

## Travel Brochure

**Your Mission: You have been hired to create a travel brochure for an international city. (You may choose the city but it may not be a city in the United States). Include the following information:**

- Facts about the **city** you will be advertising (population, climate, language spoken, etc)
- When to go (best time of year)
- How to get around (transportation to and from your hotel)
- Where to stay (hotels, etc)
- At least four major places of interest to visit while in the country
- Information on currency used

Category	Points	12	9	6	3
<b>Content - Accuracy</b>	All facts in the brochure are accurate.	99-90% of the facts in the brochure are accurate.	89-80% of the facts in the brochure are accurate.	Fewer than 80% of the facts in the brochure are accurate.	
<b>Practical Information</b>	Currency, languages, and clothing appropriate for the climate are all included.	One of the following is not included, currency, languages, or clothing appropriate for the climate.	Two of the following are not included, currency, languages, or clothing appropriate for the climate.	Currency, languages, and clothing appropriate for the climate are not included.	
<b>Physical Features</b>	At least 3 physical features are included.	At least 2 physical features are included.	At least 1 physical feature is included.	No physical features are included.	
<b>Spelling &amp; Proofreading</b>	No spelling errors remain after one person other than the writer reads and corrects the brochure.	No more than 1 spelling error remains after one person other than the writer reads and corrects the brochure.	No more than 3 spelling errors remain after one person other than the writer reads and corrects the brochure.	Several spelling errors in the brochure.	
<b>Graphics/Pictures</b>	Graphics go well with the text and there is a good mix of text and graphics.	Graphics go well with the text, but there are so many that they distract from the text.	Graphics go well with the text, but there are too few and the brochure seems "text-heavy".	Graphics do not go with the accompanying text or appear to be randomly chosen.	
<b>Attractiveness &amp; Organization</b>	The brochure has exceptionally attractive formatting (neat, colored and straight) and well-organized information.	The brochure has attractive formatting (somewhat neat, colored, or straight) and well-organized information.	The brochure has well-organized information but is not neat, colored, or straight.	The brochure's formatting and organization of material are confusing to the reader	

**Total Points \_\_\_\_\_/60**