

**Election 2020 Project****Directions:**

Students will be working with a partner (or individually) to create the following “Platform Guide Candidate Packet Guide.” This Guide will outline all of the information necessary to inform your classmates about your newly formed political party and candidate. You are to research current political ideology to give your group a frame of reference, but most of the information in this project (and all of task 4) should be original work.

The following Tasks are to be completed:

**Task 1: Political Platform (40 Points)**

Your group will build a political party platform reflecting a distinct political viewpoint for the 2020 Presidential Election. You and your partner must research and formulate policies on **FOUR** of the following issues:

- National Defense (Expand? Cut-back? Maintain?) Remember to explain why.
- International Relations (Development projects/involvement with other nations)
- The Environment (Improve? Maintain? How will it impact big businesses?)
- Energy (Energy sources, energy efficiency)
- Education (Standards, testing, state freedom)
- Social Welfare Programs (Expand? Cut-back? Maintain? How will we pay for it? Who will be affected?)
- Immigration (Amnesty? Close the borders?)
- Taxation (Increase to support programs? Decrease to spark economic growth?)

For each issue you will also write up an explanation on where your party fits on the political spectrum (which we have discussed in class). You are also required to draw a political spectrum for each issue, and place your party’s ideas in the correct location on the spectrum (Four total, where does your stance fall?).

The information above is to be typed, double spaced, and organized neatly under headings.

**Task 2: Political Spectrum (16 Points)**

You are to draw a political spectrum and label where the overall ideas of your party fall (based on the four issues together, where on the political spectrum is your party).

**Task 3: Cover Page (12 Points)**

Your packet should have a cover page which shows your party logo and party name. Both should reflect your party platform. This will act as page 1 of the packet – but tasks 1 and 2 are to be completed before you develop your cover page.

**Task 4: Your Candidate (12 Points)**

Create a party leader to run for President. Your group is to give your leader a name, gender, age, educational background, work experience, and political experience. Provide a detailed explanation of why this person was to chosen to lead the party.

**Task 5: Campaign Poster and Slogan (16 points)**

Students will be creating campaign mini-posters which will help the public understand more about your political party. You should include the political party name, the name of the candidate, a slogan or catch-phrase, and some information describing their platform policies.

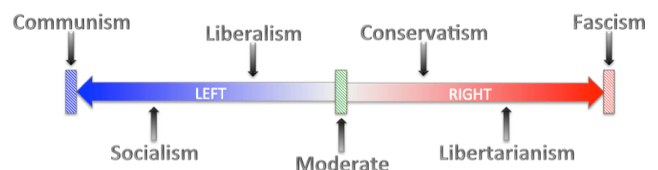
**Task 6: Campaign Speech (16 Points)**

It should be persuasive and informative. The speech is to last at most, 3 minutes. You may deliver the speech as a group or decide on a person to deliver the speech – all group members must have a hand in writing the speech which is to be delivered. The speech must also be submitted in written form to be assessed. The written form should be typed and double spaced.

**\*\*Formatting Note**

In addition to the directions above, all written portions of the project must follow the formatting guidelines below:

- Typed
- 12 pt. font
- Double-spaced
- Title
- Organized neatly under headings (if necessary)



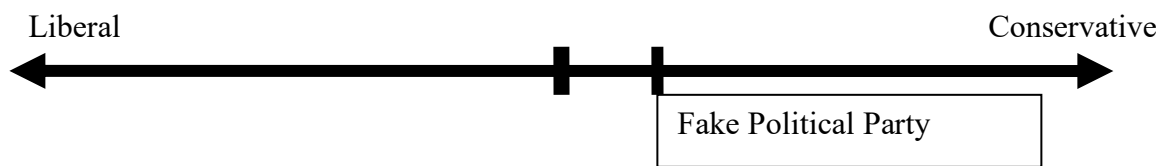
# Project Examples

## Task 1 Example:

### National Defense:

-The Fake Political Party believes it is important to defend our nation through a highly trained, highly equipped military. The Fake Political Party believes that it is crucial to prepare our troops with the best training and equipment which will allow them to effectively defend our nation. Because of this, the expansion of the military will not be necessary, therefore the budget cost would remain the same, but the money would be better spent.

