Lesson 3 - Creating a Campaign Website

Standards: National Council for the Social Studies
NCSS 4**:** Individual Development and Identity
NCSS 10**:** Civic Ideals and Practices

Objectives:
SWBAT (students will be able to) create a campaign website as if they were running for office.
SWBAT write their stances on modern and relevant political issues.
SWBAT vote on which campaign site is the best.

Subject Matter:
Web design, political campaigns

Materials:
- Laptops/computers/access to internet

Procedure: (~3 Days)
Set:
1. Show students a current political campaign website or this template from a high profile candidate. Show them the different sections of each site, such as the positions and biography.
2. Explain that in order to be elected to public office, citizens have to know who you are, what you stand for, how they can reach you to express opinions and donate to your campaign, etc.

Lesson Essential Question: How has the internet affected US Elections?

Creating a Campaign Website:
1. Hand out the task sheet to students.
2. Read through the directions and expectations with students.
3. Explain that they will be making their own campaign website using Weebly, Wix, Wordpress, or Squarespace. If there are others sites students would like to use, they must get permission from the teacher.

4. Explain to students that they will be voting on a different period's websites to see whose is the best. The best one will get a reward that the teacher finds appropriate.
5. Explain that students will be making a campaign ad. It could be a slideshow of pictures with a voice over, or it could be a full video. The content of the video is up to the student, but it must be somehow related to getting "elected". Show students [this](#) YouTube video to identify examples of campaign ads throughout history.
6. After explaining the directions on the task sheet, tell students they will have approximately 2 hours (up to the teacher) of class time to complete their website. Otherwise it will have to be done outside of class.

Vote:
1. Explain to students they will be voting for a different class period's websites, so that voting is less biased. See if students vote for their friends, i.e. is it a popularity contest or are they looking at things like the biography and the positions that they take on issues.
2. Ask students if sensationalism can win out to rationalism due to aggressive marketing strategies in elections. Ask if they observed sensationalism in any of their peers' work, or in the voting process. Explain that it is important to pay attention to a candidate's policies and platform in order to see if s/he will represent your interests.

Close:
1. Re-state the LEQ by asking students how technology, and the internet specifically, has influenced political campaigns.
2. Explain that politicians can reach more people than ever before by using the internet and social media. Mention that mediums have always helped politicians get their messages to voters. Some examples include the radio and FDR's fireside chats. Television helped Kennedy win the election against Nixon. Tie these technologies into the internet.

Assessment:
The teacher will formally assess student campaign sites based on a rubric. The teacher will informally assess student comprehension by asking questions about media, the internet and technology affecting political campaigns.

Assignment:
Finish campaign website.

Self-Reflection:

Creating a Campaign Website

Name:_____

Date: _____

You are now running for public office! Who will vote for you? The first step to getting votes is to get YOUR message out there. Campaign websites are one of the most common ways people get to know candidates for office and donate to their campaigns. They are extremely important in order to be successful in an election.

Here is what you need on your site:

1. A Picture of Yourself: Remember, you want people to vote for you. You can have a sensational picture or you can have a professional picture of you. Either way, at least one picture of you…………………………..………….1   2   3   4   5
2. A Biography: One page of your campaign website has to be a biography. This would be a good place for that picture of you. This section has to be at least 2 paragraphs, and it must have a picture (it does not have to be of you, but maybe a family picture or a generic picture)………………………...……1   2   3   4   5
3. Issue Positions: Pick 5 issues to write about. All these issues should be on a separate page from your bio and homepage. Pick any issues, as long as they are relevant. Each issue position should at least one paragraph …………………………………….………...……………1   2   3   4   5
4. Contact Page: For obvious reasons, do not put your own address and phone number on here. Instead, put the address of your favorite local restaurant, and then make up a phone number and email.……………1   2   3   4   5
5. Home Page: Your homepage should have the office you are running for (presidential, judicial, congressional, or state legislative. It is completely up to you) as well as a campaign slogan and some sort of picture……………………..………….….………………..1   2   3   4   5
6. Campaign Ad: Make a campaign ad. It only has to be 30 seconds to a minute. It can be longer but do not go over 3 minutes. This will be a video about you and why people should vote for you. Use your creativity. This video can be sensational if you choose to make it so. Embed the video on your website.……………..………..……..……………………..1   2   3   4   5
7. Aesthetics: No one wants to see a bland website. Make your campaign site pop by adding background designs and pictures. Use colors, change the font. Website generators have a lot of options to play around with. Use these tools to make your site stand out!……………………..…………..…………1   2   3   4   5

Total: _____/35

Jesse Fischer, 2016