**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:**

- 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
Utopia Travel Brochure

Utopia Name: ____________________________

Group Members: ________________________

Presentation Analysis:

Excellent Good Competent Developing Competency Insufficient

Eye Contact

Vocals

Energy

Persuasive Tone

Teamwork

* Worth 5 Points *

Anticipates Customers’ Worries and Logically Answers Their Questions and Concerns

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

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Strategically Uses Graphics, Design, and Order to Manipulate Customers’ Reading Experience

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5 4 3 2 1

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5 4 3 2 1
**Instructions:**
While the groups are presenting their utopia ideas, listen attentively to answer and ask these questions:

<table>
<thead>
<tr>
<th>UTOPIA NAME</th>
<th>UTOPIA MISSION</th>
<th>CRITIQUE QUESTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Write the name they’ve given for their utopia.</td>
<td>Explain what their overall purpose or mission is.</td>
<td>Ask a few clarifying/critiquing questions about their utopia.</td>
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