



Tips for Writing Class Descriptions

- **Use bold to emphasize a word rather than underline.**
(Underlines hint that the text is a link.)
- **Spell out acronyms on first reference. Use the acronym after referencing it in parenthesis only after the full title is spelled out.**
- **Graphics should be used to illustrate an idea/event.**
 - Photos of people generate emotion. Opt to use photos of people with facial expressions rather than photos of buildings or classrooms; clip art, illustrations.
 - Photos of students may be used unless parent permission is denied. Restrictions are recorded in Synergy, the school district information system.
- **Use variation in sentence structure. Do not ask more than one question or use an exclamation point more than once in each description.**
- **REMEMBER: You are selling something. Ask yourself:**
 - Why should someone pay money for this? What will they get out of this class?
 - Instead of saying, "and more!" – explain what "more" is.
- **Paint a picture with your words to help visualize what you will take home or do in the class. Be descriptive.**
Which is more interesting?
 - You will pick a birdhouse of your choice to paint and bring home.
 - Choose from a barn, lighthouse or cabin-style wooden birdhouse to decorate and paint! We will use acrylic paints, glitter, pom-pom balls and beads to attract beautiful, feathered-friends. Watch the birds enjoy your birdhouse outdoors or display it for your family in your home.
- **Find a way to make the class description timely and relevant.**
 - Reference upcoming holidays, seasons or current events.
 - Make the description interesting to read using fun language; words that rhyme, alliteration, or use phrases that match the event type.
 - Duck, dive and dart in the daring game of dodgeball!
 - Hola, amigos! Spanish class is a great place to make new friends!
 - The Little Mermaid: Make theater a 'Part of Your World.'

**Questions? Call the Communications Coordinator at
763-506-1269 or email kristie.thorson@ahschools.us**