

# UTOPIA TRAVEL BROCHURE

Your **Name** \_\_\_\_\_ Hr \_\_\_\_\_

Name(s) of your partner/group members \_\_\_\_\_

As you consider your own Utopia and the Travel Brochure you will be creating, please consider the following:

1. For which **SOCIAL CHALLENGES** will your Utopia solve (i.e. **poverty, greed, alcohol and other drug addiction**)? Feel free to look back at the Challenges in Society web you created in your WN.  
\_\_\_\_\_

2. What will you **NAME** your Utopia? \_\_\_\_\_

3. What will be your **NATIONAL SLOGAN**?  
\_\_\_\_\_  
\_\_\_\_\_

Below are various **CHARACTERISTICS** to consider in creating your Utopia. **Circle 5 to 6 characteristics** to include in your brochure. When choosing the characteristics that you will highlight, try to choose ones that help solve for the Societal Challenges you listed above.

- |                                      |   |  |
|--------------------------------------|---|--|
| 1. beliefs                           | 13. medical / health facilities         | 24. economy / monetary exchange                  |
| 2. gender roles                      | 14. housing                             | 25. available transportation                     |
| 3. rules/laws                        | 15. type of government                  | 26. parks and recreation facilities and programs |
| 4. education / schools and libraries | 16. manner of dressing                  | 27. calendar of events                           |
| 5. dining / food distribution        | 17. family structure                    | 28. crime rate and punishment for crimes         |
| 6. maps                              | 18. care for the elderly                | 29. entertainment                                |
| 7. sightseeing                       | 19. care for the young                  | 30. celebrations and rituals                     |
| 8. free time                         | 20. dating and friendship               | 31. transportation                               |
| 9. rights of individuals             | 21. treatment of various age groups     | 32. communication / media                        |
| 10. arts and entertainment           | 22. way in which professions are chosen |  |
| 11. average climate                  | 23. employment                          |  |
| 12. response to natural disasters    |   |  |

Between today and next Wednesday, you need to make a **PLAN** for completing your travel brochure. If you have a partner or two, be sure to list their specific responsibilities.

**Research:**

**Description:**

**Pictures:**

**Maps:**

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*While you should write out in greater detail your descriptions and persuasive writing in your WN, plan each section of your brochure. What images (pics or maps) and what descriptive details will you include in each section:*

Cover Panel	Panel 1	Panel 2	Panel 3
Panel 4	Panel 5	Panel 6	Back Panel

**Consult the scoring criteria/guide to make sure that you have met all the criteria before you turn in your work.**

## UTOPIA TRAVEL BROCHURE

### Scoring Criteria/Guide

Scoring Criteria	Exceeds Expectations (A grade)	Meets Expectations (B - C grade)	Does Not Yet Meet Expectations (D - F grade)
<b>Description of Utopian Community</b>	The characteristics of the utopia are described with rich detail and reflect careful consideration and planning.	The characteristics of the utopia are adequately described and display planning.	The characteristics of the utopia are not described, or the descriptions reflect a minimal amount of consideration and planning.
<b>Organization of the Travel Brochure</b>	The travel brochure is organized in an insightful fashion that enhances the reader's understanding. Table of contents and headings make the guide easy to navigate.	The travel brochure is organized in a logical fashion. Table of contents and headings assist the reader in making meaning of the information provided.	The travel brochure is not organized in a logical fashion. Information seems randomly placed.
<b>Appearance of the Travel Brochure</b>	The travel brochure is visually appealing and the pictures and/or graphics thoughtfully capture the essence of the utopia.	The travel brochure is visually appealing and conveys a sense of the utopian community.	The travel brochure does not capture the viewer's attention and is a poor description of the community.

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