

## Travel Brochure for the Human Body

You and your partner at the Duodenum Dynamics Ad Agency have been hired as travel consultants to design a luxury tour through the Human Body Systems. Before you can collect your fee from the Anatomy Travel Bureau, you must produce a brochure. The owner of the travel bureau, Mr. Seymore Sphincter, has informed you that in order to win the contract you *must highlight the trendy spots, the exciting activities, and the imports and exports of the areas*. For insurance considerations, you must also discreetly mention any possible dangers or special precautions that tourists might encounter in visiting these systems. Your world body tour should include visits to the following systems: **(1) Digestive, (2) Respiratory and (3) Circulatory.**

### **Format:**

Give an overall sense of the organization and function of each of the 3 systems. You may use drawings, photographs of actual organs, pictures from magazines, journals, books and the Internet to help in your advertisement of each system. Whenever possible, type all written parts of the brochure. Let your imagination run WILD! Each group will orally present its brochure to the class, and we will vote on which team gets the contract. Add pictures, cartoons, diagrams etc. to each section if it will make your brochure more interesting. Use construction paper, Power Point®, Word® or anything else you have available to you to create a brochure.

**FOUR POINT ASSESSMENT:** These guidelines will help you to make your brochure. As a class, we will judge the work you produce based on these guidelines.

1= the element described is missing

2= the element is present, but does not meet standard described

3= the element is present and meets standard, but needs some revision or improvement

4= the element is present and meets or exceeds the standard and no revision is recommended

**Content: 50 points**

1 2 3 4 Information presented is accurate, factual, and relevant to the specific topic

1 2 3 4 Research is in-depth and covers all systems and required topic areas

1 2 3 4 Time, energy, effort, enthusiasm, and group commitment to the project

1 2 3 4 Project shows mastery of structure and function of human system

1 2 3 4 Interrelationships between systems are clearly depicted and explained

**Travel Brochure: 30 points**

1 2 3 4 Travel brochure is neat and shows thought and effort

1 2 3 4 Travel brochure clearly illustrates all structures, functions, and risks associated with travel to each system

1 2 3 4 Travel brochure exhibits creativity

**Oral presentation: 10 points**

1 2 3 4 Presentation is smooth and shows evidence of preparation

**Peer and Self-Evaluation: 10 points**

1 2 3 4 Evaluations show thought and effort

**Total Points:** \_\_\_\_\_