

Name: _____

State Studies

The Visitors' Center



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State Studies

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FRIEZE GUIDE

Work with your group to plan and make your portion of the visitors' center.

1. Plan the setting.

Brainstorm and list ideas for your section.

2. Prioritize your ideas.

Circle the ideas on your list that you will use.

3. Assign jobs. List what you will do.

4. Assess your group work.

Put a check next to the things you did.

- ☐ I offered ideas about the frieze.
- ☐ I listened to other people's ideas.
- ☐ I asked questions when I didn't understand something.
- ☐ I made positive comments to my group members.
- ☐ I was willing to change my ideas to help the group.
- ☐ I helped someone else (if I finished my tasks early).



CREATING A STATE TOURISM SLOGAN

1. Look at the criteria the class discussed for a state tourism slogan.
2. Look at the word bank for ideas for descriptive words.
3. Draft two or three slogans. Say them quietly to yourself. How do they sound? Will they attract people's attention? Will the slogans be remembered?

4. Select your best idea.

5. Edit your best slogan.

Assessment: The slogan uses striking words and phrases and provides information about the state. Lively verbs were used to add interest. The modifiers of the nouns create "color." There is evidence that care was taken in choosing words to create the slogan.



MAKING A VISITORS' CENTER EMPLOYEE

Follow the steps below to make your figure. Decide what you will look like, including hair, facial expression, and clothes.

1. Make the head.

- ☐ Draw a circle about 2 inches in diameter.
- ☐ Cut out the circle.

2. Make the body.

- ☐ Draw a rectangle approximately $2\frac{1}{2}$ inches by 4 inches.
- ☐ Cut out the rectangle.

3. Make the arms and legs.

- ☐ For the arms, draw two rectangles about $\frac{3}{4}$ inch wide by 4 inches long.
- ☐ Draw two more rectangles approximately 1 inch longer for the legs.
- ☐ Cut out the rectangles.

4. Put the body together.

- ☐ Position the head, arms, and legs on the body.
- ☐ Glue the body together.

5. Make clothing realistic. What would you wear if you worked in a visitors' center?

- ☐ Place the body on fabric or paper.
- ☐ Trace around the shape to make clothing.

6. Mount the figure and add details.

- ☐ Glue the figure on construction paper.
- ☐ Glue the clothing onto the figure.
- ☐ Add details such as hair, feet, hands, facial features, and jewelry.

Assessment: Directions are followed for making a realistic center employee. The size is appropriate, clothing is appropriate for the job role, and details are included. The center employee is carefully completed.



ORGANIZING GROUP WORK

The employees of the visitors' center must work together effectively. Answering these questions will help your group work together.

PART 1 Work Together

1. How will you be sure that everyone contributes ideas to develop the state tourism brochure?

2. How will you be sure that everyone does a fair share of work?

3. If your group has a problem, how will you handle it?

4. What can group members do to support and encourage each other?

PART 2 Focus on the Brochure

When planning the state tourism brochure, it is important to decide whom you want to read it, because that will help you decide what kind of information to include.

Who will be the audience for your brochure?

Based on your audience, what type of information should you include?



ORGANIZING GROUP WORK (CONT.)

PART 3 Develop a Research Plan

Your group's special topic/area of expertise:

What topics will you include in your brochure? In the chart below, list topics and assign employees to be responsible for each one.

Research Topic	Employee Responsible

What schedule will you follow for production? Fill in the chart below with help from the manager and/or your teacher.

Preparing the State Tourism Brochure	
Tasks	Date Due
Research the topic	
Write a draft	
Edit and revise the draft	
Prepare visual(s)	
Design the brochure's layout	
Refine and polish	
Prepare final product	



GATHERING INFORMATION ABOUT THE STATE

Note-taking Tips

- Use questions to guide your research.
- Use key words to take notes about your topic.
- If you write someone's exact words, use quotation marks and record where you got the information.
- If you use someone else's graph, chart, map, or photograph, be sure to record where you got that information.

State Symbols	State Symbols
1. State name	_____
2. State flag	_____
3. State motto	_____
4. State flower	_____
5. State bird	_____

State Location	State Location
1. What states or countries border your state?	_____ _____ _____
2. Are there bodies of water that border your state? What are they?	_____ _____ _____

GATHERING INFORMATION ABOUT THE STATE (CONT.)

