Animal Farm Political Campaign Poster

**Task**: The animals have just chased Farmer Jones from his property and are now in control of Animal Farm! The farm is looking for a new leader, and each animal is interested in the position. Your task is to choose which pig from *Animal Farm* you feel makes the best leader and create a political campaign for him. Through your campaign, you will encourage the other animals on the farm to vote for your character.



**Step 1: Choose your candidate.**

You may choose from the following characters:

* Snowball
* Napoleon

If you were an animal on the farm, who would you

want to be your leader?

**Step 2: Create a propaganda poster to publicize your animal’s campaign.**

Just like the posters used by presidential candidates during campaign season, your poster must advertise your animal’s qualifications to be Animal Farm’s leader. Your poster must include:



* **At least one** **propaganda technique** – this can be communicated through your slogan OR illustration (**three earns a higher score**)
* **LARGE BOLDFACE headline**, centered across the top of the page (ie: Elect John Snow for President)
* A **catchy** **slogan** that communicates your animal’s vision for Animal Farm (Consider the slogan “Four legs good, two legs bad” used by the pigs in the novel as you create your own slogan.) Your slogan must be unique – no copying from TV commercials or magazine ads. The slogan should capture the essence of your candidate.
* **An attention-grabbing** **illustration.** This should be a graphic image of the candidate or something relating to the candidate or his political cause.
* Campaign posters do not have paragraphs. They have **bulleted lists** providing highlights about the candidate.
* **Your animal’s name** (displayed prominently)
* **Your poster can be hand drawn or done on the computer.**
* Enhance the look of your poster with more graphics and text where you see fit.
* Format the size, style, placement of text and other elements on the document so that it looks professional.
* Include your name on the back of the assignment.

See the rubric for how you will be scored.