

Name: _____

Date: _____

Due: **Monday 2/10**

New Deal - Poster Project

Guiding Question - "How can we instill hope in times of crisis?"

Imagine...

"It is the 1930s, and you are a struggling artist, without a job. Life is hard for everyone who has lost their job, but especially for artists whose work isn't 'valuable'....

*But one day you receive a call from the boss Harry Hopkins of the **WPA's (Works Progress Administration)** art program, the **Federal Art Project (FAP)**. He is willing to give you a job if you can create a poster that spreads the message to Americans about one of the New Deal's many programs..."*

----- Your Assignment: -----

- **Create** a poster in the style of 1930s posters made by New Deal Artists
 - This poster is intended to send a hopeful message to the Americans.
- **Write** a short summary of your poster *explaining the choices you made:*
 - Level 1: Just the facts
 - Ex. What images, symbols, colors, shapes, textures did you use?
 - Level 2: Analysis
 - Ex. Why did you choose these symbols? What emotions does your poster express?
 - Level 3: Place your poster in a Historical Context
 - Ex. Who is the audience of the poster? (you can choose all of america or a certain group)

Program for My Poster: _____

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The Poster Must Include:

- The name of the Program you chose (*and the Acronym ex. WPA for Works Progress Administration*)
- The year it was created
- A sentence telling the poster's audience what the program is trying to do.
- At least one symbol or image that represents the message of your program (TVA has a hand with a lightning bolt)



	4 Exceeds	3 Meeting the Target	2.5 Approaching	2 Starting	1 Minimal
LT1 "I can assess the social, political, economic and military conflicts that faced the greatest generation"	The poster demonstrates a strong understanding of the New Deal's programs and messages that posters were intended to send.	The poster demonstrates an understanding of the New Deal's programs and the messages that posters were intended to send.	The poster is connected to LT but does not demonstrate sufficient understanding of the New Deal or programs.	Your poster and summary demonstrates minimal understanding of the causes of the New Deal or its Programs.	Your poster and summary does not demonstrate any basic understanding of the causes of the New Deal or its Programs.
ST2 I can clearly convey information and ideas through effective organization	Time was spent effectively brainstorming, drafting, sketching. Strong attention to detail. Use of artistic elements. Intentional use of color, lines, and emphasis.	Time was spent brainstorming, drafting, sketching Shows attention to detail, not very messy Demonstrates thought went into artistic elements. Intentional use of color, lines, and emphasis.	Some time spend brainstorming, drafting, and sketching. Some attention to detail, though needs improvement. Some thought went into artistic elements such as color, lines, and emphasis.	Low amounts of planning went into the poster. Low attention to detail. Minimal use of artistic elements (lacking color, design, or emphasis)	No planning No demonstration of effort artistically.

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Model Summary for New Deal Poster

Level 1: *(Just the facts)*

In my poster I chose Japan's Mt. Fuji, as a symbol. Mt. Fuji is Japan's tallest mountain and is a worldwide symbol of the country. Behind Mt. Fuji is a 'rising sun' also a symbol for Japan. I used four colors in my poster: red, blue, black, and white. Also, I wrote the date that the club was started (2020), the name of the club, and a slogan for the club.

Level 2: *(Analysis - Explain your choices)*

I chose to use Mt. Fuji and the 'rising sun' as symbols for a couple of reasons. First, Mt. Fuji is a famous landmark for Japan, and many people recognize it from famous pieces of art and pictures of Japan. The rising sun is part of the Japanese flag, and is also one of the nicknames for Japan (the land of the rising sun). Both of these symbols and the blue color behind the mountain give the poster a 'mysterious' feeling, which I hope will make people curious about the club.

Level 3: *(Connect to history - Explain what the message meant to the audience)*

My club was made in the spring of 2020. The audience for the poster was students at the Springfield Renaissance school. People who already had an interest in Japan or other cultures were probably more likely to join the club. For people that had an interest in Japan, but didn't know how to explore more, I think this poster would inspire a hopeful message that they can connect with real people from across the world.