

## Unit Two Project: Promotion for One of Georgia Geographic Regions (SS8G1)

Enduring Understanding: The student will understand that *location* affects a society's economy, culture, and development.

You have been hired by the Georgia tourism board to create an informational brochure that will be displayed at all rest stops along Georgia's interstate system. The objective of this promotional drive is to attract more people to Georgia's workforce by describing the benefits of each region's economy, culture, and development.

Your job is to choose one of the five geographic regions within the state of Georgia. The format will consist of pictures which represent one of the regions of Georgia. You must first research your chosen region, and find information regarding landforms, natural resources, economic activity, population, climate and physical features. Sources for your research are listed below.

As you do your research, draw/trace pictures representative of your region to use in your brochure. Include a short written summary about your region's history, physical features (i.e., rivers, lakes, mountains), and recreational and entertainment activities.

Lastly, you should think of a slogan for the region you are promoting which relates geography and the economy. For example, historically, the New England colonies were also called the "fish basket." Their location and climate dictated the primary economic activities: fishing and ship building. Come up with a similar slogan or term for your Georgia region. It should be original and "eye-catching" so to motivate other people to relocate to the great state of Georgia.

Some helpful resources for this project area:

- a. [www.ga.gov](http://www.ga.gov)
- b. [www.georgiaencyclopedia.com](http://www.georgiaencyclopedia.com)
- c. [www.ngeorgia.com](http://www.ngeorgia.com)

## Content Rubric for Performance Task

Criteria	1 Does Not Meet Standard	2 Needs Improvement	3 Meets Standard	4 Exceeds Standard
<i>Describes the chosen geographic region of Georgia</i>	Is not able to depict and describe the prescribed criteria (Topography, economy, population density, climate) for the region	Is able to correctly describe 3 of 4 prescribed criteria (Topography, economy, population density, climate) for the region	Accurately describes the region's topography, economy, population density and climate	Additional Accurate information i.e.: current events, political issues, etc.
<i>Describes main economic activity using a created slogan</i>	Is not able to identify a term which relates economic activity to geography for their region	Uses a term that attempts to relate geography to the main economic activities for their region	Uses a term which correctly relates main economic activity with geography in that particular region	Uses a creative and original phrase which correctly relates the main economic activities with the geography
<i>Analyzes the impact of location on the selected region.</i>	Is unable to make a connection between economic activity and geography	Has some idea that a relationship exists but is unable to explain how geography impacts economic activities of an area	Student accurately explains the impact of geographic traits on economic activity of an area	Student accurately explains the impact of geographic traits on economic activity of an area including accurate historical and current examples.