River Valley Civilization Advertisement

**Directions:** Create an ad for one of the 4 River Valley Civilizations from unit 1. The purpose of the advertisement is to persuade prospective travelers (classmates) to move to your civilization instead of the other 3. Your advertisement should contain information about all of the following:

1. Each of the SPICE themes
   1. Social: focus on gender roles and social classes. (Think: What would be appealing about your civilization to a woman or someone from the lower classes?)
   2. Political: focus on the structure of the government and warfare (Think: What’s appealing about your type of government over the others?)
   3. Interaction: focus on technology and the environment (Think: what does your civilization have to offer as far as technology is concerned? Also consider what is appealing about the actual geography where your civilization is located.)
   4. Culture: focus on religion and art/architecture (Think about what would be appealing about your civilizations religious beliefs and practices.)
   5. Economic: focus on labor and trade (Think about what types of jobs would be available and what goods people would have access to in your civilization.)
2. Visuals and color
   1. These must be hand-drawn and colored
   2. All visuals needs to be representative of your civilization in some way.

**NAME:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period:\_\_\_\_ Civilization:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Required Elements + Point values** | **Points Earned** |
| Poster/Presentation incorporates information from all of the following themes:   * Social structures * Political aspects * Interactions between humans/ environment * Cultural features * Economic developments   \*\*\* To earn the full 15 points, information must be thorough, clearly expressed, and correct | * Social (\_\_/15) * Political (\_\_/15) * Interaction w/ Env. (\_\_/15) * Cultural (\_\_/15) * Economic (\_\_/15) |
| Visual Elements (5)   * Advertisement must incorporate color, have visual representations of each SPICE category, and be clear and neatly organized | * Visual elements (\_\_/25) |

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Turn this page in on project due date