

Project**3****Create a Vacation Brochure****Solution File**

PP_Project_03_SF.docx

Skills Covered

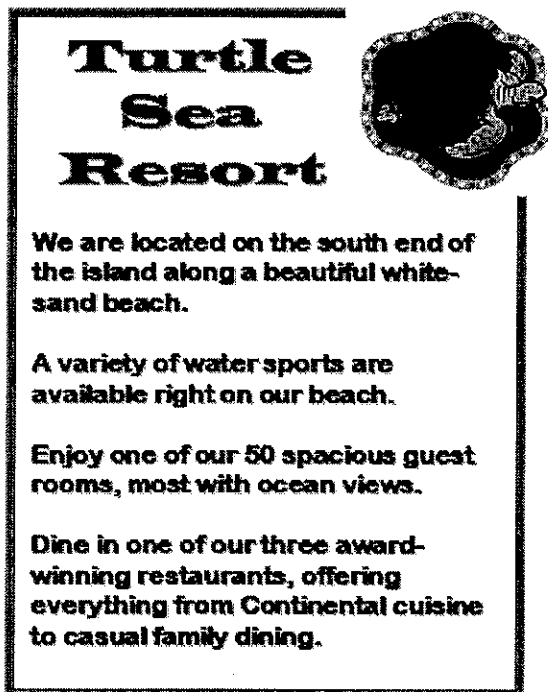
Modifying margins
 Modifying fonts
 Inserting graphics
 Applying a border
 Researching on the Internet

Background

You are the marketing director for Turtle Sea Resort in the Bahamas. An important part of your job is to encourage visitors to try the wide range of activities available at your resort.

Purpose

Create an exciting, colorful brochure containing information on the features your resort has to offer. Figure 3.1 shows how the brochure's cover might look. This brochure must meet a list of specifications given to you by the resort's manager.

Figure 3.1

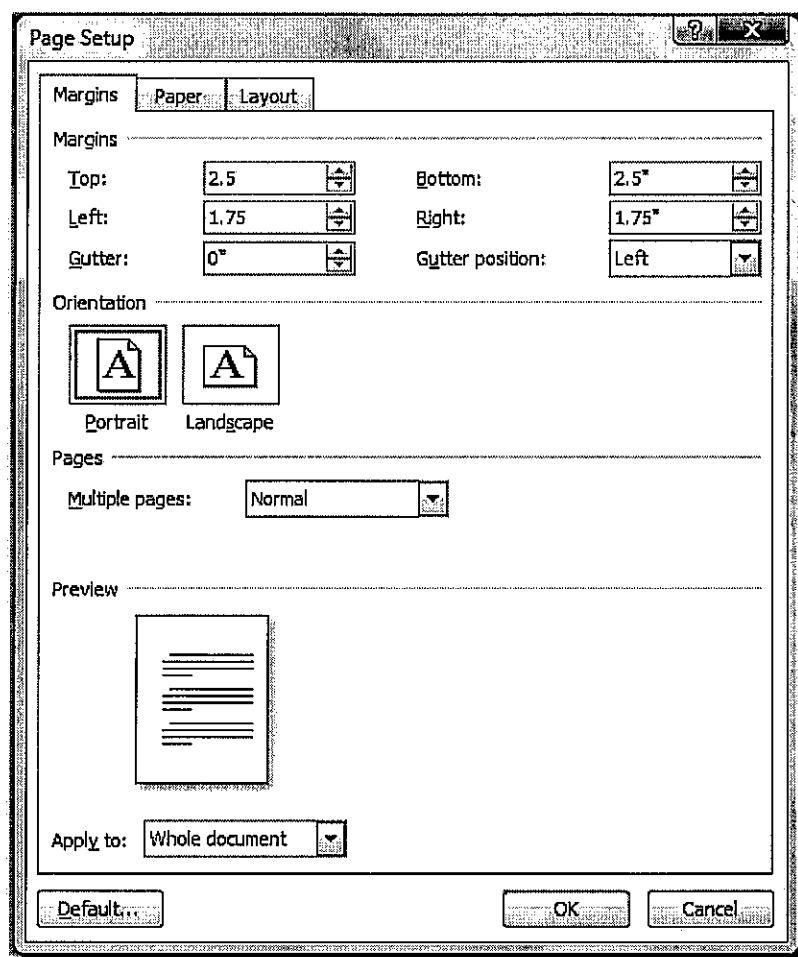
Procedure

The specifications for the Turtle Sea Resort brochure are divided into two categories. The first group of specifications applies to the entire brochure. The second group of specifications applies only to individual pages.

The following specifications apply to the entire brochure.

1. Use Microsoft Word to create your brochure.
2. Include at least four pages in the brochure.
3. Make each page 6 inches wide by 7 inches high. Set the margins as shown in Figure 3.2.
4. Use a consistent color scheme throughout the brochure. Use colorful pastels that will remind people of the ocean.

