

## "PLANET TOURISM AD CAMPAIGN"

Everybody has thought, "I wonder what it would be like to go to the Moon/ Mars/Neptune or someplace else in the Solar System." Now, through the engineering magic of your imagination and the use of Internet-based resources, you can help others fulfill their wishes as you become a "Planet Tour Guide."

In this project, you and one or two partners will produce an "ad campaign" to lure "space tourists" to one of these paired destinations:

- Mercury and Venus – The "Hot, Hot, Hot! Interior Planets"
- Moon and Mars -- "Marvelous Missions Unraveling Mysteries"
- Jupiter and Saturn – The "Gorgeous Gas Giants"
- Uranus and Neptune – "Paradise Planets beyond Our Vision
- Pluto and other Exoplanets" – "Wonders at the Edge of the Solar System"
- Asteroids and Comets – "Good Things in Small Packages"
- Stars and Planets Beyond Our Solar System – "Newly-Discovered Worlds"

Your "ad" should include, at a minimum, these factors:

- Positions in the Solar System
- Comparisons with Earth – composition, mass, volume, density, periods of revolution and rotation, etc. (What would you weigh on the object?)
- Moons and rings, if any
- Major surface characteristics ('highlights of the tour')
- Origin of its name, discovery, and other "touristy facts"
- Distance from Earth and how long it would take to reach it, assuming a velocity of 40,000 km/hr (once around the equator in 60 minutes)
- Something "creative" to attract "space tourists" to your locations!

Your group can create a "trifold," "billboard" (poster at least 24" x 36"), or "video" (8-slide powerpoint that runs sequentially). You'll present your "ad" to your class during the two days just before the spring break.

I will also expect your group to keep a log recording what you do each day to complete the project.

**More details are provided in the scoring rubric on the other side.**

**SEE THE ACCOMPANYING SLIDESHOW AVAILABLE THROUGH YOUR CLASS PAGE FOR MORE INFORMATION AND SUGGESTED RESOURCES.**

**"Plate Tourism Ad Campaign" Rubric:**

<b>Level</b>	<b>Planet Tourism Ad</b>	<b>Reflection Log</b>
<b>"4" (9 – 10 pts.)</b>	<ul style="list-style-type: none"> <li>• Engaging title</li> <li>• Labels/clearly defined categories</li> <li>• Appropriate/clear images with urls</li> <li>• Very persuasive</li> <li>• Decorative</li> <li>• Precise language and correct spelling</li> <li>• Easy to understand</li> <li>• Orderly/well organized</li> <li>• Shows creativity (e.g., 'fun facts') throughout</li> </ul>	<p>Thoughtful enough to indicate the process by which the group developed their product</p> <p>Correctly written</p>
<b>"3" (8 – 7 pts.)</b>	<ul style="list-style-type: none"> <li>• Has a title, but not "catchy"</li> <li>• Labels/clearly defined categories</li> <li>• Mostly appropriate/clear images</li> <li>• Persuasive</li> <li>• Some precise language, some general</li> <li>• Mostly easy to understand</li> <li>• Orderly/organized</li> <li>• Shows some creativity</li> <li>• A few spelling errors</li> </ul>	<p>Mostly thoughtful, but not complete</p> <p>Mostly well written, with only a few errors in grammar and spelling</p>
<b>"2" (6 pts.)</b>	<ul style="list-style-type: none"> <li>• May or may not have a title</li> <li>• Missing some labels</li> <li>• Few appropriate images</li> <li>• Weak persuasive arguments</li> <li>• May or may not be decorated</li> <li>• Language not very precise</li> <li>• Difficult in places to understand</li> <li>• Weak organization</li> <li>• Limited creativity</li> <li>• Many spelling errors</li> </ul>	<p>Reflection does not describe clearly the process by which the product was developed</p> <p>Many grammar and spelling errors</p>
<b>"1" (0 pts)</b>	<b>No brochure submitted by deadline</b>	No reflection log

Credit: <http://www.slideshare.net/golabuenaga/tour-of-the-solar-system-rubric>