Describe the artifact:

The artifact I have selected is from the Hospitality and Tourism cluster. This project-based learning activity is one of the larger assignments in the curriculum. In this project, students will work in teams of no more than four to create an advertising campaign for a tourist destination in Utah. Each team will design a billboard and select two additional artifacts from a provided list to promote their chosen destination. Detailed descriptions of the artifacts, along with a rubric for assessment, are included in the project packets. Students will collaborate with their teams for three class periods to produce these artifacts.

Reflect on the artifact:

This assignment embodies what it means to provide students choice to demonstrate their mastery of the topic—in this case it is the basics of advertising and marketing. This is a good introduction to both the business side and gaining important information about the content of hospitality and tourism. This is critical for our next PBL which is a more in depth launch into our next career cluster which is Business and Marketing where we will dive deeper into marketing and finance. Offering students the choice in how they demonstrate mastery of a topic is crucial for fostering engagement and ownership of their learning. When students are given options, they are more likely to invest time and effort into their projects, producing work that reflects their interests and strengths. This approach not only caters to diverse learning styles but also nurtures creativity and critical thinking skills, allowing students to express their understanding in unique ways. Additionally, choice can enhance motivation, as students feel empowered to select methods that resonate with them personally. Ultimately, providing options cultivates a more inclusive and dynamic learning environment where all students can thrive.

Utah Staycation

Project

Period		Team#	

Member 1	Member 2	Member 3	Member 4

Destination:

Slogan: _____

_____

Logo:

After creating your logo in PowerPoint, print it, cut it out, and glue it in the box to the right.

Team Name:

_____

Directions:

With your group, you will fill out the destination sheet below to find out all about your destination and what you need to know in order to make a good advertising campaign for it. You must complete a billboard and then you need to complete at least two (2) other advertisements. If you have three (3) in your group, you must complete three (3) other advertisements.

__Billboard__** – This one is a required option. You MUST complete this. It is a billboard is created on provided poster board. You can used elements printed from the computer, and you can also hand draw or cut out items to put on your billboard. It must contain your destination name, slogan, and a few essential points about the destination. It must also have artwork.

__Flyer__ – A flyer is created as a tall or wide blank page in Word or Canva/Spark. It contains the same information as the billboard: destination name, slogan, essential points, and some artwork. Because it is on the computer, all artwork must come from online sources.

__Brochure__ – A brochure is created in Word. Brochures are created to let possible travelers know all about the area. It can include images of the location, attractions, restaurants, hotels, and maps. It can be created in Google Docs, Canva or another app you are aware of like Spark.



__Television Commercial__ – If you choose to create a commercial, all video taping and editing must come from your own resources. Use your phone as a camera and any free aps online to assist you. If, amongst your group, you do not have the know-how to do this, do not choose this option. Your commercial must be ***at least 30 seconds***, and must include your destination name, slogan, and reasons to visit. Persuade those watching to choose your destination!

__Radio Commercial__ – If you choose to create a radio commercial, you can use the recording device on your phone if you have an app for it. A radio commercial MUST contain a musical jingle that your team has created, as well as a slogan. It must be ***15-30 seconds long***.

__Youtube Video__ – If you choose to do a Youtube video you must actually post it to Youtube using an account you create or that someone in your group has. You can do your filming in class or outside of class. Again—do not choose this if you do not have in your group the know-how to do it. You will not be provided with a camera. Your video must include your destination, slogan, and a persuasive argument to visit. Videos must be ***at least 2 minutes long***.

__Slideshow Ad__ – This is an ad created in PowerPoint. You may create it using at least 5 slides. Set the timing (in transitions) to automatic so that the slides go through on their own, then save it as a show file so it runs like a movie. Your ad must include your destination, slogan, and reasons to visit.

__Podcast__—This is close to a radio commercial but it's formatted more like a discussion between two people discussing the places to visit and the wonderful things you'll see and do. You will use podcast.adobe.com.

__Website Creation__—You can use Google Sites to create your website that shows off your vacation spot. It should include pictures of what people will do, see, eat, places to stay, etc!

***__Button Badge__** – You can create a badge to advertise your location! To do badges, you must design TWO different badges and they must be approved by Mrs. Hamilton before creating them. You will use a button machine to turn your design into an actual badge! The Badge does NOT count as one of your three, but is a bonus activity you may do ONLY after you have finished the other three.

