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Travel Through the Design Cycle

Use the Design Cycle to create an advertisement for a weekend getaway using Microsoft PowerPoint.

Goal

Your task is to plan a weekend getaway for someone else. You must choose a location in the United States that you have never been to so that it requires research on your part.



Audience

Your target audience will be Century Middle School student travelers and their families.

Situation

In order to create an advertisement you must learn about the destination – where it is located, attractions to see, and interesting facts about the destination.

Purpose

You will create an advertisement in PowerPoint to encourage travelers to come to your destination for a weekend getaway.

Standards and Criteria for Success

Your advertisement must include the following requirements:

- A title slide with the name of your destination and your name.
- A Travel Agency Logo for all slides
- A footer with your Travel Agency Name, page # and date on pages 2 through the end
- A map of the state that your destination is in with a star to show the location of the weekend getaway
- Two interesting facts about the travel destination
- A travel itinerary - a schedule of what you will be doing while at your destination
- Information about four tourist attractions listed in your itinerary
- Six or more pictures throughout your slides
- Slide transitions

Non-Negotiables:

These writing skills are taught in elementary school and are expected of 7th grade students.

- The first letter of the sentence should be capitalized.
- The sentence should end with punctuation.
- Names and places should be capitalized.
- "I" should be capitalized.
- Names and places should be spelled correctly if there is a resource available where it is spelled.

Inquiring and Analyzing

		3-4	5-6	
<ul style="list-style-type: none"> • does not reach a standard described by any of the descriptors 	<ul style="list-style-type: none"> • states the need for a solution to a problem • states some of the main findings of relevant research 	<ul style="list-style-type: none"> • outlines the need for a solution to a problem • states the research needed to develop a solution to the problem, with some guidance • outlines one existing product that inspires a solution to the problem • develops a basic design brief, which outlines some of relevant research 	<ul style="list-style-type: none"> • explains the need for a solution to a problem • constructs a research plan, which states and prioritizes the primary and secondary research needed to develop a solution to the problem, with some guidance • describes a group of similar products that inspire a solution to the problem • develops a design brief, which outlines the findings of relevant research 	<ul style="list-style-type: none"> • explains and justifies the need for a solution to a problem • constructs a research plan, which states and prioritizes the primary and secondary research needed to develop a solution to the problem independently • analyses a group of similar products that inspire a solution to the problem • develops a design brief, which presents the analysis of relevant research
Task Specific Descriptors			<input type="checkbox"/> explain in at least 3 complete sentences what the project is asking you to do and why it is important to do this (purpose) <input type="checkbox"/> using the sample Weekend Getaway PowerPoint advertisement to Niagara Falls describe how the creator met each of the Standards and Criteria for success <input type="checkbox"/> make a list of the kinds of information you will need to complete your PowerPoint advertisement <input type="checkbox"/> outline the findings of relevant research for #5 - #8 <input type="checkbox"/> non-negotiables	

1. Explain the problem. (What is the assignment asking you to do?) Why is it important to solve this problem?
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2. Describe the main features in the Niagara Falls PowerPoint Advertisement that inspire a solution to the problem. In other words explain how the creator used the Standards and Criteria for success.
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3. Look at the Standards and Criteria for success on the cover page. What will you need to find about your destination to create a successful advertisement?
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4. What destination (city) are you going to encourage travelers to go to for a Weekend Getaway?
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5. Insert a map of the state (and the image url for the map) that your destination is in. You will be adding a star to the map after you insert it into your PowerPoint to show the location of the Weekend Getaway.

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6. Write two interesting facts about your destination (city) in complete sentences. Be sure to paraphrase. Cite your source!
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7. Name four tourist attractions that you want your clients to see and write two – three things they can do at each attractions. Word what they can do as commands (i.e. Feel the joy as you watch exotic butterflies soaring through the conservatory.)
A.
B.
C.
D.
8. Insert at least six pictures (and their image urls) that you could use throughout your PowerPoint advertisement. Be sure to include pictures that represent your interesting facts and each of your four tourist attractions.

