

# 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! (Example: 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:

*Travel With us!*



For a limited time, travel by UnderSea Airlines for a \$500 discount at the Amphiton Hotel!\*

UnderSea Airlines are a dedicated fleet of Boeing 767 planes that can transport tourists from 32 countries around the world.

After landing at the Euros Lighthouse, take a free trip with the new UnderSea Atlantis Submarines that hold 40 passengers and journey 500 metres beneath the sea to the Echo Station, an underwater docking port.

UnderSea Airline travel and UnderSea Submarine travels all inclusive in packages booked through The Undersea City.

\*Discount ends June 30th. One per family.

BOOK NOW WITH UNDERSEA!  
[www.underthesea.com](http://www.underthesea.com)  
1-800-SEA-VACATION



*FIND A NEW LIFE UNDER THE SEA.*

TRAVEL GUIDE 2008



THE UNDERSEA CITY



Many exciting accommodations, such as the Overlook Hotel, which has views of local valleys and mountains.

★★★★★

Year-round festivals, such as our Summer Fest give everyone a chance to participate in Etras' culture!

Speciality airline available, with first-class like seating at an economy price.

One of Betsy Palmer's favorite countries to relax in!

"Etras has many wonderful features, my boy loves travelling here too."

## PLACES TO VISIT

### GOAT RUINS

Visit the famous Goat Ruins, with featured tours, hikes, and trails. Feed goats with the family, and enjoy beautiful sights of the mountains and timepieces of the past.

### MEADOWS OF HORGA

Spend time in local meadows, which boast of colorful flowers, year round. With plenty of hikes, picnic spots, and photo opportunities, its a lovely spot to spend time in.

### CAT SQUARE

In our beautiful town square, you might be able to catch glimpses of some of the friendly cats. Spend a day in our shopping districts, and end the night off with delicious food from local restaurants.

### Assessment Rubric:

	Emerging (1)	Developing (2)	Proficient (3)	Extending (4)
<b>Product</b>	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.
<b>Function</b>	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.



<b>Tools</b>	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.
<b>Augmented Reality</b>	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.