

# Europe Travel Brochure

**CURRICULUM TOPICS:** Europe

**STANDARDS:** SS.B.2.3.2, S.S.B.2.3.3, S.S.B.2.3.7, S.S.B.1.3.1, A1a, E1c, A2b, E2a, A3b, E2e, A4a, E4a, A4b, E4b, A4c, A5c

**ASSESSMENT TASK:** Students will work individually to create a travel brochure on a Latin American country that includes information on its physical, political, economic, and social systems as well as convincing details and illustrations that would persuade someone to choose this country as a vacation destination.

**TIME FRAME:** 1 week

**SITUATION:** You are working for an advertising firm and have been assigned the task of creating a travel brochure on a European country. Your brochure should include information on its physical, political, economic, and social systems as well as convincing details & illustrations that would persuade someone to choose this country as a vacation destination.

## **DIRECTIONS:**

1. Choose a country (done in class)
2. Locate information on the following 11 physical/human characteristics:
  1. Capital City
  2. Relative location
  3. Absolute location
  4. Area
  5. Main climate type
  6. Population
  7. Population increase/decrease rate
  8. Main language(s)
  9. Main religion(s)
  10. Independence day
  11. Type of currency
3. Create a list of the top 5 reasons why a client should choose your country as a vacation destination. This persuasive list could include unusual/unique facts or features, best vacation months, tourist attractions/points of interest, value per dollar, etc.
4. Have a friend or your parent review your research/rough draft to verify that your 11 characteristics are complete and correct AND that your top 5 list is persuasive.
5. Produce a final brochure that includes the following 3 components:

### **Outside**

- Country name & picture representing the country
- 11 physical and human characteristics
- Country flag and Map of country

### **Inside**

- Top 5 reasons to visit country
  - 2 pictures representing the country
6. Brochure's construction must be of final draft quality.
  7. Name of brochure designer should be placed only on the back.

# Europe Travel Brochure Rubric

## Score of 50

- All 3 required components are present
- Front cover **effectively represents** country
- All inside information is **complete and correct**
- Top 5 list is **effectively persuasive**
- Display's construction reflects a **publishable/final draft quality**

## Score of 45

- All 3 required components are present
- Front cover **accurately represents** country
- All inside information is **complete and correct**
- Top 5 list is **persuasive**
- Display's construction reflects a **publishable/final draft quality**

## Score of 40

- All 3 required components are present
- Front cover **adequately represents** country
- Most inside information is **complete and correct**
- Top 5 list is **generally persuasive**
- Display's construction reflects a **final draft quality**

## Score of 30

- All 3 required components are present
- Front cover **adequately represents** country
- Most inside information is **complete and correct**
- Top 5 list is **related** to country
- Display's construction reflects a **final draft quality**

## Score of 20

- Most required components are present
- Front cover **inadequately represents** country
- Some inside information is **complete and correct**
- Top 5 list is **inadequately related** to country
- Display's construction reflects a **rough draft quality**

## Score of 10

- Few required components are present
- Front cover is **unrelated** to country
- Inside information is **incomplete and incorrect**
- Top 5 list is **unrelated** to country
- Display's construction reflects a **rough draft quality**

# Due February 16