The Climate	The Climate
1. List your state's average precipitation (rain and snow). 2. Average temperature Winter? Summer? Severe weather? What kind? 3. How does the climate affect the people of the state? 4. What is the best time of year to visit?	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

The Land	The Land
1. What are the natural resources found in your state? 2. Major lakes, bays, rivers, land forms—such as deserts, mountains, plateaus, plains? 3. Other interesting geographical features?	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

GATHERING INFORMATION ABOUT THE STATE (CONT.)

The History	The History
1. What are the major events in the history of your state?	
2. Where did these events take place?	
3. What are the important monuments and historic buildings in your state?	
4. In what places has state history been preserved for visitors, such as history museums?	

The Arts and Culture	The Arts and Culture
1. What are the major arts organizations in your state (music, dance, drama, and visual arts)?	
2. What are the major cultural groups represented in your state?	
3. What are the important annual celebrations and festivals in your state?	



WASHINGTON, D.C.

The text below tells about the economy of Washington, D.C. Read the text and then complete page 13 in this Portfolio.

Economy: Washington, D.C.

Tourism is the second most important aspect of the city's economy. The national monuments and museums attract more than 18 million visitors each year. The city hosts many conventions annually; hotels are numerous, and a new convention center was opened in 2003. The functions of federal and local government and the tourism industry have created a large service economy, which employs more than one third of all Washington's workers. Manufacturing is of minor importance and is dominated by the printing and publishing and the food industries.

Adapted from World Almanac for Kids. (n.d.) Economy, Washington, D.C. Retrieved September 7, 2005, from <http://www.worldalmanacforkids.com>.



DATE _____

IN YOUR OWN WORDS

1. Read "Washington, D.C.," underlining key words and phrases that you think are important about the economy of Washington, D.C.
2. Copy the key words in the lines below.

- 3. Write your own sentences to describe the economy in Washington, D.C. Use the key words and phrases to help you construct your sentences.**

[illegible]



GUIDING QUESTIONS FOR SPECIAL TOPICS

Questions are one way to organize your research.

1. What special topic will you research? _____
2. Think, "What would my readers want to know about this topic?"
3. On a separate sheet of paper, write questions you think your readers would have. The questions below will help you get started.
4. Conduct your research.

State History

Who were the native people who lived in your state?

Who were the first European explorers?

Why did they come?

Was your state first a territory? Explain.

What are the major historical events?

What historical sites should a tourist visit?

Why?

People of the State

What ethnic groups have shaped the state's history or economic development?

Why did these groups come to the state?

Are there famous people who lived in the state? Who are they?

Are there famous people who live in the state now? Who are they and why do they live here?

Major Cities

What are the major cities of the state?

Why are these cities important to the state?

If tourists visit the major cities, what should they see?

State Capital

What is the state capital?

Why was this location chosen for the state capital?

What are the special features of the state capitol building?

Entertainment

What do people like to do for fun in the state?

Are there sporting events that people like to attend? Describe them.

What is special about the museums?

What is special about the theaters?

Parks and Recreation

What parks do people like to visit? Why?

Where are the parks located?

What recreational activities do people like to do in your state?

Special Celebrations

What special celebrations happen in your state? When do they occur?

Why do people celebrate these events?

Why are tourists attracted to these events?



DESIGNING THE STATE TOURISM BROCHURE

The layout of the state tourism brochure is the way in which the brochure is designed. You will need to decide where to place pictures, charts, and written information.

The overall design of the brochure needs to attract the readers' attention, be easy to read, and be well organized.

The Cover

Use these questions to help you design the cover:

- ☐ Who is your audience? How will the cover attract the attention of that audience?
- ☐ How will you grab the readers' attention?
- ☐ What can you say to get readers to turn the page?

Emphasize Key Information

Use some or all of these ideas to draw the readers' attention to key information:

- ☐ Underline or bold key words in your paragraphs.
- ☐ Use all capital letters.
- ☐ Use more than one style of writing or type.
- ☐ Use lines or borders to separate sections.

