

Time Tour Brochure Page Instructions**Background**

March 11, 2105—After years of experimentation, a team of international scientists successfully tested a cheap, practical time machine. Now that people could travel to the places they studied in school or college history courses, historians around the world faced the real possibility that the new machines would eliminate their jobs.

Faced with this crisis, the Korean Historical Association, an organization of professional history teachers and scholars, came up with a plan. The president of the association gave the keynote address that was to be the group's final annual conference:

My fellow historians, an unprecedented crisis is upon us. This new time travel device threatens us all. We can either adapt (here the speaker was interrupted with shouts from the floor), we can either adapt, or face extinction as a profession. Look at the competition at our universities and colleges! How can we compete with the sciences and their corporate funding, or with the football program and its advertising dollars? We need, ladies and gentlemen, to generate sales! (At this point the room fell into stony silence.)

I propose, my fellow historians, a new model for our profession. I submit that in this new environment, we disband the American Historical Association. It would seem that its day is done. I propose in its place that we form the American Historical Time Travel Agency. With branches at every school district, college, and university, a friendly, customer-service oriented faculty, a wide range of time travel packages, and, most of all, a lot of advertising. I see a long, bright future ahead for us all. We are no longer historians, my friends: we are sales associates!

As a result, historians and history teachers, rather than fight the time machines, voluntarily disbanded. No more history classes, history books, or those 75-minute-long history videos that fit just right in a class period. But as someone who used to be a historian, a specialist in the history of Afroeurasia from 300 BCE to 500CE, putting bread on the table would be essential. Therefore, going into the Travel Agent business would be a must.

Task

You will be given a random civilization and will prepare a brochure for potential Time Tourists looking for tours to Afroeurasia. Your agency will consist of four former historians, each of whom specialized in the period, but each with a different emphasis: **one in geography, one in politics, one in religion, and one in economy**. Each of you will produce one page of the brochure in your specialty, and then you will collaborate on an eye-catching, customer-attracting front page.

Process:

1. Once in your groups of four, **choose a name** for your Time Travel Agency.
2. Make sure each member understands her or his specialization: geography, politics, religion, or economy. **Each of you will produce one page** of the brochure.
3. Study the Sample brochure page in order to understand what is expected of you. You will be responsible for each of the numbered, individual components of your brochure page.
4. Do not begin writing immediately what will be your final product. **Prepare the ideas and text** for your examples first. You should offer clear and specific information about your topic, which you have gathered in your research. Choose **examples** from your civilization between 300 BCE and 500 CE. Remember, you are preparing a Travel Brochure—your customers want to know about the whole tour, not just one part of it!

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5. Next, **create or pick two to three pictures** to supplement your text. Your pictures do not need to duplicate information in your examples. In fact, using different information will help give your customers a broader sense of the adventure they can expect. For **each picture**, you will **provide a caption** to explain what the customer sees. If you like to draw, sketch your own picture. If you do not, use material from some other source, such as the Internet. Make sure, however, that whatever **pictures** you find are indeed **relevant** to your topic—both the time period and place—and that you **cite the source** of your pictures.
6. Look at both your examples and your pictures. Stepping back and looking at all of it, write a **topic sub-heading statement** which sums up what Time Tourists can expect to see in your civilization, on your topic, if they purchase your tour. Then, come up with a **topic heading**—a quick phrase which not only gives a sense of what is on your own page but that will catch a customer's attention.
7. You are still not ready to write your final product, but you are almost there. Look back over your text and pictures. Remember what you are trying to do: sell, sell, sell! **Rephrase** your **words** to make them as appealing to a customer as possible, without changing your ideas or information. Be **creative**, be **funny**, but **do not falsify** your **information**. Your new business as a Time Travel Agent will get a bad reputation if you engage in false advertising. And, unlike some of your new colleagues in the business world, the historian in you still has a sentimental attachment to facts.
8. Now you are ready to create your page. Since you have already refined your text and drawn or chosen your pictures, you need to concentrate on making your product look pleasing to the eye. On **one piece of paper**, place all your text and pictures. You can follow the layout on the Sample brochure page, or you can devise one of your own. Notice on the sample that certain items, for example the topic heading, are in larger type than other text. This can help direct a reader's attention to material you want to emphasize. Be creative, but make sure that regardless of how you lay out your page you **include all the required text and pictures**.

Sample Brochure Page:

<p>1a. Topic Heading— Quickly captures readers’ interest, relates to material in brochure.</p> <p>1b. Topic Sub-heading— Quick statement about general information covered in topic.</p>	
<p>2a. First Picture— Captures readers’ interest, relates to topic.</p> <p>2b. First Picture Caption— Describes picture. If from another source, provide citation.</p>	<p>4a. First Example— Short phrase which provides concrete evidence about topic.</p> <p>4b. First Example commentary— Provide explanation of meaning of First Example.</p>
<p>5a. Second Example— Short phrase to provide concrete evidence about topic.</p> <p>5b. Second Example commentary— Provide explanation of meaning of Second Example.</p>	<p>6a. Third Example— Short phrase which provides concrete evidence about topic.</p> <p>6b. Third Example commentary— provide explanation of meaning of Third Example.</p>
<p>7a. Fourth Example— Short phrase which provides concrete evidence about topic.</p> <p>7b. Fourth Example commentary— Provide explanation of meaning of First Example.</p>	<p>3a. Second Picture— Captures readers’ interest, relates to topic.</p> <p>3b. Second Picture Caption— Describes picture. If from another</p>

