

## Create an Advertisement

You live in a growing Neolithic Age village. You need people to move to your village to make it better. Lucky for you there are still people living in the Paleolithic Age - hunting and gathering for their food and moving from place to place. **CREATE AN ADVERTISEMENT** (poster or brochure) to encourage people to move to your village.

Your advertisement needs:

- A catchy title with the term “Neolithic” or “Neolithic Age” in it.
- At least three reasons why the Neolithic village is better than a Paleolithic style of living (use the “Characteristics” from your note-taking sheet - Food Supply, Shelters, Communities, Jobs, Trade). Your reasons need to explain how a Paleolithic Age human’s life would change when they move to your Neolithic Village.
- An explanation how each change will make their lives better.
- Pictures, color, graphics, etc. to make it realistic looking (each reason should include a picture).

Characteristic	Criteria	Your Score
Three Reasons Why	<ul style="list-style-type: none"> <li>• At least three reasons why the Neolithic village is better than a Paleolithic style of living</li> <li>• Your reasons explain how a Paleolithic Age human’s life will improve (so it should include a “before” and “after”).</li> <li>• Your reasons have a title (“Better Tools,” or “Living in Permanent Homes,” for example).</li> <li>• Reasons have a related picture or graphic.</li> <li>• Neatly done, readable, and colorful.</li> </ul>	
Mechanics	<ul style="list-style-type: none"> <li>• Includes a catchy title with the term “Neolithic” or “Neolithic Age” in it.</li> <li>• Neatly done, visible from across the room, colorful.</li> <li>• You used all the space on your paper. No large blank areas and no areas that are cramped.</li> <li>• Spelling and grammar are correct.</li> <li>• Project is convincing</li> <li>• Done with pride.</li> </ul>	
	Total	

4-Exceed Standards 3- Meet Standards 2- Approaching Standards 1- Below Standard/  
Incomplete 0- Missing