Biome Brochure

Name: ____________________________________   Period: ___________   Date: ______________________

Overview
For this assignment students must decide to either be a realtor trying to get people to move to your biome or a travel/tour company trying to get people to visit your biome for a vacation. You must choose one of the eight terrestrial biomes and make an appealing brochure or pamphlet that will convince people to live in or visit that biome by highlighting the positive aspects of it.

Purpose
The purpose of this assignment is help students understand the various components of each biome and allow them to think creatively about the positive aspects of each biome.

Guidelines
1. The brochure must be tri-fold and have imaginary contact information on it somewhere.
2. You must remember to write your brochure as:
   - A realtor trying to get people to move to your biome.
   - A travel /tour company trying to get people to visit you biome for a vacation.
3. The brochure must be written neatly or typed with no spelling errors. If you have Microsoft publisher there are good templates on it for making quality brochures. **If you are going to make a brochure on the computer you must print it on a color printer at home, do not ask to print your brochure in the biology classroom. We do not have a color printer in here.**
4. The brochure must use multiple colors. Don’t just make a black and white brochure people will not be intrigued to read it.
5. The first page must be the “eye-catching” page to draw people in. Use a nice picture or graphic and use few words here. People don’t want to read at first glance, they need to be entertained and see something to catch their eye.
6. The brochure must mention facts about the biome’s temperature range, precipitation range, common species and geographic location. If people are going to move there they will want to know what the weather is like and what kinds of plants and animals live there. If there is beautiful wildlife in your biome that people would enjoy seeing, mention that. Or the opposite, if your biome has very few animals, “sell that” to people who are afraid of animals or who are not outdoors people.
7. The brochure must mention what advantages the climate might have. If your biome’s weather is nice, use that to your advantage and “sell it” in your brochure.
8. The brochure must mention what recreational activities would be available because of the unique biome.
9. The brochure must mention some information about unique resources (lumber, oil, coal, diamonds, rare plants, clean air) or unique characteristics of the biome.

Possible ideas
Desert
- Dune buggy rides company
- Strike it rich with oil

Savannah
- African safari hunt
- African safari adventure

Temperate Grasslands
- Start your own farm/ranch
- Enjoy the wide open spaces of the prairie

Chaparral
- Enjoy the warm mild weather
Tropical Rainforest
- Get away from the cold in this constant warm environment
- Nature hikes
- Find a new species

Temperate Forest
- Enjoy the outdoors
- Enjoy all 4 season
- Beautiful in the fall

Boreal Forest (Taiga)
- Strike it rich with oil sands
- Strike it rich with gold
- Enjoy the outdoors and wilderness
- Wilderness hunting adventure

Tundra
- Come enjoy the northern lights up close and personal
- Caribou hunt

Helpful links
http://science-class.net/Lessons/Ecology/Ecosystems_Biomes/biomes_brochure.htm

RUBRIC

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<tr>
<th>Met</th>
<th>Partially Met</th>
<th>Not Met</th>
<th>Criteria</th>
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<tbody>
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<td>3</td>
<td>2</td>
<td>1</td>
<td>The brochure must be tri-fold and have imaginary contact information on it somewhere.</td>
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<tr>
<td>3</td>
<td>2</td>
<td>1</td>
<td>Brochure is written or typed legibly with no spelling errors and uses more than one font size.</td>
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<tr>
<td>3</td>
<td>2</td>
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<td>Brochure uses multiple colors (at least 3) and graphics/pictures.</td>
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<tr>
<td>3</td>
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<td>First page is eye catching, uses few words, and draws the reader in with a catchphrase or interesting graphics.</td>
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<td>Second page discusses facts about the biome’s temperature, precipitation, and geographic location.</td>
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<td>3</td>
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<td>Brochure discusses the common species found in the biome.</td>
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<td>3</td>
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<td>Brochure discusses what the benefits are of having that biome’s climate.</td>
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<td>3</td>
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<td>Brochure discusses what recreational activities would be available because of the unique biome.</td>
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<td>3</td>
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<td>Brochure discusses some information about unique resources (lumber, oil, coal, diamonds, rare plants, clean air) or any other unique characteristics of the biome. This is also where you would add any other interesting or appealing information you would like to put on your brochure to help convince people that your biome is the best one to live in or vacation in!</td>
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<td>The brochure is appealing, creative, convincing, flows well and is turned in on time.</td>
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(   )/30 TOTAL SCORE