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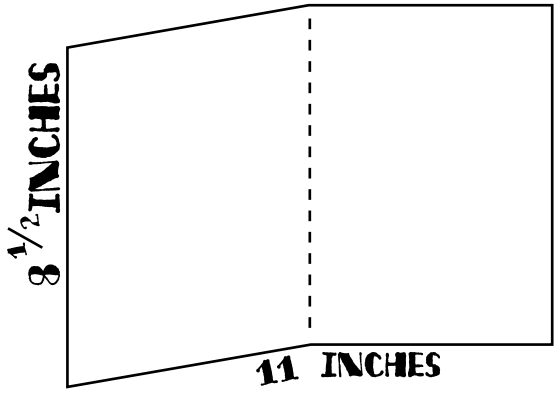
The Giver

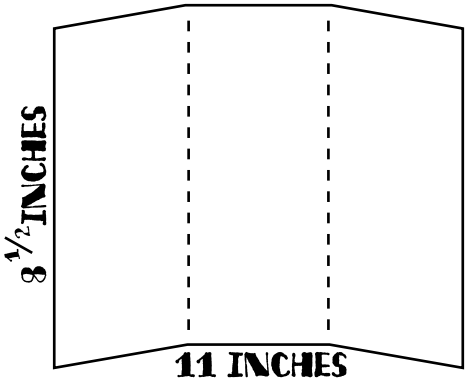
Utopia Travel Brochure

Instructions:

In groups of three, you are going to create a travel brochure to advertise your group's utopia. The purpose is to communicate what makes your utopia unique from other utopias and why people will want to join your utopia. Your brochure should look good!

Your brochure will be 8 1/2" x 11" folded in half with info on all 4 sides or in thirds with info on all 6 sides.





Make sure you include the following items:

	Excellent 5	Good 4	Competent 3	Developing Competency 2	Insufficient 1
Advertises Creative and Appropriate Utopia **Name** that is easy-enough to spread via word-of-mouth					
Clearly Shows Utopia's **Purpose and Vision** to impact the world					
Clearly Shows Utopia's Intended **Audience**					
Clearly Details Utopia's **Membership Policy**					
Clearly Shows Utopia's Realistic **Location**					
Clearly Shows What Members **Do to Live**					
Clearly Shows Utopia's **Activities and Attractions**					
Clearly States Utopia's **Realistic Price/Cost**					
Clearly States **Contact Information**					
Uses Creative, Attractive, and Neat Brochure **Design and Layout**					
Strategically Uses Graphics, Design, and Order to **Manipulate Customers'** Reading Experience					
Anticipates Customers' **Worries** and Logically Answers Their **Questions and Concerns**					

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Utopia Name:

_____

Group Members:

_____

_____

_____

_____

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Presentation Analysis:

	Excellent	>><<	>><<	Insufficient
Eye Contact	☐	☐	☐	☐
Vocals	☐	☐	☐	☐
Energy	☐	☐	☐	☐
Persuasive Tone	☐	☐	☐	☐
Teamwork	☐	☐	☐	☐

*** Worth 5 Points ***

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Utopia Name:

Group Members:

Presentation Analysis:

THE GIVER

NAME _____

PERIOD _____

Utopia Presentations Analysis

Instructions:

While the groups are presenting their utopia ideas, listen attentively to answer and ask these questions:

UTOPIA NAME	UTOPIA MISSION	CRITICAL QUESTIONS
Write the name they've given for their utopia.	Explain what their overall purpose or mission is.	Ask a few clarifying/critiquing questions about their utopia.

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