

Vacation Brochure

Directions: Your employer wants to send the top employees on a company paid vacation, but they would like you to determine where the employees should travel and what excursions are available for them. They do not want the paid vacation to exceed \$4500 (including airfare, hotel, transportation, excursions, meals, etc.) per employee. Create an informational, professional, and creative brochure using the following criteria:

CONTENT:

- General information about the employees' vacation spot (state or country)
- A brief description (in your own words) about areas of historic and recreational interest
- A brief description (in your own words) of each excursion/activity (indoor/outdoor)
- Schedules (i.e. time and days) for various excursions and activities along with contact information
- A minimum of two excursions/activities/destinations per day depending upon the amount of days (5 or more consecutive) selected
- Meal accommodations
- Photographs
- Maps of sites

FORMATTING:

- Three tri-fold brochure
- Creative, original and colorful
- Borders
- Horizontal lines
- All margins 0 inches
- Use bullets in one area
- At least four pictures
- All text, except headings, are justified
- Word Count should not be less than 400
- Run Spell Check
- Each topic's heading is bold and larger font than body text
- Drop Cap for each new topic
- Paper folded when turned in
- Saved to your Graded Work folder in your H: drive

(Company Trip) Rubric

Layout -12 points possible	Points Possible	Points Received
Is your brochure easy to read?	3	
Is your brochure free of clutter?	3	
Does your brochure have lots of empty, unused space?	3	
Are graphics or illustrations used with a purpose?	3	

Organization -20 points possible	Points Possible	Points Received
Is it easy to find information quickly?	6	
Is information presented in a logical order?	5	
Are all panels used efficiently?	5	
Are sections clearly distinguishable from one another? (each topic's heading is bold and larger font)	4	

Content -24 points possible	Points Possible	Points Received
Does your brochure effectively summarize important information? (written in own words)	7	
Are words spelled correctly and is grammar used properly	4	
Is Word Count at least 400	3	
Are there at least two excursions/activities per day (depending on number of days selected)	10	

Formatting -24 points possible	Points Possible	Points Received
Professional appearance and original	5	
Creative with color used throughout	5	
Are there Drop Caps for each topic?	2	
Are all margins 0 inches?	2	
Is there an 8pt line under the heading (Title)?	2	
Are borders and horizontal lines used?	2	
Is all text, except headings, justified	2	
Are bullets used?	2	
Is the paper folded when turned in?	2	
TOTAL	80	