

The Greek Legacy

Message from Zeus,

Ancient Greece was a time of great thinkers and also a time of many inventions. The Greeks invented many things mortals still use today and it is amazing the impact Ancient Greece has had on the modern world. I can't help but wonder how these great minds would have advertised/promoted their inventions if they had the technology we use today. Well, lucky for me, I don't have to wonder anymore because, my dear mortals, you now get a chance to think like an Ancient Greek mind and come up with some creative and catchy slogans for the inventions the Greeks developed thousands of years ago.

Step #1: Watch "Horrible Histories: I am a Greek Part I and II." This is on the website.

Step #2: Choose a partner and an invention that is sung on the video that both of you find interesting. Make sure to pick something you are curious about learning more about.

Step #3: Find as much information about the Ancient Greek origins of this invention.

- A. When was it first invented
- B. How was it originally used
- C. Who invented it
- D. What impact has this invention had on the modern world
- E. How do modern mortals use this item

NOTE: *If you are having a hard time finding information on your first pick—choose another one. ☺*

Step #4: Create a way to advertise the invention to your potential customers; your target audience-- Ancient Greeks. You need to think like a Greek and make sure you meet your target audiences wants and needs. You are **NOT** advertising to the modern day customer.

- A. Newspaper/Magazine ad with visuals and catchy slogans
- B. A commercial
- C. A billboard with visuals and a catchy slogan
- D. A radio ad with a JINGLE—A short tune for an advertisement

Step #5: Make sure to include the answers to STEP #3 with your final project. It can be bullet points or in paragraph form.

Project Timeline Due Dates

Invention Research: Monday, October 15, 2012

Rough Idea of Final Project: Wednesday, October 17, 2012

Final Project: Tuesday, October 23, 2012

~ Zeus