DMAE Earth Science
"PLANET TOURISM AD CAMPAIGN"

Everybody has thought, "I wonder what it would be like to go to the Moon/ Mars/Neptune or someplace else in the Solar System." Now, through the engineering magic of your imagination and the use of Internet-based resources, you can help others fulfill their wishes as you become a "Planet Tour Guide."

In this project, you and one or two partners will produce an "ad campaign" to lure "space tourists" to one of these paired destinations:

- Mercury and Venus – The "Hot, Hot, Hot! Interior Planets"
- Moon and Mars -- "Marvelous Missions Unraveling Mysteries"
- Jupiter and Saturn – The "Gorgeous Gas Giants"
- Uranus and Neptune – "Paradise Planets beyond Our Vision
- Pluto and other Exoplanets" – "Wonders at the Edge of the Solar System"
- Asteroids and Comets – "Good Things in Small Packages"
- Stars and Planets Beyond Our Solar System – "Newly-Discovered Worlds"

Your "ad" should include, at a minimum, these factors:

- Positions in the Solar System
- Comparisons with Earth – composition, mass, volume, density, periods of revolution and rotation, etc. (What would you weigh on the object?)
- Moons and rings, if any
- Major surface characteristics ('highlights of the tour')
- Origin of its name, discovery, and other "touristy facts"
- Distance from Earth and how long it would take to reach it, assuming a velocity of 40,000 km/hr (once around the equator in 60 minutes)
- NASA and other missions to the planet
- Something "creative" to attract "space tourists" to your locations!

Your group can create a:
> "trifold" (like a magazine ad)
> "billboard" (poster at least 24" x 36"), or
> "video" (8-slide powerpoint that you show rapidly)

I will also expect your group to keep a log recording what your group does each day to complete the project.

More details are provided in the scoring rubric on the other side.

Two websites to start seeking information:

Windows to the Universe (www.windows2universe.org)

NASA home page (www.nasa.gov)
    NASA Solar System home page
        http://www.nasa.gov/topics/solarsystem/index.html   (For both of these, use the Search engine for assistance in locating resources.)

"Plate Tourism Ad Campaign" Rubric:

Level	Planet Tourism Ad	Reflection Log
"4" (9 – 10 pts.)	• Engaging title • Labels/clearly defined categories • Appropriate/clear images with urls • Very persuasive • Decorative • Precise language and correct spelling • Easy to understand • Orderly/well organized • Shows creativity (e.g., 'fun facts') throughout	Thoughtful enough to indicate the process by which the group developed their product Correctly written
"3" (8 – 7 pts.)	• Has a title, but not "catchy" • Labels/clearly defined categories • Mostly appropriate/clear images • Persuasive • Some precise language, some general • Mostly easy to understand • Orderly/organized • Shows some creativity • A few spelling errors	Mostly thoughtful, but not complete Mostly well written, with only a few errors in grammar and spelling
"2" (6 pts.)	• May or may not have a title • Missing some labels • Few appropriate images • Weak persuasive arguments • May or may not be decorated • Language not very precise • Difficult in places to understand • Weak organization • Limited creativity • Many spelling errors	Reflection does not describe clearly the process by which the product was developed Many grammar and spelling errors
"1" (0 pts)	**No brochure submitted by deadline**	No reflection log
Credit: http://www.slideshare.net/golabuenaga/tour-of-the-solar-system-rubric			