



# RUBRIC

## 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

TOTAL \_\_\_\_\_

### 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

TOTAL \_\_\_\_\_

### Slide 3:

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

TOTAL \_\_\_\_\_

### 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 bolded												
Used complete sentences for description												
Description answers What is it?, Why should I visit? and What will I see?												
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 tour costs and deposit dates
- ☐ Includes travel agent name, phone #, web address, and photo
- ☐ Includes travel dates

TOTALS \_\_\_\_\_

### Comments:

GRAND TOTAL \_\_\_\_\_