



**The Setting:** A Sumerian Ad Agency

**The Problem:** All kinds of new inventions means that everyone wants to advertise their product. They also all want to look like they have the best idea! You work for an advertising firm in Sumer, and your firm wants to make the best ads for all of the new inventions. The list of new inventions is:

- Writing (cuneiform – pressing marks into clay tablets)
- The Wheel
- The Arch (curved structure over an opening)
- The 60 Second Minute / 60 Minute Hour
- The Calendar (divided into months, weeks and days)
- Clay Bricks
- Astrology

**The Assignment:** Choose an invention and make the best advertisement possible. Explain why people should get excited about this new product or idea! Advertisers have requested that the ads all include the following things:

- A picture of the product or idea *(20pts)*
- An explanation of how the product or idea will make people's lives easier *(40pts)*
- A catchy phrase about the product or idea *(20pts)*
- Full color *(20pts)*

**Options:** You may make a poster, a magazine or newspaper ad, or a video commercial. If you are making a commercial you may have one other partner (shared grade) from class (both must play a part in the commercial) and use as many other extras as needed. If the extras are from class they will not be receiving a grade based on their appearance.

**The Deadline:** Your boss, Mr. Hopkins, wants to see all completed work by Monday, November 7, 2011

