

**Texas Art  
Education  
Association**

# TAEA High School News Quarterly

**Volume 2, Issue 1**

**October 2014**



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### HS DIVISION CHAIR—ELECT

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## Special points of interest:

- LIKE US ON FACEBOOK  
TAEA HIGH SCHOOL DIVISION:  
<https://www.facebook.com/taeahighschool>
- DOWNLOAD THE CONFERENCE APP: You can download it by searching the app store for TAEA, by scanning the QR code above, or by typing this URL into your mobile device's browser: <http://m.core-apps.com/taea2014>

## Annual Conference in San Antonio

Be sure to join us **November 6-9, 2014** in San Antonio for TAEA's 53rd Annual Conference at the Hilton Palacio del Rio and Henry B. Gonzales Convention Center.

This year's theme is **Gear Up—Raising Creative Standards**.

Our conference Co—Chairs: Linda Fleetwood, Kaela Hoskings and Mary Hierholzer have planned lots of entertaining sessions and activities for you. Be sure to check out over 60 vendors in the exhibit hall. This is a great opportunity for all to experiment with new art supplies, look over new books and publications, gather information on graduate programs, sign up for door prizes, and reconnect with friends from

across the state.

San Antonio is always a fantastic conference destination because the hotels and conference center are located on the colorful and historic San Antonio River Walk.

Make plans to attend the three general sessions. These artists and art educators are each inspirational speakers and have a wealth of experience to share with Texas art educators!

First General Session - Gary Sweeney

Second General Session - Olivia Gude

Third General Session - Jon Hinojosa

We look forward to seeing you at the High School Division Meeting on Saturday, November 8th from 3:00 to 3:45. We will discuss news that will impact high school art education and introduce you to the Teacher Maker



## START PLANNING FOR BIG ART DAY: Spring 2015

**Big Art Day** is an art happening to raise awareness of art education and art as a creative force in our communities on a BIG statewide scale. It is an attempt by the Texas Art Education Association (TAEA) to engage all art educators, their students and communities in a

single day art event.

For more ideas and information about how to plan for BIG ART DAY go to [taea.org](http://taea.org) or [bigartday.org](http://bigartday.org) for ideas and information.

At the TAEA State Conference, consider attending the BIG ART DAY workshop at

12:00pm on Friday, November 7th in Room 001.



## Inside Story Headline

This story can fit 150-200 words.

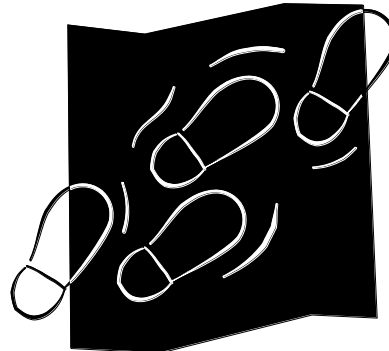
One benefit of using your newsletter as a promotional tool is that you can re-use content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



*Caption describing picture or graphic.*

## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed inter-

nally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

**"To catch the reader's attention, place an interesting sentence or quote from the story here."**

## Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands

of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



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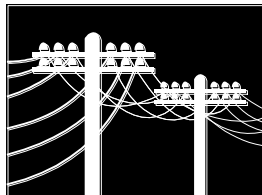
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