Utah Staycation

Project

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| --- | --- | --- | --- |
| Period |  | Team# |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Member 1 | Member 2 | Member 3 | Member 4 |
|  |  |  |  |

Destination:

Slogan: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Logo:

After creating your logo in PowerPoint, print it, cut it out, and glue it in the box to the right.

Team Name:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Directions:

With your group, you will fill out the destination sheet below to find out all about your destination and what you need to know in order to make a good advertising campaign for it. If you have 3 in your group, you will choose 3 types of advertising from the list below. If you have 2 in your group, you will choose two and share the responsibilities of the job you do not have.

**Billboard** – A billboard is created on provided poster board. You can used elements printed from the computer, and you can also hand draw or cut out items to put on your billboard. It must contain your destination name, slogan, and a few essential points about the destination. It must also have artwork.

**Flyer** – A flyer is created as a tall or wide blank page in Print Shop. It contains the same information as the billboard: destination name, slogan, essential points, and some artwork. Because it is on the computer, all artwork must come from online sources.

**Brochure** – A brochure is created in Print Shop. Brochures are created to let possible travelers know all about the area. It can include images of the location, attractions, restaurants, hotels, and maps. To create it in Print Shop, choose “Brochure” and choose the 3 column option. You can design both front and back, but when printing, print “outside only” and “inside only” and staple the two pages together.

**Television Commercial** – If you choose to create a commercial, all video taping and editing must come from your own resources. Use your phone as a camera and any free aps online to assist you. If, amongst your group, you do not have the know-how to do this, do not choose this option. Your commercial must be at least 30 seconds, and must include your destination name, slogan, and reasons to visit. Persuade those watching to choose your destination!

**Radio Commercial** – If you choose to create a radio commercial, you will want to use Audacity. You can borrow a microphone from Mrs. Rees. OR, you can use the recording device on your phone if you have an app for it. A radio commercial MUST contain a musical jingle that your team has created, as well as a slogan. It must be 15-30 seconds long.

**Youtube Video** – If you choose to do a Youtube video you must actually post it to Youtube using an account you create or that someone in your group has. You can do your filming in class or outside of class. Again—do not choose this if you do not have in your group the know-how to do it. You will not be provided with a camera. Your video must include your destination, slogan, and a persuasive argument to visit. Videos must be at least 2 minutes long.

**Slideshow Ad** – This is an ad created in PowerPoint. You may create it using at least 5 slides. Set the timing (in transitions) to automatic so that the slides go through on their own, then save it as a show file so it runs like a movie. Your ad must include your destination, slogan, and reasons to visit.

**\*Badge** – You can create a badge to advertise your location! To do badges, you must design TWO different badges and they must be approved by Mrs. Rees before creating them. You will use a badge machine to turn your design into an actual badge! The Badge does NOT count as one of your three, but is a bonus activity you may do ONLY after you have finished the other three. It will give your group bonus money at the end if you complete it!

**Which three are you going to do? Please circle.**

**YouTube Video**

**Slideshow**

**Billboard**

**Brochure**

**Radio**

**Flyer**

**Commercial**

Skill Inventory

As a group, discuss what skills you already have. This can help you decide which type of ads you would like to do, playing to the strengths of your group. Can anyone in your group do the following things? If they can, sign initials next to the skill.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Has a Youtube Account |  | Is funny |  | Is confident using Audacity |
|  | Can upload videos |  | Likes to be in front of an audience |  | Likes using PowerPoint |
|  | Has a phone/ipod/ipad |  | Has a good speaking voice |  | Likes using Print Shop |
|  | Has made videos on an app before |  | Likes to be in charge |  | Has an outgoing personality |
|  | Likes to write |  | Is organized |  | Good at using scissors and glue |
|  | Is a good artists |  | Is good at using the internet |  | Has an artistic eye |
|  | Good at following directions |  | Is a good singer |  | Is reliable and dependable |

Our Ads

Now that you know your strengths, choose which ad types you will doing. Circle three if there are 4 in your group, and 2 if there are 3 in your group. You MAY do more than the requirement for extra pay.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Flyer | Slideshow | Billboard | Radio | Brochure | Commercial | Youtube Ad |

What is your JOB?

Now that you know your skills, it’s time to decide who is doing what to complete the project. Below is a list of all the things you will have to do. **Each person must initial what they are responsible for in this project**. It does not necessarily have to be even—some jobs are bigger than others. But make sure everyone has plenty to do! Not all of these will be applicable to your group—just pick the ones that apply to the types of ads you are doing.

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| --- | --- | --- | --- | --- | --- |
| **All Groups** | | Flyer | | Brochure | |
|  | Fill out destination page |  | Edit in Audacity (optional) |  | Create brochure in Print Shop |
|  | Design logo in PPT | Slideshow | |  | Look up photos and info |
|  | Keep everyone on task |  | Create PowerPoint |  | Print an Attach |
|  | Daily directions |  | Find photos for PowerPoint | Commercial/Youtube | |
|  | Fill out peer reviews |  | Add music to PowerPoint |  | Find equipment for recording |
|  | Fill out Career Inventory | Billboard | |  | Write commercial |
|  | Look up & save images |  | Cut out images/pics/etc |  | Perform in commercial |
|  | Assist with Logo |  | Glue on Posterboard |  | Record commercial |
|  | Keep track of the packet |  | Design the board |  | Transfer file to computer |
|  | Report roll each day | Radio Ad | |  | Edit commercial (optional) |
|  | Save and manage files |  | Find equipment needed |  | Upload to Youtube (optional) |
|  | Turn in packet |  | Write the ad |  |  |
|  | Plan & Write presentation |  | Record the ad |  |  |
|  | Main presenter |  | Sing/write jingle (optional) |  |  |

Destination Research

Name of Destination: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How far from nearest airport: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Nearest Hotels: (find one hotel of each level nearby with good reviews)

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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Nearby attractions to visit:

|  |  |
| --- | --- |
| **Attraction** | **Notes** |
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Target Market: What type of people (within Utah) would be interested in this destination?

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Nearby Restaurants

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List of reasons why visit there:

Other notes:

Career Inventory

During your research, what are some careers you have discovered that would be necessary to make someone’s stay at a Utah destination complete? Keep a running list throughout the project whenever you find another career in this industry.

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Presentation Plan

*Which ad will you be showing?*

Introduction/attention getter:

Main Spokesperson: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Personal Inventory

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| What did you learn from this project? |  |
| What did your group excel at? |  |
| What could you have done better? |  |
| What did you personally contribute to your project? |  |

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