

GEOLOGIC TIME PROJECT INTRODUCTION

The geologic time scale is a representation of the Earth's history. It organizes Earth's history by major changes or events that occurred, using evidence from the fossil and geologic records. The time scale is divided into periods based on the order in which different groups of rocks and fossils were formed.

You work for an advertising agency and you have just won a contract with a very unusual client. Most travel agencies sell vacations in space...that is, you move from one place to another, spend some time there and then come home. Your client is different because they sell vacations in time...vacationers stay in the same space but travel back in time, enjoy some time there and then come home.

The Task: As a geologic time expert within the Ad agency, you will need research a specific time era, complete a ***data sheet*** to share with your client, and create an ***interactive artifact*** that accurately illustrates that era of the Earth's history. You will present your interactive artifact to the class.

Ideas for interactive artifacts:

- Some form of presentation: Prezi, Slides, Sway
- Create a commercial or jingle for your era that can be shown to your client
- Create an interactive poster with flaps that could be opened
- Create a scrapbook with pictures that would make people want to visit your era

