

# Create A Commercial

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40 pts. possible

## Summary:

This project provides you an opportunity to research one or more of the inventions or developments that helped the United States become a world leader, and to use a creative, interpersonal based and technology based method to demonstrate your knowledge. You will brainstorm, write, act out and video record a 2-5 minute commercial that represents one of the following significant historical events or issues:

California Gold Rush	Coal/Steam Locomotive	Steel Industry
Steam Engine	Establishment of the National Parks	Labor Unions
Erie Canal	Telegraph	Alaska Gold Rush
Cotton Gin	Transcontinental Railroad	Telephone
Mining Industry	Early Factory Production	Oil Industry

Your commercial should include information about the need that the invention or development solved, the background of the person/people responsible, and the impact it had on the nation's development. It should be presented as if you are in the historical period, presenting the invention for the first time. Ultimately, your commercial is supposed to gain public support for or investment in the thing you are advertising.

The script should be deliberate and written out. There is plenty of room for creativity and humor in this project, but it must, in the end, be a demonstration of your knowledge of the invention or development that you researched. The media center will not provide any equipment to do this, so you are on your own both in recording and editing the commercial. All your research or planning notes, lines, etc. should be submitted with the recording and the rubrics.

You may work together with another person, but you will need to split the points unless you either create two different commercials on different research choices, or you make one commercial that is 5-7 minutes and covers more than one invention/development. A good place to begin your research is the U.S. History Atlas in the classroom.

## Rubric (one per person)

1. The finished product demonstrated specific and significant knowledge of the actual invention or development. (3 pts for each accurate, relevant fact represented, up to 10 facts. 0-30 \_\_\_\_\_)
2. The finished product shows care and professionalism in its quality and quantity of effort (lines rehearsed, edited, entertaining, etc.) 0-10 \_\_\_\_\_

\*Points divided between multiple students \_\_\_\_\_

**Total Score (for this individual participant) \_\_\_\_\_/40**