

SLIDES CAN BE
DOWNLOADED AND
USED AS WORKSHEETS

THE SILK ROAD: MARKETING GOODS



EXAMPLE INSTAGRAM ADS

DESIGNED USING CANVA

NEED

TRANSPORTATION?



WE'VE GOT
CAMELS!



CAMELS ARE THE
MOST POPULAR MODE
OF TRANSPORTATION
ON THE SILK ROAD

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 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**

COPY AND PASTE OR SKETCH OBJECT HERE