BTT1O Culminating Fun Assignment

This final independent assignment will provide you with an opportunity to demonstrate what you have learned in the course. Your skills with computer applications, planning a project, ability to problem solve and Internet research skills will all be put to the test. It is like an exam so be sure to stay focused and do your best work.

Travel Agency

You are to design the promotional material that would be used by a travel agency. The package of promotional material should be printed in colour and submitted in a folder type portfolio. For this travel agency, you must pick a destination from the box that they will be promoting and offer three travel packages for this destination. The first will be a budget package, the second a standard and the third will be a luxury package.

1. Make up a name for a travel agency. Use a paint program (your choice) to design the logo. Ensure that it is in a format that can be scaled so that different sizes of the logo can be used on the various documents that will be created for the travel agency. Note that the logo must be used on all items produced. Include this on your title page. (20 marks)

2. Design a three-fold distribution brochure (two-sided) that can be used as an advertising tool for the travel agency. Lay out the brochure to ensure that all necessary information (i.e. services offered,book flight tickets, arrange complete vacation packages, arrange car rentals, contact information, etc) is included and that it is in an appealing, professional looking set up. (30 marks)

3. Design a poster-type flyer that can be faxed or put up on bulletin boards to advertise the travel agency. Remember to include important information (address, phone number, etc.). (20 marks)

4. Design a professional looking spreadsheet showing the cost breakdown of each travel package as well as an itinerary for each vacation. (20 marks)

5. Design a slide show presentation for your travel agency and include information about services provided, vacation packages, contact information, exotic vacation destinations. These will be presented to the class.(30 marks)

6. Design a website of at least four pages illustrating your company's destination packages. The website must contain (50 marks):
- a minimum of four pages
- three heading sizes
- two graphics per page, you must use Alt text for all images
- one animated GIF
- one bulleted list
- home buttons on every page
- footer on every page
- three internal links
- three external links

7. Include a work cited page of all the web sites or resources you used to complete the project. (10 marks)

8. Organization, time management and class usage. (20 marks)

Total: 200 marks