

## Geological Time-Travel,

### Brochure, Poster, or Google Slides

The travel industry is one of the largest businesses in the U.S. Visit a travel agency or website, you can find advertisements and brochures for just about any type of vacation you wish. You can go on a cruise, go on museum, visit 20 European cities in 7 days, do hike in the rainforest, go heli-skiing in the Andes or visit relatives in Des Moines. Each brochure tries to get you to visit a particular place by having catchy slogans, pictures that show the beauty of the place, and an ad that entices you to go there.

Right now, we can only travel the globe in the CURRENT time. Imagine if we, here at Lincoln Middle School, could figure out a way to travel to any geologic time we wanted to go. . . .

Your mission is to create a travel brochure that would advertise a particular PERIOD of Earth's history. Your goal is to talk up that time-period and make people want to go there. Remember, there is truth in advertising laws, so you must be accurate in your information! You should:

#### 1. Choose a geologic time PERIOD

You may NOT choose the Quaternary!

Period to Choose

- Tertiary-Oligocene
- Tertiary-Miocene
- Tertiary-Paleocene
- Cretaceous
- Ordovician
- Jurassic
- Cambrian
- Mississippian
- Devonian
- Silurian
- Pennsylvanian
- Triassic
- Tertiary-Pliocene

#### 2. Do research (you will need to cite this research). Internet sites could be useful as well (Google will not work as a source). Find out:

- What animals and plants would you see (give a minimum of 5 for each)? Make sure to find the scientific names.
- What does the land look like (volcanoes, mountains, oceans?)
- How did the continents look? Are they in different locations?
- What would you be able to do (be creative)?
- What is the climate like?
- What is the atmosphere like?

- Is it dangerous?
3. Plan an advertisement strategy. Think about the many aspects of your time period. What would make people want to visit? How can you take negative things and make them sound good?
  4. Make the brochure. Use unlined paper or you can create a digital brochure using Google docs Include:
    - The name of the time period
    - How long ago this time period was
    - A catchy slogan (Example: "Come for the food, stay for the frn.")
    - Pictures (hand drawn or not)
    - The information you found out from the above questions.
- What sources you used (3 of them)
  - Suggested Sources: <http://www.enchantedlearning.com/subjects/Geologictime.html>  
<http://www.ucmp.berkeley.edu/help/timeform.html>

\*\*\*\*\*IMPORTANT\*\*\*\*\*

This is an INDIVIDUAL project. I expect you to do your own work. If your brochure is like someone else's you will not receive credit. In addition, you must put all information in your own words; cutting and pasting explanations from the internet is NOT acceptable.

	Does not Meet Expectations	Meets expectations	Exceeds expectations
Information	<ul style="list-style-type: none"> <li>• Information is copied and pasted.</li> <li>• Information is missing and/or inaccurate.</li> <li>• Sources not listed</li> </ul>	<ul style="list-style-type: none"> <li>• Accurate information</li> <li>• All requested information (#2, #4) present</li> <li>• All work is your own</li> <li>• List of sources used</li> </ul>	<ul style="list-style-type: none"> <li>• Meets and:</li> <li>• More information than requested</li> </ul>
Presentation	<ul style="list-style-type: none"> <li>• Layout is sloppy</li> <li>• No pictures</li> <li>• Little effort</li> <li>• No catchy slogans</li> </ul>	<ul style="list-style-type: none"> <li>• Neat and readable hand-written</li> <li>• 2-3 pictures showing effort               <ul style="list-style-type: none"> <li>○ Nice layout</li> <li>○ Creative</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Typed information</li> <li>• Very clever marketing</li> <li>• Additional pictures, colorful</li> </ul>
Points Received	0-15	15-20	20-25