Tri-Fold Brochure Project
Public Service or Travel Destination

▶ **READ INSTRUCTIONS AND RUBRIC ON PAGE 2 COMPLETELY BEFORE BEGINNING**

<u>**Using the internet and M.S. Word, you will:**</u>

- **Research a city to visit** (from the U.S. or around the world) or Research a Problem in Society (Teen Pregnancy, Substance Abuse, Smoking, Birth Control)
- Find information on **both <u>historical</u> and <u>recreational</u> places** to see and things to do in that city
- Find either a travel package to that destination or **research the costs of visiting various places, including airfare**
- Prepare a brochure with travel information.

<u>**Project Requirements:**</u>

- Create a Tri-fold brochure (**3 Columns and double sided**) , See Below **Set Up Formatting Instructions** and <u>using example</u> Brochure as a guide.
- At least **<u>three pictures</u>** (obtained from the internet)
- Attach **<u>One map</u>** of the city/country (obtained from the internet)
- *Information required:*
  - *○* **Description of Trip**
  - *○* **City/Country information**
  - *○* **Describe Accommodations / Services**
  - *○* **<u>Create a Table and Format</u>** *(See Below) Price three levels of Trip using a 2 x5 Table. Merge and Center Top Row as shown.*

Pricing	
Airfare	$xxxx.xx
Economy Accommodations & Services (Briefly List & Describe)	$xxxx.xx
Deluxe Accommodations & Services (Briefly List & Describe)	$xxxx.xx
Super Accommodations & Services (Briefly List & Describe)	$xxxx.xx

- **Give your Travel Agency or Organization** a Name, Address, and **add Contact Info** on back of brochure.
- Other <u>Specific Formatting instructions are provided</u> on the checklist below.
- Correct spelling and grammar usage
- Professional appearance in design and layout

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* <u>BEGIN HERE</u>

<u>To Set Up Tri-Fold Brochure</u> Using MS Word:

1. Click on Page Layout Tab > Click on Orientation > Set to **Landscape**
2. Click on Page Layout Tab> Click on Margins > Set to **Narrow** (.5" on all sides)
3. Click on Page Layout Tab > Click on Columns > Set for **Three Columns**
4. Before typing anything > Go to Home Tab > Set alignment to **Justified**

<u>If you use images or text from the internet (not your own) you must cite them in a Works Cited page on one back panel.</u>

<u>Building a</u> **<u>Works Cited</u>** <u>page</u>:

- Place cursor at end of text or under picture > Go to References Tab > Choose MLA Sixth Edition > Click Insert **Citation** > Click Add New Source > Choose appropriate source from drop down menu > Enter information as necessary > Click OK > Proper Citation will appear.
- To build **Works Cited** page > Place cursor at top of column on appropriate page > Go to References Tab > Choose Bibliography > Select Works Cited page from drop-down menu. Format font size as necessary to make it fit on the panel properly.

<u>Use these travel planning sites to get you started:</u>

- http://travel.org/index2.html
- http://www.travel.com
- http://www.expedia.com
- http://travel.yahoo.com/destinations
- http://www.orbitz.com
- http://www.fodors.com
- http://www.ego.net
- http://www.travelocity.com

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Travel Brochure Grading Criteria		
Name:	**Date:**	
Skill Requirements Achieved	**Points**	**Earned**
Landscape - Double Sided Design	4	
Three Columns Set Up	4	
Narrow Margins (.5" Top, Bottom, Left, Right)	4	
3 **Pictures** and/or Graphics	4	
At least 2 **Font Sizes** and **2 Styles** (Serif, Sans Serif, Script)	4	
Map and **Written Directions**	4	
Recreational Activities	4	
Cultural / Historical Activities	4	
Bulleted List	4	
Word Art and Symbols	4	
Formatted 2 x 5 **Table**, Merged and Centered w/Heading Row	4	
Borders and Shading Used	4	
Travel Agency Named and Contact Info Present	4	
Description of Accommodations and Services	4	
Proper Grammar and Spelling	4	
Proper Citations and Works Cited Page	10	
Total Points	**70**	

Travel Brochure Rubric

	4	3	2	1
Organization and Use of Technology ET 2.2 NBEA IT 6	The brochure includes all criteria has excellent formatting and organization.	The brochure is missing < 4 criteria and has appropriate formatting and well-organized information.	The brochure is missing > 4 criteria and has some organized information with random formatting.	The brochure's format and organization of material are confusing to the reader.
Ideas NBEA CM 3 W 10-2	The brochure communicates relevant information appropriately and effectively to the intended audience.	The brochure communicates relevant information appropriately to the intended audience.	The brochure communicates irrelevant information, or communicates inappropriately to the intended audience.	The brochure communicates irrelevant information, and communicates inappropriately to the intended audience.
Conventions NBEA CM 1	All of the writing is done in complete sentences. Capitalization and punctuation are correct throughout the brochure.	Most of the writing is done in complete sentences. Most of the capitalization and punctuation are correct throughout the brochure.	Some of the writing is done in complete sentences. Some of the capitalization and punctuation are correct throughout the brochure.	Most of the writing is not done in complete sentences. Most of the capitalization and punctuation are not correct throughout the brochure.
Graphics NEASC 1.5	The graphics go well with the text, and there is a good mix of text and graphics.	The graphics go well with the text, but there are so many that they distract from the text.	The graphics go well with the text, but there are too few.	The graphics do not go with the accompanying text or appear to be randomly chosen.

Comments: