

# **Rand McNally Brochure**

English 12

Mr. Monsen

**Directions:** Choose a location and research it thoroughly. Take the information you collect and create a clear, well-organized, and informative “brochure” for the location.

**Do NOT copy and paste information** you find, *instead paraphrase it to the best of your ability*. Be sure to include a picture of the location. Use the sample on the next page as a guide.

First, write the four categories below in your notebook and use them when conducting your research. Leave one line blank after the first category (Location Name). Then leave (10) lines blank after each of the bottom three categories. This is where you will write your research information in for each category.

**Location Name:**

**General Description of the Location:**

**Things to Do:**

**Fun Facts:**

# Sample Brochure

**Location Name:** Springdale, Utah

## **General Description of the Location:**

Springdale is a town in Washington County, Utah, United States and has a population of 529. It was settled by Mormons in the mid-1800's and sits just outside the southwest entrance to the heavily visited Zion National Park. As a result, Springdale's economy is mainly supported by tourism.

## **Things To Do:**

There are many activities to do in Springdale – some of them include hiking, tubing down the Virgin River, seeing shows at the local outdoor theater, visiting a local ghost town, browsing some of the many local art galleries, eating at some of the local restaurants, and visiting the nearby world-famous Zion National Park.

## **Fun Facts:**

- Springdale was named one of the 20 “prettiest towns” in the United States in 2008.
- The nearest major airport is 150 miles away (Las Vegas).
- There is a real “Ghost Town” (called Grafton Ghost Town) just seven miles down the road from Springdale.



**Brochure Created By:** John Doe

# Rand McNally Brochure Rubric

**5                      4                      3                      2                      1**

<b>Language/ Sentence Structure</b>	Language is sophisticated and sentence structure is excellent	Some use of sophisticated language and sentence structure is good	Uses sophisticated language at times and basic sentence structure	Little sophisticated language used, and sentence structure is weak	Below average language/vocabulary and sentence structure hurts comprehension of material
<b>Presentation/Visual Appeal</b>	Brochure is extremely clear and has tremendous visual appeal	Brochure is very clear and visually appealing	Brochure is clear and somewhat visually appealing	Brochure is somewhat clear and not very visually appealing	Brochure is unclear altogether
<b>Organization</b>	Brochure is organized perfectly	Brochure is organized very well	Brochure is organized well	Brochure is somewhat organized	Brochure is unorganized
<b>Spelling/Grammar/ Punctuation</b>	Essay has virtually NO errors	Very few mistakes in spelling, grammar, and punctuation	Some mistakes	Many mistakes Essay difficult to read	Essay is unreadable due to number of errors in spelling, grammar/punctuation

                     **X5** =                      **(Final Grade)**