Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class Period: \_\_\_\_\_\_\_\_\_

**Unit 1 Project: Four Regions Promotional Brochure**

Your task is to show how human and physical characteristics influence the culture of a geographic region. You are a developer of a fictional city in one of the regions of Texas. The target audience is people relocating to Texas during economic decline (recession) in other areas of the U.S. The mayor of the city sees an opportunity for growth and is relying on you to market the characteristics of the region accurately. You will create a promotional brochure in order to convince people to relocate to your city. Your product must meet the following standards:

* A tri-fold brochure format
* Accurate examples based on the five themes of geography within your region
* One colored, **original** visual per brochure panel
* Needs to be persuasive in tone
* Must include a biography of the city developer
* Typed written components preferred

**IB Criterion A: Knowing and Understanding**

* **Students should be able to demonstrate knowledge and understanding of subject-specific content and concepts, through descriptions, explanations, and examples.**

|  |  |
| --- | --- |
| Achievement Level | Level Descriptor |
| 0  (52%) | The student does not reach a standard described by any of the descriptors below. |
| 1-2  (58%-64%) | The student:   * demonstrates basic knowledge of the four regions of Texas and understanding of the five themes of geography through limited Texas specific explanations and examples. |
| 3-4  (70%-76%) | The student:   * demonstrates satisfactory knowledge of the four regions of Texas and understanding of the five themes of geography through simple Texas specific explanations and examples. |
| 5-6  (82%-88%) | The group:   * demonstrates substantial knowledge of the four regions of Texas and understanding of the five themes of geography through Texas specific explanations and examples. |
| 7-8  (94%-100%) | The group:   * demonstrates detailed knowledge of the four regions of Texas and understanding of the five themes of geography through developed and accurate Texas specific explanations and examples. |

**IB Criterion C: Communicating**

* **Students should be able to communicate information and ideas in a way that is appropriate for the audience and purpose.**
* **Students should be able to structure information and ideas according to the task instructions.**

|  |  |
| --- | --- |
| Achievement Level | Level Descriptor |
| 0  (52%) | The student does not reach a standard described by any of the descriptors below. |
| 1-2  (58%-64%) | The student:   * communicates information and ideas about a fictional city in a specific region of Texas in a persuasive style that is not always clear. * organizes information and ideas about a fictional Texas city using the five themes of geography in a limited way. |
| 3-4  (70%-76%) | The student:   * communicates information and ideas about a fictional city in a specific region of Texas in a persuasive style that is somewhat clear. * somewhat organizes information and ideas about a fictional Texas city using the five themes of geography. |
| 5-6  (82%-88%) | The student:   * communicates information and ideas about a fictional city in a specific region of Texas in a persuasive style that is mostly appropriate to the audience and purpose. * mostly structures information and ideas about a fictional Texas city using the five themes of geography according to brochure instructions. |
| 7-8  (94%-100%) | The student:   * communicates information and ideas about a fictional city in a specific region of Texas in a persuasive style that is completely appropriate to the audience and purpose. * structures information and ideas about a fictional Texas city using the five themes of geography completely according to brochure instructions. |

Reflect on your own knowledge, effort, and final product in three comments below. Using the rubrics, assign yourself a grade based on what score you think you deserve. I will consider your thoughts when grading your brochure.

Comments:








Student Grade: \_\_\_\_\_

Comments:

**Final Grade: \_\_\_\_\_\_**