



***Introduction:***

**Have you heard the news? Storybook Gardens is Expanding!**

The news is surprising to say the least. Attendance at London's Storybook Gardens has actually been in decline over the past many years. In order to stimulate renewed interest in this landmark family amusement park, city planners are hoping to tap into the interests of today's youth.

The London City Council is considering funding an expansion of Storybook Gardens within Spring bank Park, and you are being drafted to design a new amusement area within the boundaries of the existing park. Working as a member of a group, you will be developing a proposal for a new 'family-friendly amusement area' based on a suitable theme. Among many components, your proposal will include a campaign advertising the new experience, and an operating scale model ride or experience.

**Task:**

Your group will be developing a proposal for a new attraction to fit within the existing area of Storybook Gardens in Spring bank Park, London, Ontario. Your attraction will consist of the following elements that will be woven into a family-friendly theme of your choosing.

## Amusement Park Elements

<b>Ride / Play Experience</b>	Your ride / play experience will use at least two simple machines and will include a change in direction of motion. In addition to withstanding the forces of nature, your ride will be stable enough to handle rambunctious children!
<b>Concession Stand</b>	Develop a dining area within your new park area. This area should include food consistent with your chosen theme, as well as seating for families.
<b>Technical Drawings</b>	Your structures and mechanisms will be drawn to scale on accompanying 'blueprints' including front, side, and top views.
<b>Map</b>	All site structures including seating, lighting and paths for the new attraction area will be highlighted on a scale map.
<b>Story Elements</b>	Signage, and advertising for your area will be developed. Signs and artwork can be added to your concession booth and ride. You may also choose to develop costumes and props for use in your presentation.
<b>Thematic 'Art board'</b>	Sign colours, costume materials and other 'swatches' consistent with your chosen theme will be added to an art board...
<b>Brochure</b>	An advertising flyer, promoting the new region of Storybook Gardens will be developed. The flyer will highlight the new title/theme/slogan you've chosen to incorporate.
<b>Presentation</b>	Your group will 'pitch' your proposed addition to Storybook Gardens to the City of London and Storybook Gardens supervisory staff.

## Process:

1. Use the Task Tips Guide to decide on the roles that each person will play in the completion of this task. As a group, ensure that assigned tasks are in line with the interests and abilities individuals in your group!

### **Multi-media Presentation: Role Cards** Each group member will be assigned one of the following roles:

<p><b>Structural Engineer</b></p> <ul style="list-style-type: none"><li>-this person is the construction expert in the group</li><li>- coordinates the development of a ride or experience consistent with the group's chosen theme</li><li>- develops scale models of concession area, benches, signs...</li><li>- enlists the assistance of other group members in the building of structures for the proposed amusement area</li><li>- works closely with the Architect to ensure design specifications match when comparing blueprints to models</li></ul>	<p><b>Artistic Director</b></p> <ul style="list-style-type: none"><li>- in collaboration with group members, develops thematic elements (theme, music, costumes...)</li><li>- encourages participation by all team members in the selection of an appropriate 'theme', 'title', 'slogan'</li><li>- leads the team in the development of visual elements to highlight models</li><li>- collaborates with Public Relations Specialist in staging the presentation and related advertising campaign</li></ul>
<p><b>Architect</b></p> <ul style="list-style-type: none"><li>- prepares technical drawings of the new 'attraction'</li><li>- guides the group in the selection and creation of costumes/props appropriate to the task</li><li>- researches the materials to be used in development of the attraction to ensure environmental responsibility</li><li>- works closely with the Engineer to ensure that scale models match with technical drawings</li><li>- ensures that 'universal accessibility' will address visitors' needs</li></ul>	<p><b>Public Relations Specialist</b></p> <ul style="list-style-type: none"><li>- this person is the communications expert within the group</li><li>- works closely with the Artistic Director in ensuring the completion of the story elements and advertising brochure</li><li>- guides the development of a rich proposal / presentation to staff of the City of London and Storybook Gardens</li><li>- may choose to use 'presentation software' to augment the ideas of the group</li><li>- communicates with team members to ensure an understanding of roles in the presentation</li></ul>

2. Each member of the group should try to find out a bit more about his/her role in the real world.
3. Brainstorm with your group to figure out what type of attraction your group will design, build and promote.

Use the brainstorming planner to ensure you get everyone involved in generating a wide range of ideas.

Refer to existing Theme Parks to select a theme suitable for children and families. Use your Googling skills to narrow your search!

4. As a group, narrow your ideas and choose a theme for your new attraction.

Use consensus building techniques to make 'group' decisions and to resolve conflicts within your group.

5. Consult the Resource Links below for ideas on how to make your attraction come alive!

6. Your teacher will provide you with school time to work on this project. Ensure that each person knows what they need to have on hand so that your group can make the most of the time available in completing this task.

***Resources:***

Student page - [http://www.ldcsb.on.ca/schools/cfe/RPT/RPT\\_Storybook/student.html](http://www.ldcsb.on.ca/schools/cfe/RPT/RPT_Storybook/student.html)

Parent page - [http://www.ldcsb.on.ca/schools/cfe/RPT/RPT\\_Storybook/parent.html](http://www.ldcsb.on.ca/schools/cfe/RPT/RPT_Storybook/parent.html)