

Be a Tourist in your 20th Century City!

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- What was the favourite thing you discover about Plymouth?
 - What else did you learn about Plymouth?
 - What would be the first thing you would tell someone about Plymouth?

Tourism Poster

- A Tourism Poster advertises a good place to visit
- They highlight what is important, exciting or interesting about the place
- It could be a city, area, attraction (zoo, museum, etc)
- It encourages visitors
- It uses strong image or images of the place or things linked to it
- It usually has a **strap-line**.

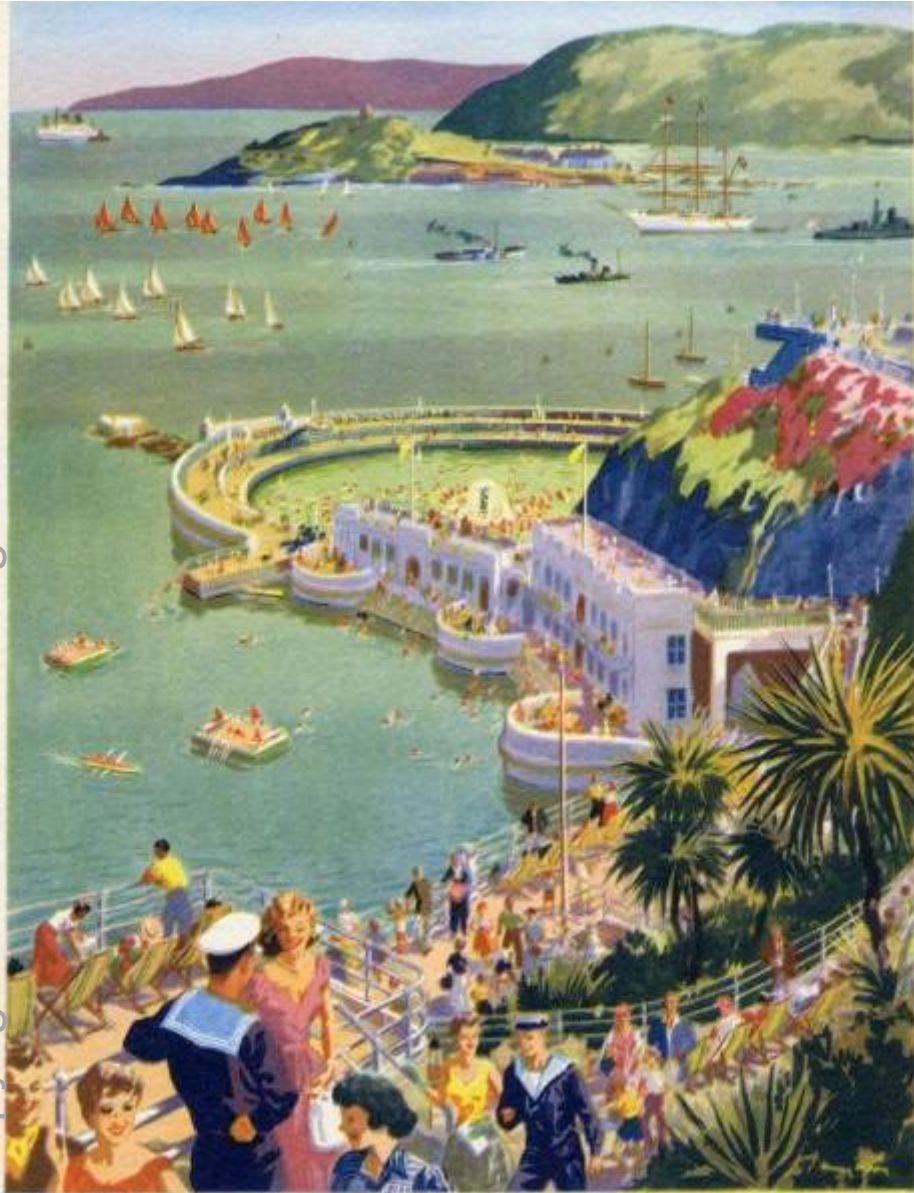
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Plymouth

