**US REGIONS PROJECT**

 Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**TASK OVERVIEW**:

**The Governors of the States in various US Geographic Regions have collectively reached out to a major advertising agency to create a campaign that will encourage tourism and economic growth in their regions.**  **The agency has entrusted your TEAM to create a multimedia ad campaign that will reach the widest audience.**

Each TEAM member brings to the table a certain area of expertise:

* **Travel Editor**: Research major attractions in the region that would attract people to the area
* **Cultural Editor**- Research foods that are unique/famous in that region, as well as other cultural features of the area
* **Historian**- Research major people (include political leaders, events, and interesting facts about the region
* **Economist**: Research the resources and major industry in the area, potential jobs and income
* **Real Estate Expert**: Research the geography of the region (physical and human feature) and housing opportunities (types of homes, average cost)

**Timeline for Project Completion:**

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| --- | --- | --- |
| **Step** | **Description** | **Timeline** |
| Step One | Each expert should research their assigned topics; all research should be added to Group Google Slides ([**https://tinyurl.com/y9mu96wv**](https://tinyurl.com/y9mu96wv)**) - One person go to tinyurl and make a copy; then share with other group members & Mr. Sprinkle)** | **Project assigned and research begins 9/4. Research needs to be completed that evening.**  |
| Step Two | Share what you have learned with your TEAM, brainstorm and decide upon an ADVERTISING CAMPAIGN FORMAT  | **Complete during class Wednesday 9/5** |
| Step Three | Create the final product, work on Presentation & script | **Final Product/Presentation is due Monday 9/10** (some Project Work time will be given in class on 9/6-9/7, work outside of class may be necessary to meet final deadline) |

**RUBRIC Criteria:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Research** | **Deadlines** | **Final Product****(Score based upon class and teacher evaluations)** | **Final Presentation** |
| **Travel Editor:****Name:** | Assigned topic was thoroughly researched; accurate information presented; sources cited\_\_\_\_\_/30 points | Project Deadlines were met\_\_\_\_/10 points | Final Product was neatly created using multimedia tools and met task objectives of encouraging tourism and economic growth in the region\_\_\_\_/40 points | Final Presentation was prepared, well-rehearsed, and professional\_\_\_\_\_/20 points |
| **Culture Editor:****Name:** | Assigned topic was thoroughly researched; accurate information presented; sources cited\_\_\_\_\_/30 points | Project Deadlines were met\_\_\_\_/10 points | Final Product was neatly created using multimedia tools and met task objectives of encouraging tourism and economic growth in the region\_\_\_\_/40 points | Final Presentation was prepared, well-rehearsed, and professional\_\_\_\_\_/20 points |
| **Historian:****Name:** | Assigned topic was thoroughly researched; accurate information presented; sources cited\_\_\_\_\_/30 points | Project Deadlines were met\_\_\_\_/10 points | Final Product was neatly created using multimedia tools and met task objectives of encouraging tourism and economic growth in the region\_\_\_\_/40 points | Final Presentation was prepared, well-rehearsed, and professional\_\_\_\_\_/20 points |
| **Economist:****Name:** | Assigned topic was thoroughly researched; accurate information presented; sources cited\_\_\_\_\_/30 points | Project Deadlines were met\_\_\_\_/10 points | Final Product was neatly created using multimedia tools and met task objectives of encouraging tourism and economic growth in the region\_\_\_\_/40 points | Final Presentation was prepared, well-rehearsed, and professional\_\_\_\_\_/20 points |
| **Real Estate:****Name:** | Assigned topic was thoroughly researched; accurate information presented; sources cited\_\_\_\_\_/30 points | Project Deadlines were met\_\_\_\_/10 points | Final Product was neatly created using multimedia tools and met task objectives of encouraging tourism and economic growth in the region\_\_\_\_/40 points | Final Presentation was prepared, well-rehearsed, and professional\_\_\_\_\_/20 points |