

Mini-Brain Campaign Poster Criteria

Effective Use of Design	Effective Use of Text	Effective Use of Color	Captures Our Hearts	Shows Personality/ Values/ Leadership Qualities	Neatness of Presentation	Effort

✓+ = My work demonstrates thoroughness, thoughtfulness and attention to detail throughout

✓ = I did everything that was asked of me with some degree of thoroughness, thoughtfulness, and attention to detail

✓- = I skimmed the surface of this aspect

– = I neglected to think about this

<p style="text-align: center;">Effective Use of Design</p>	<p>Is your page balanced? Do the design aspects help capture our attention? Is a message conveyed through design?</p>
<p style="text-align: center;">Effective Use of Text</p>	<p>If you created a slogan, is it catchy? Does it capture and convey your message?</p>
<p style="text-align: center;">Effective Use of Color</p>	<p>Think about Clinton's red pantsuit in the first debate. Have you given thought to how color will help convey your message?</p>
<p style="text-align: center;">Captures Our Hearts</p>	<p>Remember what Raj Chouhan told us about effective campaign posters: they should capture our hearts and help us relate to you. How will you do that?</p>
<p style="text-align: center;">Shows Personality/Values/ Leadership Qualities</p>	<p>Your poster should tell us something about you – some combination of personality, values, and/or leadership qualities. Look at the portrait of President Obama in the package. What does that photo tell you about him, as a person and leader?</p>
<p style="text-align: center;">Neatness of Presentation</p>	<p>Look back at the Obama package. Notice how neatly it is prepared? Neatness of presentation helps convince us of the seriousness of your intent. If it is pleasing to the eye, you have a greater chance of being pleasing to the heart and thereby win our votes.</p>

Take some time to look at the portrait of President Obama in the Obama package. Notice the way he is standing. Notice his smile. Notice what he is wearing. Notice the setting. Notice the American flag in the background. Notice the pin on his lapel. Notice the color of his tie and the color of the curtains. What message is being conveyed in these details?