

Become a Travel Designer: The Great Chittering Brochure Challenge

Materials Needed:

- One sheet of A4 paper (cardstock or thicker paper works well)
 - Colored pencils, markers, or pens
 - Access to a computer with internet for research and image inspiration
 - A ruler for making clean fold lines
 - Scissors and glue stick (optional, if printing/cutting out pictures)
 - A printer (optional)
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Lesson Plan

1. Learning Objectives

By the end of this lesson, you (Oscar) will be able to:

- Apply persuasive writing techniques to create engaging promotional text.
- Organize information effectively into a standard tri-fold brochure layout.
- Select or create visuals that enhance a message and appeal to a target audience.
- Synthesize research, creative writing, and design principles into a single, polished product.

2. Introduction: Your Mission (5 minutes)

Imagine you just had the most amazing day trip to Chittering. You saw incredible nature, had a ton of fun, and want to convince every student at your school that they absolutely *must* go on the next trip. Your mission, should you choose to accept it, is to design a persuasive travel brochure that makes this trip sound unmissable!

A great brochure doesn't just list facts; it tells a story and creates a feeling of excitement. Let's get started!

3. Part 1: Deconstructing the Mission (15 minutes)

Before you design, you need a plan. Let's break down the key elements you'll need.

Task A: The Catchy Title and Slogan

The front of your brochure needs to grab attention immediately. We need a great title and a slogan. A slogan is a short, memorable phrase.

- **Brainstorm:** Let's think of some ideas. How about combining an action word with the location?
 - **Title Idea:** The Chittering Challenge
 - **Slogan Idea:** Your Adventure Awaits!
 - **Title Idea:** Escape to Chittering
 - **Slogan Idea:** The Best School Day Ever. Guaranteed.
 - **Your Turn:** Write down 3-5 ideas for your own title and slogan. Pick your favorite!
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Task B: The Persuasive Language

We need to use "power words" that create excitement. Instead of saying "You will see nice things," we can say "You'll discover breathtaking views!"

- **Power Word List:** Epic, Unforgettable, Discover, Explore, Thrilling, Breathtaking, Action-Packed, Amazing, Hidden Gem, Once-in-a-Lifetime.
- **Your Turn:** Choose 5 power words from this list (or think of your own) that you will use in your brochure.

4. Part 2: Creating Your Content (25 minutes)

Now we'll create the "meat" of the brochure. This is the information that will convince your readers.

Step 1: The Creative Narrative

This is your secret weapon! You're going to write a short, personal story from the perspective of a student who went on the trip. This makes it feel real and relatable. Here is an example to inspire you:

"I thought it was just another boring school excursion, but I was so wrong. One minute, I was paddling down the quiet river, feeling like a real explorer. The next, I was hand-feeding a baby kangaroo at the local farm! Our guide told us stories about the magical Bindoon Boggler, a creature rumored to live in the hills. We spent the afternoon searching for it, laughing with our friends and eating the best homemade ice cream I've ever tasted. I got back on the bus feeling muddy, tired, and happier than I'd been all year. It wasn't just a trip; it was a real adventure."

Your Turn: Write a 5-7 sentence narrative. Try to include at least two of your power words. What did you see? What did you do? How did you feel?

Step 2: The Key Details (Itinerary)

People need to know the practical details. Let's make them clear and exciting. Use bullet points!

- **Date:** Friday, November 15th
- **Time:** Depart from school at 8:30 AM, return by 3:00 PM
- **Trip Highlights:**
 - Explore the amazing Blackboy Ridge Trail and its stunning views!
 - Discover local history at the Bindoon Heritage Museum.
 - Get up close with farm animals at a real working farm!
 - Enjoy a delicious picnic lunch by the river.

Your Turn: Write out your itinerary. Feel free to change the highlights to match the story you want to tell!

Step 3: The Compelling Images

Your brochure needs at least three exciting pictures. You can draw these yourself or find inspiration online and sketch your own versions.

- **Image 1: Action!** A picture of students doing something fun (e.g., canoeing, hiking up a hill,

feeding an animal).

- **Image 2: Scenery!** A beautiful landscape (e.g., the Chittering Valley, a field of wildflowers, a peaceful river).
- **Image 3: Discovery!** Something intriguing (e.g., a close-up of a unique flower, an old building from the museum, a map of the area).

Your Turn: Decide on your three images and either sketch them now or leave space to add them in the final design phase.

5. Part 3: Design and Layout (20 minutes)

Now, let's put it all together like a professional designer.

1. Take your A4 paper and lay it down horizontally (landscape).
2. Fold the right side in to the middle. Then fold the left side in to cover it. You now have a tri-fold brochure with 6 panels (3 on the outside, 3 on the inside).
3. **Panel Planning:**
 - **Front Cover (The right-most panel when open):** This is your attention-grabber! Put your catchy **Title**, **Slogan**, and your most exciting **Image** here.
 - **Inside Left Panel:** This is a great place for your **Creative Narrative**. Make the reader want to open the brochure all the way!
 - **Inside Middle & Right Panels:** This is your main information area. Lay out your **Trip Highlights** and **Itinerary** here. Use your other two images to break up the text and add visual interest.
 - **Back Panel (The middle panel on the back):** This is usually for "call to action" and contact info. You can write something like: "Ready for Adventure? Sign-up forms are at the front office!" or "Don't Miss Out!"

Your Turn: Use your pencil to lightly sketch where each piece of information will go. Then, begin creating your final brochure using your colored pens, markers, and drawings.

6. Assessment & Reflection (5 minutes)

Look at your finished masterpiece! Let's review it with a designer's eye.

Success Checklist:

- Does it have a catchy title and slogan? Yes No
- Does it include a creative, first-person narrative? Yes No
- Does it clearly list the itinerary (date, time, highlights)? Yes No
- Does it use at least 3 persuasive "power words"? Yes No
- Does it feature at least three compelling images? Yes No
- Is the layout neat, colorful, and easy to read? Yes No

Reflection Questions:

- What part of your brochure are you most proud of? Why?
- If you were a student, would this brochure convince you to go on the trip? What is the most persuasive part?

Extension Activity (Optional Challenge)

If you're ready for more, try one of these:

- **Go Digital:** Re-create your brochure using a free online tool like Canva.
- **Write a Jingle:** Write a short, rhyming song or a 30-second radio ad script to promote your Chittering trip. Present it!