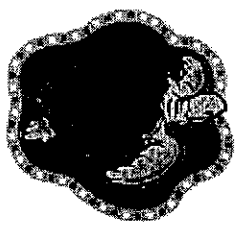
Figure 3.2



Project 3 Continued

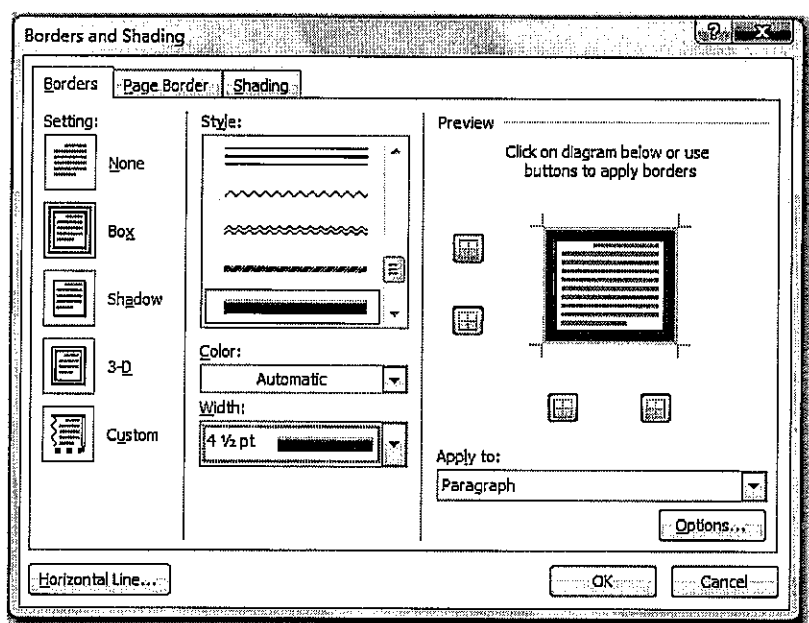
- 5. Place the resort's logo near the top of each page. The logo should incorporate a turtle. You can use Clip Art for the logo or create your own original logo. Figure 3.3 shows a sample logo.

Figure 3.3



- 6. Use at least two different fonts and two different font sizes. Choose one font for the titles and a second font for the text. Place more important items in a larger font size. Create styles as necessary.
- 7. Use at least two different font colors in your brochure. Be consistent in your use of color. For example, make all the text in the body of the brochure the same color.
- 8. Place a colorful title at the top of each page. Make the titles as attractive as you can.
- 9. Use the Borders and Shading dialog box (see Figure 3.4) to insert a border around each page.

Figure 3.4



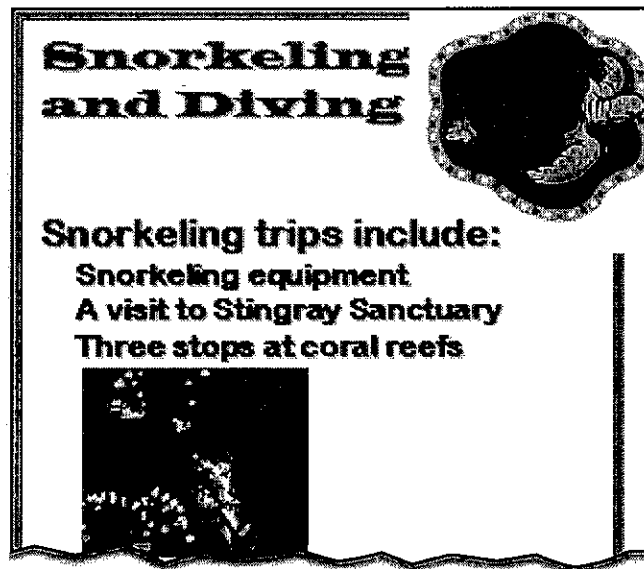
Copyright © by The McGraw-Hill Companies, Inc. All rights reserved.

10. Use at least two graphics (in addition to the resort logo) in your brochure. You can use Clip Art or create your own original graphics.
11. Conduct research on the Internet to learn more about different activities commonly available at resorts in the Bahamas (such as snorkeling, diving, and deep sea fishing).

The following specifications apply to individual pages.

12. Place the resort's name (Turtle Sea Resort) in a large, colorful font at the top of the cover (first) page. This page should contain a brief description of the resort. For example, you might describe its location, the number of rooms, and the types of restaurants.
13. On the second page, include information on snorkeling and diving. For example, this page might list the sites visited on snorkeling trips. The page should contain an appropriate graphic. Figure 3.5 contains an example of how part of this page might look.

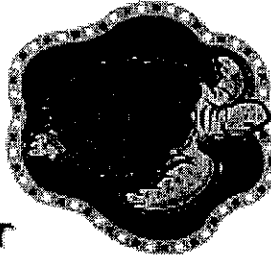
Figure 3.5



- 13. On the third page, include information on deep sea fishing or another activity. You might include information similar to Figure 3.6.