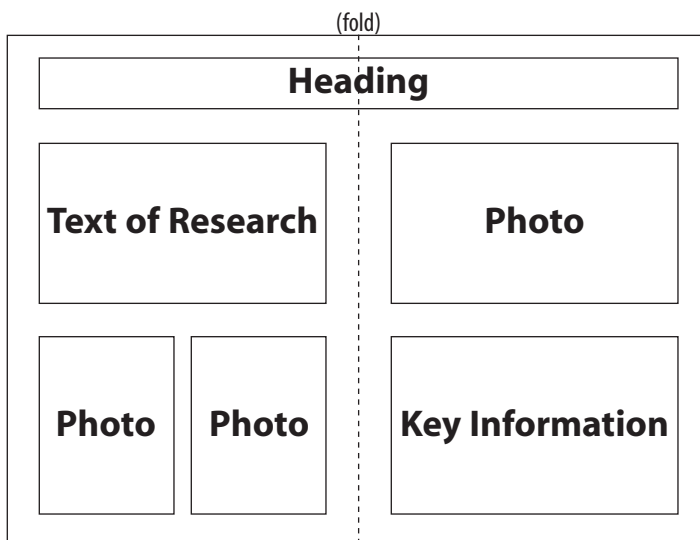
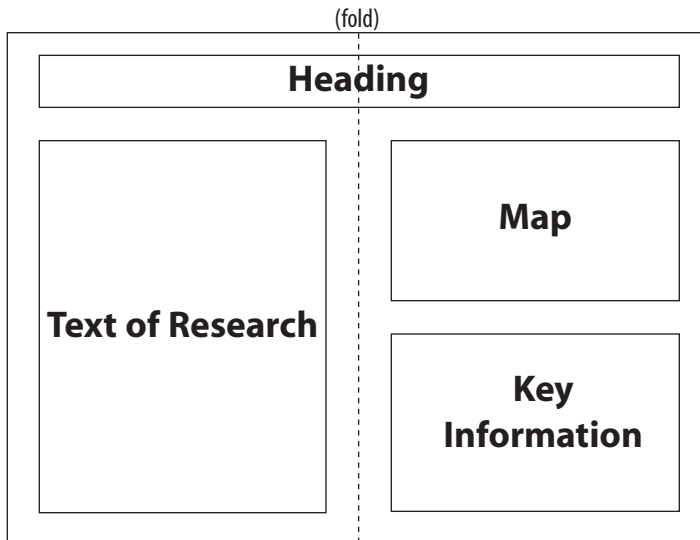
Keep It Simple

- ☐ Decide what to have on each page.
- ☐ Sketch out a page for your brochure showing where you want to place certain information.
- ☐ Try different layouts to decide which you like best.



DESIGNING THE STATE TOURISM BROCHURE (CONT.)

Here are two sample layouts:



Be Consistent

- ☐ All the page headings should be the same size and style of writing.
- ☐ Page layouts should be similar throughout the brochure.
- ☐ Use the same color or design for the same purpose on each page. All the headings, for example, could be in black throughout the brochure.



BROCHURE PRESENTATION

1. Get Organized.

Make an “outline” of what your group will say. Everyone should have a part in the presentation. Use the chart below to record who will do what. (For example, one employee could give an overall introduction, another could explain maps and charts, and another could focus on facts about the state.)

Presentation for _____
(special topic)

Center's Employee	Job

2. Make the Presentation Interesting.

Find a dramatic way to highlight important information and get the other employees interested in what you have to say. Be creative, so that your listeners remember what's important about your state. Put a check in the box next to the strategies you'll try in your presentation:

- ☐ Ask a question. (Be sure to answer the question during the presentation.)
- ☐ Bring in an interesting artifact, map, or poster that tells about your topic.
- ☐ Use drama—write a simple script to present your information.
- ☐ Create an eye-catching diagram or chart.
- ☐ Begin by sharing a surprising fact or story about the place.
- ☐ Your idea: _____
- ☐ Your idea: _____



BROCHURE PRESENTATION (CONT.)

3. Practice the Presentation.

Practice your presentation in your group. Use these questions to give each other feedback:

- ☐ Did the employee begin by telling the focus of the presentation?
- ☐ Did the employee speak clearly?
- ☐ Was the presenter enthusiastic?
- ☐ Was the information easy to understand?
- ☐ Did the speaker engage the audience?

