

Option 1: Volcano Travel Brochure

Your brochure is due on the day of finals – June 7th or June 8th.

Assignment Summary: You are a member of a high-adventure travel agency. Your agency has been receiving many requests from its clients to visit active volcano sites, preferably ones that are likely to erupt at any moment. Your job is to make a mock-up of an advertising brochure and convince tourists to visit your volcano. You get to choose the destination and create an eye-catching, informative, three-fold brochure highlighting what the volcano has to offer an adventure traveler.

Purpose: Your purpose is both persuasive and informative. Your job is to attract the reader to the volcano.

Writer's Role: You are a member of the advertising team for an adventure travel agency.

Audience: You will be writing for scientifically minded adventurous people who are potential clients of the travel agency.

Form: Your brochure should be neat and laid out in three-fold format using both the front and the back of each page. Please request a 12 x18 sheet of construction paper from your teacher after you have completed your research and made a rough draft. The brochure should be colorful and visually appealing, and it should include photos and graphics. You must include the following information in your brochure in either a narrative format or using bullet points. Please follow the format below for each of the six pages of your three-fold brochure.

Content: All information presented is accurate, complete, and current.

Front Cover <ul style="list-style-type: none">➤ Volcano Name➤ Location(City, Country and/or region)➤ Current Picture➤ Your Name	Inside page 1 <ul style="list-style-type: none">➤ Type of Volcano (describe)➤ Elevation➤ Eruption Type➤ Picture of Volcano➤ Type of magma/lava➤ Eruption products➤ Its current life stage (active, dormant, extinct)➤ Tectonic Plate Location	Inside page 2 (middle) <ul style="list-style-type: none">➤ A typed 2-3 paragraph persuasive essay to convince tourists, scientists, and world travelers to come and visit your volcano.
Inside page 3 <ul style="list-style-type: none">➤ Picture of volcano➤ Eruption history (last eruption, damage done, lives lost, etc.)➤ Compare this volcano to at least two other volcanoes in regard to its eruption violence. (You may insert a graph here if you choose).	Inside Flap <ul style="list-style-type: none">➤ A typed paragraph on the effects of this volcano on the environment (positive and negative)➤ Picture	Middle/Back <ul style="list-style-type: none">➤ Travel company information (You can make this company name up. Be creative) ☺

***On the day of the final, please turn in brochure, notecards, and bibliography.**

Volcano Travel Brochure Rubric

	4	3	2	1
Content: Front Cover	I have included: <ul style="list-style-type: none"> ○ Volcano Name ○ Location(City, Country and/or region) ○ Current Picture ○ My Name 	I have omitted one item that was required.	I have omitted two items that were required.	I have omitted three or more items that were required. I did not follow directions
Content: Inside Page 1	I have included: <ul style="list-style-type: none"> ○ Type of Volcano (describe) ○ Elevation ○ Eruption Type ○ Picture of Volcano ○ Type of magma/lava ○ Eruption products ○ Its current life stage (active, dormant, extinct) ○ Tectonic Plate Location 	I have omitted one item that was required.	I have omitted two items that were required.	I have omitted three or more items that were required. I did not follow directions.
Content: Inside Page 2 (Middle)	My persuasive essay to convince tourists, scientists, and world travelers to come and visit my volcano is well-written, with plenty of information to convince the tourists to visit.	My persuasive essay includes some good information to convince the tourists, etc.	My essay has some good points, but I did not take the time to convince the tourists to come and visit my volcano.	I missed the mark on writing a persuasive essay.
Content: Inside Page 3	I have included: <ul style="list-style-type: none"> ○ A picture of the volcano ○ Eruption history (last eruption, damage done, lives lost, etc.) ○ A comparison of this volcano to at least two other volcanoes concerning its eruption violence. I have included a graph that shows this comparison. ○ My written descriptions are well written. 	I have omitted one item that was required, or my descriptions answer the question but need more in order to interest visitors.	I have omitted two items that were required, or my descriptions are lacking in detail and interest.	I have omitted three or more items that were required. My written descriptions are weak and do not convey the meaning necessary to interest visitors. I did not follow directions.
Content: Inside Flap	I have discussed in detail the effects of this volcano on the environment, both positive and negative. I have included at least one picture that relates to the topic of this page.	I have discussed the effects of this volcano on the environment, both positive and negative. I could have used more details about the effects. I did include a picture of my volcano.	I have mentioned the effects of this volcano on the environment, but more detail is needed. I included a picture but it does not relate to the topic of the page.	I did not complete this page according to the directions given.
Content: Middle/Back	I have included a travel company name and information with a great logo.	I have included a travel company name and information that is creative.	I have included a travel company name that is creative.	I have included a travel company name.
Conventions	My brochure contains no spelling, punctuation, capitalization, or language errors.	My brochure contains no more than three spelling, punctuation, capitalization, or language errors.	My brochure contains many errors that take away from the meaning.	My brochure contains so many errors that it is difficult to understand
Notecards	I have included a minimum of nine notecards that are formatted according to the directions.	I have included a minimum of nine notecards that are mostly formatted according to the directions.	I have included a minimum of nine notecards.	I have some notecards.
Bibliography	I have included a bibliography submitted to EasyBib.com that includes four or more different sources.	I have included a bibliography submitted to EasyBib.com that has three sources.	I have included a bibliography submitted to EasyBib.com that has two sources.	I have included a bibliography submitted to EasyBib.com that has one source.