



## Lunar Tourism Advertisement

**Prep Time:** 10 minutes

**Grades:** 5-8

**Lesson Time:** 60 mins

### Essential Questions:

- Why should we go to the Moon?
- If humans could live on the Moon, what would that look like?

### Objectives:

- SWBAT create a travel advertisement for lunar tourism, based on their knowledge of the Earth's Moon.

### Standards:

- CCSS.ELA-LITERACY.WHST.6-8.4: Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.

### Teacher Prep:

- Set up computers, if using.
- Set up any materials and print handouts.

### Teacher Notes/Background:

- While the information about the Moon is based in fact, encourage students to be creative for the aspects that are unknown, such as attractions and hotels.
- Brochures and websites are the two advertisements listed, however, any advertisement can work. Students can make a commercial, design a billboard, or create a presentation.

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<b>Engage</b> (5 minutes)	<p><b>Write Your Own Travel Ad</b></p> <p>Give students 5 minutes to write a short paragraph convincing someone to visit a place they enjoy. This can be anything from a specific place to a state or country.</p>	<p><b>Materials:</b></p> <ul style="list-style-type: none"> <li>• Notebook</li> </ul>
<b>Explore</b> (5 minutes)	<p><b>Review Material from Let's Launch Video</b></p> <p>Answer any lingering questions about the Let's Launch!: Maya's Journey to the Moon video. Pepper questions on general facts about the video to review.</p>	<p><b>Materials:</b></p> <p>N/A</p>
<b>Explain</b> (10 minutes)	<p><b>Introduce Lunar Tourism Activity</b></p> <p>In small groups or individually, students will be creating a travel advertisement for the Moon. They will pretend they are travel agents, tasked with creating a brochure, website, commercial, or other material to convince potential clients why they should visit the Moon. The advertisement can be made on any medium – electronically or on paper. They will be presenting these either aloud or through a gallery walk, depending on time. Guide students through the attached worksheet to set expectations. Make sure students know that, while they can get creative about some aspects of the brochure (activities on the Moon, etc), they do need to include scientific facts about the Moon on their advertisement.</p>	<p><b>Materials:</b></p> <ul style="list-style-type: none"> <li>• Lunar Tourism Advertisement handout</li> </ul>
<b>Elaborate</b> (25 minutes)	<p><b>Students Create Their Travel Advertisement</b></p> <p>Students should use the attached worksheet to guide them as they work on their travel advertisements. Circulate to ensure students are putting scientific content in their advertisement.</p>	<p><b>Materials:</b></p> <ul style="list-style-type: none"> <li>• Paper</li> <li>• Markers</li> <li>• Computers</li> <li>• Other materials, depending on the type of ad students make</li> </ul>
<b>Evaluate</b> (15 minutes)	<p><b>Students Present Their Advertisements</b></p> <p>Depending on the remaining time, students can either present their advertisements to a small group or a gallery walk can be set up, where students circulate around the room looking at other students' advertisements.</p>	<p><b>Materials:</b></p> <ul style="list-style-type: none"> <li>• Completed advertisements</li> </ul>

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### Extensions and Enrichment:

- If time allows, have students match a pitch for coming to the Moon. Have them treat the audience like they are people interested and their job is to use the advertisement to enhance a presentation to convince them to visit the Moon.

### Additional Resources:

- *Distance to the Moon*: In this activity, participants will use sports balls as scale models of Earth and the moon and use string to demonstrate the mathematical relationship between the size of Earth and the moon and the distance between the two.  
[https://nasaclips.arc.nasa.gov/shared\\_assets/resources/distance-to-the-moon/438170main\\_GLDistancetotheMoon.pdf](https://nasaclips.arc.nasa.gov/shared_assets/resources/distance-to-the-moon/438170main_GLDistancetotheMoon.pdf)
- *Lunar Habitats*: Learn how inflatable structures may be used as mobile living quarters for astronauts when NASA returns to the moon and then travels to Mars. Explore one inflatable model made of Kevlar.  
<https://nasaclips.arc.nasa.gov/video/realworld/real-world-lunar-habitats>
- *Lunar Habitats -- Home on the Moon*: NASA Launchpad: Lunar Habitats - Home on the Moon teaches students about the design of lunar habitats and then as teams explore the mathematical relationships between length, area, and volume by exploring the volume of cubes. Students apply what they have discovered by manipulating the scale of one proposed design for a lunar habitat. Working as a team, students compare the size of the lunar habitat to the size of a one-bedroom apartment.  
[https://nasaclips.arc.nasa.gov/shared\\_assets/resources/nasa-launchpad-lunar-habitats-home-on-the-moon/472967main\\_LP5-LunarHabitats\\_508.pdf](https://nasaclips.arc.nasa.gov/shared_assets/resources/nasa-launchpad-lunar-habitats-home-on-the-moon/472967main_LP5-LunarHabitats_508.pdf)

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**Directions:** The year is 2120 and, with the rising popularity of visiting Mars, tourism to the Moon is down. The Lunar Tourism Board has hired you to create an advertisement to encourage people to visit the Moon. This can be a brochure, a website, a flyer, or another form of advertisement style of your choice.



### Things to Include:

- Images of the landscape of the Moon.
- What is the environment like? Include some basic information about the Moon.
- What can you do when you get there? Be creative! Create hotels, attractions, etc.
- What adaptations have been made so humans can be on the Moon?
- How will you get there? How long will it take?
- Anything else that you think people need to know!

***Don't forget – you are convincing people to come to the Moon; make your case!***