# United States History

Unit 1 Project: Brochure for a Conqueror

Directions: You are going to offer a “how-to” brochure for an aspiring conqueror based on what you have learned about the colonization and conquest of the Americas between 1492 and 1800.

Using Microsoft Publisher or Word (or drawing your brochure by hand), on one side of the brochure only, prepare a typical brochure layout of three columns:

|  |  |  |
| --- | --- | --- |
| Column 1* Catchy introduction and title to your brochure
* Note your intended audience (who would want to learn to be a conqueror?)
* What you promise to teach your would-be conqueror in the brochure.
 | Column 2* Characteristics of a Good Conqueror
* Preparations for Conquest: tools, supplies, people, information
* Where to colonize (what areas are best for conquest?)
 | Column 3* How to deal with native peoples
* How to set up a colony
* How to make your colony profitable and successful
* Conclusion – Remind conquerors of key points
 |

Key Elements of Brochure Design:

* Short, key phrases and sentences – get to the point quickly; don’t waste words
* Eye-catching terms—draw attention to important points using boldface, color, italics, and font changes
* Clean, readable layout – help your reader navigate easily from one point to the next; don’t distract from important points
* Powerful images – clipart or pictures that help get your point across
* Name/Contact Info – Either on column 1 or column 3, include your name and contact information so that the would-be conqueror can learn more if he or she wants

Hints for Success:

* Don’t get caught up on describing specific European colonizers (French, Spanish, or English). Focus on traits that they have in common.
* Focus on the key elements of success in colonization and conquest: dealing with native populations (gaining control) and establishing a profitable colony that can feed itself, attract settlers, and turn a profit.

Grading:

* *80% will be based on content* – how specific your ideas and suggestions are within the context of the period from 1400 to 1800. Don’t suggest that your colonizers carry grenades, for example. Your ideas should be realistic and based on class notes, your textbook, and other class resources.
* *20% will be based on design* – a design which shows evidence of care and concern for the layout and selling of the information.

Due Date: The brochure is due \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.