Sample Brochure Title Page:

<p>8a. Title—Quickly captures readers’ interest, relates to material in brochure.</p> <p>8b. Subtitle—Quick statement about general information covered in brochure.</p>	
<p>10a. Phrase about Geography— Short, eye-catching phrase which <i>sums up</i> geography covered in brochure.</p> <p>10b. Geography examples—Examples reader</p>	<p>11a. Phrase about Politics— Short, eye-catching phrase which <i>sums up</i> politics covered in brochure.</p> <p>11b. Politics examples—Examples</p>
<p>9a. Picture—Like title, captures readers’ interest, relates to material in brochure.</p> <p>9b. Picture Caption—Describes picture. If from another source provide citation.</p>	
<p>12a. Phrase about Religion— Short, eye-catching phrase which sums up religion covered in brochure.</p> <p>12b. Religion examples—Examples reader will find in brochure.</p>	<p>13a. Phrase about Trade— Short, eye-catching phrase which sums up geography covered in brochure.</p> <p>13b. Trade examples—Examples reader will find in brochure.</p>
<p>14. Time Travel Agency Name</p>	

Student Handout 3.1: Peer Evaluation Rubric

Tour Company's Name: _____

Students in the Group: _____, _____, _____, _____

	Title Page	Individual Topic Pages
Excellent	10 Points. <i>"Wow! I want to book this Time Tour right now!"</i> Title and pictures catch reader's interest. Subtitle, captions, phrases, and examples clear and appropriate. Thoughtful and interesting visual design, neatly put together.	10 Points. <i>"Wow! I can't wait until this part of the Tour!"</i> Topic and pictures catch reader's interest. Topic sub-heading, captions, and examples clear and appropriate. Thoughtful visual and interesting design, neatly put together.
Good	8 Points. <i>"This is definitely one of the better Time Travel Agencies!"</i> Title and pictures catch reader's interest. Subtitle, captions, phrases, and examples clear and appropriate. Clear visual design, neatly put together.	8 Points. <i>"It definitely won't be one of the boring parts of the Tour."</i> Topic and pictures catch reader's interest. Topic sub-heading, captions, and examples clear and appropriate. Clear visual design, neatly put together.
Fair	7 Points. <i>"Is this Tour the best way for me to spend my money?"</i> Title and pictures appropriate. Subtitle, captions, phrases, and examples generally but not always clear and appropriate. Generally clear visual design, with some flaws in execution.	7 Points. <i>"I hope the Tour gets through this part pretty quickly."</i> Topic and pictures appropriate. Topic sub-heading, captions, and examples generally but not always clear and appropriate. Generally clear visual design, with some flaws in execution.
Needs Improvement	6 Points. <i>"The Tour seems like it was put together pretty quickly...Do you think it's even safe to travel with them?"</i> Title and pictures mostly appropriate. Subtitle, captions, phrases, and examples at times unclear and inappropriate, or possibly absent. Materials placed on paper without much evident thought.	6 Points. <i>"I'm not looking forward to this part of the Tour...in fact it makes me wonder if I really want to go."</i> Topic and pictures mostly appropriate. Topic sub-heading, captions, and examples at times unclear and inappropriate, or possibly absent. Materials placed on paper without much evident thought.
Absent	0 points. <i>"Hmm...this Agency didn't seem to tie everything together at all...too bad."</i> Group did not complete this portion of assignment.	0 points. <i>"Gee...they must not cover this topic in their Tour...might have been interesting."</i> Individual responsible for this topic did not complete the assignment.

Total Score: _____

Student Handout 3.2: Peer Evaluation Score Sheet

(E=Excellent, G=Good, F=Fair, N=Needs Improvement, A=Absent)

Time Travel Agency Name	Title Page	Geography	Politics	Religion	Economy
	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>
	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>
	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>
	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>
	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>
	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>	E G F N A <i>Why?</i>

Student Handout 3.3: Self-Evaluation

Task

Using Student Handout 3.1—Peer Evaluation Rubric as a reference, evaluate the work you did on your Time Tour Brochure. Support your evaluation with specific references to your work and to the Rubric. Also, reflect on what you did well and what you might improve.

Process

1. Evaluate your work in the table below.

<p>Your work on Title Page</p>	<p>Circle One: Excellent Good Fair Needs Improvement Absent</p> <p>Why did you evaluate your work as you did?</p> <p>Give specific examples from your work on the Title Page that led you to your evaluation. Explain how these examples relate to specific parts of the Peer Evaluation Rubric.</p>
<p>Your individual brochure page</p>	<p>Circle One: Excellent Good Fair Needs Improvement Absent</p> <p>Why did you evaluate your work as you did?</p> <p>Give specific examples from your work on your brochure page that led you to your evaluation. Explain how these examples relate to specific parts of the Peer Evaluation Rubric.</p>

2. What part of your work on the Time Travel Brochure was most successful by the criteria on the Rubric? Explain what you did and why it was so successful.

3. What part of your work on the Time Travel Brochure was least successful by the criteria on the Rubric? Explain what you did and how you might improve it.