Colony Poster Assignment

You are going to create an advertisement on a poster to advertise for people to come to one of the three first colonies: Jamestown, Massachusetts Bay Colony, or Plymouth Colony.

You will need to include the following on the poster:

1. A border

2. Clean straight lettering

3. An advertising appeal based on the propaganda methods we learned at the beginning of class: card stacking, testimonial, Glittering Generalities, Plain Folk, or Bandwagon.

4. Five facts about the colonies (this can be written out or shown through a depiction)

5. A map of where the colony is

6. A slogan or a jingle about your colony

Answer these questions before creating your poster:

1. Who is your target audience?

2. What are the strengths of your colony?

3. What propaganda appeal will you use?

4. What is the purpose of getting people to come to your colony?

5.What is the problem with getting people to come?

6. From what point of view are you making the poster (are you a colonist or an owner of the company in England)?

7. What will happen to your colony if more people don’t come?

8. Tell me what is on your poster and why it is there.