

## Propaganda Poster

Propaganda is a specific type of message aimed at serving an agenda. During the First World War and the Second World War the Canadian government used propaganda posters to spread particular ideas or points of view to citizens of Canada. The government used posters as propaganda because television had not yet been invented, not everyone owned or had access to a radio, and posters were the most effective means of getting a message across to a large audience. You will create a propaganda poster designed to persuade Canadian citizens on the Homefront during the First World War or the Second World War to do or believe in something. While planning your propaganda poster, be sure to conduct research on popular Canadian propaganda posters that were used effectively during wartime.

**Choose a topic for the Propaganda Poster:**  
 - Recruiting men to join the armed forces  
 - Recruiting women to serve as nurses overseas  
 - Encouraging citizens to support the war efforts financially by buying victory bonds  
 - Encouraging citizens to conserve resources on the home front

<b>CATEGORY</b>	<b>Exceeding Expectations 4</b>	<b>Fully Meeting Expectations 3</b>	<b>Minimally Meeting Expectations 2</b>	<b>Not Yet Within Expectations 1</b>
<b>Understanding</b>	Displays an excellent understanding of a topic. Image and title are clever and relevant	Displays an advanced understanding of a topic. Image and title are clear and relevant	Displays an okay understanding of a topic. Image and title are unclear.	Displays an insufficient understanding of a topic. Image and title are unclear/irrelevant.
<b>Persuasiveness</b>	Compelling message is bolstered by symbolism, labeling, and exaggeration.	Convincing message is bolstered by symbolism, labeling, and exaggeration.	Believable message is bolstered by symbolism, labeling, and exaggeration.	Unconvincing message is not bolstered by symbolism, labeling, and exaggeration.
<b>Style</b>	Uses colour, shape, size and arrangement of drawings to add visual appeal.	Uses colour, shape, size and arrangement of drawings in a neat and attractive way.	Uses colour, shape, size and arrangement of drawings, but they may be a bit messy.	Uses colour, shape, size and arrangement of drawings, but they are messy/distracting.
<b>Completeness</b>	Resembles a finished product. The artist utilizes the entire page.	Resembles a nearly finished product. The artist utilizes most of the page.	Resembles a fairly finished product. The artist utilizes some of the page.	Resembles a partially finished product. The artist utilizes little of the page.

**TOTAL** \_\_\_\_\_ / 16