increase your Enrollment

by (graphic) design

Presented by Ashley Robinson, Coordinator of Branding, Communication, and Strategic Projects at Newton Montessori School
Newton Montessori School


Toddler to Grade 8

BOSTON'S FAVORITE MONTESSORI ELEMENTARY SCHOOL
Winner, Boston Parents Paper 2018
“It is almost possible to say that there is a mathematical relationship between the beauty of his surroundings and the activity of the child; he will make discoveries rather more voluntarily in a gracious setting than in an ugly one.”

—DR. MARIA MONTESSORI
Content
parts of an ad
Apply now to attend a MAGNET SCHOOL in District 196

District 196 magnet schools offer parents choice in their child's education by focusing on particular themes such as leadership, technology, engineering and environmental sciences. Take a tour of our newest magnet schools and apply today.

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Hierarchy
scale
“BEING READ TO IS THE SINGLE MOST CONSISTENT AND RELIABLE PREDICTOR OF ACADEMIC SUCCESS LATER IN LIFE.” —KURUMADA CHIANG.

Don’t dawdle. At daycare or preschool, say goodbye to your child calmly, give your child a kiss and hug and tell her when you’ll be back to pick her up, such as after lunch or her nap. Then walk out the door and let the teacher give your child some loving so you can make a quick exit. At the end of the day, make sure you’re there to collect your child when you say you will be. “Kids that young can’t tell time, but they will know that if you always pick up after their nap and you’re not there until 5 p.m., that’s a big difference,” Keller says. Try to pick up at the same time every day, if possible.

**School Success Rx**

Read, read, read to your child. “Being read to is the single most consistent and reliable predictor of academic success later in life,” says Kurumada Chiang. She recommends reading to your preschooler for 20 minutes every night at bedtime. While you’re at it, stop every so often and ask your child a question about the story before turning the page, such as “Goosh, why do you think she was sad?” or “What do you think is going to happen next?” Making reading more interactive makes it more fun and helps build your child’s comprehension skills.

Help your child learn to follow directions. To help your preschooler get the hang of following directions, practice at home by giving simple commands, such as “Please help me pick up your toys and put them in the toy box.” Then, encourage your child to follow through by offering an incentive to do whatever it is you’re asking. Tell your child that they can play outside once he’s finished putting his toys away. An incentive helps him understand that following directions makes other fun activities possible. If he doesn’t follow your directions and, for example, put his toys away, calmly explain that he won’t be able to play with these toys for the rest of the day or go to the park. Keep it positive by focusing on how clean the playroom will look when you’re done.

Then praise him when he’s successful. “You followed my directions so well. Thank you for helping me put your toys in the toy box like I asked you to! That was so helpful.”

**Help your child master sharing and turn-taking.** From ages 3 to 5, children tend to hoard coveted toys and objects. They’re not really ready to grasp the concept of sharing yet. But you can help your younger gain the empathy that true sharing requires, state what she did and how it makes others feel, such as “Thank you for sharing. It makes your sister feel good when you share the ball.” Your child should be able to “own” special or new toys, though, so keep them out of sight on playdates or in her room away from siblings.

By kindergarten, children are capable of sharing well and taking turns. If your child isn’t there yet, help her get the hang of it by inviting a friend over for a cooperative task such as baking cookies. If things aren’t going well, calmly ask her to sit out. Pretty soon, she’ll get the idea and want to join in on the fun again. You can also read your child books about sharing and discuss them. In the classic tale The Stone Soup, retold by Heather Forrest, for example, two hungry travelers make soup from ingredients that everyone in the town contributes. What makes it extra delicious is the sharing it took to make it.

Help your child make friends. If you get the sense your toddler or preschooler needs a little help in the social department, try hosting playdates with others’ children or with whom he has common interests. Playdates offer an opportunity to break away from the group and foster individual friendships. You might begin by asking your preschooler, for example: “How about a playdate with Bobby? I notice that he likes to draw, too.” If you’re not sure who to invite over first, ask your child’s preschool teacher if there’s anyone in the classroom who might be a good match for your child. Then, feel free to go from there and make the rounds so that your child gets the chance to know several children better.

To help your child play smart, let him pick the snack and ask him beforehand what games and activities he and his friend might like to do. On the playdate, feel free to play along and stay close by to make sure everyone stays safe. But give your child and his friend the chance to play on their own, too. To help things go smoothly, keep playdates to two hours; children start to get tired after that. And keep it simple by inviting just one child over at a time.

Hone your child’s listening skills. At the dinner table and during car rides, help your preschooler hone her listening skills by asking her to wait to speak until her brother has finished his sentence. When it’s her turn, remind her, “Now it’s your turn to talk. Thank you for being patient and for being such a good listener while your brother was talking.” Explain that being a good listener shows respect for the speaker, whether it’s her brother or her teacher and the other students at school who are trying to hear what the teacher has to say. Mention that it’s a two-way street: When she’s a good listener, she’s showing the same kind of respect that she gets when others listen to her. If she continues to interrupt, keep reminding her to wait before giving her the chance to talk. Becoming a good listener, like many things, can take lots of practice.

Be There at Pick-Up

Focus on your child. When it’s time to collect your child, be really glad to see him. Make sure you’re not on your cell phone or otherwise distracted. “Pick-up should be all about your child,” Keller says. “Your child wants to know you’re super glad to see him and that you’ve been looking forward to it all day.”

Sandra Gordon is an author and freelance writer.
typography
How many fonts SHOULD BE USED in a single AD?
Conventional Wisdom
dictates that you should choose one title font and one font for copy. Typically serif and sans serif fonts work well as a pair. Here, the serif font is used for the title (serifs are the “feet” on each letter) and sans serif (without “feet”) is used for the body.
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dictates that you should choose one title font and one font for copy. Typically serif and sans serif fonts work well as a pair. Here, the serif font is used for the title (serifs are the “feet” on each letter) and sans serif (without “feet”) is used for the body.
ALL CAPS
Title Case
lower case
Heavy

Book

Light
What are the top two colors you’re likely to see in a school ad?

