

World Explorers Marketing Activity

Essential Question: How did exploration impact the world society?

Directions:

1. Look through the list of explorers on the next page. **Have at least two in mind** you'd like to know more about. *Be prepared to tell me WHY* you chose the explorer(s) you did!
2. Once you've chosen an explorer, "claim" him on the sign up sheet.
3. Go to www.canva.com to create an **infographic** that "markets" the best qualities/most interesting aspects about your chosen explorer.
 - a. **Infographics** make complex information **eye catching, shareable** and easily "digestible". Most importantly, they play a crucial role in the increasingly visual world of marketing.
 - i. Canva.com is a website that allows you to create **free infographics from a limited selection of templates**
 - ii. You can use your "DCSD" student email to set up your **free Canva account**
 1. Once your account is set up and you finish your infographic, you can cancel your account
 - b. **Your infographic must include the following sections. Clearly label each section on your infographic.**
 - i. **Biographical information of your explorer.** "Who, what, where, when, why",, what made him notable, any faults (racism, treatment of his crew or the people he discovered, etc), and the reasons he was historically relevant. (6-7 details)
 - ii. **Explorer's reason(s) for going on the voyage.** (2-3 details)
 - iii. **What food and/or other items** did your explorer trade for in the lands he explored? What items did he bring back to his home country from his voyage? (2-3 details)
 - iv. **"Factoids", interesting information, "trivial" facts**, etc. Examples: Funny facts, strange occurrences, something odd about how he died, a funny story, Most significant contribution that your explorer made to world history. (6-7 details)
 - v. **Eye-catching, attention-grabbing graphics!** (7-8 **related** graphics)
4. Once you're finished, **download your infographic and share it with me** electronically (email: cory.hawk@dcsdk12.org)
 - a. Include your **name** and **period number** in the subject line
5. I will post examples of infographics on Google Classroom. You will have an assignment where you learn about other explorers through information found on classmates' infographics.
6. Be sure that all work is done in your own words. All of the information must utilize your own thoughts, words, and ideas. Plagiarism will result in a zero (0) on the project!
7. All resources used for your project need to be properly cited using **MLA format**. The citation list will be handed in separately.

Possible Explorers (Note: You CAN pick someone that is not on this list, but please check with me.)

Ferdinand Magellan
Vasco De Gama
Bartholomew Dias
Leif Eriksson
Zheng He
Sir Frances Drake
Christopher Columbus

Henry Hudson
Juan Ponce De Leon
Henry the Navigator
Vasco Nunez
Amerigo Vespucci
John Cabot

Hernan Cortes
Francisco Pizarro
James Cook
Hernando De Soto
Samuel De Champlain
Marco Polo