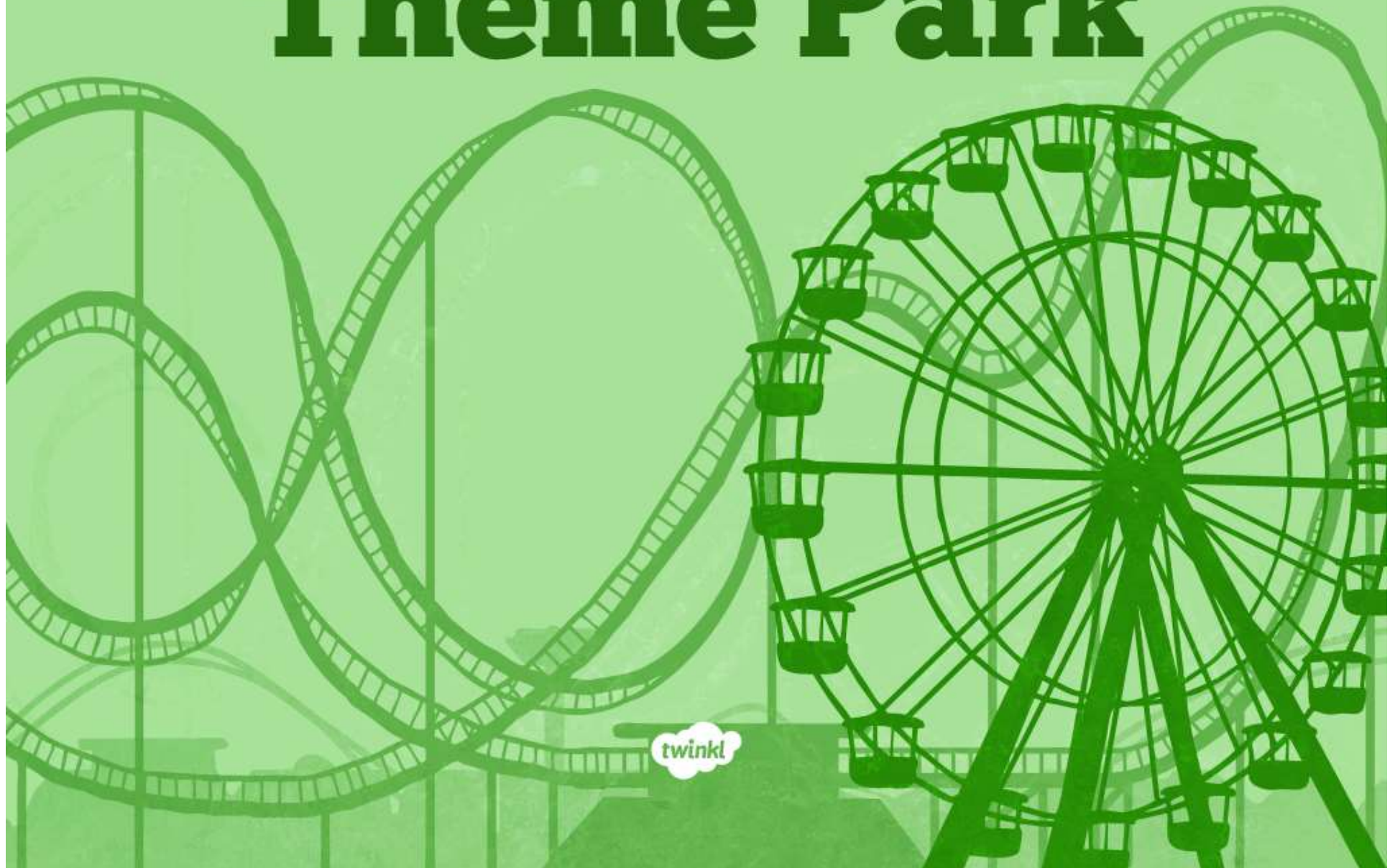


Theme Park



Year 6 Project Pack: Theme Park

During this project, you will:

Develop your problem-solving and thinking skills.

Make decisions and choices.

Strengthen your ability to work collaboratively within a team.

