



Soak Up The Sun

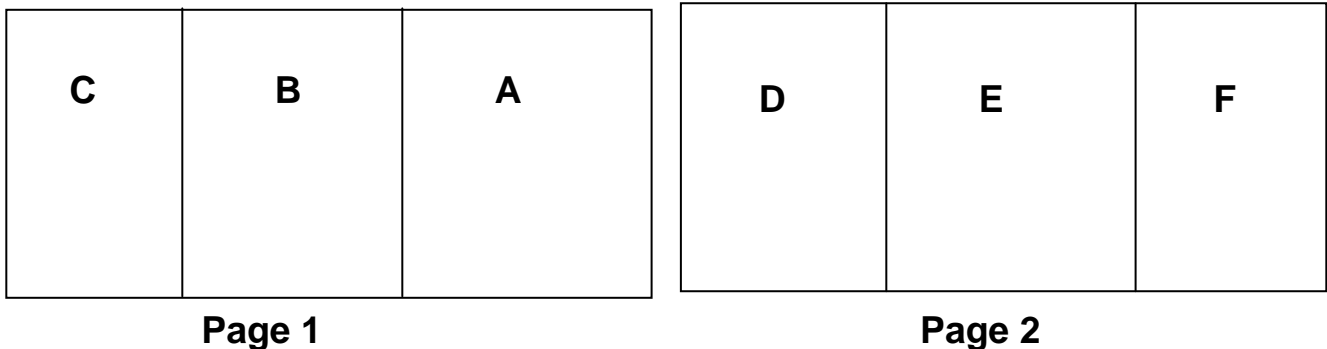
Part C: Advertising Your Salon or Spa

In this activity, you will design a Pamphlet for the new Spa and Salon Resort “Soak Up The Sun”. You should use Publisher to design the brochure.

Use your understanding of what you have learned in Part A and Part B to create a pamphlet that will describe the spa and salon, what it offers, pricing, and additional information that would entice customers to frequent the location.

After opening Publisher, click on “File”, “New”, then on “Publications for Print”, and finally “Brochures”. Choose a style you like and begin. Be sure that it is only a 2 page pamphlet (as some are 4 pages).

A diagram to help understand what is wanted, and where to put it:



In the Pamphlet you will need the following:

- ⇒ Section A
 - Resort name “Soak Up The Sun Resort Spa”, Logo (make this up), Picture, Slogan (E.g. “Indulge in the Spa Experience”)
- ⇒ Section B
 - Contact info (make these up; can be fake)
 - Address
 - Phone Number
 - Email address
 - Website
 - Map of location or other photo
- ⇒ Section C
 - “Why pamper yourself?”
 - Fill in an answer to that using your understanding of personal health & wellness.
 - Be sure to remember your audience so that you can convince them to come to your spa & salon resort.
- ⇒ Section D, E, F
 - Pricing
 - Description of services, including services beyond the spa and salon (remember, it is a resort!)
 - Pictures

Rubric for Pamphlet

	R	Level 1	Level 2	Level 3	Level 4
Thinking, Inquiry, Problem Solving	No thought into reflection on pampering oneself.	Little thought put into reflection on pampering themselves.	Some thought put into reflection on pampering themselves.	Accurate reflection on pampering themselves.	Clear, accurate and concise reflection on why one should pamper themselves.
Knowledge & Understanding	Incomplete assignment.	Limited understanding of use of pamphlet to advertise a company.	Some understanding of use of pamphlet to advertise a company.	Clear understanding of use of pamphlet to advertise a company.	Thorough understanding of use of pamphlet to advertise a company.
Communication	All copy and paste; may not have anything to do with spa or salon; misses important pieces like company info.	Few to none of own words used; poor writing for intended audience.	Copies a lot from internet sources; satisfactory writing for intended audience.	Clear words, mostly own; clear writing for intended audience.	All own words; clear, concise writing for intended audience.