

## Landmark Ad

Research and design a travel ad for a landmark and present in the form of a speech.

### Detailed Description

The class brainstorms famous landmarks and lists them on the board. Each student:

1. Chooses a landmark from the list or comes up with one on own.
2. Researches the landmark and takes notes to be used for travel advertisement and speech.
3. Designs colorful two-page travel advertisement including picture, location, historical data, and other interesting details for landmark.
4. Rehearses speech using note cards for reference and travel ad as a visual aid.
5. Presents speech to class.

**Students graded on:** travel ad, presentation

**Time to complete:** 2 weeks

### Specific Grading Criteria

- Chose landmark of significant importance.
- Compiled notes based on research.
- Effectively designed colorful travel ad including required items.
- Skillfully organized information into speech format.
- Presentation well-rehearsed.
- Presentation organized.
- Presentation presented in complete sentences.

### Productivity Skills

- Is a self-starter (takes initiative).
- Uses a structured research process.

### General Grading Criteria

- Followed directions (on time, as assigned).
- Correct mechanics (spelling, punctuation, capitalization).
- Sentences and word choice correct.
- Sentences complete.
- Organized (logical and clear) and easy to follow.
- Complete (included all details).
- Work neatly done.
- Accurate (used research).
- Artwork effectively done.
- Used care in producing products.
- Used visuals.

### Main Standard Assessed

Third Grade Social Studies

Standard 2: Be able to apply social studies knowledge and skills to a variety of purposes.

Performance Indicators

- A. Be able to conduct and present research (locate and organize information, write, and present).

### Other Standard Assessed

Third Grade Language Arts

Standard 6: Be able to organize thoughts before speaking or discussing, use visual supports, and speak in complete sentences.

Performance Indicators

- B. Be able to organize thoughts before speaking.  
F. Be able to speak in complete sentences.

**Difficulty:** 1

**District Code:** \_\_\_\_\_

**Difficulty:** 1

**District Code:** \_\_\_\_\_

# Landmark Ad

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Specific Grading Criteria	12	9	6	3	0
• Chose landmark of significant importance.					
• Compiled notes based on research.					
• Effectively designed colorful travel ad including required items.					
• Skillfully organized information into speech format.					
• Presentation well-rehearsed.					
• Presentation organized.					
• Presentation presented in complete sentences.					

General Grading Criteria	4	3	2	1	0
• Followed directions (on time, as assigned).					
• Correct mechanics (spelling, punctuation, capitalization).					
• Sentences and word choice correct.					
• Sentences complete.					
• Organized (logical and clear) and easy to follow.					
• Complete (included all details).					
• Work neatly done.					
• Accurate (used research).					
• Artwork effectively done.					
• Used care in producing products.					
• Used visuals.					

Productivity Skills	Yes	No
• Is a self-starter (takes initiative).		
• Uses a structured research process.		

"Goes Beyond" Criteria	12	9	6	3	0
Creativity, extra effort, depth, higher thinking, understanding (Specify)					
<b>Total Points</b>					