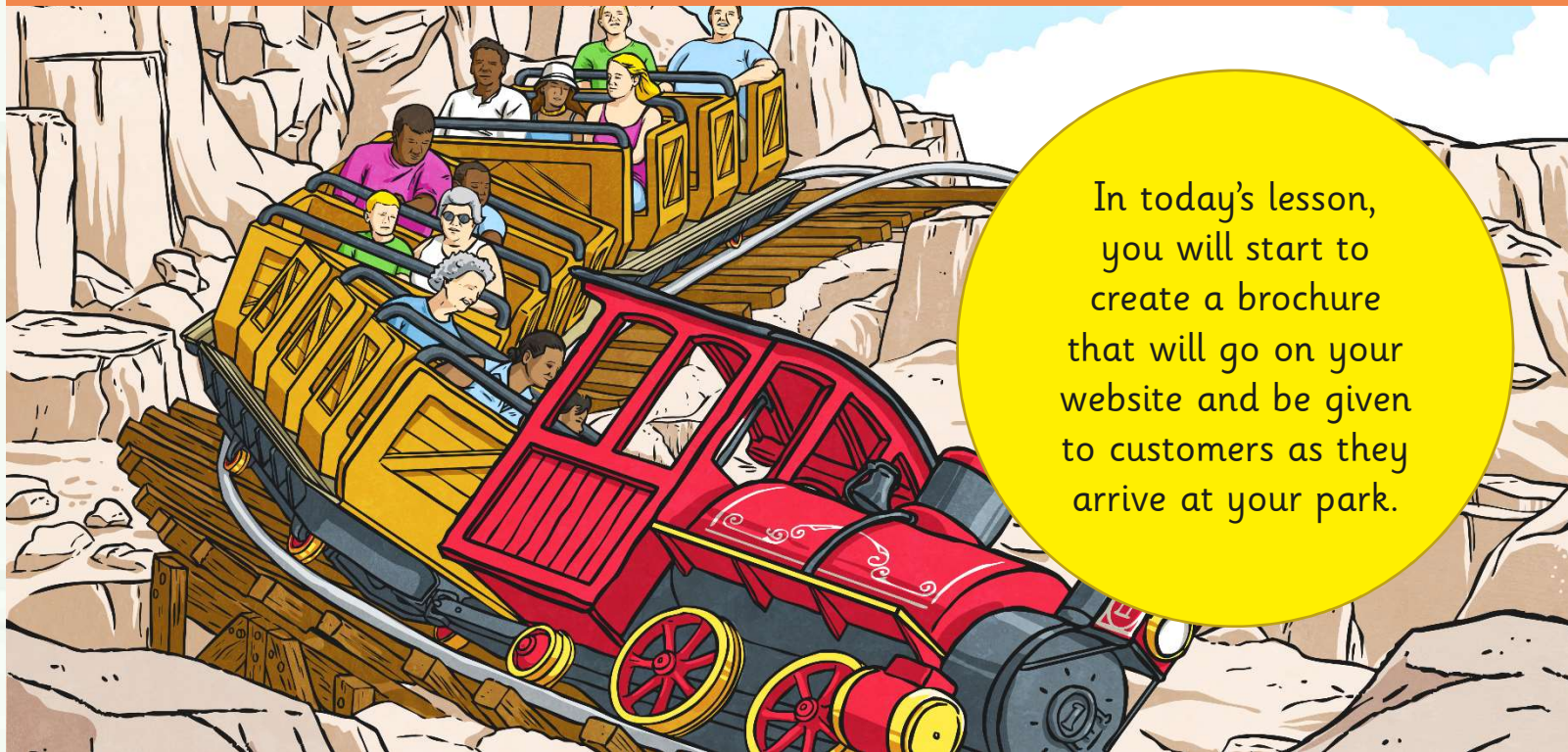
Use a range of mathematical and literacy skills.

Have fun!



Lesson 2: Theme Park Brochure

Now that you and your team have decided on a theme park name, themed areas and the rides, attractions and amenities within your park, it's time to tell your customers about them in more detail.



In today's lesson, you will start to create a brochure that will go on your website and be given to customers as they arrive at your park.

Discussing Business Ideas: Brochure Content

What will need to go in your brochure?
How should it be written and illustrated?
What will a successful brochure do?

Inform customers (and potential customers if they are looking at it on the website) what is available to do while visiting.

Give details of the rides, attractions and food outlets in each of your three park areas.

Have an element of persuasion – if potential customers see it on the internet, will they be persuaded to visit?

Be bright, colourful and easy to read.

Look at some of the brochure examples on your tables. What do you notice?

Brochure Content: Front Cover

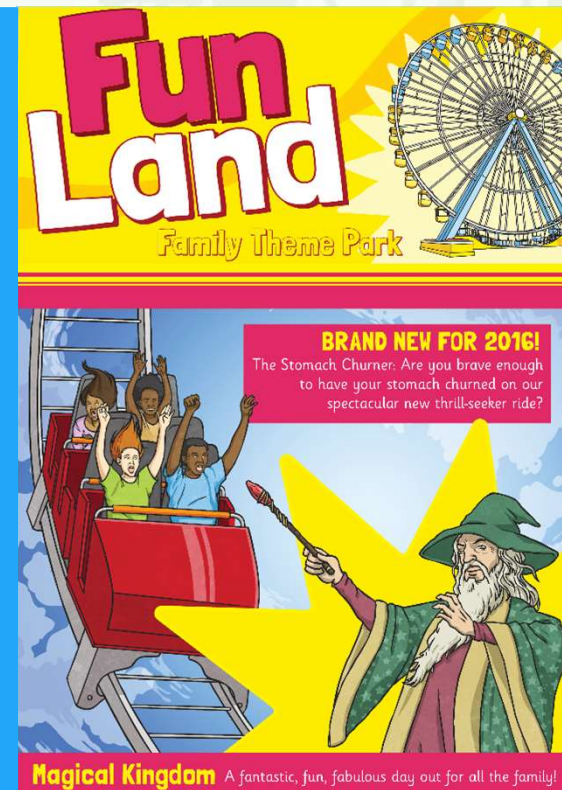
Your brochure should have at least four pages; a front cover and a page for each themed area of your park.

