

## Travel Brochure

The purpose of a travel brochure is to educate travelers on what a specific location has to offer in way of sites to see and activities to do. They generally include many photographs or visual aids to entice travelers to visit the location. Maps, price tables, and other forms of information can be included to effectively inform travelers of the desired location. The goal of this type of genre is to convince a reader to visit the location by providing interesting information accompanied by informative and fun visual aids.

Visual Representation	-6 or more visual aids (pictures, tables, etc.) (5 pts.)	-3 to 5 visual aid (pictures, tables etc.) (3 pts.)	-0 to 2 visual aids (pictures, tables, etc.) (0 pts.)
Validity	-Information is valid and can be supported through valid sources. (no Wikipedia) (5 pts.)	-Information is valid but not supported through sources (includes Wikipedia) (3 pts.)	-Information is invalid and cannot be supported through any valid source. (0 pts.)
Format	-Brochure has 3 folds (information 5 sides) -title, name, date, - 12 point font (any font) (5 pts.)	-Brochure has 2 folds (information on 2-4 of them) -includes title, name, date -font bigger than 12 point (3 pts.)	-Brochure has no folds (information on only one fold) -doesn't include name, date, or title -font is larger than 12 point.
Information	-Includes at least 4 informative categories about location -Specific information (5 pts.)	-Includes 2-3 informative categories about location -Not specific. (3 pts.)	-Includes 0-1 informative categories about location (0 pts.)
Entertainment Factor	-Information is compelling and persuades reader to want to travel to location. (5 pts.)	-Information is interesting but does not persuade reader to visit location. (3 pts.)	-Information is not compelling and does not persuade reader to visit location. (0 pts.)

