

Provincial Tourism Project

Goal:

Working in groups of two to three, or individually if you prefer, you are going to pretend you work for your province or territory's tourism department. Your job is to attract as many people as possible. You get paid according to how many tourists wish to visit your province or territory.

Task

Collect and arrange a number of photos/videos with written captions to communicate your understanding of the instructions provided. Put together your collection in a well-made video that promotes your province. You should be aiming to create an advertisement that would encourage people to travel to your province. It would be great to include yourself talking in the video as to minimize the amount of text on screen. There are plenty of video creating tools and software available to you on your devices. Challenge yourself to make something unique and interesting.

Things you should try to include but are not limited to:

- Brief History
 - When it joined Canada
 - How it was formed
 - Why it is an important part of Canada; think economy
 - How it has changed through the years
- General Information
 - Include the provincial flag and slogan
 - Show the location on the map
 - Include the weather and climate
- Important Cities
 - The major cities of interest
 - What there is to do at each
 - What they are known for
- Any Interesting Information
 - Famous buildings or streets to visit
 - Famous people that have come from there
 - Why people visit there
 - What is the city known for

**** Remember, you are trying to attract people to your selected province/territory. It needs to look and sound appealing. The images you select, the way you arrange the images and the captions you include to advertise your province/territory are important.**

Marking Rubric:

	0-2 (Does Not Meet)	3 (Minimally Meets)	4 (Meets)	5 (Exceeds)
Required Information	- You have included very little of the required visual and written information	- You have included some of the required visual and written information	- You have included most of the required visual and written information	- You have included all the required visual and written information
Visual Component	-You have selected images that do not effectively advertise your selected province/territory	-You have selected images that minimally advertise your selected province/territory	-You have selected good images that advertise your selected province/territory	-You have selected excellent images that clearly advertise your selected province/territory
Written/Spoken Component	-The information you provided is poorly written and/or does little to advertise your selected province/territory	-The information you provided is minimally written and minimally advertises your selected province/territory	-The information you provided advertises your selected province/territory well	-The information you provided is well written and effectively advertises your selected province/territory
Presentation Component	-Your presentation is poor and/or incomplete. - You fail to advertise your selected province/territory	-Your presentation is adequate and you minimally advertise your selected province/territory	-Your presentation is good and you advertise your selected province/territory well	-Your presentation is excellent and you effectively advertise your selected province/territory

Your province or territory: _____

Group Members: _____
