



DINOSAURS SELL!

Join the search for the world's most popular dinosaur!

Introduction

The Smithsonian National Museum is about to launch a new dinosaur Web site (See <http://www.nmnh.si.edu/dinosaurs>) at the National Museum of Natural History. The exhibit is the first dinosaur exhibit created by a major museum since the Field Museum in Chicago, Illinois, unveiled Sue, the largest Tyrannosaurus rex ever discovered. (See <http://www.fmnh.org/sue/default.htm>.) In order to publicize the new site, you have been asked to create a presentation that will increase public interest in dinosaurs and in the exhibit.

Procedure

Use the dinosaur sites (see separate handout) your teacher has provided to complete the following tasks:

- Choose the type of dinosaur you think will capture the attention of people around the world.
- Learn all you can about the dinosaur you've chosen. Find out what it looked and sounded like, where and when it lived, what it ate, and who its friends and enemies were.
- Write down three fascinating facts about your chosen dinosaur.
- Download an image of your dinosaur from one of the last three dinosaur sites listed, or draw a picture of your dinosaur.
- Decide how your dinosaur can best be used to capture public interest. Is it cute enough to sell a product in a commercial, brave enough to be the hero in an action comic book, adventurous enough to star in a movie or TV show, interesting enough to be featured in a book, or enough fun to be part of a new toy or game?
- Create a presentation that will increase public awareness of dinosaurs and stimulate interest in the new Web site.

Conclusion

Invite your classmates to view your presentation and make suggestions that will help your dinosaur become the most famous animal in the world.