DREAM VACATION: BROCHURE REQUIREMENTS

Setup Requirements
- ☐ Save As: **LastNameFIBrochure**
- ☐ Select a Template
- ☐ Printed on one (1) page, both sides

Brochure Organization
- ☐ All 6 panels have clear topics and supporting facts
- ☐ Information presented in a logical order
- ☐ Use of bullets/numbering to highlight information

Content
- ☐ Content highlights the trip
  - o Attractions & main activities are displayed
- ☐ Cover Panel
  - o Unique and catchy title in WordArt
  - o Dates
  - o Appropriate graphic
  - o One-Liner (catch phrase)

- ☐ Back Panel
  - o Name, Class, Period
  - o Supporting graphic
  - o Total cost of the trip (should stand out)
- ☐ Airfare
- ☐ Hotel Information
- ☐ Embassy/Consulate
- ☐ Currency

Spelling and Grammar
- ☐ Spelling and grammar checked

Attractiveness & Graphics
- ☐ Fonts are legible and easily read
- ☐ Headings are formatted to stand out
- ☐ Graphics/shading/coloring/page borders, etc. added to the publication
- ☐ Appropriate graphics to highlight the trip
  - o Text Wrapping adjusted to move graphics around
- ☐ Good Mix of text and graphics

Sources
- ☐ List websites used for information
- ☐ Graphics are cited throughout brochure (text boxes)

DREAM VACATION: BROCHURE RUBRIC

Requirement	Points Possible	Points Earned
Setup	**3**	
Filename	1	
Template	1	
Printed Correctly (1 page, both sides)	1	
Brochure Organization	**10**	
All 6 panels have clear topics and supporting facts	6	
Information presented in a logical order	1	
Use of bullets/numbering to highlight information	3	
Content	**17**	
Cover Panel (Title in WordArt, Dates, Graphic, Catch Phrase)	4	
Back Panel (Name, Class, Period; Graphic, Total Cost)	5	
Airfare and Hotel Information	4	
Embassy/Consulate Information	1	
Currency	1	
Main Attractions Highlighted	2	
Spelling and Grammar	**5**	
Spelling and Grammar	5	
Attractiveness & Graphics	**12**	
Fonts are legible and easily read	2	
Headings are formatted to stand out	1	
Graphics/shading/coloring/page borders, etc. add to the publication	5	
Text wrapping applied to graphics	2	
Good mix of text and graphics	2	
Sources	**3**	
List websites used for information	2	
Graphics are cited throughout brochure (text boxes)	1	
TOTAL	50	

Example Layout

Inside Flap	Back Panel	Front Panel

*Important Information
  -Currency
  -Some restaurant information
 	
*Map of trip
  -If you are staying in multiple cities, show the route.
	*Include your name as the contact person in a text box so people can contact you for further information on taking your vacation.
	*Also include your school & period.
	
	*Supporting Graphic
	
	*Total Cost of Trip
	
	*List web resources
		*Title for your Vacation
		
		*Appropriate Graphic
		
		*Exciting Catch Phrase to grab people's attention
		
		*Dates

Inside Panel *Brief itinerary of the trip *Some of the sights you will see *City/Destination facts	**Inside Panel** *Highlight some of the attractions	**Inside Panel** *Accommodations/Hotel info *Travel price packages (Airfare)

*You could also use the inside of the brochure to follow the itinerary.