

Tips For Writing Class Descriptions

- Use **bold** to emphasize a word rather than underline.
(Underlines hint that the text is a link; which can be problematic if an electronic version of your flyer or catalog is created and posted online.)
- Spell out acronyms on first reference. Use the acronym after referencing it in parenthesis only after the full title is spelled out.
Example: Introduce your young athlete to golf using the Starting New At Golf (SNAG) method. SNAG utilizes over-sized plastic clubs and mini tennis balls to build confidence.
- 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 the school district information system, Synergy.*
- 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. (Use google for ideas.)
 - "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

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