COLONY BROCHURE

DECEMBER 2015

MR. LYNCH'S CLASS

Common Core Standards

CCSS.ELA-LITERACY.W.5.2
Write informative/explanatory texts to examine a topic and convey ideas and information clearly.

CCSS.ELA-LITERACY.RI.5.6
Analyze multiple accounts of the same event or topic, noting important similarities and differences in the point of view they represent.

CCSS.ELA-LITERACY.W.5.4
Produce clear and coherent writing in which the development and organization are appropriate to task, purpose, and audience.

CCSS.ELA-LITERACY.W.5.5
With guidance and support from peers and adults, develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach.

CCSS.ELA-LITERACY.W.5.6
With some guidance and support from adults, use technology, including the Internet, to produce and publish writing as well as to interact and collaborate with others; demonstrate sufficient command of keyboarding skills to type a minimum of two pages in a single sitting.

CCSS.ELA-LITERACY.W.5.7
Conduct short research projects that use several sources to build knowledge through investigation of different aspects of a topic.

CCSS.ELA-LITERACY.W.5.8
Recall relevant information from experiences or gather relevant information from print and digital sources; summarize or paraphrase information in notes and finished work, and provide a list of sources.

Colony Brochure

Introduction: Imagine that you and your partner are an advertising firm in 1760. You have been hired by a colony to create a brochure that will persuade people to settle in that colony. Amazingly, thanks to some random time traveler dude named Marty, you have access to Google Docs so you'll be creating a digital brochure. That's a sure way to impress future settlers!

1. Basic Selling Points. Start by reviewing the basic colony information from History Alive and other books you find in the library, and then list the top "selling points." These are the features of the colony that would be most attractive to someone looking for a new colony to call home. Selling points could relate to jobs, location, natural resources, who lives there, freedoms, acceptance, and government. Also, remember that skilled advertisers are good at "turning negatives into positives." For example, Massachusetts has very cold winters. To some, that might be a "negative" - not something you would want to advertise. However, the cold climate meant there were fewer germs in the air than in the warmer climates, and life spans in Massachusetts tended to be longer than in the middle or southern colonies. That's a positive selling point! Here's how you would write about it and another selling point in note form:

Colder Climate
- colder longer in NE year than MC, SC
- fewer germs; less disease
- longer lifespans than warmer climates

Puritan Worship In MA
- founded by Puritans for religious freedom
- most MA colonists Puritans
- Puritan males allowed to vote
for Governor and other officials

Basic Selling Points For: _____

2. Additional Selling Points. The information page is introductory. You will need to conduct additional research about your colony prior to 1760. Take notes in your notebook, and write one selling point and its details per idea. The main topics are government, jobs, history/founding, population, climate and weather. In addition to notes about government, jobs, founding, population, climate and weather, and geography and resources, here are some other topics to consider:

3. Organization & Presentation

Brainstorm a list of specific topics or facts you want to include in the brochure and a potential list of graphic features (maps, charts, graphs, lists, etc.). Match the topics with the features by drawing attaching lines. Not every topic needs to have a graphic feature, but most should.

Specific Topics	**Graphic Features**

4. Narrow It Down. Make decisions about exactly which parts of your brainstorm list will go into your project. Highlight them.