What do they stand for?
Composition
alignment
and proximity
Newton Montessori School

Join us for an
Open House

Toddlers and Pre-K
Wed, October 11  |  8:30 am

Kindergarten–Grade 6
Sun, October 22  |  1:00 pm

www.newtonmontessori.org

80 Crescent Avenue  |  Newton Centre, MA 02459  |  617-969-4488
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80 Crescent Avenue | Newton Centre, MA 02459 | 617-969-4488
BOGO FREE
THIS WEEK ONLY

USE CODE BOGO222
Minimalism
“A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.”

—ANTOINE DE SAINT-EXUPÉRY
Can all these concepts apply to more than ads?
YES!
Welcome to the NMS Community!

Join us for upcoming events

**COFFEE FOR PARENTS OF NEWLY ADMITTED STUDENTS**
Wednesday, March 21
8:00 am
Newton Montessori School Community Room

Join us for coffee and conversation about your new school! Meet other parents of new students and talk with key staff members in this casual meet-and-greet event. Save the date—formal invitation coming soon!

**SERVICE SUNDAY — NEWTONSERVES**
Sunday, April 29
Time & Place T.B.D. — More info coming soon!

What better way to show your school spirit and civic pride than to participate with NMS in NewtonServes? We will assemble a team of volunteers from Newton Montessori School to participate in this a Day of Community Service that brings together over 1,000 volunteers of all ages to complete more than 50 community projects for the benefit of numerous non-profit organizations and City of Newton departments.

**HOST FAMILY INTRODUCTION**
Spring, 2018

Extending a warm welcome to new families is a priority at NMS. Later this spring, you’ll be paired with a host family who will reach out and help you feel at home in the NMS school community. Be on the lookout for an email from your host family and enjoy the support and camaraderie of your first NMS friends!

**POPSICLES IN THE PARK AND CLASS PLAY DATES**
Summer, 2018

As longstanding NMS traditions, Popsicles in the Park and Class Play Dates are two more ways you’ll get to know fellow NMS families. Popsicles in the Park brings new and host families together for summer fun at a Newton area playground. Class Play Dates are organized by class parents and usually take place in mid-to-late August. We hope you can join us for both!

Connect with us online

www.newtonmontessori.org/blog
The NMS Spring Social
Saturday, March 10 | 7–10 PM
New England Aquarium
Cocktail Attire
Early Bird Price (Now through 3/2):
$60 per person, $100 per couple

Drinks and heavy hors d’oeuvres will be served at stations throughout the aquarium.
Join us for a night of fun and prizes!

Artwork by Ethan GT, Grade 6

Splash!

Buy your tickets now!
www.newtonmontessori.org/splash
Introducing Bridge: A New Beginner Program Offering

Montessori philosophy is all about following the child’s needs—and close observation of students has revealed an opportunity for NMS to optimize a program for the older Year 2 students of the Beginner program.

Close placement is always designed with the child’s needs at heart, with the understanding that all NMS classrooms are supervised and taught by highly qualified teachers who deliver outstanding personalized curricula, and who know and value each of their students. If you have any questions about class placement or the Bridge program, please reach out to Deanna Griffeth, Associate Admission Director; Brady Adams, Beginner Division Leader; or Beth Black, Head of School.

Is Bridge for all Beginners?
Bridge is designed for children who turn three early in the school year, after September begins. Often children at this age demonstrate readiness for some of the academic aspects of Primary, while still benefiting from the lower teacher-to-student ratio and routine of a Beginner classroom, which supports students’ growing independence during transition times. Children at this age benefit from the hybrid program to keep them engaged all year long which staves off toddler “sensoryitis” (or springtime)! It is important to note that most Montessori schools require that students turn three by September 1 to enter Primary for developmental reasons, and children are placed in the Bridge classroom strictly based on age.

My toddler does not fit that age range. Does my child need an experience like Bridge in order to be ready for Primary?
Experience has shown us that toddlers who turn three later in the school year do very well transitioning to Primary without going through a Bridge program. Following the Montessori philosophy, all teachers in the Bridge and traditional Beginner classrooms ‘follow the individual child’s needs and introduce more advanced work whenever the child demonstrates readiness. Whether in Bridge or the second year of a traditional Beginner classroom, children continue to develop a general understanding of classroom norms and expectations which are beneficial when transitioning into Primary.

“The education of even a small child, therefore, does not aim at preparing him for school, but for life.”

— Maria Montessori
"We come together out of compassion, responsibility, and our commitment to educate our children free of fear and violence."

- from an "Open Letter on Behalf of Independent Schools of New England", published in The Boston Globe, Sunday March 11, 2018
Thank You!
Credits

- Photos of Montessori materials are sourced from www.montessorium.com
- Magnet School ad sourced from https://local.hometownsource.com/places/view/19683/district_196_school_board.html
- Slides 26 and 27 sourced from https://color.adobe.com
- Slide 35 sourced from https://spark.adobe.com
- Slide 37 sourced from https://www.bookspaceforschools.co.uk/blog/is-it-time-to-apply-the-less-is-more-theory-to-classroom-displays
- Slide 40 sourced from https://zimtemplates.com/articles/web-design-mistakes-10-website-donts-that-are-killing-your-business/
- Slide 41 sourced from Geico http://commercialautoinsurancecatsumono.blogspot.com/2017/10/geico-commercial-insurance-auto.html
- All other designs created by Ashley Robinson for Newton Montessori School