**Create an Advertisement for Exploration (15 pts)**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period \_\_\_\_\_\_\_\_\_\_**

**Due**: **Friday, September 4th** **\*\*\*This rubric must be stapled to the front of your advertisement\*\*\***

*Imagine that you are working for a sailing company in a bustling European city in the early 1500s. Your boss has asked you to create an advertisement to post throughout the city to encourage young, able-bodied people to be a part of their next expedition to the New World. You know that the economy is tough and you need to prove your worth to your boss to keep your job, so this needs to be top-quality work.*

Using what you learned from the reading “Why Was There an Age of Exploration?” create the advertisement that you will submit to your boss (me). As you create your poster, make sure you include the following:

|  |  |  |
| --- | --- | --- |
| **COMPONENTS** | **Points Possible** | **Points**  **Earned** |
| **Slogan/Attention Getter**  *What’s going to make someone stop and read your poster?* | 2 |  |
| **Reasons to Join (at least three specific reasons)**  *Why would someone want to join this expedition? This is the most important part because it should demonstrate your knowledge of why countries/explorers took such great risks.* | 9 |  |
| **Illustrations**  *Include some pictures (hand-drawn of using other images) that will help “sell” your advertisement.* | 2 |  |
| **Spelling and Grammar**:  *Have you proof-read and revised as needed?* | 2 |  |
| Your advertisement can be created by hand or using a computer.  *Is your poster colorful? Professional? Eye-Catching?* |  |  |
| TOTAL POINTS | **15** |  |

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