

# Olympic Delegation Project - 24 pts

We'll check out [this video](#) about one famous logo design.

You may be new to the world of marketing, but you've already gotten your first big break. Use this rubric to determine the future of the Olympics. Send me your finished product on Schoology.

Congratulations, you have been selected by the \_\_\_\_\_ (the city of your choice) to be the leader of their Olympic Committee Delegation. Your job is to create a marketing campaign for your city to present to the Olympic Committee in hopes of gaining the 2020 Olympic Games. Work in groups of three or less to create a visual (presentation, poster, infographic, adobe spark, etc.) with the following information. Create a custom logo to include in your visual (eg. Google Drawing).

## PART 1: Introduction Layout

- 4 pts - Introduction to your city.
  - Be sure to include the following in your discussion:
    - History of the city.
    - Population.
    - Other Sports and Entertainment Venues (what are some other tourist spots that people could visit while in your city.)
    - Geographic Location
      - What is the average temperature, what kind of climate does your city have?
    - Economic Situation:
      - Is your city currently in an economic boom or has it fallen on hard times, this is a key factor you should keep in mind when designing your facilities for post-olympic use?
    - Reflection:
      - Why did you pick this city, what about the city intrigued you to select this city and why would it be a great fit for the Olympic games.
- 4 pts - Planned Location of the Olympic Complexes / Design.
  - Discuss the following:
    - What area of the city did you choose to place your stadiums and complexes to host the games.
    - Why and what benefits will you get from having the games in this area?
    - What existing complexes are you able to use that have already been built?
    - Discuss where you plan to host the big events of the Olympic Games like Basketball, Soccer, Swimming, Track and Field, Gymnastics
    - Explanation of one of your complexes.
      - What designs help to set your complex apart from others?
- 4 pts - Benefits of hosting the Olympics.
  - What areas will your city benefit from in hosting the events, keep in mind the following areas that could be affected.
    - Infrastructure, (roads, railways, buses, etc.)
    - Housing large amounts of tourists
    - Affect on the local population
    - Facilities
    - Economy
    - Travel accommodations (airports, Amtrak stations, etc.)
- 4 pts - Negative aspects of hosting the Olympics.
  - What areas could be negatively affected from hosting the 2020 games?
  - Keep in mind the same areas as paragraph 3.

- o How do you plan on combating these possible negative impacts.
- 4 pts - Closing:
  - o Make sure to make a final sales pitch which helps to hammer home the main reasons why your city deserves to be the host of the 2020 Olympic Games.

## **PART 2:\_Logo Design:**

Research some of the historical Olympic Logo designs and design your own.

- Your logo (4 pts) should keep in mind these key points.
  - o Theme of the Olympics
  - o Matching your logo to the history and make up of your city.
  - o Your logo must be striking and draw attention to your city.

Points awarded/lost based on [Creative/Original Computer Rubric](#)

- Does it have quality information?
- Does it look good?
- Is it complete?