Science: Biomes

You and your advertising company have been chosen to develop an advertising campaign that will encourage tourists to visit a certain biome. You will need to find out about the types of things a person could see or do in that biome and then advertise them in a way that makes people want to go see it for themselves.

Your advertising company will create three parts for the campaign:
1. Travel poster
2. Brochure
3. 45-second commercial

The brochure should include:
1. A title page with a picture and a phrase or slogan to get people's interest
2. A map showing where on Earth your biome is located
3. A 4-6 sentence description of the biome in general
4. Names of at least three types of animal life, including at least one picture
5. Names of at least three types of plant life, including at least one picture
6. Names of at least three cities or specific places in your biome
7. Names of at least three different types of landforms found in your biome. Give specific examples. Include their locations.
8. Examples of the types of activities that can be done in your biome (at least two).
9. Describe a hotel where people could stay in your biome. Name the hotel. Explain at least three things that your hotel has that makes it more comfortable for tourists to stay in your biome. (For example, in a desert biome, a hotel would have to have plenty of fresh water for its guests to drink because the desert doesn't provide much water for them.)

The poster and commercial should include some of the same information as the brochure. Choose what you think is most important or most interesting. Your commercial will be presented to the class.

Scoring Guide (Rubric):

EFFORT:	1	2	3	4
Group Work	Student let others do most of the work, was rude or disrespectful, and wasted most of the work time	Student did less than a fair share of the work, was sometimes disrespectful to group members, and/or wasted a lot of work time	Student did a fair share of the work, was respectful to group members most of the time, and/or used most of the class time wisely	Student did an equal share of the work; shared with, listened to, and showed respect for group members; stayed on task
Project Appearance	Sloppy, no labels. It looks like the group rushed to get it done.	Some color, very little detail. The labels are incomplete and/or missing on several major parts.	Nice, colorful, but not much detail. Almost all of the major parts are labeled and explained.	Neat, colorful, attractive, detailed. This project is fun to look at. All of the major parts are labeled and explained.
Spelling/ Grammar	Mistakes make it very difficult for the reader to understand the project	Many mistakes; causes the reader to re-read in order to understand	Few mistakes; the reader may be distracted from what is being said	Few mistakes, if any; errors do not distract from the project
Resources	Used only one or two resources	Used few resources and/or used resources that were all the same type	Used several different resources, but not many resource types	Used a variety of resource types, including the internet, books, an atlas, and an encyclopedia
Biblio- graphy	No list of resources	List of resources missing information and/or only includes 2-4 sources	List of at least 5 resources; missing information about the resources	List of at least 5 resources; includes title, author, and page number of books and title and address of websites

CONTENT:	1	2	3	4
Brochure: Map	Location of biome on map is incorrect or difficult to determine; no labels	Location of biome is incomplete and/or map shows only part of the world; no labels	Some parts of the biome are shown; map shows whole world; at least two parts are labeled	Shows accurate location of biome over entire Earth; major areas are labeled
Brochure: Animals and Plants	Lists of plants and animals are incomplete or incorrect; no pictures	One or two general examples are given for both plants and animals and/or only one picture is included	Three general examples are given for both plants and animals; at least one picture is included for each	Three specific examples are given for both plants and animals; at least one picture is included for each
Brochure: Cities, Landforms, and Activities	Lists of cities and landforms are incomplete or incorrect; no activities mentioned	One or two general examples are given for both cities and landforms and/or only one activity is included	Three general examples are given for both cities/locations and landforms; at least two activities are described	Three specific examples are given for both cities/locations and landforms; at least two activities are described
Brochure: Hotel	Hotel description does not include reasons or does not make sense for that biome; no name given	Hotel describes and gives general reasons for 1-2 things needed for humans	Hotel describes and gives general reasons for at least three things needed for humans; has a name	Hotel describes and gives specific reasons for at least three things needed for humans; has a name
Poster	Little if any specific information given, or is incorrect; does not tell someone anything important about the biome	Includes some general information from the brochure, but few specific details are included	Includes a variety of the most important information from the brochure, including at least 3 pieces of information and a title	Includes a variety of the most important information from the brochure, including at least 5 pieces of information and a title
Commercial	Less than twenty seconds and/or not all team members included and/or few, if any, specific details given or information is incorrect	Between 20-30 seconds long and/or most team members included and/or few specific details mentioned and/or lacks creativity – not much fun to watch	At least 30 seconds or more than 60 seconds long; all team members included; includes at least 3 pieces of specific information; interesting to watch	45 seconds long; all team members included; includes at least 5 pieces of specific information; creative and fun to watch