

## Culminating Project: Travel Brochures

Through their study of ancient and modern China, students work in groups to design travel brochures highlighting China's history, landscape, art, entertainment, food, culture, and landmarks. The purpose of the brochure is to persuade travelers to visit China and then to guide them during their visit to China.

*This project follows several lessons on gathering information, note-taking, and writing. The sample lesson plans in this unit provide students with the background they need to complete this project. Therefore, all work from the lesson plans should be placed in a folder for each child so that he/she can refer to it while creating the travel brochure.*

### **Materials:**

1. Printed or drawn reference materials and pictures of various places and sights in China, such as the Great Wall, the city of Beijing, pandas, etc.
2. Various art materials: markers, crayons, paints, colored pencils.
3. Trade books about China.
4. Internet access.
5. Scissors, glue, markers.
6. Drawing paper, folded into a pamphlet.
7. Brochure samples from a travel agency.
8. Planning sheet/graphic organizer.
9. Computers.
10. Student work from previous lessons.

### **Procedure:**

1. Share sample travel brochures with students. Discuss methods of advertising travel to places in the world.
2. Have students chart the categories of information included in the sample brochures as a preparatory activity to their own planning activity (The categories may include maps, important historic sites, weather, special events, historical facts, etc.).
3. In their brochures, students should include a brief history of China, a map, and at least five important sites a tourist would want to visit.
4. Students should also include any information helpful for the tourist.
5. Students may use the attached planning paper or a graphic organizer to outline and plan the items they want to highlight in their brochure.
6. Students fold white drawing paper (size depends on age group of students) into a pamphlet form.
7. Students transfer the writing they have done for each of the required categories onto their brochures. They can draw or glue pictures found from magazines, books, or the Internet.

### **Share:**

A student from each group shares their brochure. The class discusses the reasons each brochure might encourage tourists to visit China.

## Planning a Travel Brochure

Names of group members:

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### Historic Sites

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### Special Events

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### Geography Facts

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### Weather

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### Food

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### Additional Interesting Facts

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*How does the past influence the present?*

