



Name: _____

Class/Period: _____

Campaign Material Project

Class Officer - Part I: Research

Background: Leadership and problem solving skills are some the most important skills a qualified job applicant could possess. To help you prepare for leadership in the world of work, you have decided to take an active roll in your school by running for either a SkillsUSA officer position or Class Officer position. Group with another student in the classroom. One of you will be the candidate and the other will be the campaign manager. You are to design and produce the campaign material that will be used while you are running for office.

Assignment: 1. *Collect* at least 10 examples of campaign materials from the internet or printed material. (Color photographs of signage is permissible) These should be from all levels of the political system -- local, regional, state and national. They should reflect candidates from different political parties.

2. *Design a document* (InDesign or CorelDraw) to present these 10 examples. The document should have (at the minimum) the following items:

- The names of the two students and class period should be in the top, left corner of each page.
- Title for your document centered at the top of the first page and then as a header on subsequent pages.
- Group and label the 10 examples by level and political party. (Remember that your labels should be identical to each other and should match the design of your title)
- Label each example as to the source. (i.e.: The web site you found the example or location of the sign you photographed.)

Using the document you design, answer the reflection questions on the pages of this handout.

3. *Explore campaign imagery.* Look for colors, symbols, and images common to many of the campaign materials you've collected. Notice that many basic campaign materials use a palette of red, white, and blue. They abound with stars, American flags, eagles, and other patriotic symbols.

What message is the candidate trying to send when they choose such colors, symbols and images?

Most campaign materials will include the traditional political party symbols, a donkey for the Democratic Party and an elephant for the Republican





Party. These symbols were first used in a political cartoon back in 1874! Today they are used to quickly identify a candidate's party affiliation.

What Political Parties did you identify in your ads and what party symbol did they use?

- 1.
- 2.
- 3.
- 4.

4. *Explore slogans.* A slogan is a catchy phrase to persuade people to vote for a particular candidate. Write down a slogan you found in an ad that appealed to you as a voter:

What do you think is strong about that particular slogan? What is the candidate communicating?

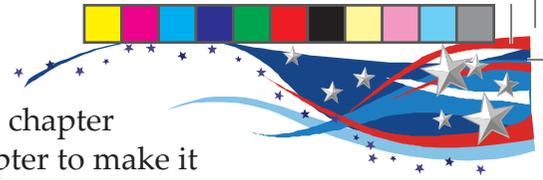
5. *Explore platforms.* A platform is the basis of what a candidate stands for; it is a public statement of the principles, objectives, and policy of a political candidate or party. For example, a candidate may be for tax reform, health care reform, gun control, pro-life or pro-choice. A candidate may verbalize their platform very plainly on their materials through written information. Sometimes, a candidate will simply insinuate their platform by strategic use of images or symbols.

Describe an ad where the candidate plainly stated part of their platform.

Describe an ad where the candidate used images only to communicate their platform.

6. *Explore you/your candidate.* Now you must think through your campaign. What do your fellow students need to know about you that would help influence them to vote for you? What skills and abilities do you and/or your candidate bring to the office? What makes you a stronger candidate than other students? What do you stand for?





What solutions do you have to issues that our school and/or chapter face? What would you change about our school and/or chapter to make it better?

List personality attributes that you/your candidate possess that you believe to be important for this office. i.e.: Shows honesty in all situations.

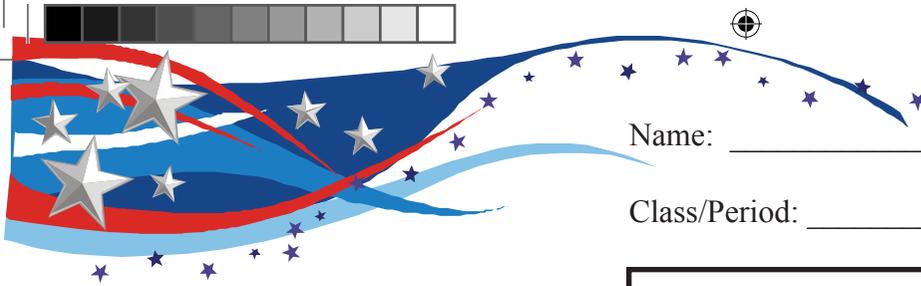
- 1.
- 2.
- 3.
- 4.
- 5.

Detail three parts of you/your candidate's platform.

- 1.
- 2.
- 3.

What slogan will you/your candidate use? It can be something catchy that involves your name, part of your personality or part of your platform. Remember, the job of a slogan is to assist voters in remembering who you are and what you stand for!





Name: _____

Class/Period: _____

Project Due Date: _____

Date Stamp: _____

Tiger GraphCom Grading Rubric

Attach to the top of your project, this side up. Make sure all pages of your project are date stamped.

Task	Pos- sible	Student Evaluation	Teacher Evaluation
<p>Project:</p> <p>1. Collection of 10 examples of campaign material used by political candidate:</p> <p>_____ examples x 2 points each = _____ points</p> <p>_____ sources labeled x 1 points each = _____ points</p>	30		
<p>Process:</p> <p>Student followed all instructions. All titles and labels are professional designed and match. Student planned carefully and neatly organized items on page.</p>	10		
<p>Creativity:</p> <p>Design was inventive & compelling. Work is patiently done; work as good as possible with clean construction. Work has a sense of being “finished”. Student applies design principles with great skill.</p>	10		
<p>Reflection Questions:</p> <p>Reflection question answers are insightful which shows an understand of material presented. Student uses full sentences and paragraphs where appropriate (all questions except listing questions need full sentences).</p>	30		
<p>Spelling/Grammar:</p> <p>There are no spelling and/or grammar mistakes in document or reflection questions.</p>	10		
<p>Project turned in by deadline :</p> <p>Project date stamped :</p>	10		
<p>Total:</p>	100		