

CHW3M – WORLD HISTORY TO THE 16TH CENTURY

Stone Age Inventions

In the time before recorded history, life was difficult. Much like living in Australia, everything in the lives of prehistoric people was trying to kill, hurt or eat them. The reason that hominids were able to dominate their surroundings was their ability to develop technologies to help keep them alive. They weren't building iPhones, but the technological innovations of 5000-7000 years ago changed the world forever.



To highlight the importance of these Innovations to the early human experience, groups of 3-4 students will create and deliver a promotional campaign for a prehistoric invention/innovation.

Each promotional campaign consists of two parts.

Part A: The Print/Digital Advertisement

The Advertisement:

Create an advertisement for your Innovation that would appear in a magazine or on a website. Look at some examples and consider their style, use of images and use of text. The use of slogans and a hook to sell the produce is necessary. Adobe Photoshop is found on most TDSB computers, but you could use Microsoft Publisher or create one by hand if you'd prefer.

A Meme Campaign:

Create a campaign of 5-7 memes that capture the importance of your particular Innovation. Feel free to use school-appropriate humour to generate interest. The collection of Memes should use imagery that pertains to the innovation and the people of the prehistoric period.

The internet's most popular meme generator can be found at <https://imgflip.com/memegenerator>.

Part B: Commercial



The entire group will prepare a 2-3 minute Infomercial that highlights the Innovation. During the infomercial, viewers should be convinced that they have a very real need for the product. Try using FOMO (fear of missing out) and the products selling points to convince viewers that they need your Innovation.

Try looking up Vince Shlomi, Susan Powter Ron Popeil, Jay Kordich, or Billy Mays as example of famous Infomercial hosts.

Content:

Each advertising campaign (Parts A&B) must

- Present the intended use/utility of the innovation
- Discuss the archaeological/historic background of what we know about how it was used or how it started
- Include 1 interesting fact that we all have to know about the Innovation.
- Show which problems in prehistoric life the invention will solve or address
- Contain a slogan (I.e., “Just do it”, “Eat Fresh”, “A Diamond is Forever”)
- Entertain the class as well as educate us



OOOOOH, HIM GOOD. SELL US FIRE POLICY,
OUR HOUSE MADE OF STONE

Dates: Tuesday, September 11 – Work Period in Room 109
 Wednesday, September 12 – Work Period in Library
 Thursday, September 13 – Presentations in Rom 318

The Inventions of Early Humanity

Use of Fire	Bow & Arrow	Stone Axes	Domestication of Dog
Fishhooks	Spears	Pottery	Irrigation Canals
Sewing	The Plow	Structures/Housing	Wall Painting

CATEGORY	COMPONENT	Remedial (< 50%)	1 (50-59%)	2 (60-69%)	3 (70-79%)	4 (80-100%)
Magazine Advertisement / Meme	Knowledge & Understanding	Off topic. Shows little knowledge of the Innovation.	Shows limited understanding of the Innovation	Shows understanding of the Innovation	Shows considerable understanding of the Innovation	Shows extended or exceptional understanding of the Innovation
	Thinking	Does not explain importance of innovation or deliver any message	Limited explanation of importance of innovation or unclear message	Some explanation of importance of innovation or unclear message	Considerable explanation of importance of innovation or with clear message	Importance of innovation thoroughly explained with extended learning
	Communication	Rather than promoting or satirizing, ad /meme distracts from the innovation. In paragraph form or difficult to read	Pictures and text only somewhat related to innovation. Somewhat sloppy; more effort required	Pictures, captions and characters are relevant to the innovation. Uses both a picture and supporting text	Picture and text seem totally irrelevant to the product Some creativity and use of both art and text	Pictures, slogans, captions or characters are convincing effective Very professional, realistic ad or meme
Television Commercial	Knowledge & Understanding	Does not present necessary and relevant information and historic context	Necessary and relevant information and historic context presented with limited success	Necessary and relevant information and historic context presented with some success	Necessary and relevant information and historic context presented with success	Necessary and relevant information and historic context presented with great success
	Application	Reasons for importance of Innovation to early history are missing or off topic	Reasons for importance of Innovation to early history are presented but with limited success	Reasons for importance of Innovation to early history are partially presented	Reasons for importance of Innovation to early history are clearly presented	Reasons for importance of Innovation to early history are presented with extended opportunities for learning
	Communication	Group lacks enthusiasm and fails to entertain class Mostly improvised and outside time limit	Limited effort to make skit interesting to class Group seems largely unprepared & disorganized and Outside time limit	Some effort to make skit interesting to class Some confusion or errors; more rehearsal needed Outside time limit	Considerable effort to make skit interesting to class Some use of props and a smooth, well-rehearsed skit Within time limit	Outstanding effort to make skit interesting to class Extended use of props and an engaging, rehearsed skit Within time limit