

## Challenge

You are going to be challenged to create an informative tourist brochure, with the purpose of persuading people from other countries to visit Scotland.

Much of the information needed will require you to undertake some research, so make sure that you have access to the internet or a library.

You should pay particular attention to how you present your information: it should be easy to read, structured into sections, illustrated, and make Scotland sound like an interesting, fantastic, vibrant place to come to.

- Display them in your class, local library, tourist information office or local hotels.
- Present your brochure to your class, in terms of a talk, making it clear to the other pupils why you chose the information you did and how you assembled the brochure – be prepared for questions.

When you have finished completing your brochure you could:

- Display them in your class, local library, tourist information office or local hotels.
- Present your brochure to your class, in terms of a talk, making it clear to the other pupils why you chose the information you did and how you assembled the brochure – be prepared for questions.

## Resources:

Twenty facts about France: did you know?

[www.educationscotland.gov.uk/passeportfrancophone/links/culture/factsaboutfrance.asp](http://www.educationscotland.gov.uk/passeportfrancophone/links/culture/factsaboutfrance.asp)

Visit Scotland: Year of Creative Scotland

<http://www.youtube.com/watch?v=6i63UReFH4M>

Visit Scotland: Surprise Yourself

[www.youtube.com/watch?v=1kUZNQASL\\_8](http://www.youtube.com/watch?v=1kUZNQASL_8)

Visit Yorkshire

<http://www.youtube.com/watch?v=LFdwUMVx8fo>

Visit Wales

<http://www.youtube.com/user/visitwales>

Jump into Ireland

<http://www.youtube.com/watch?v=Xt0viA1Fumc&feature=relmfu>

Jump into Northern Ireland

<http://www.youtube.com/watch?v=6QtLwDJ-fxl&feature=relmfu>

Brochure making sites:

[www.mybrochuremaker.com](http://www.mybrochuremaker.com) and click “educational use” for free access

[www.microsoft.com/education/en-us/teachers/how-to/Pages/theme-related-brochure.aspx](http://www.microsoft.com/education/en-us/teachers/how-to/Pages/theme-related-brochure.aspx)

## Overview of learning

### Possible prior experiences

Listen to the ['Twenty facts about France' podcast](#).

Class discussion on the factual information contained on the podcast, asking for any equivalents/alternatives that highlight Scotland's historical, cultural, sporting achievements and legacy.

Use a search engine to discover the most popular tourist attractions and events in Scotland.

Use internet video-sharing sites to access short tourist information for Scotland, other parts of the UK and other parts of the world.

Investigate tourist brochures and consider what features are common to them all and features that are unique.

Investigate the types of descriptive and persuasive language extant in tourist information texts.

### Challenges

As a class learners could:

- Investigate the word *brochure* in terms of its purposes, audiences and uses.
- Examine brochures of various types to help with the above and to elicit ideas for the possible design of their own.
- Be given a rubric that specifies the information to be researched and included in the brochure: geography, attractions, history, cultural traditions, cuisine etc.
- Discuss the topic in order to set out their own success criteria, to help inform layout guidelines, length, presentation format (made by hand or online) and use of language.
- Distribute their brochure amongst other members of the class for peer-assessment and feedback, which could take the form of Question and Answers.

### Possible evidence

Participation in discussion

Completed notes

Completed brochure with illustrations

Wall display arising from the production of brochures

Talk-assessment based on peer-assessment