

APUSH FINAL PROJECT

So, You Want to be President!?!?

Due Date: Friday, May 19th, 2023

Purpose: To synthesize the content from the course and to develop your political identity and values.

Assignment: Create a campaign commercial and poster for the 2023 Presidential election

a. Each group must create 2 components for their campaign

1. Campaign Commercial (90 seconds maximum length). The commercial is going to air at your Political Party's nominating convention.
2. Campaign Poster

b. Each component must include the following content

1. 2 Foreign Policy Goals, programs, or initiatives
2. 2 Domestic Policy goal, programs, or initiatives
3. Historical precedents: your campaign has to pick one President that you were inspired by/are following in the footsteps of & one President that you are criticizing.
4. Connection to Current events (your Foreign Policy and Domestic Policy goals have to be based upon the current Political events that are shaping our world today).
5. Candidates: Each component of the project, commercial and poster, must reference the roles of the Vice-President and the 1st member of the Cabinet
 - a. Vice-President: what will be their area of expertise? How will they help the administration accomplish its Domestic and Foreign Policy goals?
 - b. 1st Member of the Cabinet: the cabinet position that you appoint first is an indicator of the policy priorities for the administration. Choose wisely and incorporate this within the themes of your commercial and your campaign poster.

c. **Grading**

- a. Each component of the project is worth 50 points for a total of 100 points.
 1. Presentation/Design: 10 points
 2. Foreign Policy: 10 points
 3. Domestic Policy: 10 points
 4. Presidential precedents: 10 points
 5. Connection to current events: 10 points

Procedures:

1. Groups: (Create the group & assign roles)

- a. Each group must have a candidate for President, Vice-President, and a nominee the 1st member of your cabinet.
- b. Each role (POTUS, VPOTUS, Cabinet Member) must be represented within both the Campaign Poster and the Campaign Commercial

2. Research: Use all of the content from our class, class discussions, and valid research to develop your political values and goals/programs

3. Create the Video

- a. The program that you use to create the video is up to you.
- b. The video has to be a minimum of 30 seconds, with a maximum length of 1 minute
- c. The video must include all 3 candidates: President, Vice-President, and 1st member of the Cabinet

4. Create the Campaign Poster

- a. The Poster has to be a visual representation of your Foreign Policy and Domestic Policy goals

5. Present the poster and video to the class

- a. The campaign commercial and the campaign poster will be viewed, and discussed, in class.
- b. There will be a “Press Conference” following each video. Questions will come from the “reporters”. The reporters are the members of the class (including the Teacher).
- c. The Press Conference is the last opportunity for the candidates to clearly express their Campaign goals and address any areas of concern.