

**The Northwest Passage Advertisement**

Congratulations! You have just been promoted to the position of Head Advertisement Manager at Leferhistory Inc. Your first assignment as the manager is to develop a persuasive yet honest advertisement for a famous explorer who attempted to discover the Northwest Passage. As manager, you have the freedom to choose which explorer you want to represent (John Cabot, Giovanni da Verrazano, Jaques Cartier, Samuel de Champlian and Henry Hudson) and you must make sure that the advertisement you create is one that will convince people to join the crew of whichever captain you choose. However, you must be straightforward to your audience, you must explain the dangers of such a voyage while still making the trip sound like a worthwhile adventure.

**Goal**: You have been hired by a famous explore to create an advertisement to join his crew and sail to the Northwest Passage.

**Role**: Head Advertisement Manager at Leferhistory Inc.

**Audience**: Young European adventurers (ages 15-30)

**Situation**: A route to the Northwest Passage must be found, but you need to recruit crew members to help!

**Product**: A persuasive yet honest advertisement that will convince Europeans to sail to the Northwest Passage. It can be in the form of an iMovie, poster, newspaper ad, etc.

**Standards/Requirements:** You must include: 1. The background and expertise of the explorer that you are representing

2. Relevant dates during which the trip will take place

3. Relevant maps and locations

4. Vocabulary words from our Northwest Passage vocab sheets (at least 6).

5. Information about who financed the trip/country explorer sailed for

6. The benefit of taking this trip and potential dangers.

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| Rubric Category | Description | Score |
| Historical Accuracy and Depth of Content | All information is historically accurate and relevant. All pertinent information is provided and expanded upon in detail in the words of the students. | /20 |
| Creativity and Effort | Information is presented in a creative way that is engaging to the viewer. Student clearly spent a great deal of time and effort constructing their presentation. | /20 |
| Organization and Neatness | Information is clearly presented in a logical and organized way. Project is and aesthetically pleasing. | /20 |
| Spelling/Grammar/Mechanics | No spelling, grammar or mechanical errors exist and the presentation is completely coherent and understandable. | /15 |
| Requirements | Project meets all requirements stated in the directions, thoroughly and thoughtfully. | /25 |

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