

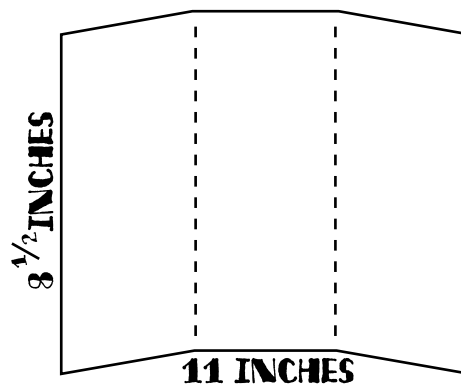
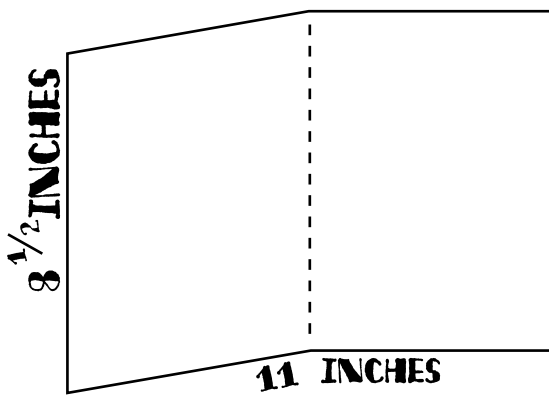


# Utopia Travel Brochure

## Instructions:

In groups of three, you are going to create a travel brochure to advertise your group's utopia. The purpose is to communicate what makes your utopia unique from other utopias and why people will want to join your utopia. Your brochure should look good!

Your brochure will be 8 1/2" x 11" folded in half with info on all 4 sides or in thirds with info on all 6 sides.



### Make sure you include the following items:

	Excellent 5	Good 4	Competent 3	Developing Competency 2	Insufficient 1
Advertises Creative and Appropriate Utopia <b>Name</b> that is easy-enough to spread via word-of-mouth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clearly Shows Utopia's <b>Purpose and Vision</b> to impact the world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clearly Shows Utopia's Intended <b>Audience</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clearly Details Utopia's <b>Membership Policy</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clearly Shows Utopia's Realistic <b>Location</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clearly Shows What Members <b>Do to Live</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clearly Shows Utopia's <b>Activities and Attractions</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clearly States Utopia's <b>Realistic Price/Cost</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clearly States <b>Contact Information</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uses Creative, Attractive, and Neat Brochure <b>Design and Layout</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strategically Uses Graphics, Design, and Order to <b>Manipulate Customers'</b> Reading Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Anticipates Customers' <b>Worries</b> and Logically Answers Their <b>Questions and Concerns</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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# Utopia Travel Brochure

Utopia Name: \_\_\_\_\_

Group Members: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## Presentation Analysis:

	Excellent	>><<	Insufficient
Eye Contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vocals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Energy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Persuasive Tone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teamwork	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\* Worth 5 Points \*

Anticipates Customers' **Worries** and Logically Answers Their **Questions and Concerns**

- Advertises Creative and Appropriate Utopia **Name** that is easy-enough to spread via word-of-mouth
- Clearly Shows Utopia's **Purpose and Vision** to impact the world
- Clearly Shows Utopia's Intended **Audience**
- Clearly Details Utopia's **Membership Policy**
- Clearly Shows Utopia's Realistic **Location**
- Clearly Shows What Members **Do to Live**
- Clearly Shows Utopia's **Activities and Attractions**
- Clearly States Utopia's **Realistic Price/Cost**
- Clearly States **Contact Information**
- Uses Creative, Attractive, and Neat Brochure **Design and Layout**
- Strategically Uses Graphics, Design, and Order to **Manipulate Customers'** Reading Experience
- Anticipates Customers' **Worries** and Logically Answers Their **Questions and Concerns**

Excellent	Good	Competent	Developing Competency	Insufficient
5	4	3	2	1
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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Excellent	Good	Competent	Developing Competency	Insufficient
5	4	3	2	1
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



NAME \_\_\_\_\_

PERIOD \_\_\_\_\_

# Utopia Presentations Analysis

## Instructions:

While the groups are presenting their utopia ideas, listen attentively to answer and ask these questions:



Write the name they've given for their utopia.



Explain what their overall purpose or mission is.



Ask a few clarifying/critiquing questions about their utopia.


# UTOPIA NAME

Write the name they've given for their utopia.

# UTOPIA MISSION

Explain what their overall purpose or mission is.

# CRITIQUE QUESTIONS

Ask a few clarifying/critiquing questions about their utopia.