Developing Ideas

		3-4	5-6	7-8
<ul style="list-style-type: none"> • does not reach a standard described by any of the descriptors 	<ul style="list-style-type: none"> • lists a few basic success criteria for the design of a solution • creates incomplete planning drawings/diagrams 	<ul style="list-style-type: none"> • constructs a list of the success criteria for the design of a solution • outlines the main reasons for choosing the design with reference to the design specification • creates planning drawings/diagrams or lists requirements for the chosen solution 	<ul style="list-style-type: none"> • develops design specifications, which identify the success criteria for the design of a solution • presents the chosen design and outlines the main reasons for its selection with reference to the design specification • develops accurate planning drawings/diagrams and lists requirements for the creation of the chosen solution 	<ul style="list-style-type: none"> • develops a design specification which outlines the success criteria for the design of a solution based on the data collected • presents the chosen design and outlines the reasons for its selection with reference to the design specification • develops accurate planning drawings/diagrams and outlines requirements for the creation of the chosen solution
Task Specific Descriptors			<input type="checkbox"/> write the standards and criteria for success in complete questions accurately follow teacher directions to create a background design that includes: <input type="checkbox"/> a customized background fill <input type="checkbox"/> a small Travel Agency Logo <input type="checkbox"/> a footer with your Travel Agency name, page #, and date on pages 2 – the end <input type="checkbox"/> title slide Outline the reasons you choose: <input type="checkbox"/> your background fill <input type="checkbox"/> your Travel Agency Logo <input type="checkbox"/> your Travel Agency name <input type="checkbox"/> non-negotiables	

9. What are the standards and criteria for success for your Weekend Getaway PowerPoint advertisement?

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10. Create a background design for your PowerPoint advertisement by following the directions given by Mrs. Yakish

11. Why did you choose this design? (Tell about the background fill, the Travel Agency Logo, and your Travel Agency Name.)

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12. You will be given step by step directions to create your Title Slide, Map Slide, Travel Itinerary Slide and Bibliography Slide. You need to plan your Interesting Facts Slide and Four Tourist Attraction Slides. Insert Text Boxes and plan these five slides below.

Creating the Solution

		3-4	5-6	
<ul style="list-style-type: none"> • does not reach a standard described by any of the descriptors 	<ul style="list-style-type: none"> • demonstrates minimal technical skills when making the solution • creates the solution, which functions poorly and is presented in an incomplete form 	<ul style="list-style-type: none"> • outlines each step in a plan that contains some details, resulting in peers having difficulty following the plan to create the solution • demonstrates satisfactory technical skills when making the solution • creates the solution, which partially functions and is adequately presented • outlines changes made to the chosen design or plan when making the solution 	<ul style="list-style-type: none"> • constructs a plan, which considers time and resources, sufficient for peers to be able to follow to create the solution • demonstrates competent technical skills when making the solution • creates the solution, which functions as intended and is presented appropriately • outlines changes made to the chosen design and plan when making the solution 	<ul style="list-style-type: none"> • constructs a logical plan, which outlines the efficient use of time and resources, sufficient for peers to be able to follow to create the solution • demonstrates excellent technical skills when making the solution • follows the plan to create the solution, which functions as intended and is presented appropriately • explains changes made to the chosen design and plan when making the solution
Task Specific Descriptors			<input type="checkbox"/> list three resources you needed to create your Weekend Getaway advertisement competently follow written directions for: <input type="checkbox"/> Title Slide <input type="checkbox"/> Map Slide <input type="checkbox"/> Travel Itinerary Slide <input type="checkbox"/> Bibliography Slide and demonstrate competent technical skills when creating: <input type="checkbox"/> Interesting Facts Slide <input type="checkbox"/> Four Tourist Attraction Slides <input type="checkbox"/> PowerPoint meets all of the Standards and Criteria for success <input type="checkbox"/> in complete sentences explain one change you made to your background design and tell why and one change you made to the plan (the slides that you planned out for #12 and tell why (If you did not make any changes to the background design you planned or to your slide plans you need to state that and tell why you stuck to your plan)	

13. What resources did you need to create your Weekend Getaway advertisement?

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14. Did you change anything that you had put in your slide plans as you created your PowerPoint? If so, what did you change and why?

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Evaluating

		3-4	5-6	7
<ul style="list-style-type: none"> • does not reach a standard described by any of the descriptors 	<ul style="list-style-type: none"> • describes a testing method, which is used to measure the success of the solution • states the success of the solution 	<ul style="list-style-type: none"> • describes a relevant testing method, which generates data, to measure the success of the solution • lists the ways in which the solution could be improved • outlines the impact of the solution on the client/target audience 	<ul style="list-style-type: none"> • describes relevant testing methods, which generate data, to measure the success of the solution • outlines how the solution could be improved • describes the impact of the solution on the client/target audience, with guidance 	<ul style="list-style-type: none"> • describes detailed and relevant testing methods, which generate accurate data, to measure the success of the solution • describes how the solution could be improved • describes the impact of the solution on the client/target audience
Task Specific Descriptors			<input type="checkbox"/> describe how you could test to see if your PowerPoint advertisement is one that will encourage your audience to go to your destination <input type="checkbox"/> write at least one complete sentence on how you can improve your PowerPoint advertisement <input type="checkbox"/> write at least two complete sentences about what you think others will do after viewing your PowerPoint advertisement <input type="checkbox"/> non-negotiables	

15. How could you test your PowerPoint advertisement to measure its success?
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16. How could you improve your PowerPoint advertisement?
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17. How do you think your PowerPoint advertisement will impact those who read it?
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