

SENIOR SOCIAL STUDIES

MOCK ELECTION

Name: _____ Period: _____

Your nominee is selected, and the campaign has officially begun! Your task as a party is to now get your candidate elected. To do this, you will be working in one of three groups working on different projects – a website team, a video team, or a printed materials team. You will also need to have everything approved by both the nominee and the party chairmen (Mr. Peyton or Mr. Caldwell) before it goes live.

Regardless of which team you are on, you must include at least **two** of the following propagand techniques:
Testimonials Bandwagon Name-Calling Glittering Generalities Card Stacking Plain Folks Transfer

Website Team	Video Team	Printed Materials Team
<p>You will be using weebly.com to build a website to promote your candidate and your party's stance on the issues. All of the editing is done in the super-easy-to-use in-browser site builder, and everything is stored in the cloud once it is added. Best of all it's free.</p>  <p>Plan Your Strategy Your website must include the following elements <u>at a minimum</u>:</p> <ul style="list-style-type: none"> • A home page featuring the candidates' names, pictures, slogan, and party name. • A page about the candidates' backgrounds. These should be fictional since this will be available to the public. Be creative. • A page that lists where the party and/or candidate stands on the issues. The candidates will be supplying this information for you to use.. • At least two of the propaganda techniques you learned about. The slogan, for example, is a great way to incorporate a glittering generality. You may also want to stage photographs to include others. Smart phones make excellent tools for this. <p>Create an Account First, go to weebly.com and create a free account. Select Education as the category for your website, since it is a school project. Make sure you record your login information (username and password), and share it with everyone who will be editing the site.</p> <p>Build the Site! With just a few simple tools (including Microsoft Paint), you can create a great-looking site with custom text and images. The site editor is easy and intuitive, using a simple drag-and-drop interface to add elements and move them around.</p>	<p>You will be using Windows Movie Maker to create at least one video advertisement for your candidate. Having someone in the group with a smart phone (especially an iPhone) will be a good idea, since they take great video that can easily be transferred to the PC.</p>  <p>Plan Your Strategy Your video must include the following elements <u>at a minimum</u>:</p> <ul style="list-style-type: none"> • Your candidates' names, pictures, and a slogan, and their statement that they approve of the message. • EITHER a positive message telling voters why they should vote for your ticket. • OR a negative message telling voters why they should not vote for your opponent. • At least two of the propaganda techniques you learned about. Plan your video segments accordingly. For example, you may want to stage your candidates shaking hands and working with others, or doing something that makes them look smart, popular, responsible, decisive, etc. <p>Videography Tips Remember the drawbacks of shooting video with a smart phone.</p> <ul style="list-style-type: none"> • Hold your phone <u>sideways</u> to get the "wide screen" shot, as opposed to the narrow vertical shot. • Speak loudly and clearly if you are using audio with the video – smart phone microphones aren't the best. • Remember to bring in your USB charger cord on work days, so you can transfer your raw footage to the computers in the lab. • Take advantage of the features of Movie Maker. You can add pictures, text, music, transitions, animations, and even voiceover audio. 	<p>You will be using Microsoft Word to create at least a poster (to duplicate and hang around the school) and a flyer (to pass out on get-out-the-vote day) to promote your candidates and your party for the upcoming election.</p>  <p>Plan Your Strategy Your printed materials must include the following elements <u>at a minimum</u>:</p> <ul style="list-style-type: none"> • Your candidate's names, pictures, and slogan, as well as the party name. • Your campaign's website link, so students can go find more information. • At least two of the propaganda techniques you learned about. Because you will have less "space" – virtual or otherwise – to get your message across, things like pictures and slogans must be more carefully planned. A well-staged photograph can speak volumes, and a good choice of text font and layout can have a major impact. • Flyers should be a half-page in size (so that they can be duplicated two-per-sheet) and may include information on the back. • You need to design a basic poster to fit on a standard 8.5x11 sheet of printer paper, but may also create a few larger posters to place in key locations around the school. • Make sure to get everything approved by both your candidates and a party chairman before printing anything off. • You may design and create buttons and/or stickers, but they are not required. <p>Be Courteous Other teachers and administration are already aware of the campaign, but you should still ask permission individually before hanging up posters in their room or passing out flyers.</p>

BRAINSTORM

Your first task will be to plan your strategy. Refer to the list of required items for your particular project, and make sure you include them. Use the space below to sketch out your strategy as a group – either figuratively or literally. The video team, for example, will need to have someone set up a “story board” to plan out what they want to include and when.

The website team will need to set up a “site map” to plan what to include on each page, and where. The printed materials team will need to create a rough draft of their poster or flyer. You must get your idea(s) approved by a party chairman (Mr. Peyton or Mr. Caldwell) before moving forward to produce the final product.

A large, empty rectangular box with a thin black border, occupying the lower two-thirds of the page. It is intended for students to sketch out their project strategy as a group.