THE SILK ROAD: MARKETING GOODS

SLIDES CAN BE DOWNLOADED AND USED AS WORKSHEETS
Camels were used as transportation across the desert and remote routes of the Silk Road. Camels became so popular that replicas were included in Tang Dynasty tombs.
EXAMPLE INSTAGRAM ADS
DESIGNED USING CANVA

NEED CERAMICS?

WE'VE GOT PLATES!

VIETNAMESE PLATES ARE ALL THE RAGE ALONG THE SILK ROAD SEA ROUTES

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 SMARTGUIDE AND COLLECTIONS PAGE 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?

WHEN WAS IT MADE?

WHERE WAS IT MADE?

WHAT MATERIALS ARE USED?

DESCRIBE THE OBJECT YOU CHOSE. WHAT MAKES IT UNIQUE?

WHY IS YOUR OBJECT VALUABLE?
FINDING SILK ROAD GOODS AND MARKETING THEM