

***DYSTOPIAN TRAVEL BROCHURE PROJECT***

**A travel brochure seeks to draw tourists and visitors to a particular place by playing up the “utopian” characteristics and amenities the place possesses. It uses pictures, color, and descriptive, positive language to excite and interest a potential tourist into visiting that particular town, city, site, etc. You will seek to recreate the same purpose, but with a challenge. You must advertise for the dystopian city Equality flees in the novel!**

**WHAT TO DO:** You have just been hired by the World Council to attract more workers and visitors to your dystopian city. Using language, images, and “selective details,” portray your city as a utopia, instead of a dystopia—remember, you WANT people to come here! This means that the language you use to describe the city must have positive connotations and must “leave out” or “spin” some of the more negative aspects of the city.

**WHO IS YOUR AUDIENCE:** The people who may see/pick up this brochure will be workers, families, and/or individuals looking to relocate for a “better life.”

**REQUIREMENTS:** Your brochure must have the following:

* At least 5 “panels”—front or introduction, 3 “body” sections, and a back or conclusion (see explanation of what the back should have on it).
* Panels must be FULL of information—organization is key here
* Brochure must be COLORFUL to attract your audience
* Brochure must advertise the city as a UTOPIA, not a dystopia
* Give the city a fitting name. Based on what you know about their thinking and mentality towards life, what would the city be called?
* Must use a combination of images and text. No overload of images or text.
* Back of the brochure (conclusion) should be an explanation of where your ideas from the brochure came from. This means, you need to state what events, details, etc. from the novel led you to your ideas. Give page numbers where needed.

**RUBRIC:**

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|  |  **25** | **22** | **18** | **14** |
| **Organization** | The brochure has excellent formatting and very well organized information. | The brochure has appropriate formatting and well-organized information. | The brochure has some organized information with random formatting. | The brochure's format and organization of material are confusing to the reader. |
| **Ideas** | The brochure communicates relevant information appropriately and effectively to the intended audience. | The brochure communicates relevant information appropriately to the intended audience. | The brochure communicates irrelevant information, or communicates inappropriately to the intended audience. | The brochure communicates irrelevant information, and communicates inappropriately to the intended audience. |
| **Conventions** | All of the writing is done in complete sentences. Capitalization and punctuation are correct throughout the brochure. | Most of the writing is done in complete sentences. Most of the capitalization and punctuation are correct throughout the brochure. | Some of the writing is done in complete sentences. Some of the capitalization and punctuation are correct throughout the brochure. | Most of the writing is not done in complete sentences. Most of the capitalization and punctuation are not correct throughout the brochure. |
| **Graphics** | The graphics go well with the text, and there is a good mix of text and graphics. | The graphics go well with the text, but there are so many that they distract from the text. | The graphics go well with the text, but there are too few. | The graphics do not go with the accompanying text or appear to be randomly chosen. |