

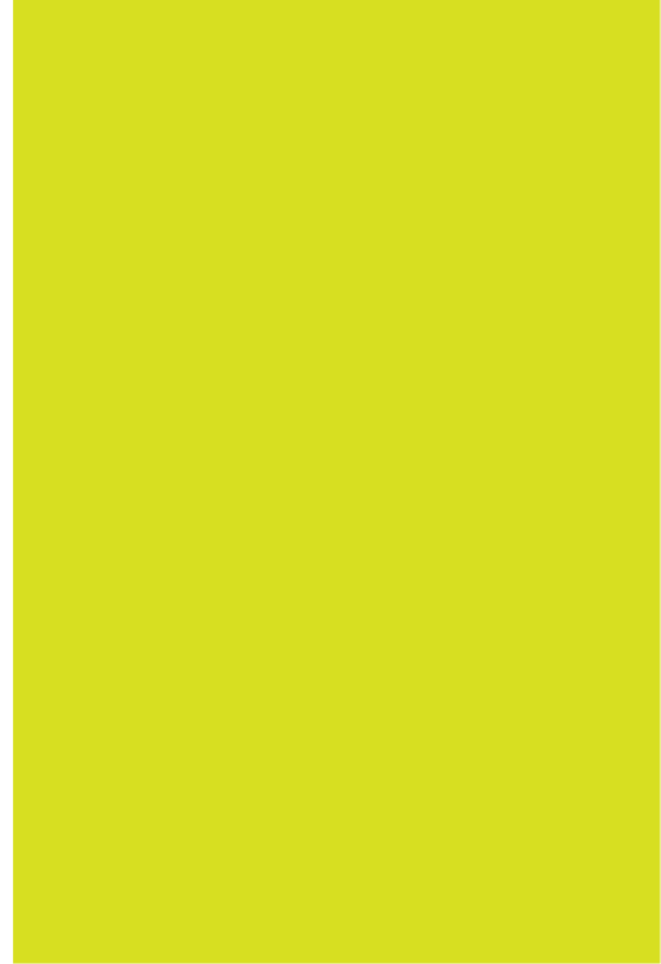
ENGLISH 4A

UTOPIA

TRAVEL
BROCHURE



aventa
LEARNING





Travel Brochure Requirements

- Should be two pages total (think of the front and back of a sheet.)
- You must give your new society a name.
- You must use graphics, pictures, fonts and colors to make your brochure attractive and interesting.
- The brochure should address problems in our society by explaining how your society is better. (More on this later.)



Travel Brochure Overview

- Your travel brochure is NOT advertising a nice place to take a vacation.
- It IS advertising a new society. It should be a place that aspires to be a perfect society that fixes the problems with our current culture. You are using the brochure to spread the word about your new society where people might want to go live.



What problems should I address?

- Make a list of the problems you want to address. Use the ideas presented in the unit.
- Then brainstorm ideas for how your society will fix each of those problems.
- Then write a paragraph or so for each problem, and use a heading to indicate the problem you are addressing.



For example ...

- Problem: Education – kids are disinterested and the current system isn't working. Too many kids drop out and fail in life
- Brainstorm: How can my society fix it?
 - Make traditional school required until age 14, after which teens will choose whether to continue education or learn a trade.
 - Kids will have the opportunity to observe workers in many different careers so they can make a better decision about whether they want to continue education or go into a trade.
 - Teachers will be carefully selected, based on their ability to keep kids motivated and learning. Teachers who do not succeed will be removed from the school system and placed in other career tracks.



How will this look in my brochure?

Education

In our society of Edutopia, education is taken very seriously, though we recognize that academia is not for everyone. Therefore, traditional schooling is compulsory until the age of 14, when students will choose whether to continue their academic education or learn a practical trade. Prior to age 14, students will have many opportunities to explore many different careers and trades and observe people working in these careers, so they can make a good choice when the time comes.

We also believe in the importance of quality teachers who can prevent students from becoming disinterested in learning. Therefore, teachers are carefully selected based on their abilities to keep students motivated and learning. Teachers are closely monitored, and those who fail to keep their students actively learning will be reassigned to other career tracks where they can be more effective workers. This ensures that no students are ever failed by ineffective teachers.



How many problems?

- Your brochure should address at LEAST three problems, but keep in mind that you need to fill two pages
- Don't choose so many topics that you don't have room to write something significant about each
- Don't only choose 1 or 2 and then write a page on each.



What about graphics?

- Use pictures that reflect the topics you are discussing.
- Pictures should be appealing – remember, you are trying to get people to WANT to come live in your society.
- Use colors that are pleasing to the eye and easy to read, if you change the colors of your fonts (don't use neon green on a white background, as it's nearly impossible to read)



How do I create it?

- You can use any software you are comfortable using, so long as you can submit it in a file type I am able to open.
- You can even design it by hand and then scan or take a photograph of it!
- Microsoft Word and Publisher are good programs to use.
- If you aren't sure about specific program, ask me and I'll tell you if I can open the files!



How will I be graded?

- I will use the 6+1 Writing Traits, but I will also use the following specific criteria:

- **Excellent work (100 to 85 points)**
 - **Ideas/Content:** The travel brochure effectively addresses the problems identified with modern American society. Each heading of the brochure has a clear main idea and interesting details that fully explain the main idea. The headings relate to the topics discussed in More's *Utopia*.
 - **Organization:** The brochure is clearly organized by headings, and the format is well-designed on both sides of 8.5 X 11 paper. The name of the utopia is on the front cover.
 - **Conventions:** The travel brochure is extremely well-proofread. While the headings are conveyed in words and phrases, the details that explain the headings are written in complete sentences and paragraphs.
 - **Presentation:** The front cover of the travel brochure is attractive, and the inner pages are pleasing in appearance. The pictures/visuals are well-chosen, and they add to the color and content of the brochure.