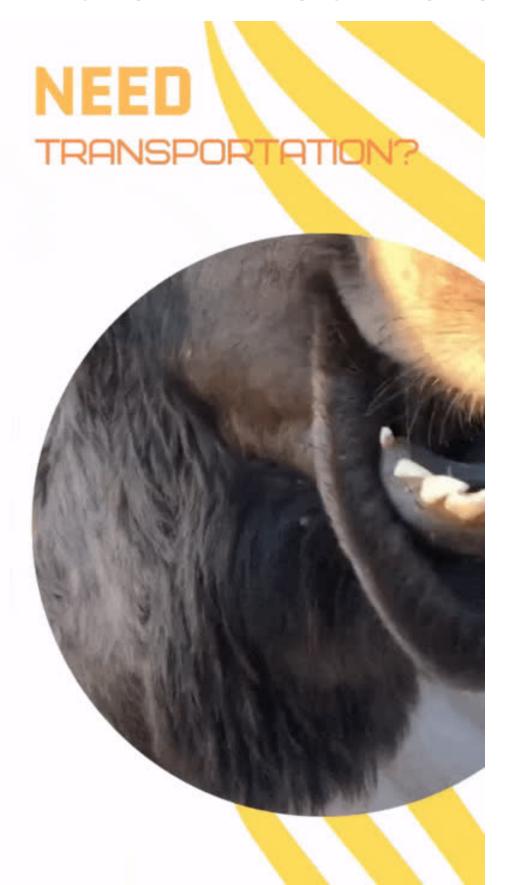


SLIDES CAN BE DOWNLOADED AND **USED AS WORKSHEETS** 

# ROAD: MARKETING

# EXAMPLE INSTAGRAM ADS

DESIGNED USING CANVA





## TRANSPORTATION AND GOODS

CAMELS WERE USED AS TRANSPORTATION ACROSS THE DESERT AND REMOTE ROUTES OF THE SILK ROAD.

CAMELS BECAME SO POPULAR THAT REPLICAS WERE INLCUDED IN TANG DYNASTY TOMBS.

# EXAMPLE INSTAGRAM ADS

DESIGNED USING CANVA

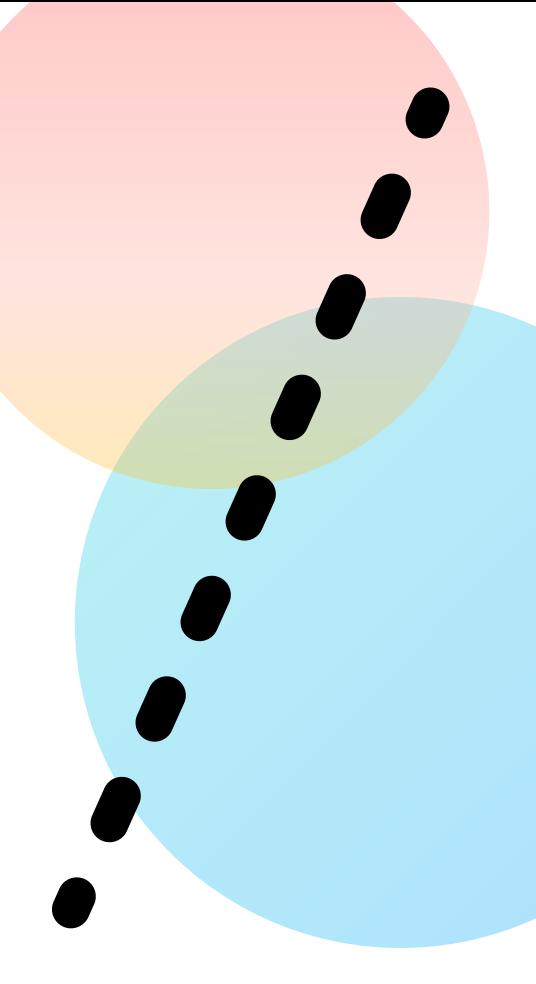




## CERAMIC GOODS

CERAMICS WERE INCREDIBLY POPULAR ITEMS
TRANSPORTED VIA THE SILK ROAD MARITIME
ROUTES.

## FINDING SILK ROAD GOODS AND MARKETING THEM



### GO SEARCHING!

SEARCH THE BMA'S <u>SMARTGUID</u>E AND <u>COLLECTIONS PAGE</u> FOR A PIECE OF ART THAT YOU WILL SELL IN THE ONLINE MARKETPLACE.

CREATE A SOCIAL MEDIA AD TO PERSUADE YOUR CLASSMATES TO BUY YOUR OBJECT.

USE EVIDENCE FROM THE HOW TO
EVALUATE AN OBJECT SECTION TO DECIDE
WHAT MADE OBJECTS VALUABLE TO
MERCHANTS TRADING ALONG THE SILK AND
SPICE ROUTES.

## HOW TO EVALUATE AN OBJECT WHAT MAKES A PIECE OF ART VALUABLE?

RELIGIOUS OBJECTS SUCH AS BUDDHIST AND HINDU IMAGERY AND ISLAMIC TEXTS HAD SPIRITUAL VALUE AND HELPED THESE IDEAS TRAVEL.

POWERFUL PEOPLE SUCH AS EMPERORS AND ROYALTY OFTEN SET THE TRENDS WITH WHAT PEOPLE USED AND COLLECTED. LOOK FOR LUXURY GOODS.

LIMITED NATURAL RESOURCES SUCH LIKE TEA, SPICES, HORSES, PORCELAIN, PEPPER, GRAPES, COBALT, AND JADE. LOOK FOR OBJECTS MADE OF THESE OR OBJECTS THAT CONTAINED THESE ITEMS.

ADVANCED TECHNOLOGY SUCH AS PAPER, SILK, GLASS, GUNPOWDER, AND BRONZE.

| WHAT OBJECT DID YOU CHOOSE? | DESCRIBE THE OBJECT YOU CHOSE. WHAT MAKES IT UNIQUE? |
|-----------------------------|--|
| WHEN WAS IT MADE?           |  |
| WHERE WAS IT MADE?          | WHY IS YOUR OBJECT VALUABLE?                         |
| WHAT MATERIALS ARE USED?    |  |

# FINDING SILK ROAD GOODS AND MARKETING THEM

#### COPY AND PASTE OR SKETCH OBJECT HERE