

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	Effort

- ✓+ = My work demonstrates thoroughness, thoughtfulness and attention to detail throughout
- ✓(+)= My work mostly demonstrates thoroughness, thoughtfulness and attention to detail throughout; I may have one or two areas where I didn't quite apply this way of working
- ✓ = I did everything that was asked of me with some degree of thoroughness, thoughtfulness, and attention to detail
- ✓~ = I did almost everything that was asked of me; I may need to focus a little more on thoroughness, thoughtfulness, and/or 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? Are there common design elements that run through all of your campaign materials, helping to make your campaign package a cohesive whole?</p>
<p style="text-align: center;">Effective Use of Text</p>	<p>Is your slogan catchy? Does it capture and convey your message?</p>
<p style="text-align: center;">Effective Use of Color</p>	<p>Think about Obama's tie and the border and text colors on his interview page. Have you given thought to how color will help convey your message?</p>
<p style="text-align: center;">Captures Our Hearts</p>	<p>Advice from former South Burnaby MP Raj Chouhan on 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>An effective poster tells 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;">Effort</p>	<p>Look back at the Obama package. Notice how much thought and care went into its preparation. Thoughtful 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 how blindingly white his teeth are. 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. Notice the expensive watch, casually shown. Notice the suit and the hair. What message is being conveyed in these details?