**Heart of England Tourist Board**

35 Highway Buildings

Smith Street

Birmingham

B34 7GH

October 1st 2001

Dear Sir/Madam,

HEART OF ENGLAND TOURIST BROCHURE

I understand that your school has some excellent Year 7Bi –lingual Geography students who have a good overview of the West Midlands region and a knowledge of French. I would therefore like to invite your students to help us design the next bi-lingual tourist brochure for the West Midlands area. I would like you to aim to produce high level work.

This is what you need to do

* Look at some sample brochures and make a list of what makes a good brochure .What information needs to be on the brochure and what does it need to look like?
* Discuss the places that there are to visit in the West Midlands.
* Research the main attractions that will appear in your brochure. You could use the Internet, other brochures, newspapers and magazines to help. You will need to include examples **of physical, human and environmental attractions.**
* Plan the layout of your brochure and produce it. The brochure can be word-processed. You could

use Publisher or other similar programs. You could also hand write it and cut and paste illustrations.

* The brochure should also be used by French tourists visiting the area and should contain

information in French.

This is WILF…What I am looking for.

* Level 3 brochure: You may miss the point of the task slightly i.e. you may just complete one

of the tasks you are asked to do.

* Level 4 brochure: You recognize and describe physical, human and environmental places of

interest in the West Midlands. You show what these have to offer visitors .You use a range of skills

 such as map drawing. You use some important geographical words.

* Level 5 brochure: You do the things for level 4 and also select and use appropriate skills e.g.

labeled sketch maps and secondary sources such at IT, books, magazines, brochures and videos to

gain access to extra information. You use many interesting facts and figures to back up the points you make. You show appropriate use of important geographical words.

* Level 6 brochure: You show initiative in the way that you have designed your brochure. You may have used some excellent IT techniques or have put your brochure together skillfully. The content

will be totally relevant and very well researched, using a variety of information sources.

* Level 7 brochure: The finished product is of a very high quality. It suits its audience and purpose completely. There is a large range of skilful techniques and very well researched information. The vocabulary used is sophisticated geographical language that is well understood..

Yours sincerely

Bob Holliday

Marketing manager ©

 

 

 

 

 

 

 