Name(s): Class Period

**Absolute Monarch Campaign Project**

During the Thirty Years War, the Nation of Rolesvillia declared independence and is now looking to establish their own monarchy. Absolute monarch all across Europe have put in their name for the position and an election is forth coming. You and your partner have been hired by one of these monarchs and are in charge of running their election campaign. You will need to put together an effective campaign by creating a campaign website and include the following information. Then, on Election Day, we will hold a rally in which you will give a speech (as your monarch) and we will hold a vote.

Your Assigned Monarch:

Website Evaluation Day:

Election Day Rally:

URL for your website:

**Creating your website**

I suggest using Weebly.com to create your account. You can sign up for free account and creation is easy. However, if you prefer you can use Google Sites or any other free account, just make sure it can be accessed from school computers. For an example visit: <http://louisxivcampaign.weebly.com/>

**Must be included on your website (descriptions of each of these below)**

* Brief biography/history of your monarch (including a painting, map, & quote)
* Résumé highlighting the accomplishments of your monarch
* Campaign slogan and image
* Your monarch’s platform (politics, society, economics, military, arts & science)
* Choose a running mate (should be an actual person from history with a connection to your monarch). Biography of your running mate and why he/she is the best person for the job (what can he/she contribute to your candidate).
* Attacks on the other candidates
* Campaign commercial

**In addition to your website you will create:**

* Campaign Speech
* Campaign Poster
* Bibliography (use [www.easybib.com](http://www.easybib.com) for goodness’s sake)

In addition to your grade on your projects, you will spend one day looking at the other campaign websites and evaluating them. Consider this candidate research before the Election Day. **Therefore, websites will be due the day before the rally.** You will be given an evaluation sheet to fill in at that time. This is a separate grade.

In order to receive full credit for this project, I need to see effort and exceptional work. Simply doing the basic requirements is AVERAGE and therefore will receive an average grade.

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| --- | --- | --- |
| Brief biography/history of your monarch (including a painting, map, & quote) | 5 |  |
| Résumé | 10 |  |
| Campaign Slogan, Image, & Poster | 10 |  |
| Platform | 20 |  |
| Running Mate | 10 |  |
| Attack on Other Candidate | 5 |  |
| Campaign Commercial | 15 |  |
| Campaign Speech | 15 |  |
| Bibliography | 5 |  |
| Creativity, Neatness, Website functionality | 5 |  |
| TOTAL | 100 |  |

**Brief Biography of your monarch (5 Points)**

* You should find at least one painting of your monarch
* Include a map of the area ruled by your monarch
* One ACTUAL quote stated by the monarch that reflects their goals, political viewpoints, their political agenda, or their accomplishments.
* The biography is NOT meant to address your monarch’s accomplishments. This should include solely personal information (religion, marriages, children, parents, ascension to the throne, etc)

**Campaign Slogan & Image (10 points)**

* A slogan should reflect your goals, political viewpoints, their political agenda, or their accomplishments.
* This should be creative and catchy. Make it memorable.
* The image should be some small graphic you create to be associated with your monarch.
* You should also create at least one poster including this slogan and image with can be hung up in the room the day of the rally. If you would like you can also create t-shirts, buttons, signs, etc to handout to your classmates.

**Résumé (10 points)**

* Heading (Includes: title, country ruled, years ruled)
* Objective of Reign ( 1-2 sentences summarizing goals or philosophy )
* Work Experience (include all contributions your monarch made to his/her country including positive and negative ones)
* Personal Characteristics – (What about your monarch makes him/her an effective ruler)
* *Most Famous For – (You decide….what do you think he should be remembered for)*
* References – (Include anybody in his life that would give him a positive recommendation to continue ruling. This could be a group of people, a relative, a friend or advisor)
* Remember, a résumé highlights the accomplishments of someone trying to obtain a job. Your monarch may have done some negative things but there was a reason for it. Make sure you justify whatever he has done, even if we look at it negatively from today’s perspective.

**Platform (20 points)**

* A platform is the monarch’s beliefs on particular topics. What do they support or oppose?
* You should address your monarch’s views on the following topics:
  + **Political/Social:** What type of actions did the ruler make that affected the power structure? Things to think about: influence of nobles and lords, relationship with parliament, other government figures who had power.
  + **Economics**: This includes taxes, spending, and colonization. In what ways did your ruler affect the economy? How did he/she spend money and raise money? Was the economy strong during the rulers reign?
  + **Religion**: What religion was your ruler? Did religion affect the decisions of the ruler? Did the ruler mandate a certain religion or practice toleration?
  + **Military:** Did your ruler improve the military at all? Restructure it? Make any decisions that affected the military? Did your ruler win any wars? Or at least start a war for the better of their country?
  + **Arts and Literature:** Did your ruler invest in the arts at all? Was any type of monumental architecture constructed during his/her rule? Did any types of art or literature flourish during your ruler's reign?
  + **Science/Technology:** Did your ruler invest at all in the sciences? Were any major scientific or technological advances made during your ruler's reign?

**Running Mate (10 points)**

* Choose an influential person to your monarch’s life to be their running mate. This can be their spouse or other family member, an adviser or counselor, or anyone else you think can contribute something to your monarch’s campaign.
* Include the brief biography of your running mate on your website (again, include a picture).
* Explain why your running mate is the best person to help your monarch and what they can contribute to your monarch.

**Attacks on another Candidate (5 points)**

* Choose AT LEAST one of the other monarchs running in this campaign.
* You need to highlight the failures or mistakes of that monarch. Keep it civil! (In other words, let’s keep this a clean campaign…make logical arguments why that monarch is not fit to rule. No name calling or lying.)

**Campaign Commercial (10 points)**

* Create a 30 second commercial about your candidate.
* Remember to highlight what makes your candidate the best man/woman for the job. You can think of this as propaganda and film it as such.
* Upload this commercial on YouTube and put it on your website.

**Campaign Speech (15 points)**

* On the day of the rally, one member of your group will be giving a speech as your absolute monarch.
* Let us hear all the passion and emotion, along with political philosophy in hopes to persuade voters to get on board with your campaign.
* Highlight your accomplishments.
* Introduce yourself and include experience, contributions to your country, religion, years ruled and anything else that you feel will get you elected!
* You will be giving your speech to the class on the day of presentation so you must be prepared to dress like your monarch. A simple costume is not **required** but definitely **encouraged** (i.e. paper crown, robe, mustache, etc.).
* Campaign speech should be 1 – 2 pages long and approximately 2-4 minutes.
* You will be allowed to use the podium, but try not to read from paper directly. Prepare ahead of time!

**Annotated Bibliography (5 points)**

* A full and complete bibliography should be include in proper format (APA, MLA, Chicago, etc)
* For each source, write at least 1-2 sentences on how that source was used in your presentation.