

Social Studies – Extra Credit Project

Due: December 10, 2012

Create either a poster or a brochure advertising one of the 13 colonies. The advertisement should encourage people to move to your colony and should include:

- **Colony Name** (including a catchy slogan)
- **Location** (including a map)
- **Geography** (What is the land like?)
- **Jobs** (What do most people do for a living?)
- **Religion** (What religion(s) does your colony welcome?)
- **Climate** (What is the typical weather?)
- **Agriculture** (Can you grow crops easily?)
- **Government** (How is your colony governed? Can only certain people vote?)
- **Education/Recreation** (What do people do for fun? Are there schools?)
- **Other Reasons** (What makes your colony special?)

Make sure your ad is appropriate for the colony you choose. Think about the economy of your colony and what people's lives there were like during the 1700s. For example, you might create a “Help Wanted” poster seeking workers for a tobacco plantation in Virginia or for an artisan/apprentice in Massachusetts. You might advertise religious freedom in Rhode Island or tolerance in Pennsylvania. You may even encourage people to come to Georgia to start a new life. Remember, you are trying to persuade fellow settlers to move to your colony; focus on the positive things that your colony has to offer.

Advertisements are meant to sell things, so it is important that your ad be attractive and interesting. No one will read a boring ad or brochure. Use descriptions along with colorful illustrations and maps to help make your advertisement stand out.

