



Stone Age Inventions



Background:

Life in prehistoric times was pretty tough, and any advantage you had might be the difference between survival and extinction. What ultimately set early humans apart from other animals was their ability to develop technologies to aid them in their daily life. Although technological change came much slower than in today's fast-paced world, the impact of new inventions cannot be exaggerated.

The Project:

Students should form groups of 3 maximum. Your group is a team of prehistoric Advertising Executives with the task of promoting a new prehistoric invention. Each group will randomly select an invention, and must come up with one advertisement:

Commercial Presentation Rubric

Presenter(s) _____

Product _____

Date _____ Start Time _____ End Time _____

	3	2	1
Creativity and presentation	The commercial is creative and effectively written and is presented well.	The commercial is somewhat creative and effective and/or the presentation is adequate.	The commercial shows little creativity or effectiveness and/or is not well presented.
Need for product	The commercial clearly explains the need for the product in Elizabethan society.	The commercial somewhat explains the need for the product in Elizabethan society.	The commercial does not adequately explain the need for the product in Elizabethan society.
Visual aids (props)	The commercial makes good use of visual aids or props.	The commercial includes visual aids or props, but they do not significantly contribute to the commercial and/or they are not well done.	The commercial does not include any visual aids or props.
Enunciation/diction	Presenters' enunciation/diction is excellent.	Presenters' enunciation/diction is average.	Presenters' enunciation/diction is below average.
Within time frame (1-2 minutes)	The commercial is presented within the time frame.	The commercial is presented slightly outside the time frame.	The commercial is presented significantly outside the time frame.

Total Points: _____