Figure 3.6

Deep-Sea Fishing



Our Captain Sharper has 20 years of experience going after the big ones!

Fish for:

- Marlin**
- Swordfish**
- Sailfish**
- Tuna**

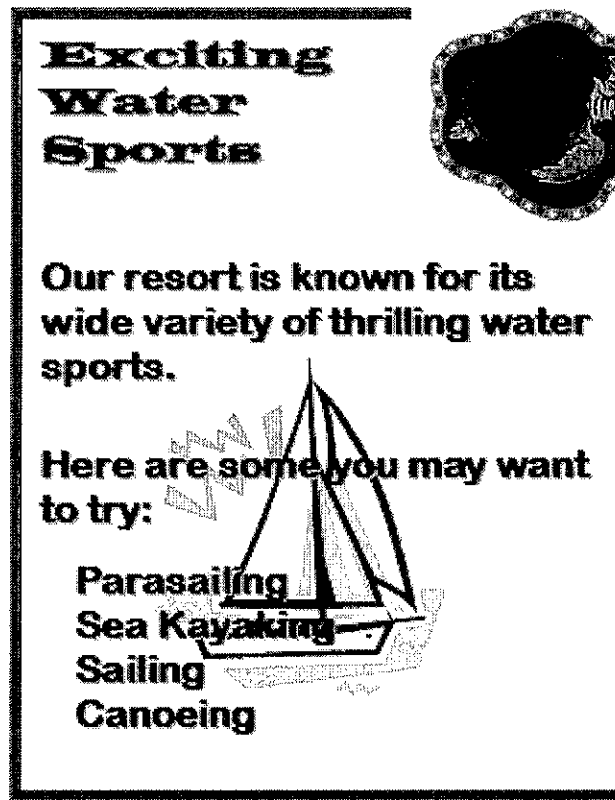
If you do not catch any fish, you do not pay!

Note: All fishing is catch-and-release

Copyright © by The McGraw-Hill Companies, Inc. All rights reserved.

14. On the fourth page, describe at least two additional water sports. Examples might include sailing, parasailing, and kayaking, as shown in Figure 3.7.

Figure 3.7



When you are done, perform the following steps.

15. Carefully proofread your brochure and make any needed corrections.
16. Save it as Resort Brochure-[first initial and last name].docx.
17. Print a copy of your brochure.

Rubric for Project 3

Name _____ Period _____ Date _____

Directions: After you have finished your project, determine how well you have completed each Category. Read the criteria under each column—Excellent, Proficient, Developing, and Beginning. Give yourself a score in the right column based on how well you think you met the criteria. Turn in this paper to your teacher along with your project.

	Excellent (4)	Proficient (3)	Developing (2)	Beginning (1)	Score
Overall	<ul style="list-style-type: none"> • Has at least four pages • Margins are correct • Has a very attractive, appropriate color scheme 	<ul style="list-style-type: none"> • Has four pages • Margins are correct • Has an acceptable color scheme 	<ul style="list-style-type: none"> • Has fewer than four pages • Margins are incorrect • Color scheme could have been better chosen 	<ul style="list-style-type: none"> • Has fewer than four pages • Margins are incorrect • There is no consistent color scheme 	
Research	<ul style="list-style-type: none"> • Shows extensive research 	<ul style="list-style-type: none"> • Shows adequate research 	<ul style="list-style-type: none"> • Shows minimal research 	<ul style="list-style-type: none"> • Shows no research 	
Page Content	<ul style="list-style-type: none"> • Follows specifications • Is exceptionally well written • Is extremely well laid out 	<ul style="list-style-type: none"> • Follows specifications • Is clearly written • Is well laid out 	<ul style="list-style-type: none"> • Partially follows specifications • Could be more clearly written • Could have been better laid out 	<ul style="list-style-type: none"> • Does not follow specifications • Is poorly written • Is poorly laid out 	
Graphics	<ul style="list-style-type: none"> • Has exceptionally well-designed logo with turtle on each page • Uses at least two additional, well-chosen graphics • Has an attractive border around each page 	<ul style="list-style-type: none"> • Has logo with turtle on each page • Uses at least two appropriate graphics • Has a border around each page 	<ul style="list-style-type: none"> • Logo does not contain turtle or does not appear on each page • Graphics could have been better chosen or border is missing 	<ul style="list-style-type: none"> • Logo does not appear on every page or is missing • Additional graphics are missing • Border is missing 	
Text	<ul style="list-style-type: none"> • Uses at least two fonts and two font sizes • Most important information is largest size 	<ul style="list-style-type: none"> • Uses only one font or one font size • Most important information is largest size 	<ul style="list-style-type: none"> • Uses only one font and/or one font size • Does not vary size of information according to importance 	<ul style="list-style-type: none"> • Uses only one font and one font size • Does not vary size of information 	
				Total Points:	

