



CREATIVE THINKING:

Fluency/Flexibility

If you were a Presidential campaign manager for one of the Presidential candidates, how would you promote a positive image of your candidate? Make a list of many, varied, and unusual ways that you could help get your candidate's name out to the public in a positive way.

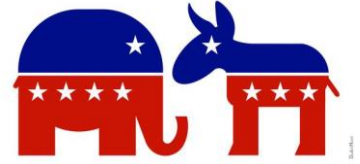


PLANNING-

Bumper Sticker or Campaign Poster

Think of all the steps needed to design a bumper sticker or campaign poster and put the steps in order.

CREATIVE THINKING: Originality/Elaboration



Design

Sketch at least THREE different designs for a bumper sticker and/or campaign poster for your candidate. Try to think of unique designs that no one else will use. Think of new, original slogans that you might add. What images or symbols might you incorporate in your design?



DECISION MAKING



1. List your three campaign slogans from the previous page.

- 1.
- 2.
- 3.

2. Write at least three questions (criteria questions) to help you evaluate your alternatives.

Examples – What would my audience think of this message?
Will this design invite new voters to support my candidate?

- 1.
- 2.
- 3.

3. Ask yourself each question for each design. Use your answers to help make a decision on the best design. Use the back to complete your answers.

4. State your **final decision** and give many, varied reasons for your decision. Turn your criteria questions into statements below.

ELECTIONS

FINAL PRODUCT

Create your design below. You may also create your design on the computer.