or 5 pts.

Evidence of preparation, speech either memorized or read very smoothly ./10

Good presentation etiquette, eye contact and clear, understandable speaking /20 pts.

8-12 sentences /5 pts.

Answered both questions /10 pts.

Ideas and Content /15 pts.

Publicist:

Remember, you are the lifeblood of this campaign. Without you, no one would be convinced to vote for the candidate.

* What word phrase did you choose to represent your candidate? Why did you choose that word or phrase? What does it emphasize about the candidate? What message is it sending to the voters?
* What font style did you choose to write the font in? What does this style represent? How does it add to the message of the logo? Why will it convince voters that this is the right candidate for the job?

In the space below, write a 8-12 sentence paragraph explaining your choices and why your candidate should be the next President of the United States.

Defended logo to class: 0 or 5 pts.

Evidence of preparation, speech either memorized or read very smoothly ./10

Good presentation etiquette, eye contact and clear, understandable speaking /20 pts.

8-12 sentences /5 pts.

Answered both questions /10 pts.

Ideas and Content /15 pts.