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.

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Criteria</th>
<th>Your Score</th>
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| Three Reasons Why | • At least three reasons why the Neolithic village is better than a Paleolithic style of living  
• Your reasons explain how a Paleolithic Age human’s life will improve (so it should include a “before” and “after”).  
• Your reasons have a title (“Better Tools,” or “Living in Permanent Homes,” for example).  
• Reasons have a related picture or graphic.  
• Neatly done, readable, and colorful. | |
| Mechanics | • Includes a catchy title with the term “Neolithic” or “Neolithic Age” in it.  
• Neatly done, visible from across the room, colorful.  
• You used all the space on your paper. No large blank areas and no areas that are cramped.  
• Spelling and grammar are correct.  
• Project is convincing  
• Done with pride. | |
| Total | | |

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