



Colonizing Texas - Persuasive Advertising

Pretend you are Stephen Austin. Design a poster advertising the benefits of moving to Texas as part of The Old 300. The advertisement should point out the benefits such as cheap land, fertile soil, and abundant resources. Use the text and class work as a reference. Use the Rubric below to evaluate your final product.

Advertising Texas Grading Rubric

Poster	BEST EFFORT	ACCEPTABLE EFFORT	MINIMAL EFFORT	NO EFFORT - PART IS MISSING
THE POSTER IS PERSUASIVE AND CONTAINS DETAILS ABOUT LIFE IN TEXAS	25 pts. (<u>persuasive</u> poster with details)	20 pts. (poster not as persuasive, <u>or</u> few details)	15 pts. (poorly composed poster with very few details)	0 pts. (no work)
INFORMATION IS ACCURATE FACTUALLY AND CONTAINS ELABORATION	25 pts. (all info is accurate and writing contains elaboration)	20 pts. (all info is accurate but there is limited elaboration)	15 pts. (writing contains inaccurate information or minimal elaboration)	0 pts. (no significant factual info and no elaboration)
GRAMMAR, PUNCTUATION, SPELLING ARE ACCURATE	25 pts. (no major mistakes in spelling or grammar)	20 pts. (some mistakes in spelling or grammar)	15 pts. (major mistakes in spelling or grammar)	0 pts. (no evidence of attention to spelling or grammar)
VISUALLY APPROPRIATE	25pts. (visuals are accurate and enhance the topic)	20 pts. (visuals are mostly correct and enhance the topic)	15 pts. (visuals are inaccurate or do not enhance the topic)	0 pts. (visuals are not used)
EXTRA POINTS FOR CREATIVITY, NEATNESS, INTERESTING FACTS OR DETAILS	From 1 - 20 points.	Your extra Points		
TOTALS				
YOUR GRADE				
COMMENTS				