4. Make Your Final Preparations.

Make sure you have all your materials—posters, visuals, your brochure—ready. Be prepared to answer questions from other center employees. List your materials here:

5. Give the Presentation.



CREATING ADVERTISEMENTS

The purpose of your advertisement is to increase tourism in your state.

1. What kind of advertisement will work best?

poster television/radio ad PowerPoint Web page

2. Who is the audience for your advertisement? (You may have more than one group that you want to target.)

3. Use your brochure to plan your advertisement. Make a list of important information.

4. What is the main message for your audience?

5. What advertising techniques are you going to use?

6. What will you say in your advertisement?

- Explain why someone would want to visit your state.
 - Provide specific information about your special topic.
 - Make a list of descriptive words related to your topic.
 - Think about using testimonials or short stories.
 - Make it lively. Keep it simple, brief, and to the point.
7. Make a plan, sketch, or storyboard for your advertisement.
8. Create a visual of your advertisement. Consider the following ideas.
- Use photos of the place.
 - Use a map of the state.
 - Show interesting symbols (state flower or state bird).
 - Use graphs or charts to give information.
 - Use pictures of people participating in something related to your topic.
 - A few examples are better than a lot.

Assessment: The ad clearly explains why someone would want to participate in this tourism experience; provides specific information about special topics; effectively uses advertising techniques; uses lively verbs to add interest; modifiers of the nouns create “color;” and is brief and to the point.



AN UNEXPECTED EVENT

Step 1 Identify the problem.

Step 2 State your position.

How should the visitors' center respond?

Step 3 Explain your response.

Why is your solution a good one?

Assessment: The problem is clearly identified. A logical solution to the problem is provided with supporting reasons.



CREATING AN INVITATION

Draft an invitation to your celebration. Include the following information:

1. Provide important information.

What is the event celebrating? _____

What is the date of the event? _____

What is the time of the event? _____

Where is the celebration going to be held? _____

2. Explain the Visitors' Center Storypath. Describe the following events in one paragraph each.

- applying for a job in the visitors' center
- creating the state tourism brochure
- creating advertisements
- solving the problem of trouble in the workplace
- responding to a need in the state

3. Invite the person and explain why you are inviting him or her.

4. Edit and revise the invitation using the checklist below.

- ☐ I provided the necessary information related to date, time, place, and purpose of the event.
- ☐ I described the events of the Storypath accurately.
- ☐ I used lively verbs to add interest and modifiers of the nouns to create "color."
- ☐ I included information about how I felt about different events.
- ☐ I followed the friendly letter format.
- ☐ I checked spelling, capitalization, and grammar.

5. Prepare the final invitation.

(your name and address)

(today's date)

(address of person to invite)

Dear _____:

(body of letter)

Sincerely,

(your name)

WORD BANK

Keep track of the words you learn or words that interest you. Words in your word bank may come from class discussion, research, or any other source during the unit. Next to each word, write a definition of the new word or words that describe the new word. You might even draw a sketch of the word to help you remember its meaning.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

GLOSSARY

architecture *noun* the art of designing buildings

chamber of commerce *noun* a group organized to promote business in a particular location

culture *noun* the ideas, customs, skills, and arts of a people or group

economy *noun* a system of creating, buying, and selling goods and services

heritage *noun* traditions that are handed down from the past

industry *noun* a branch of business, trade, or manufacturing

landmark *noun* a building or object that has historical importance or is of general interest to people

monument *noun* a building, statue, or other structure that honors a person or event

natural resources *noun* materials from nature that are useful to people

performing arts *plural noun* art forms in which people perform, such as dance, music, and acting

region *noun* a geographic area that shares something important, such as climate, natural landforms, or industry

souvenir *noun* something that serves as a reminder of a place or an event

symbol *noun* something that stands for something else

testimonial *noun* a statement supporting the quality of someone or something

tourism *noun* travel for the sake of pleasure

tourist board *noun* an organization created to promote tourism in a specific city, state, or country, usually organized by a body of government

traditional *adjective* refers to customs handed down from one generation to another in a particular culture

visitors' center *noun* a place that offers information and services to visitors and tourists

visual arts *plural noun* forms of art such as painting, sculpture, and architecture