

## **I. Investigative Question:**

Prominent wilderness educators espouse the importance of three factors in determining the safety and enjoyment of a wilderness outing; the quality of leadership, expedition behavior/group dynamics and trip planning. Trip planning is probably the easiest of the three factors to learn and implement. What are the considerations of trip planning you might want to take into account and what are the critical characteristics of each?

Your advertising agency has been selected by the NYSDEC to develop a series of public relations campaigns for safe low impact use of NYS Forest Preserve lands. Believing that trip planning is one of the critical areas in determining the safety and enjoyment of a wilderness outing, the DEC wants your first campaign to emphasize that topic. Your boss has divided you into five design teams. Using the popular outdoor book, *The Camper's Guide* as a resource, She wants you to design a poster and bumper sticker which will describe to the public the essence of your topic area of trip planning. You need to work with the other design teams to make sure that each team selects a different topic area.

Your poster should be appropriate for the general public, attractive, colorful and eye catching. In addition it should provide a concise message about the importance of your topic area and its role in providing for a safe low impact wilderness outing.

The bumper sticker should be short, catchy and perhaps funny so it will catch the public's eye.

Please use your facilitator as a resource.

Be prepared to present your work to NYSDEC personnel at:

## **II. Challenge:**

- ◆. Decision Making & Problem Solving
- ◆. Leadership
- ◆. Expedition Behavior & Group Dynamics
- ◆. Environmental Ethics
- ◆. Safety & Risk Management
- ◆. Wilderness Emergency Procedures & Treatment
- ◆. Communication Skills
- ◆. Teaching, Processing & Transference
- ◆. Basic Camping Skills
- ◆. Nutrition & Ration Planning
- ◆. Equipment & Clothing Selection & Use
- ◆. Weather
- ◆. Health & Sanitation
- ◆. Travel Techniques
- ◆. Navigation
- ◆. Natural & Cultural History
- ◆. Specialized Travel & Adventure Activities
- ◆. **Trip Planning**

## ***Trip Planning***

### **Product Standards:**

#### **Graphic:**

#### **Presentation:**

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### **Outcome Indicators:**

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### **Specific Observable Behaviors**