

Broadside Project Rubric: Recruitment Poster

Objective: Assuming the perspective of a colonial protester to the Stamp Act, create a broadside (recruitment poster) modeled after the example from the Continental Congress and the Sons of Liberty recruiting soldiers and sailors into the Army and Navy. The broadside should include the following information:

- 1) Discuss why the Stamp Act was not Constitutional, explaining the meaning of the phrase “no taxation without representation”;
 - 2) Persuade other colonists to either join a) the boycott of British goods (non-importation movement) or, b) the vigilante protest movements (like the Sons of Liberty) by reflecting on the effectiveness of violence and intimidation. The broadside should be persuasive, well-organized, and visually appealing.
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Criteria

1. **Heading (15 points)**
 - **Exceptional (15 points):** The heading is highly attractive, bold, and clearly conveys the message. It captures attention and is visually striking.
 - **Good (10 points):** The heading is clear and conveys the message but may lack some visual appeal or boldness.
 - **Satisfactory (5 points):** The heading is present but not particularly engaging or clear.
 - **Needs Improvement (0-4 points):** The heading is unclear, unattractive, or missing.
2. **Paragraph Argument Against the Stamp Act (25 points)**
 - **Exceptional (25 points):** The argument is clear, persuasive, and well-supported with two pieces of strong evidence. Demonstrates thorough understanding of “no taxation without representation.”
 - **Good (18 points):** The argument is clear and supported with evidence but may lack depth or thoroughness explaining “no taxation without representation.”
 - **Satisfactory (10 points):** The argument is present but weakly supported by evidence or lacks clarity.
 - **Needs Improvement (0-9 points):** The argument is unclear or unsupported by evidence.
3. **Argument Concerning the Utility of Violence (25 points)**
 - **Exceptional (25 points):** Provides a well-reasoned argument for and against the use of violence, supported by clear and relevant evidence. Demonstrates a balanced and thoughtful approach.
 - **Good (18 points):** Provides an argument for and against violence with some evidence but may lack depth or balance.

- **Satisfactory (10 points):** Discusses violence but lacks depth or sufficient evidence for both sides of the argument.
 - **Needs Improvement (0-9 points):** Lacks a clear argument or sufficient evidence regarding the use of violence.
4. **Contract to Join Agreement (20 points)**
- **Exceptional (20 points):** The contract clearly outlines terms for participating in the non-importation agreement or vigilante protest movement. It is detailed and convincing.
 - **Good (15 points):** The contract includes terms for participation but may lack some detail or clarity.
 - **Satisfactory (10 points):** The contract is present but lacks detail or clarity regarding terms of participation.
 - **Needs Improvement (0-9 points):** The contract is unclear or missing.
5. **Space for Participants to Sign (10 points)**
- **Exceptional (10 points):** There is ample, clearly designated space for participants to sign, and it is well-integrated into the design.
 - **Good (7 points):** Space for signatures is included but may be somewhat unclear or not well-integrated.
 - **Satisfactory (5 points):** Space for signatures is present but not clearly designated or integrated.
 - **Needs Improvement (0-4 points):** Space for signatures is missing or poorly designed.
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Total Points: ____ / 100

Comments: