

Travel Brochure Project: World Geography

21 Century Skills:

- Research and analyze information that relates to country
- Written Communication
- Oral Communication
- Content Literacy
- Critical Thinking
- Work Ethic
- Create a unique visual product

Objectives:

- Students will research a country outside of the United States - Students will gain research skills by researching their country
- Students will gain experience in presenting and talking in front of crowds by presenting their brochures in front of the class
- Students will foster their persuasive skills by attempting to persuade their classmates to vacation in the country they research

Research Component/Project Requirements-Using the Internet and MSWord, you will:

- Research a country outside of the United States
- Information required: Description of country, it's climate, major cities, population, major land masses (mountains, rivers, rainforests etc.), groups of people, Food, traditions, anything else interesting that you may find
- Find information on at least 5 places to see or things to do for entertainment/sight-seeing in that country that a visitor would enjoy
- Find either a travel package to that destination or research the costs of airfare and hotel
- Include a map of the country and the city of interest
- Include least three pictures of your country (obtained from the internet)
- You should find out as much as you can about your country o You are to become like experts on your country to be able to persuade your fellow classmates to vacation in your country
- Prepare a Tri-fold brochure with the travel information
- Correct spelling and grammar usage
- Professional appearance in design and layout

Resources for creating a brochure

- MS Word is full of professional templates of all types
- They are free to use and available for download from Office 365
- You can find other templates for other sources too – just be sure to specify filetype:docx

Travel Brochure Rubric

Student Name: _____

CATEGORY	4	3	2	1
Writing - Grammar	There are no grammatical mistakes in the brochure.	There are no grammatical mistakes in the brochure after feedback from instructor.	There are 1-2 grammatical mistakes in the brochure even after feedback from instructor.	There are several grammatical mistakes in the brochure even after feedback from from instructor.
Writing - Organization	Each section in the brochure has a clear beginning, middle, and end.	Almost all sections of the brochure have a clear beginning, middle and end.	Most sections of the brochure have a clear beginning, middle and end.	Less than half of the sections of the brochure have a clear beginning, middle and end.
Content - Accuracy	All facts in the brochure are accurate.	99-90% of the facts in the brochure are accurate.	89-80% of the facts in the brochure are accurate.	Fewer than 80% of the facts in the brochure are accurate.
Attractiveness & Organization	The brochure has exceptionally attractive formatting and well-organized information.	The brochure has attractive formatting and well-organized information.	The brochure has well-organized information.	The brochure's formatting and organization of material are confusing to the reader.
Graphics/Pictures	Graphics go well with the text and there is a good mix of text and graphics.	Graphics go well with the text, but there are so many that they distract from the text.	Graphics go well with the text, but there are too few and the brochure seems "text-heavy".	Graphics do not go with the accompanying text or appear to be randomly chosen.
All requirements met	All requirements were met	All but 1 requirement was met	2 or 3 requirements were not met	less than 3 requirements met
Spelling & Proofreading	No spelling errors remain after one person other than the typist reads and corrects the brochure.	No more than 1 spelling error remains after one person other than the typist reads and corrects the brochure.	No more than 3 spelling errors remain after one person other than the typist reads and corrects the brochure.	Several spelling errors in the brochure.

Project will be graded per the points on this rubric (column headings) and then calculated as a percentage out of 28 total possible points. *This project will be entered in the gradebook as a 100-point project based on that percentage.*