



# STUDENT CHECKLIST

## TRAVEL AGENCY--SLIDE SHOW

### Slide 1:

- ☐ TITLE typed in ALL CAPS, and **bolded**
- ☐ Strong color contrast between font and background
- ☐ Company name and logo included
- ☐ At least one related graphic

### Slide 2:

- ☐ TITLE typed in ALL CAPS, and **bolded**
- ☐ Strong color contrast between font and background
- ☐ Destination city and/or city/ country name included
- ☐ Power word or words used
- ☐ At least one related graphic



### Slide 3:

- ☐ TITLE typed in ALL CAPS, and **bolded**
- ☐ Strong color contrast between font and background
- ☐ Information filled in
- ☐ Graphic of Travel Agent included

### Attraction Slides:

Attraction #	1	2	3	4	5	6	7	8	9	10	11	12
Full attraction name typed as the title in ALL CAPS, and <b>bolded</b>												
Used complete sentences for description												
Description answers What is it?, Why should I visit? and What will I see? Obvious valid Internet information used.												
At least one related graphic												
<b>TOTALS</b>												

### Final Slides:

- ☐ Slide TITLE typed in ALL CAPS, and **bolded**
- ☐ Strong color contrast between font and background
- ☐ Includes invitation to join the fun
- ☐ Includes company name and logo
- ☐ Expected weather conditions and packing suggestions
- ☐ Includes travel agent name, phone #, web address, and photo
- ☐ Includes travel dates
- ☐ Includes tour costs and deposit dates

**Turn in checklist when your Slide Show is completed!**



**Turn in checklist when your Slide Show is completed!**

Dearest *Travel Leisure Co.* travel agent

As you complete your slide show, please remember the

**Message is King!** The message should be your main concern.

Stimulate others to read your message with strong color contrast between the background and font color, interesting information, related graphics, and smooth transitions. Too much "glitz and dazzle" will only distract from the message and frustrate your audience (your teacher being one!).

Happy employers, or teachers, give higher marks and more smiles than frustrated employers do!

Sincerely

Your employer