**AP Presidential Candidate Project**

**Part 4: Creating your United States of RAA candidate (Political Ad)**

**Step 1**: Create your candidate! This will include you creating a 90 second political ad, political poster, and a speech for your candidate. The speech should be two pages, MLA formatted.

**Political Ad**

* Must be at least 90 seconds, no longer than 120 seconds. Anything over/under time will have 5 points deducted for every 10 seconds.
* Your political add must contain the components discussed in class.
* Create a QR code linking your ad to your candidate’s “poster.” A good cite for this is https://[www.the-qrcode-generator.com/](http://www.the-qrcode-generator.com/)

Below is a link that has a comparison of political ads from 1952-2012. Choose a campaign add that most reminds you of your own RAA candidate analyzing the different components of a political ad. We also suggest researching to see if your presidential candidate has any political ads that are already out there. <http://www.livingroomcandidate.org/commercials/2012>

**Political Poster**

* On an 8x11 paper, create a mini “poster” for your candidate. It must include:

 Your candidate’s name

 Your candidate’s political party

 The QR code for your political ad

 You can include a picture if you want, but it is not necessary.