Which three are you going to do? Please circle.



Skill Inventory

As a group, discuss what skills you already have. This can help you decide which type of ads you would like to do, playing to the strengths of your group. Can anyone in your group do the following things? If they can, sign initials next to the skill.

	Has a Youtube Account		Is funny		Is confident using Audacity
	Can upload videos		Likes to be in front of an audience		Likes using PowerPoint
	Has a phone/ipod/ipad		Has a good speaking voice		Likes using Print Shop
	Has made videos on an app before		Likes to be in charge		Has an outgoing personality
	Likes to write		Is organized		Good at using scissors and glue
	Is a good artists		Is good at using the internet		Has an artistic eye
	Good at following directions		Is a good singer		Is reliable and dependable

Our Ads

Now that you know your strengths, choose which ad types you will doing. Circle 3 more if there are 3 in your group, and 2 more if there are 2 in your group. You MAY do more than the requirement for extra credit.

Flyer Slideshow Billboard Radio Brochure Commercial Youtube Ad

What is your JOB?

Now that you know your skills, it's time to decide who is doing what to complete the project. Below is a list of all the things you will have to do. **Each person must initial what they are responsible for in this project**. It does not necessarily have to be even—some jobs are bigger than others. But make sure everyone has plenty to do! Not all of these will be applicable to your group—just pick the ones that apply to the types of ads you are doing.

All Groups		Flyer		Brochure	
	Fill out destination page		Create flyer in Word/Canva/etc		Create brochure in Print Shop
	Design logo in PPT	Slideshow			Look up photos and info
	Keep everyone on task		Create PowerPoint		Print an Attach
	Daily directions		Find photos for PowerPoint	Commercial/Youtube	
	Fill out peer reviews		Add music to PowerPoint		Find equipment for recording
	Fill out Career Inventory	Billboard			Write commercial
	Look up & save images		Cut out images/pics/etc		Perform in commercial
	Assist with Logo		Glue on Posterboard		Record commercial
	Keep track of the packet		Design the board		Transfer file to computer
	Report roll each day	Radio Ad			Edit commercial (optional)
	Save and manage files		Find equipment needed		Upload to Youtube (optional)
	Turn in packet		Write the ad		
	Plan & Write presentation		Record the ad		
	Main presenter		Sing/write jingle (optional)		

Destination Research

Name of Destination: _____

How far from nearest airport: _____

Nearest Hotels: (find one hotel of each level nearby with good reviews)



_____

_____

_____

Nearby attractions to visit:

Attraction	Notes

Target Market: What type of people (within Utah) would be interested in this destination?

_____

List of reasons why visit there:

-
-
-
-
-
-
-
-
-

Nearby Restaurants

Other notes:

Career Inventory

During your research, what are some careers you have discovered that would be necessary to make someone's stay at a Utah destination complete? Keep a running list throughout the project whenever you find another career in this industry.

Presentation Plan

Introduction/attention getter:

Which ad will you be showing?

Main Spokesperson: _____

Personal Inventory

Each group member will fill out their OWN inventory.

Name: _____

What did you learn from this project?	
What did your group excel at?	
What could you have done better?	
What did you personally contribute to your project?	

Personal Inventory cont.

Name: _____

What did you learn from this project?	
What did your group excel at?	
What could you have done better?	
What did you personally contribute to your project?	

Name: _____

What did you learn from this project?	
What did your group excel at?	
What could you have done better?	
What did you personally contribute to your project?	

Name: _____

What did you learn from this project?	
What did your group excel at?	
What could you have done better?	
What did you personally contribute to your project?	

STAYcation Location: _____

Student Reviewing (Your Name): _____

Ad Categories

Ad 1: _____
Ad 2: _____
Ad 3: _____

	Accomplished Yes/No/Sort of Ad 1	Ad 2	Ad 3	What can the g
Enough information provided. Does it seem like there are things missing?				
The ad grabs the audience's **Attention**.				
The ad cause audience to want to take **Action**.				
Advertisements use a good combination of graphics and text to get and keep the customer's attention				
Text in the advertisements is easy to read (colors, font, size, contrast, etc.)				
Ad is free of spelling and capitalization errors.				
Graphics are clear and free of pixilation.				