

## Travel Poster Project (1h activity)

### Project Overview

For this project, you will create a travel poster convincing your audience to visit your place using research and rhetorical strategies.

### Purpose

- Learn how to adapt rhetorical appeals for a variety of texts
- Demonstrate an awareness of audience, purpose, and genre convention
- Demonstrate an understanding of possible uses of ethos, pathos, and logos
- Design a professional document for a specific audience (in this case, people interested in traveling).

### Steps

- **Find a place using [WindowSwap](#).** (Click the “Open a window somewhere in the world” button)
- **Brainstorm a list of traveler concerns.** What do people think about when they decide where to go on vacation? What will travelers want or need to know about your location? What do people like to do on vacation?
- **Research.** Collect facts and images about your place that may help you persuade your audience to visit. Look at sample travel posters as needed.
- **Design your document.** Your document should include text and images. It should also be visually appealing and easy to read.

### Grading

An “A” document follows the conventions of travel brochures. It uses rhetorical appeals and current, accurate information. It demonstrates audience awareness through use content appropriate to prospective vacationers. It’s visually appealing and easy to read and persuasive overall.