**MODERN CITY
OF THE WEST**

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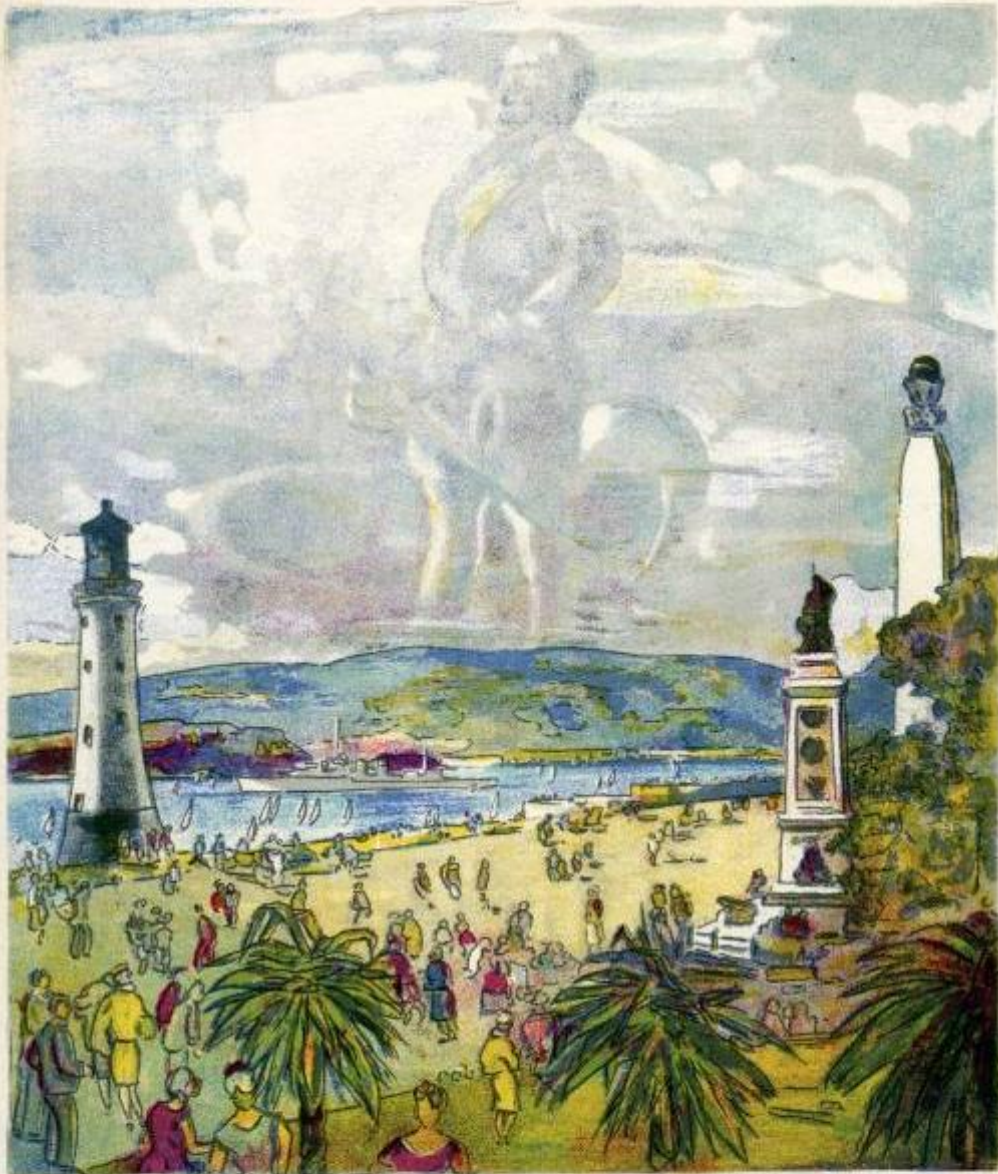
DELIGHTFUL CENTRE FOR HOLIDAYS

1963

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DELIGHTFUL CENTRE FOR HOLIDAYS

Strap-line

- A strap-line, is a 'slogan' used to identify brands, a place or organisation
- Can you remember a strap-line that you may have noticed?
- To create a good strap-line, it needs to:
 - Be short
 - Sound right
 - Make people feel good.

Plymouth: 20th century city Strap-line

- Use your a 'Be a Tourist Guidebook' and any notes to write ideas for a strap-line
- Your strap-line needs to include the word, Plymouth
- Some examples
 - Plymouth for all ages
 - Plymouth, a pleasant place to visit.

Plymouth: 20th century city Tourism Poster

- Using your Guide and notes draw ideas for your 20th Century tourism poster for Plymouth
- To make your poster
 - Fold your paper in half, then half again
 - Open the paper and there will be 4 rectangles
 - Write your strap-line in either the top or bottom rectangle
 - The rest of the paper is for you to draw your 20th Century image or images of Plymouth.