COLONIZATION PROJECT

You are from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ colony and have lived a very happy life in America for 5 years. Life is good but your colony desperately needs new settlers or it might not make it. Fearing disaster, you get a job as a ***real estate agent*** and sail off to England to convince people to settle in your colony. America is a very tough sell; people are afraid to just pack up their bags and leave England.

Assignment: In a group of 3 or 4, your will accomplish two tasks:

1. Develop a **real estate brochure** for your fellow classmates (prospective settlers). This brochure will provide basic information on your colony.
2. Give a **presentation** to the class on your colony. You must act as a salesperson and ***sell*** the colony to the class.

**Here are your responsibilities broken down into steps…**

**Step One:** Research – FIND information

Find and read information related to your colony. I will provide a list of web sites for you to state (Weeble list). As you research, write down interesting and important pieces of historical evidence about your topic that you want to present to us. DO NOT GO ON TO STEP TWO UNTIL THIS IS DONE.

**You must create a bibliography page for this project.**

**Step Two:** Collaborate and discuss your findings

Compile a list of consistent ideas that runs throughout the sources you research. Every colony is unique in some way. Your job is to identify this uniqueness.

**Step Three:** Make a CLAIM about your colony that you will “sell” to us

Ask yourself this question: Of all the information I learned about my colony, what is the single-most important characteristic about my colony that makes it unique? Write it out in a sentence. (This is your CLAIM)

**Step Four:** Make your brochure

See Checklist

BROCURE REQUIREMENTS CHECKLIST:

Your brochures, and presentations, must contain all of the following information!

\_\_\_ 1. Where

- Where is your colony located?

- Is it a Southern, Middle, or Northern colony? What’s the difference?

\_\_\_ 2. Who

- Who was involved in the founding of your colony?

- What population(s) lives there? Nationalities? Religious groups? Why?

- Who is in charge of governing your colony? Why?

\_\_\_ 3. When

- When was your colony founded?

- What are any other significant dates in the early history of your colony?

\_\_\_ 4. What

- What is life like in your colony?

- What is going on there socially? Politically?

- What makes it different from the other colonies? How is it similar?

\_\_\_ 5. How

- How was your colony’s founding funded?

- How does geography dictate life in your colony?

- How do people make a living there?

\_\_\_ 6. Why?

- Why did your colony come to exist?

- What reasons did people have to settle there?

- Why should someone move to your colony?

\_\_\_ 7. Images

- Include at least two images

- One of these should be a geographic representation of your colony

\_\_\_ 8. Sell it!

- Persuade your reader to come to your colony!

- This is your CLAIM

**Step Five:** Planning your sales pitch

Now the creative part comes in. You will design how your group is going to sell your colony to the rest of the class in the context of a 3- to 5-minute presentation. It is very important that all of the group members participate equally during the presentation.

Here are the components of an effective presentation:

* Introduction—Come out and tell us what your claim is. Do not leave us guessing. Grab our attention somehow.
* Body (the evidence!)—Prove your claim through a series of highly entertaining AND informative activities. After each activity, make sure you relate it to the claim of your presentation. Come out and tell us exactly how it relates to your claim. (Warrant!)
* Conclusion—end strong. Remind us again what your claim was. Come out and tell us!! Show us the TRUTH of what you are trying to prove. The truth of your claim should be obvious after the presentation is completed

**Step six:** Rehearse your presentation

Practice, practice and practice. During your practice, constantly ask yourself the questions "Am I selling my colony well enough?” Do I have a compelling claim?"

BEST OF LUCK! We are really looking forward to see what you produce!