

Campaign for Mini Brain Checklist

Due Dates:

Campaign Day: **December 12**—this is when you will deliver your speech

Full draft of campaign speech due **Monday, November 27**

Final draft of campaign speech due **Monday, December 4**

Poster, Interview, and Creative Choice: one of each of these aspects is due on **November 6, 13, and 20**. You decide what order you complete them in.

Preplanning

- Reread the Obama packet from beginning to end
- Go through the list of Leadership Qualities and put a star or checkmark beside the ones you think you embody naturally
- Create a web to brainstorm the stories you might tell about the qualities on your narrowed down list
- Finalize which three leadership qualities you will use as the center of your campaign
- Create a web to brainstorm the types of things you think would make Room 105 a better, more effective, more cooperative, more fun place to live and work in, including why you think those changes are important
- Research: find examples of political candidate or representative websites—what do you notice? What works? What doesn't work?
- Brainstorm what form of government you might form, and why
- Brainstorm what types of images might be key to your campaign visuals
- Brainstorm what colors might be key to your campaign visuals; think, Why?
- Brainstorm what common themes might work their way across your campaign materials
- Brainstorm what design elements might run through all of your materials, to help each item feel like it's part of a cohesive whole
- Choose which order you are going to approach your required aspects in (Poster, Interview, Creative Choice)
- Add due dates to each aspect on the checklist

Campaign Poster—Due Date _____

- Reread the marking sheet and the descriptions of each marking aspect
- Spend time with the photo of Obama, re-noticing arrangement, details, overall message
- Find examples of other campaign posters
- Brainstorm possible slogans
- Draft out maybe ideas in comp book
- Consider how leadership qualities are being represented
- Consider how your vision is being represented
- Create a full draft in comp book
- Compare draft against the marking sheet
- Be brave and begin the work
- Remind self to focus on clarity of communication: what am I doing to make my ideas clear?
- Resist the impulse to judge self against others
- Leave time to make thoughtful edits and alterations
- Remind self it is only grade 6/7
- Remind self that pride in one's work is the most important aspect
- Take Final Artist Moment
- Hand in
- Do something nice for yourself

Interview—Due Date _____

- Carefully reread the marking sheet, paying particular attention to the second page
- Reread President Obama’s answers to the interview questions
- In your comp book, make notes about what you want your public to take away from your interview—what feelings do you want to instill in them? What image do you want to create of yourself?
- Draft out an honest response to each question
- Consider how you will meet the criteria for each aspect of the marking sheet. In what ways do you need to alter your answers?
- Consider how your leadership qualities are being made clear in your answers. In what ways do you need to alter your answers?
- Brainstorm in your comp book how you will meet the design aspect of this part of the project—what options are available to you with images (if any), font, color? How do those options contribute to your message and the vision of you that you are trying to sell?
- Consider how you are using your common themes, visuals, and colors in this part of the project
- Begin crafting your final draft of your text
- Proofread your text sentence by sentence, looking for errors in spelling and punctuation
- Read your text out loud, listening for errors in sentence construction
- Read your text out loud, listening for “realness”—do you sound like a human being?
- Add your design elements
- Ask a peer to proofread for you; then incorporate feedback
- Consider how what you see and what you read contributes to theme of your campaign
- Reread the marking sheet
- Take Final Artist Moment
- Hand in
- Do something nice for yourself

Creative Choice—Due Date _____

- Carefully reread the marking sheet, paying particular attention to the second page
- Reread the biographies of Sunny and Bo Obama
- In your comp book, brainstorm ideas of how you *might* approach this part of the project—how many possibilities can you come up with?
- Consider what parts of you as Leader might have not been addressed in your Poster and Interview—what opportunities does this Creative Choice present to express things you haven't yet had the chance for?
- Reread the brainstorming you did about themes, visuals, colors, slogans and the decisions you made about those aspects—is there room for those ideas in this piece?
- Create a draft of your text
- Sketch out how you are going to approach the design aspect of the Creative Choice
- Create a draft of how your text and your design will work together
- Create full draft
- Reread the marking sheet—have you done your best to meet the criteria? Is there anything you need to add/alter/edit?
- Consider how what you see and read contributes to your campaign message
- Proofread all text, sentence by sentence
- Read all text out loud, listening for errors and opportunities
- Ask a peer to proofread for you; then incorporate feedback
- Take Final Artist Moment
- Hand in
- Do something nice for yourself