

CREATING A TRAVEL BROCHURE

Performance Standard 3C.F

Each student is to create a travel brochure designed to encourage people to visit a country/city studied in social science accordingly:

- *Focusing the essay*: set purpose of paper through thematic introduction, preview, or inductively; maintain position/logic throughout; use a closing.
- *Supporting main points*: support points with details; develop depth; enhance specificity through word choice.
- *Organizing the essay*: use a structure; paragraph points appropriately; use devices to attain coherence and cohesion (e.g., transitions, pronouns, parallel structure).
- *Using conventions*: uses sentence construction, spelling, basic subject/verb agreement, basic punctuation and capitalization.
- *Integrating text*: develop text for grade level; integrate ideas clearly and purposefully with in-depth, balanced support; identify and develop lines of reasoning coherently and cohesively throughout the article.

Procedures

1. *In order to communicate ideas in writing to accomplish a variety of purposes (3C)*, students should experience sufficient learning opportunities to develop the following:
 - Compose informational writing that supports a topic or thesis statement with evidence (e.g., newspaper article, pamphlet, report, brochure, manual, business letter).
 - Develop a multi-paragraph piece of persuasive writing.
 - Use appropriate language, details, and format for a specified audience (e.g., gender, age, prior knowledge, interest).
 - Write creatively for a specified purpose and audience (e.g. short story, poetry, radio scripts, play, TV commercial).
 - Use available technology (e.g., web pages, presentations, speeches) to design, produce, and present compositions and multi-media works.
2. Have students review and discuss the assessment task and how the rubric will be used to evaluate their work.
3. Students should have studied several different countries/cities in social science.
4. Students should have gained knowledge of the unique traits of several of the countries/cities.
5. Students should have the opportunity to browse through different kinds of travel brochures.
6. Class should brainstorm various ways to organize the information about countries/cities (graphic organizers).
7. Students should have access to sources that summarize the unique traits of several countries/cities.
8. After having selected a country/city and prepared a graphic organizer for that place, each student is to develop a travel brochure.
9. Each brochure should present at least 3 paragraphs of written information designed to encourage others to visit that country/city.
10. Other elements of design, such as artwork and color, are optional enhancements.
11. Evaluate each student's performance using the ISAT Writing rubric. Add each student's scores to determine the performance level.

Note: Integration score will be doubled.

Examples of Student Work follow

Time Requirements

- One to two class periods

Resources

- Writing materials
- Graphic organizer of information about the student's chosen place
- Art supplies (optional)
- State Writing Rubric

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NAME _____ DATE _____

- Exceeds 28 - 32 points
- Meets 21 - 27 points
- Approaches 14 - 20 points
- Begins 6 - 13 points

NOTE: Use the state’s writing rubric in appendix A for this assessment.

	Focus	Support	Organization	Conventions	Integration
6					
5					
4					
3					
2					
1					

MAJOR AND MINOR ERRORS

SENTENCE CONSTRUCTION

Major Errors

- Incorrect subject/verb agreement
- Run-on
- Fragment
- Omitted words that interfere
- Incorrect usage
- Incorrect use of common words
- Incorrect pronoun reference
- Confusing tense shifts

Minor Errors

- Incorrect use of connectors between clauses
- Omitted words that do not interfere

USAGE

Minor Errors

- Commas in a series, for opening or clauses
- Awkward or odd use of words/phrases, but meaning still clear
- Homonyms (its/it’s, there/their/they’re, to/two/too)

SPELLING

Major Errors

- Misspelled common words (same misspelled word considered once)

Minor Errors

- Inventive spellings for unusual or less frequently used words

PARAGRAPH FORMAT

Major Errors

- Using titles to delineate paragraphs
- Numbering paragraphs

Minor Errors

- Inconsistent separation of paragraphs

PUNCTUATION/ CAPITALIZATION

Major Errors

- Omission of initial caps
- Common proper nouns
- Missing/incorrect end punctuation
- Missing or misplaced apostrophes

Minor Errors

- Periods for abbreviations

Leaning Tower of Pisa

The official name for the Pisa is Torre Pendente Di Pisa. It is about two meters above sea level and was built through 1173-1350. The Pisa was originally suppose to be a bell house. The first bell was added in 1198. The huge bell tower was completed in 1350.



Where all your
dreams come true!



Come see
Imaginative
Italy!

Where all your
dreams come true!



The Shimmering Parco Dolomiti di Sesto

The Sesto Dolomites Natural Park covers one of the most famous climbing areas in the Dolomites. About 50 species of birds live in the park of which the beautiful monarch is the golden eagle.



The Perspiring Childrens Theater

The Childrens theater is very amusing. A comical treat by David Stephens of Foley is admired by many people. Stephen adds new ridiculous scenes to some old fairy tales, while throwing in a few original ones for a charming performance. You'll discover Little Red Riding Hood's first name as well as the key to Parker Pig's good fortune.



The Beautiful La Gondola

For great food in the most romantic dining spot join us for dinner to sample great Italian specialties. Eat Italian style with an antipasto, split a dish of Pasta and then try great specialties including the Cartoccio di Carlo, an award winning creation.



Where all your dreams come true!

While you are in our country, go to our museums. We have many that are filled with beautiful paintings. This is a painting from our famous museum, The Sardinia Museum.



Our restaurants have delicious food. While you sit at your table and enjoy a great meal you can overlook our bays. We have great service and amazing food and desserts.



**Come See the
Beauties
of
France.**

France is a very enjoyable, and fun place to visit with many tourist sites . People will have a relaxing time at our bays and in the pools at our hotels. People seem to have a lot of fun sailing and swimming at the bay.



One of our major tourist sites is The Eiffel Tower. Take a trip to Paris and experience the beauties of the Eiffel Tower. The Eiffel Tower is especially beautiful at night. The Eiffel Tower is one of the most romantic places in France.

In France our hotels are the best. You can walk down to our beautiful pools and enjoy the warm weather. Our hotel rooms are big and spacious. The spas at our hotels are great. Take a relaxing vacation and forget about everything.

