

Blue Ridge Parkway Brochure Assignment

Names:

Task: Your group has been hired to help advertise a tourist destination along the Blue Ridge Parkway. Your goal is to create a travel brochure that contains accurate and appealing information about your destination and persuades people to visit. Your brochure must include the following:

- General information about your destination (what is it? where is it? why should people visit?)
- Things to see and do (specific sites and landmarks, general things to do in the area)
- Specific details and elaboration for one of these sites or landmarks
- One or two options for places people could stay (campgrounds, hotels, etc.)
- Contact information and hours of operation
- A “Be advised...” statement to prepare visitors for a trip to your location
- Images and maps that go well with the information provided
- Properly cited sources

Please use the Blue Ridge Parkway Brochure Planning Sheet to help you keep track of information about your destination. See the rubric below for information on how your brochures will be graded.

	1 Below Basic	2 Basic	3 Proficient	4 Advanced	Self Score	Teacher Score
Content	Contains very little information	Contains some information but important details are missing	Contains adequate information with some details	Contains complete, detailed, accurate information		
Language	Writing is difficult to understand	More than 5 errors in spelling	2-5 errors in writing	Few errors in writing		
Design	Brochure has little or no graphics or backgrounds	Neither picture nor writing stand out or connect to content	Brochure has at least two pictures and background that connect to content	Brochure has many appropriate graphics, interesting background, and overall good design		
Source citations	No citations are provided for resources used	Some citations are provided for resources used/ some formatting issues	Most citations are provided for resources used/ few formatting issues	All citations are provided for resources used/ proper formatting		