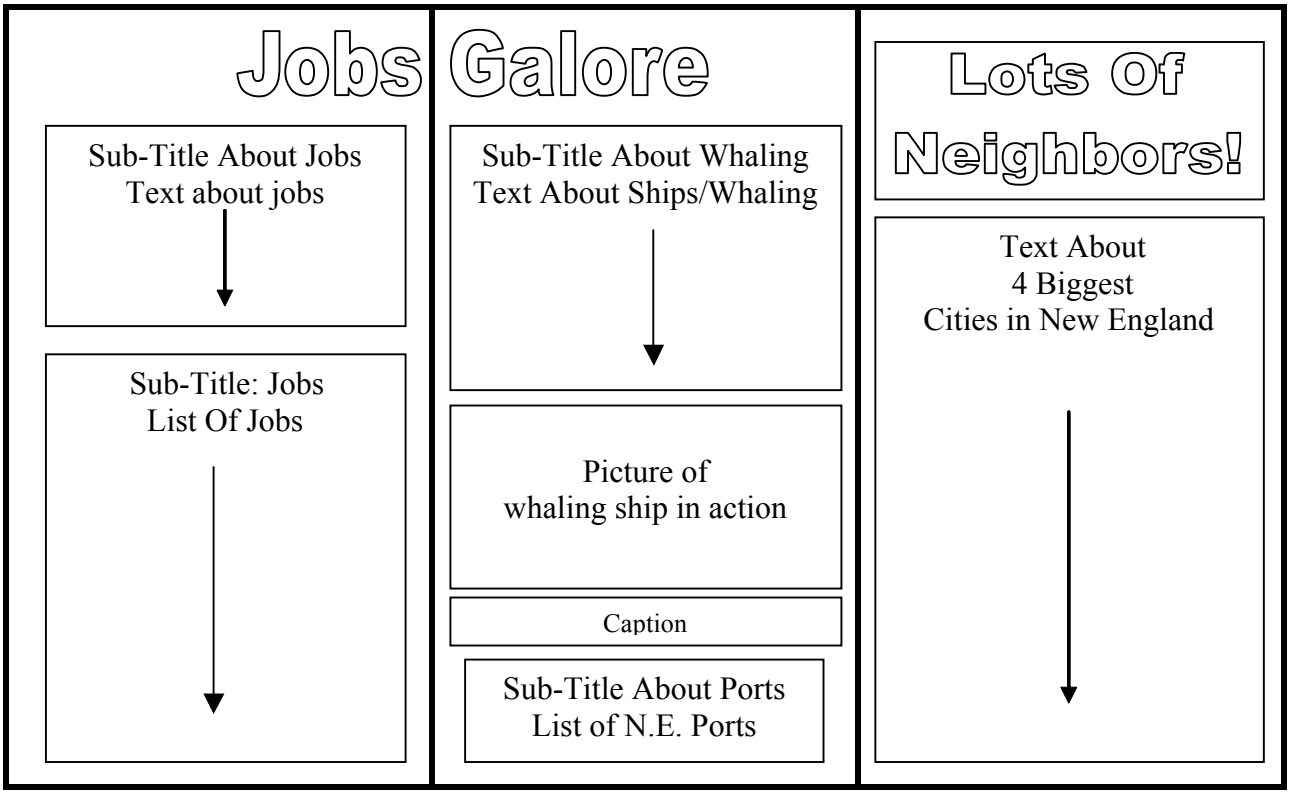
5. Get Feedback: Show your idea list to a peer and explain how you plan to use the information and graphic features. Write down any helpful feedback in note form:

6. Choose Your Template: You are creating your brochure on Google Docs, but to make it easier, you will be choosing a pre-made template. (If you want to do your brochure "from scratch" please see me first to discuss.) The easiest way to find the Google Docs templates is to Google the phrase "google docs templates." Once you click on the link make sure to go to *Public Templates*. Your brochure must be a two sided tri-fold brochure so be sure your template is, too.

7. Make A List: List all of the different parts of the brochure that have to be created. Use it as a checklist. Mark a check in the right column when you are done.

Item	☑

8. Create a two sided "draft." A draft is a rough plan of the brochure. Use plain paper, a ruler, and a pencil. You should write down all the information that you plan on including in your final Google Docs version. Your notebook, with all of the notes you wrote down, should be in front of you at all times during this stage. Include a rough sketch of graphics you want to use as well. These do not have to be fine pieces of art, but should at least be recognizable as what you will be using later. Below is an example of just one side (3 panels) of a brochure about the New England colonies, although no graphics are included in this example. Fold your plain white paper into thirds before you start the draft.



9. Start working on the actual brochure: Go back to your Google Docs template, and start creating the real brochure. You could make changes at any time – it's your brochure. However, your draft will give you a great starting point.

10. Revise, Edit, Revise, Edit, Revise, etc: Check over your brochure carefully with your partner for areas you could improve. Read the brochure aloud to see if a few word changes would make it sound better. Check carefully for spelling and grammar mistakes.

11. Share the brochure with Mr. Lynch: Share the Google Doc with Mr. Lynch, and you are finished. Yeeeaaa-haaaa!

Colony Teams

New England Colonies

Massachusetts *(Kayla/Ravi)*

Rhode Island *(Cody/Angelina)*

Connecticut *(Toby/Julia)*

New Hampshire *(Ariella/Aidan)*

Middle Colonies

New York *(Katelyn/Colby)*

Pennsylvania *(Jack M./Carly)*

New Jersey *(Charlotte/Jack J.)*

Delaware

Southern Colonies

Maryland *(Jae/Mackenzie)*

Virginia *(Emily/MJ)*

North Carolina *(Chris/Grace)*

South Carolina

Georgia *(Ben/Danielle)*