



ASSIGNMENT OVERVIEW

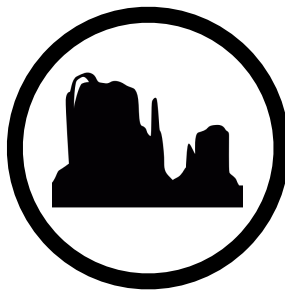
In this GuideSpeak, students will create an itinerary based on any region in the USA. The itinerary will cover a seven day period and must include the below information.

WHAT TO INCLUDE

Students are required to include the following information in their poster:



Include the major airport that you will fly into and out of as well as what form of transportation you will need (train, rental car etc.)



Include at least 5 'things to do, which must include ONE national park



Include accommodation options for each night of your trip.



Include a general budget of your itinerary including transport, accommodation and entrance fees etc.

EXPECTATION

Students should utilize a minimum size of 8.5x11, larger formats are permitted. Please see attached rubric for details on grading.

HOW TO SUBMIT

Students must submit a hardcopy or digital copy of their TRAVEL ITINERARY by the due date indicated by your professor. Please see your specific professor for guidance on HOW to make submissions.

	A+ - A	B+ - B	C+ - C	D+ - D
AESTHETIC APPEAL/ CREATIVITY	Student exceeds expectations by presenting a unique submission which draws in the observer through colour, photographs/ artwork and design. Document is appealing and polished.	Student meets expectations by presenting a submission which adequately draws in the observer through the use of some colour, photographs/ artwork and design. Document meets purpose of travel promotion.	Student falls below expectations by presenting a submission which struggles to draw in the observer through the limited use of colour, photographs/ artwork and design. Document does not adequately promote tourism.	Student fails to meet expectations by presenting a submission which does not have artistic, creative or aesthetic appeal and does not use artistic elements such as photographs, artwork and other design features to capture observer.
CONTENT	Student exceeds content expectations by including all necessary elements and augmenting information with other pertinent details.	Student meets content expectations by including most necessary elements required by the assignment guide.	Student falls below content expectations by including only some of the necessary elements required by the assignment guide.	Student fails to meet content expectations by omitting most necessary elements required by the assignment guide.
SPELLING AND GRAMMAR	Students exceeds expectations by making no, or very minor, spelling and grammar errors with little to no impact on comprehension.	Students meets expectations by making few minor spelling and grammar errors not negatively impacting comprehension.	Students falls below expectations by making several spelling and grammar errors making it somewhat challenging to understand.	Students fails to meet expectations by making several major spelling and grammar errors making it difficult to understand.
FORMAT	Poster is laid out in a thoughtful format which helps guide the reader, organize content and maintain visual appeal.	Poster is laid out in a methodical format which helps guide the reader with only minor organizational issues or aesthetic oversights.	Poster can seem disorganized and content is hard to follow. Aesthetic appeal is sacrificed.	Poster is chaotic with missing content and an organization which make it difficult or impossible to follow.