

Think about all the tools and technology that are available to you today. What would life be like without them? When early humans first settled around the world, they did not have even the most basic tools to help them build a civilization. Over time, early humans developed tools to help them survive.

In this activity, you will create an advertisement that shows how you would sell the tool to early human groups unfamiliar with the technology. Before creating the advertisement, use the graphic organizer below to respond to questions.

Product Name: _____

What is the product's primary use?	What problem is this product designed to solve?
Who might need to use this product and why?	What impact would the product have on the civilization?
What adjectives can be used to describe the product?	How might you persuade someone to use the product?

In the space provided below, create an advertisement that shows how you would sell the tool to early human groups unfamiliar with the technology. The advertisement should clearly show why people should use the tool and what it will offer to the civilization.

Advertisement