



The above and following photographs show 8th grade students working in Microsoft Publisher software to produce a two-fold brochure for Raul Yzaguirre School for Success [RYSS] [Houston, Texas]. As they acquire these publishing skills, they also improve their writing [creative (copywriting) and informational] skills and become more aware of the RYSS system through research of their school website. This approach also creates a sense of pride for their school and respect for the educational process. The concept of advertising is conveyed, and the process parallels the workplace where professionals produce brochures for their respective companies and organizations. The better brochures will be shown to Mr. Farias, Superintendent, for publication consideration.

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