

Worksheet – A travel brochure



Goal

Create an attractive, informative poster that persuades visitors to explore your chosen landmark. Keep it bold, simple, and easy to scan.



Tools & Materials

- Canva or Google Slides
- Your word cloud
- Photos of the landmark (high-resolution)
- Key facts (title, short description, slogan, visit info)



Steps

1) Open Canva or Google Slides

- Choose Poster or a blank document (A4 or A3).
- Turn on rulers/guides for alignment.

2) Plan Your Layout

- Divide the page into zones: Title • Image • Description • Slogan • Visit Info.
- Use a clear visual hierarchy: big title, one hero image, short text blocks.

3) Add Your Content

- Catchy Title (3–5 words).
- Photo or Illustration of the landmark (add a soft shadow or frame).
- Short Description or Fun Fact (1–2 sentences).
- Slogan to attract visitors (ad-style punchline).
- Contact/Visit Info (imagine a travel agency: hours, website, phone).
- Place your Word Cloud as a decorative element.

4) Style & Polish

- Colors: pick 2–3 main colors + 1 accent.
- Fonts: one for headings (e.g., Montserrat/Oswald), one for body (Lato/Roboto).
- Use contrast so text is readable over backgrounds.
- Leave white space—don't crowd the page.

5) Final Checks

- Can you read the title from 2 meters away?
- Does the slogan stand out in 5 seconds?
- Is spelling/grammar correct? Are images crisp?

Make sure your poster includes:

Item	Check
Catchy Title	<input type="checkbox"/>
Photo/Illustration of the landmark	<input type="checkbox"/>
Short Description or Fun Fact	<input type="checkbox"/>
Slogan to attract visitors	<input type="checkbox"/>
Contact/Visit Info (travel agency style)	<input type="checkbox"/>
Word Cloud integrated	<input type="checkbox"/>

Template Zones (copy this layout in your design)

TITLE: [your 3–5 word headline]

IMAGE: [one large hero photo]

DESCRIPTION / FUN FACT: [1–2 sentences]

SLOGAN: [short, catchy line]

VISIT INFO: [agency name | website | phone | hours | location]

Inspiration

Sample Slogans

- Live the History Up Close!
- One Stop... A Thousand Views
- Book Your Ticket Through Time!

Color Palettes (ideas)

- Sea & Sun: Blue • Teal • Yellow
- Classic Athens: White • Black • Gold
- Nature & Stone: Green • Gray • Brown

Submit

- Export as PNG or PDF.
- Upload your poster to the class Padlet wall.
- Caption: Your Name – Landmark. Add one sentence: “What do I want the viewer to feel?”

Check list

Criterion	Excellent (4) ****	Good (3) ***	Satisfactory (2) **	Needs Work (1) *
Content	All the needed info. Clear and correct.	Mostly complete; small gaps.	Basic info; some parts missing.	A lot missing or hard to understand.
Aesthetics	Very easy to read; neat and balanced.	Mostly tidy; main parts stand out.	Some messy or mismatched parts.	Messy; hard to read.
Creativity	Fresh, original idea/slogan.	Some creative choices.	A few new ideas.	Little or no creativity.
Technical	Sharp images; fonts/sizes used well.	Minor technical issues.	Noticeable mistakes (e.g., blurry image, spacing).	Many technical problems.
Submission	Correct name and on time.	Small naming issue or slightly late.	Wrong format or late.	Late and wrong format.

Tip: less text, bigger impact. Let the image and slogan shine!