Look at this front cover.

What's been included?

What do you notice?

- Theme park name
- Alliteration
- Introducing new rides and attractions
- Rhetorical question
- Indication of target customer



Brochure Content: Themed Areas

Each of your further pages should be headed with the names you have chosen for your themed areas. Look at some of these examples.

What did you notice?

Adrenaline World



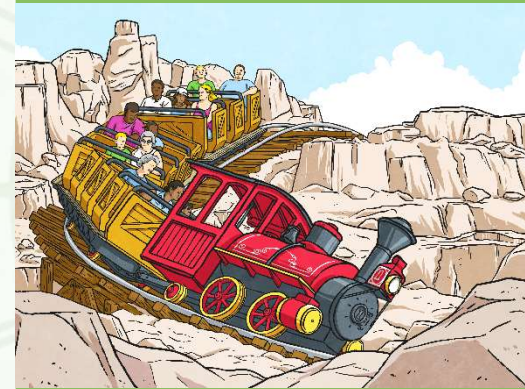
Are you brave enough to visit? Will you ever leave?

Kiddies Kingdom



Perfect for even the smallest thrill-seekers!

The Wicked Wild West



Yee Ha! A world of runaway mine trains, gold rush flumes and other Wild West fun!

Brochure Content: Rides and Attractions

You don't have to give details on every ride or attraction in your theme park, but your brochure pages need to introduce the main incentives for visiting each of your three areas.

- Think of exciting and intriguing names for some of your main rides and attractions. Do they relate to the themes of your park areas?
- Could you draw pictures of them?
- Do you want to introduce a rating system for each ride you discuss?

Ride Name:	The Rush
Thrill Factor * = Tame / ***** = Extreme!	***** You need to have nerves of steel to ride the Rush!
Suitable for:	Only suitable for adults and children aged 12+
Other Restrictions:	Do not ride if you suffer with any heart condition.



Brochure Content:

Food Outlets

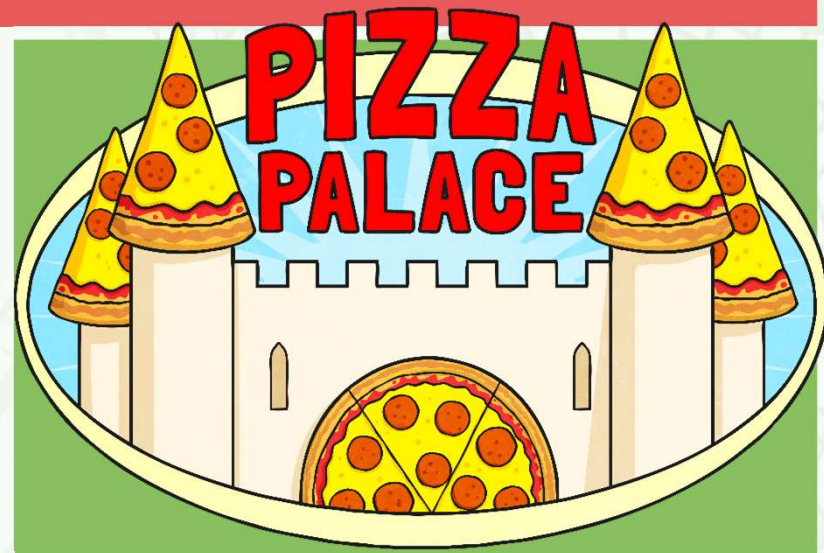
Give some details about the eating establishments available in each area. Hopefully, this will encourage your customers to eat there and therefore create more business income.

Pizza Palace

Why not stop for a quick bite to eat while visiting Kiddies Kingdom?

Try a delicious pepperoni supreme or a tantalising veggie special at the very reasonably priced pizza palace.

Family meal deals available!



What words and phrases have been used? Why?

Brochure: Get Designing!

Now it's time to get designing as a team.

Work collaboratively to make decisions and divide up the task so everyone has a job.

Remember the criteria for a successful brochure. Does your brochure:

Inform customers (and potential customers if they are looking at it on the website) what is available to do while visiting?

Give details of the rides, attractions and foot outlets in each of your three park areas?

Have an element of persuasion – if potential customers see it on the internet, will they be persuaded to visit?

Catch people's eyes by being bright, colourful and easy to read?

Reflection

Have you created a successful brochure?

Does your brochure:

Inform customers (and potential customers if they are looking at it on the website) what is available to do while visiting?

Give details of the rides, attractions and foot outlets in each of your three park areas?

Have an element of persuasion – if potential customers see it on the internet, will they be persuaded to visit?

Catch people's eyes by being bright, colourful and easy to read?

