# **Travel Brochure + AR Assignment**

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## **Instructions:**

For your final assignment, you are asked to create a "4 Page" Travel Brochure based on a **fictional location**! This can be either a city location, a regional location, or a whole country! This Travel Brochure is meant to be an advertisement for individuals who may be interested in wanting to visit this location. You will want to come up with creative and fun activities for individuals to explore while they're visiting, where they can find a hotel / accommodations as well as how they're expected to get to the location you've created.

In addition to this brochure, you'll also be asked to create an AR element to market this location even further. This includes adding all pages of your brochure, and adding a 'Behaviour' to it.

#### Students must:

- Create a name for the city, region or country you've created and create a catchphrase for
   it. Add to page 1
  - Example: If your city is located underwater, your catchphrase might be 'Find a new life under the sea!'
- Add 3 attractions, events or places to see and add 10-25 word descriptions as to describe why it would be appealing to potential travellers Add to pages 2 or 3.
  - You may use photos from Google Images but you must edit the photos so I can't tell that it is a location that already exists! (<u>Example</u>: if you include a Disneyland as your accommodation, then you must edit out anything that would give away that it's Disneyland!)
- Description and picture of typical accommodations and add a description regarding why someone would want to stay there. **Add to pages 2 or 3** 
  - Example: Picture of Hotel FakeLand. I must see the name of the hotel! What is within this hotel? A pool? Spa? A mall? All of the above?
- Add a known celebrity endorsing the place. Add to Page 2 or 3
  - You do not need to make up a fake celebrity. You can choose real celebrities like Dwayne 'The Rock' Johnson or Gordon Ramsay (or something similar).
- Create a way that tourists will travel to your location, how they can pay for this trip, and any tourist information such as a website or phone number to contact. Add to Page 4
  - If you're using airplanes to get to your location, be sure to remove the company logo and create your own airline!

- Once the above information is completed, import your brochure pages into Adobe Aero and create an AR Experience. You should create a loop behaviour to show both pages!
  - Refer to 'AR Looping Instructions' if you forget how to create a looping sequence.

# **Photoshop Page Layout**

You will be creating **TWO** photoshop canvas'.

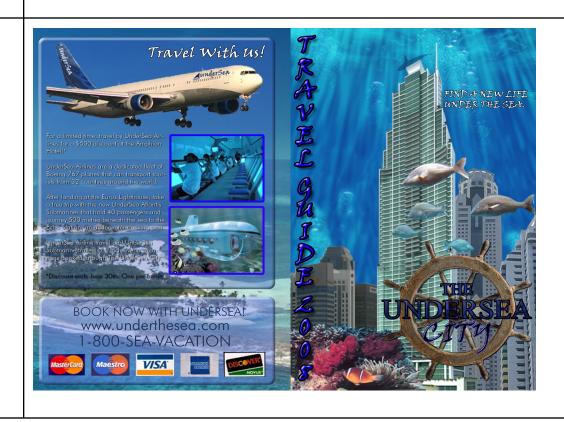
Both Photoshop canvas' will be created using 'US Letter 8.5" x 11" with the orientation being 'Landscape'.

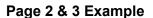
You can find this canvas by selecting 'New Project' on the Photoshop Home screen.

Then, selecting 'Print' at the top of the 'New Document' screen, and selecting 'Letter'. Be sure to change the orientation to landscape.

PAGE 4 PAGE 1 PAGE 2 PAGE 3

# Page 4 & 1 Brochure Example:







## **Assessment Rubric:**

	Emerging (1)	Developing (2)	Proficient (3)	Extending (4)
Product	Unable to, or did not complete assignment. Partially finished.	Creates a two page brochure, but information missing, or too much in trying to be conveyed in such a small space.	Creates a "two page" brochure focusing on the company, and its services.	Goes above and beyond the original asked instructions, and created a professional product that adheres to the original intention of the project.
Function	Brochure layout and function uninspiring, or difficult to follow.	Some ideas are inspired from other concepts, however mostly original and professional.	Original, and professional.	Understands design and function of the brochure on a highly professional level.

Tools	Few tools used, unable or didn't expand on the skills learned in class.	Some tools used, however, really only focused on a select few.	Variety of tools used, including opacity, rectangle tool, colour replacement, blending, text tools and layers.	Wide variety of tools used to create a visual masterpiece.
Augmented Reality	Did not complete, or incomplete AR experience.	Created an AR experience, but only includes one page. Does not have a looping sequence for two pages, or pages are poorly sized. Additional work may be required.	Created an AR experience looping both pages of the travel brochure.	Created an AR experience looping both pages of the Travel Brochure, and included additional behaviours that enhance the AR experience.