**A Student Tour**

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| Evaluation | **% of Final Grade** | % of Communication | % of Application | % of Knowledge and Understanding | % of Thinking  |
| A Student Tour | 10% | 2.5% | 2.5% | 2.5% | 2.5% |

**Preamble**

Classic ballparks, breathtaking golf courses, epic stadiums, riveting thrill rides, ghost tours, Broadway theatrics…your fantasy sports and entertainment student tour awaits. Similar to the legendary annual Northern Baseball excursion, plan a themed getaway to places rich in popular culture lore, then effectively communicate and sell. There is one caveat; your budget for fixed costs (that is everything other than meals) is $1500 (that’s Canadian ☹) per person. Bon Voyage.

As with all assignments in this class there will be a list of expectations (curricular relevance) and a list of instructions (how to approach the tasks). There is no preliminary step for this assignment. Good luck and have fun ☺

**A Student Tour Expectations**:

1. Explain the stages of product development; explain the factors involved in the pricing of goods, services, and events;
2. Use a variety of electronic resources to retrieve, evaluate, and communicate information
3. Demonstrate an understanding of the interrelationship of form, content, and audience by creating media works for different audiences and purposes
4. Use appropriate software to create integrated customized documents that meet professional business standards; demonstrate effective use of multimedia software.

**A Student Tour**

A Student Tour (Info-Graphic Poster/Map and budget) will allow the audience (prospective clients) to visualize the journey and the experience. Convey destinations, route, itinerary and highlights with various illustrations, tables, symbols and pictures. Also, you must submit a one page budget to break down costs of the trip by person and as a group. As with all assignments, follow the specific instructions and look at the rubric to view how marks are derived.

**A Student Tour Info-Graphic Map:**

1. Select a theme for the journey.
2. Research various possible destinations and then plan a route and schedule.
3. To search for prices and bargains research group rates by checking rates online or calling the respective businesses.
4. Remember, the trip has to fall within a budget, (1500 CAD ☹ ☹) so the trip cannot be too long in duration, too far in distance and too extravagant in activities.
5. The budget needs to be organized in a chart form (you could use excel or another budgeting program)
6. Include only costs that are included in the total cost of the overall tour (hotels, meal plans, tickets, group transportation) and do not include costs that students would incur on their own and that would differ from student to student (meals, souvenirs).
7. Include the costs of the total group and the costs of each individual student.
8. Decide whether to design the info-graphic poster/map by hand (on a poster board) or using a computer program.
9. Add various visuals to enhance the info-graphic poster/map; these could include illustrations, tables, symbols and pictures (show the audience the experience not just the route and stops).
10. If you are making a poster more so than a map, include a map with the route on the poster.
11. Whenever possible visually display the iconic attractions, activities and events.
12. Use text spread around the info-graphic poster/map to explain key features of the tour.
13. Use the visuals and write the text with the aim to sell the tour; the info-graphic poster/map should immerse viewers in an experience, hopefully an experience they would want to pay for.
14. Title the info-graphic poster/map.
15. If using a computer program print the info-graphic poster/map on paper larger than 8 ½ X 11, much like the print advertisement.
16. Submit both the info-graphic poster/map and the budget.

**A Student Tour Info-Graphic Poster/Map**

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| Below Level 10 – 49% | Level 150 – 59% | Level 260 – 69% | Level 370 – 79% | Level 480 – 100% |
| **Communication** |
| The visuals and text did not combine to communicate an experience, the budget was not clear.  | The visuals and text ineffectively combined to communicate much less than an experience, the budget lacked clarity.  | The visuals and text almost combined to communicate part of an experience, the budget was partially clearly communicated.  | The visuals and text combined to communicate an experience, the budget was clearly communicated.  | The visuals and text combined to communicate with detail a memorable experience, the budget was very clearly communicated. |
| 0 1 2 3 4 5 5.5 6 6.5 7 7.5 8 8.5 9 9.5 10  |

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| Below Level 10 – 49% | Level 150 – 59% | Level 260 – 69% | Level 370 – 79% | Level 480 – 100% |
| **Application** |
| Design and artistic skills were not applied; the map was visually well below average, the budget is not accurate and realistic.  | Design and artistic skills were barely applied; the poster/map was visually below average, the budget is minimally accurate and realistic.  | Design and artistic skills were somewhat applied; the poster/map was visually average, the budget is partially accurate and realistic. | Design and artistic skills were well applied; the poster/map was visually pleasing, the budget is mostly accurate and realistic.  | Design and artistic skills were adeptly applied; the poster/map was visually stunning, the budget is accurate and realistic. |
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| Below Level 10 – 49% | Level 150 – 59% | Level 260 – 69% | Level 370 – 79% | Level 480 – 100% |
| **Knowledge and Understanding** |
| Inadequate knowledge and understanding of Sports and/or Entertainment was displayed.  | Almost adequate knowledge and understanding of Sports and/or Entertainment was displayed.  | Adequate knowledge and understanding of Sports and/or Entertainment was displayed.  | Good knowledge and understanding of Sports and/or Entertainment was displayed.  | Rich knowledge and understanding of Sports and/or Entertainment was displayed.  |
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| Below Level 10 – 49% | Level 150 – 59% | Level 260 – 69% | Level 370 – 79% | Level 480 – 100% |
| **Thinking** |
| The poster/map is not creative, does not capture the iconic and ineffectively markets the tour.  | The poster/map is minimally creative, hardly captures the iconic and barely markets the tour.  | The poster/map is somewhat creative, partially captures the iconic and marginally markets the tour.  | The poster/map is creative, mostly captures the iconic and effectively markets the tour.  | The poster/map is very creative, captures the iconic and very effectively markets the tour.  |
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