

# Creating an Advertising Poster

## The Context

Due to overpopulation in the United States, the federal government is considering the institution of a two-child law. According to the version that narrowly passed in the House of Representatives, no family would be permitted to have more than two children.

Furthermore, families that abide by this law will receive the following benefits:

- a salary bonus;
- paid medical, dental, and hospital expenses; and
- priority access to housing, employment, and schooling for the two children.

On the other hand, families who do not abide by the law and have three or more children will be subject to the following penalties:

- withdrawal of partial salary;
- loss of medical, dental, and hospital benefits; and
- demotion or discharge from job.

The vote is now moving into the Senate, and your Senator has asked you to launch a campaign lobbying either FOR or AGAINST this law. You have decided to create posters to display throughout your community.

## What You Must Do

- Decide if your position is FOR or AGAINST the proposed law.
- Find a like-minded partner.
- Using 9 x 12 plain paper, create an advertising poster.

## Your Poster Must Include:

- a persuasive statement that defines your position;
- at least one reason to support your position; and
- a graphic representing your position (this may be hand-drawn, computer-generated, or from a magazine).

## Your Poster Should:

- be visually appealing in terms of layout, print, graphic choice, neatness, etc., and
- be mechanically correct (i.e., no spelling or usage errors).