

Name: \_\_\_\_\_ Period: \_\_\_\_\_

## Travel to Venus!

Using imagery to convince your clients to want to go to a harsh destination

You are designing and publishing a three-part brochure to help boost the travel trade on the planet Venus. Your brochure will be assessed on how well you used imagery (color words and thoughtful noun phrases) to make this destination seem desirable, despite its never-stopping rain. This graphic organizer will help you start thinking of language you could use on your brochure.

<b>Warm &amp; Dry—Positive Imagery</b> (think about that Sun Dome)	<b>Cold &amp; Wet—Negative Imagery</b> (list words from Bradbury's story)	<b>Cold &amp; Wet—Positive Imagery</b> (think like a travel agent)
List color words and noun phrases that might be included in your brochure. I have given you two examples in each column to get you started:  <i>yellow</i>  <i>steaming hot chocolate</i>	List favorite color words and noun phrases that came from the story...these words will NOT go on your brochure:  <i>silver and milk</i>  <i>soggy bread</i>	Put a positive "spin" on the words or phrases from the middle column, or create a list of original words and noun phrases:  <i>forest green</i>  <i>refreshing mist</i>

Now, begin brainstorming activity suggestions for travelers that might be included on your brochure. You must include the language of imagery to entice the traveler to come to Venus! You can continue your list on the backside of this page. I have included an example in each column to get you started

<b>Warm &amp; Dry (section 2 of brochure) Activities!</b>	<b>Cold &amp; Wet (section 3 of brochure) Activities!</b>
<i>Bask in the warmth of the Sun Dome while sipping hot chocolate!</i>	<i>Stroll through the forest green moss fields as a refreshing mist rejuvenates your skin.</i>

<b>Warm &amp; Dry (section 2 of brochure) Activities!</b>	<b>Cold &amp; Wet (section 3 of brochure) Activities!</b>

**Now plan your brochure's rough draft. It will have three sections; it can be a one-page brochure/poster, or you can design a folding brochure:**

<b>Section 1</b>	<b>Section 2</b>	<b>Section 3</b>
<p>This will be your brochure's visual introduction. You must include an inviting image, a title for the brochure, and you must create an interesting catch-phrase or tag-line that your traveler will easily remember; if you were making one for Death Valley, a catch-phrase or tag line might be "Where wildflowers meet the sand!" or something like that.</p>	<p>This section will contain eight activity suggestions that pertain to the warm &amp; dry things you can experience while on Venus. These activities can all focus on the Sun Dome, but if you think creatively, you might think of other ways to bring warm &amp; dry imagery to the planet Venus. Each activity suggestion <b>MUST</b> contain the language of imagery. An illustration for this section is encouraged, but it is optional.</p>	<p>This section will contain eight activity suggestions that pertain to the wet &amp; cold things you can experience while on Venus. This section will contain your most creative ideas, as you will be putting a "spin" on the miserable conditions presented in Bradbury's story. Each activity suggestion <b>MUST</b> contain the language of imagery. An illustration for this section is encouraged, but it is optional.</p>