## Task 2 Example:



The Fake Political Party is represented on the above Political Spectrum. After evaluating the political party platform, you will notice that our views are split depending on the platform topic. For example, as a party, we recognize the need for a strong military but will maintain spending by using the budgetary money in different ways. As for our other platform ideals....(discuss how the other platform ideals fit into your political spectrum).

## Task 4 Example:

We would like to introduce our candidate, William Few. William has a degree in Political Science from Harvard University as well as a degree in Macro-Economics from Yale. William continued his work at Harvard University as a professor of Political History for 10 years before moving into politics in his home town. William has worked in politics both locally, as mayor of his town as well as nationally, as a Senator representing the great state of Maryland. William is 48 years old, and is married to his wife, Catherine and is very proud of his three daughters.

## Campaign Project Rubric

Group Member Names \_\_\_\_\_

Category	Score				
	1	2	3	4	
<p style="text-align: center;"><b>Task 1</b> Party Platform</p> <p>Total Points: <u>40</u></p> <p>Earned: _____</p>	<ul style="list-style-type: none"> <li>• Topics are not defined and/or lack clarity.</li> <li>• Stances are incomplete.</li> <li>• Research is unrelated or inaccurate.</li> <li>• Supporting details are lacking.</li> <li>• Contains little to no original ideas or thoughts.</li> <li>• Ideas fall into incorrect spectrum location.</li> <li>• Summary does not reflect spectrum location.</li> <li>• Format does not follow rubric and directions.</li> <li>• There are significant spelling and grammar errors.</li> </ul>	<ul style="list-style-type: none"> <li>• Some topics have not been defined or lack clarity.</li> <li>• Some stances are incomplete or lack clarity.</li> <li>• There is little research to support each stance.</li> <li>• There are few supporting details used to defend each stance.</li> <li>• Few ideas presented are original.</li> <li>• Ideas fall near incorrect spectrum location.</li> <li>• Summary rarely reflects spectrum location.</li> <li>• Format is inconsistent with the rubric and directions.</li> <li>• There are several spelling and grammar errors.</li> </ul>	<ul style="list-style-type: none"> <li>• All four topics have been defined, but may lack clarity.</li> <li>• A stance has been taken on all topics, but is not always clear.</li> <li>• Most research is related to the topic.</li> <li>• Some supporting details are used to defend policy stance.</li> <li>• Contains some original ideas.</li> <li>• Ideas fall near correct spectrum location.</li> <li>• Summary generally reflects spectrum location.</li> <li>• Format is mostly consistent with the rubric and directions at times.</li> <li>• There are some spelling and grammar errors.</li> </ul>	<ul style="list-style-type: none"> <li>• All four topics have been clearly defined.</li> <li>• A clear stance has been taken on all topics.</li> <li>• Research relates to topic.</li> <li>• Supporting details and other research defends policy stance.</li> <li>• All ideas presented are original.</li> <li>• Includes multiple examples of how policies will be pursued.</li> <li>• Idea falls into correct spectrum location.</li> <li>• Summary clearly reflects spectrum location.</li> <li>• Illustration is neat and clear.</li> <li>• Format follows rubric and directions.</li> <li>• There are few, if any, spelling and grammar errors.</li> </ul>	<p>_____ X 10</p>
<p style="text-align: center;"><b>Task 2</b> Political Spectrum</p> <p>Total Points: <u>16</u></p> <p>Earned: _____</p>	<ul style="list-style-type: none"> <li>• Political party falls into incorrect spectrum location.</li> <li>• Illustration appears rushed and sloppy.</li> <li>• Format does not follow rubric and directions.</li> </ul>	<ul style="list-style-type: none"> <li>• Political party falls on incorrect spectrum location.</li> <li>• Illustration is unclear..</li> <li>• Format follows rubric and directions at times.</li> </ul>	<ul style="list-style-type: none"> <li>• Political party falls near correct spectrum location.</li> <li>• Illustration is generally neat and clear.</li> <li>• Format mostly follows rubric and directions.</li> </ul>	<ul style="list-style-type: none"> <li>• Political party falls into correct spectrum location.</li> <li>• Illustration is neat and clear.</li> <li>• Format follows rubric and directions.</li> </ul>	<p>_____ X 4</p>

Continued on back.

