**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Block: \_\_\_\_\_\_\_\_\_\_\_\_\_**

**COME TO CANADA**

**Immigration Poster**

You are wealthy land owner in Upper or Lower Canada and you are trying to entice people to come from Europe or the USA to Canada. Your job is to design a poster which illustrates the wave of immigrants that have already settled in Canada in the early 1800s and now you must try to attract more. Remember some of the historic events and images you have seen in your textbook and in class. Your poster must be visual and historically accurate

***Objective: To create an advertisement to attract immigrants to Upper or Lower Canada.***

***Poster Composition:***

1. Create a “catchy” slogan to capture people’s interest to your poster.
2. Choose appropriate symbols that represent the types of people you want to come to Canada and integrate them into your visuals.
3. Choose words that properly describe Canada in the early 1800s and integrate them into your images.
4. Either draw, cut or cut & paste images depicting land, buildings, etc. of the periods.
5. Using a plain piece of paper (letter size 8 ½ X 11 inch), construct an advertisement which is designed by the British government or wealthy land owner to attract settlers from Britain to Upper or Lower Canada.

***Hints & Reminders:***

1. Review and list the reason Upper Canada wanted immigrants during the early nineteenth century.
2. Review and list the type of immigrants Upper Canada wanted and needed and the incentives offered to potential immigrants to come over.
3. Draft an advertisement using words/pictures to persuade potential immigrants to come and live in Upper Canada.
4. Keep in mind who the British government is targeting.
5. Make sure it is colourful, eye catching, and attractive.
6. Remember you want to be persuasive and appealing.
7. Must be historically accurate. Keep in mind the times we are referring to.

**Marking Criteria:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **1** | **2** | **3** |
| **Slogan**  | Slogan is neither catchy nor historically accurate. | Slogan is catchy and accurate but lacks relevancy. | Slogan is catchy and accurate and is relevant to poster. |
| **Symbols** | Includes 1 or 2 symbols and may not be representative of the times | Includes 3 or 4 symbols but may be unrepresentative of the times. | Includes 4 or more symbols that are historically representative of the times. |
| **Words/Content** | Includes 1 or 2 words and may not be historically accurate. | Includes 3 or 4 words that may or may not be historically accurate.  | Includes 4 or more words that are historically accurate. |
| **Pictures/Images** | Drawings or images are limited and not historically accurate | Drawings or images are present and may not be accurate or fill the paper | Drawings or images are present and are fully accurate and fill the paper. |
| **Presentation** | Space is not well used and poster appears unorganized. | Use of space is adequate. Attempt is made to be organized.  | Good use of space. Well organized and detailed. Words are clear and accurate. |

**Evaluation:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Slogan**  | **/3** | **Total Marks:** |  **/15** |
| **Symbols** | **/3** |
| **Pictures/Images**  | **/3** |
| **Words** | **/3** |
| **Presentation** | **/3** |