**CWA – International Case Study – Travel Brochure Project – 100 Points**

**Objective:** Create a well-written and visually appealing three-fold brochure and poster that would attract tourists / businesspeople to your country. The purpose is to convince people to come vacation and do business in the country you represent. You will be presenting your final product to the class. Bonus points are awarded to the company that is voted the “Top Gun.”

**Representing the Country** of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Research & Gather Facts**: To attract tourists and businesspeople, your brochure and poster will need to include information about the various aspects of the country that makes it worthwhile for people to spend their time and hard-earned money there. You are to gather facts about the country you choose, determine which are MOST useful for your purpose and incorporate them into your brochure and poster.

**Topic Requirements: Include all of the following…**

Geography: Where is it? Include a map that shows the general location, its neighbors and information about the climate, any important landforms, bodies of water and/or rivers.

Points of Interest / Tourist Attractions: What should people see and do? Include information about interesting locations tourists might want to visit. What is it famous for?

People: What is the culture like? Include information about unique culture, food, music, major minority groups, languages spoken, etc.

Religion: What major religions are practiced (maybe a pie chart)?

Government: What system of government does it have? How does this affect the visitor? (Remember you have to “spin” it towards the positive)

Economy: What is the economy like? What are the major industries? What is the general level of wealth (Per capita income)? What currency do they use (maybe even today’s exchange rate)?

History: Summarize what significant historical events (3-4) shaped the country into what it is today? Are there any famous people associated with the place? What makes the place interesting? Include any (1-2) major current events / issues they face today.

Create a source page in MLA format of multiple **(at least three) different** sources. I suggest using www.easybib.com to get it right.

Now… Include bold, strong images and catchphrases that will make tourists and businesspeople want to come to your country. Remember that you are competing with other countries for valuable spending dollars for your economy. **At least one (1) picture** is required for each of the categories you gathered facts for. Make your brochure is professional in appearance, legible and creative. There should be no errors or misspellings…

**The Tasks:**

**Research**: ALL students / team members are researchers. ALL are responsible for having accurate information and visuals, selecting the best and most useful information, and recording / citing your sources in MLA format

**Writing**: ALL students / team members are writers. ALL must contribute to the writing process. You will “sign off” on your written contributions as the author.

**The Jobs:**

**Copy Editor**: You are responsible for the final quality of the text information presented; making sure it is well-written and grammatically correct. You must work with each “topic expert” to construct high quality paragraphs that are concise.

**Art Director**: You are responsible for the brochure’s cover and overall layout. Make sure it is as “visually appealing” as possible. You will work with each “topic expert” to co-ordinate text and visuals. You have final say on the placement of the text and associated visuals, including font choices, colors and any effects.

**Construction Director**: You are responsible for the “putting together” of the brochure. Make sure it is made in a high quality fashion; after all it is a sales piece that represents your country and your team.

**Presenter**: You are responsible for planning and executing the “sales pitch” of your brochure and its contents to the audience. You are to co-ordinate the speaking and any actions involved in this process. If there is a Prezi or Power-point presentation associated with your “sales pitch” you are responsible for its construction and any technical issues.

**Country Options**:

Brazil – China – Egypt – France – Germany – Greece – India – Israel – Jordan – Mexico – Nigeria – Russia – South Africa – Thailand – United Kingdom

Scoring Rubric for (Country): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Team Members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Advanced 5 | Proficient 4 | Basic  3 | Developing 2 | Attempted 1 | Not Here 0 | Factor X | Score  (100) |
| Overall Appearance:  Color, Graphics, Neatness |  |  |  |  |  |  | X 6 = |  |
| Content: |  |  |  |  |  |  |  |  |
| -Geography |  |  |  |  |  |  | X 1 = |  |
| - Points of Interest |  |  |  |  |  |  | X 1 = |  |
| -People |  |  |  |  |  |  | X 1 = |  |
| -Religion |  |  |  |  |  |  | X 1 = |  |
| -History |  |  |  |  |  |  | X 1 = |  |
| -Government |  |  |  |  |  |  | X 1 = |  |
| -Economy |  |  |  |  |  |  | X 1 = |  |
| -Works Cited |  |  |  |  |  |  | X 1 = |  |
| Presentation:  Oral Skills,  Enthusiasm,  Visual Support |  |  |  |  |  |  | X 6 = |  |
| Total Score |  |  |  |  |  |  |  | / 100 |
| Letter Grade |  |  |  |  |  |  |  |  |

|  |
| --- |
| Comments: |

CWA Travel Project Research Summary

Group Member Names: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Representing (Country): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Jobs Assignment: Copy Editor: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Art Director: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Construction Director: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Presenter(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Use short phrases in information boxes below & full URLs / Source Names

|  |  |  |  |
| --- | --- | --- | --- |
| Team Member(s) | Topic | Useful Information Summary | Source |
|  | Geography |  |  |
|  | Points of Interest |  |  |
|  | People & Languages:  Majority & Minorities |  |  |
|  | Religion |  |  |
|  | Government Style |  |  |
|  | Economy |  |  |
|  | History  Events That Shaped the Country & Current Events |  |  |