Project: Colonial Brochures  Aguado/Gewitz

 (25 points)

Congratulations! You work for England’s most prestigious advertising firm. Representatives from one of the 13 British colonies in North America have hired the firm to develop a promotional brochure to attract settlement. The firm has given you the assignment. You must create a pamphlet in which you do the following:

 -give a brief history of the colony (be sure to explain reasons for its establishment)

 -Briefly discuss the political, economic and social characteristics that define the colony

 -Identify what you think sets your colony apart from the others

 -Include four pictures that best represent your colony

You should keep in mind your audience-are they poor farmers, aristocrats, debtors? Who are you trying to attract to your colony?

Remember, although you want to paint each colony in a positive light, do not misrepresent the facts.

DO NOT SIMPLY COPY FACTS OR TEXT FROM WEBSITES

Alternative Assignment: Make a TV commercial rather than a brochure, and present your commercial to the class. (for this option you can work in pairs)

Due Date: Monday September 28