Category	Score				
	1	2	3	4	
<b>Task 3</b> Cover Page Total Points: <u>12</u> Earned: _____	<ul style="list-style-type: none"> <li>Significant information is missing.</li> <li>Party name &amp; logo lack neatness and originality.</li> </ul>	<ul style="list-style-type: none"> <li>Some required information is present.</li> <li>Party name &amp; logo are lacking neatness and originality at times.</li> </ul>	<ul style="list-style-type: none"> <li>Most required information is present.</li> <li>Party name &amp; logo are generally neat and original.</li> </ul>	<ul style="list-style-type: none"> <li>All required information is present.</li> <li>Party name &amp; logo are neat and original.</li> </ul>	_____ X 3
<b>Task 4</b> Party Leader Total Points: <u>12</u> Earned: _____	<ul style="list-style-type: none"> <li>Candidate information is severely lacking.               <ul style="list-style-type: none"> <li>Name</li> <li>Age</li> <li>Gender</li> <li>Educational background</li> <li>Work experience</li> <li>Political experience</li> </ul> </li> <li>Candidate background lacks a political connection.</li> <li>Summary never connects candidate to political party.</li> <li>Format does not follow rubric and directions.</li> <li>There are significant spelling and grammar errors.</li> </ul>	<ul style="list-style-type: none"> <li>Some candidate information is complete and original.               <ul style="list-style-type: none"> <li>Name</li> <li>Age</li> <li>Gender</li> <li>Educational background</li> <li>Work experience</li> <li>Political experience</li> </ul> </li> <li>Candidate background rarely has a political connection.</li> <li>Summary loosely connects candidate to political party.</li> <li>Format is inconsistent with the rubric and directions.</li> <li>There are several spelling and grammar errors.</li> </ul>	<ul style="list-style-type: none"> <li>Most candidate information is complete and original.               <ul style="list-style-type: none"> <li>Name</li> <li>Age</li> <li>Gender</li> <li>Educational background</li> <li>Work experience</li> <li>Political experience</li> </ul> </li> <li>Most of the candidate's background relates to politics.</li> <li>Format is mostly consistent with the rubric and directions at times.</li> <li>There are some spelling and grammar errors.</li> </ul>	<ul style="list-style-type: none"> <li>Candidate information is complete and original.               <ul style="list-style-type: none"> <li>Name</li> <li>Age</li> <li>Gender</li> <li>Educational background</li> <li>Work experience</li> <li>Political experience</li> </ul> </li> <li>Candidate background relates to politics.</li> <li>Summary connects candidate to political party.</li> <li>Format follows rubric and directions.</li> <li>There are few, if any, spelling and grammar errors.</li> </ul>	_____ X 3
<b>Posters</b> Total Points: <u>16</u> Earned: _____	<ul style="list-style-type: none"> <li>Contents lack neatness and originality.</li> <li>Contents are unrelated to the political party.</li> </ul>	<ul style="list-style-type: none"> <li>Contents lack neatness and originality at times.</li> <li>Contents are loosely related to the political party.</li> </ul>	<ul style="list-style-type: none"> <li>Content and illustrations are mostly neat and original.</li> <li>Content and illustrations are generally related to the political party.</li> </ul>	<ul style="list-style-type: none"> <li>Contents are neat and original.</li> <li>Contents are clearly related to the political party.</li> </ul>	_____ X 4
<b>Speech</b> Total Points: <u>16</u> Earned: _____	<ul style="list-style-type: none"> <li>Persuasive techniques are lacking throughout the speech or ad.</li> <li>Speech or ad does not deliver an effective message to the voters.</li> </ul>	<ul style="list-style-type: none"> <li>Few persuasive techniques are utilized during the speech or ad.</li> <li>Speech or ad delivers a vague or incomplete message to the voters.</li> </ul>	<ul style="list-style-type: none"> <li>Some persuasive techniques are utilized during parts the speech or ad.</li> <li>Speech or ad attempts to deliver an effective message to the voters.</li> </ul>	<ul style="list-style-type: none"> <li>Persuasive techniques are utilized throughout the speech or ad.</li> <li>Speech or ad clearly delivers an effective message to the voters.</li> </ul>	_____ X 4

TOTAL \_\_\_\_\_ / 112