



Travel Agents: _____

Date: _____ Block: _____

TIME TRAVEL Co.

Geologic Time Period Advertising Campaign

It is the near future, and you work for the Time Travel Company, a travel agency that takes guests on package tours to a time periods in Earth's past.

I am someone wanting to go on a trip and spend my hard-earned money visiting the past, but there are so many options of tours and destinations to choose from!

Your task is to convince me to take **YOUR** trip to the past!

HOW TO SUCCEED IN THIS PROJECT:

Step one – CHOOSE the time period your tour will travel to.

- You may choose ANY time period from Earth's history.
- Think before you choose. Choose a time period you are genuinely interested in. Be careful choosing.
- Popular time periods (Jurassic/Cretaceous/Ice Age, etc.) will have more competition than less popular time periods (Silurian, etc.)

Step two – RESEARCH information about your time period.

- Two days are booked in the Library.
- *Task:* to convince me to go back in time and visit their time period.

How to convince me:

What are the most amazing animals and plants, and how did they live?
How do we know they existed? (*hint: which fossils?*)
What was the climate like then? How is it different to now?
What did the Earth look like then? (Continent arrangement?)
What extinctions can you witness?
What sort of attractions do you have?
What dangers might you face?
What sort of food and accommodation do you provide?
Do you have a catchy slogan/jingle/catch phrase/deals?

Step three – CREATE a proposal/advertisement/project of an imaginative and well-researched plan for a trip to your time period.

- Display options:
Poster/Movie/Video/Brochure/Advertisement/Models/
/Diorama/Website/Blog/Facebook page... or a combination!
- *Tip:* Saying, "*We have the Megalodon!*" isn't enough to convince me to go. Describe the Megalodon. Why is that important?
Where does the creature fit in the evolution of life?

Step four – PRESENTATION DAY.

Everyone sets up their advertisement/proposal around the classroom.

Try to convince me to choose your trip.

- On the Presentation Day, we will set up around the classroom similar to the Grade 10 Personal Project Evening.
- Everyone will have time to wander and ask questions about each other's time travel tours. I will then choose the tour I will take!

CRITERIA FOR SUCCESS

YOUR TIME PERIOD: _____

PROPOSAL DESCRIPTION: _____

A. INFORMATION ABOUT YOUR TIME PERIOD

Score	Criteria
Less than 10	There is not enough information about your time period. Sources of information are not included. Information on <i>animals, plants, fossil evidence, climate, dangers, extinctions, and continents arrangement</i> are missing.
10-13	There is a limited amount of information about your time period. Sources of information are documented. Information on some <i>animals, plants, fossil evidence, climate, dangers, extinctions, and continents arrangement</i> are included.
14-16	There is a good amount of detailed information about your time period from a range of sources. All sources of information are documented. Included descriptions of most of the following: <i>animals, plants, fossil evidence, climate, dangers, extinctions, and continents arrangement</i> .
17-20	There is a great amount of unique and detailed information about your time period from a diverse range of sources. All sources of information are well documented. Descriptions of a wide range of <i>animals, plants, fossil evidence, climate, dangers, extinctions, and continents arrangement</i> of your time period are thorough and detailed!

B. QUALITY AND IMPACT OF PROPOSAL

Score	Criteria
Less than 5	Many elements are missing. Information is disorganized and difficult to understand. Care is not obvious. No colour or visuals are used. The proposal is not convincing. I may not choose to go on your tour.
5-6	Some elements are missing. Information is somewhat organized. Colour and visuals are occasionally used. Care is not always obvious. The proposal is somewhat interesting. I might go on your tour.
7-8	Information is organized, visually appealing, and displayed effectively. Colour and visuals are used. Care is obvious. The proposal is interesting. I will probably go on your tour.
9-10	Information is well organized, visually appealing, and displayed effectively. Colour and visuals are used appropriately and neatly. Your project is has gone above and beyond! The proposal is extremely impactful and enticing. I will absolutely go on your tour!