The RHETORIC & AESTHETICS *of* SCHOOL MARKETING & COMMUNICATIONS

Gene Liechty

Director of Advancement SANDHILLS CLASSICAL CHRISTIAN SCHOOL CONCORDIS EDUCATION PARTNERS

Patrick Halbrook

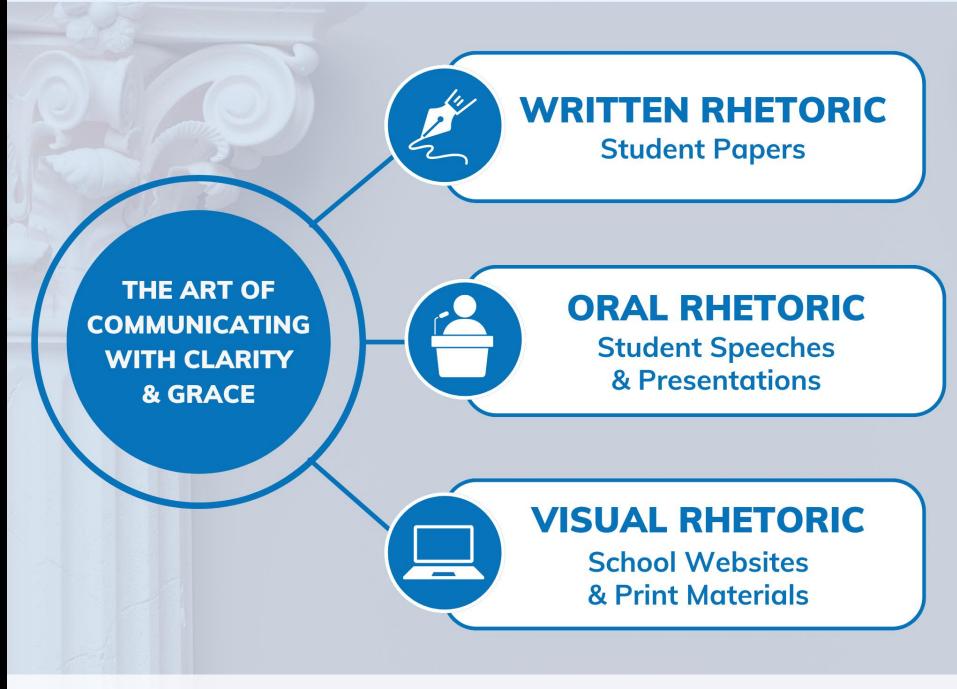
Rhetoric Teacher & Graphic Designer CARY CHRISTIAN SCHOOL PAIDEIA GRAPHIC DESIGN

WHAT IS **RHETORIC**?

"The faculty of discovering in any given case the available means of persuasion" – Aristotle –

> **"The art of enchanting the soul"** – Plato –

"Speech designed to persuade" – Cicero –



Patrick Halbrook, Rhetoric Teacher & Graphic Designer • PatrickHalbrook.com | PaideiaGraphics.com



Home About Sandhills v Academics v Admissions v Student Life v Contact us

GIVE TO SANDHILLS



Welcome To Our School

At Sandhills Classical Christian School, we seek to provide a rich and nourishing environment where all may flourish. The spirit of unity on campus is fostered by parents who are actively involved, caring teachers who love their students and enjoy their work, and a student body that is growing in their understanding of Christ and the world they share together. At Sandhills Classical Christian School, we consider ourselves an extension of the family... a dynamic community of faith!

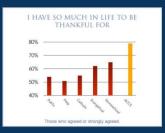
LEARN MORE

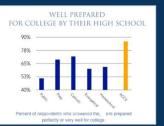


HOW MUCH DIFFERENCE CAN A GOOD **SCHOOL MAKE?**

The Good Soil Report is a comparative study of 24-42 year old alumni from public, secular private, Catholic, evangelical Christian, religious homeschool, and ACCS (classical Christian) schools, on topics of life-choices, preparation, attitudes, values, opinions, and practices.

Watch the video and read the report to learn what researchers from the University of Notre Dame discovered about the lasting difference a classical Christian education can make.







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SANDHILLS CLASSICAL CHRISTIAN SCHOOL Our Enrollment Process

STEP 01

Book a Tour We invite you to tour our campus, visit the classrooms, and meet our teachers and administrators.

STEP 02

Apply Create an account and complete our online application.

STEP 03

Family Interview & Student Assessment At SCCS, getting to know you is a part of the application process!

APPLY NOW

FORGING A NEW AND BETTER PATH IN EDUCATION

Sandhills Classical Christian School offers education for students in grades preschool through 12th grade. We are unwaveringly Christian and distinctly classical. Come visit our 60-acre campus and discover more about this special community.

SCHOLASTIC ACHIEVEMENT & LIFE OUTCOMES

The Classical Model

A THREE-STAGE APPROACH TO LEARNING







Do you have a preschooler you are interested in enrolling? Preschool website.

Visit our

Testimonials

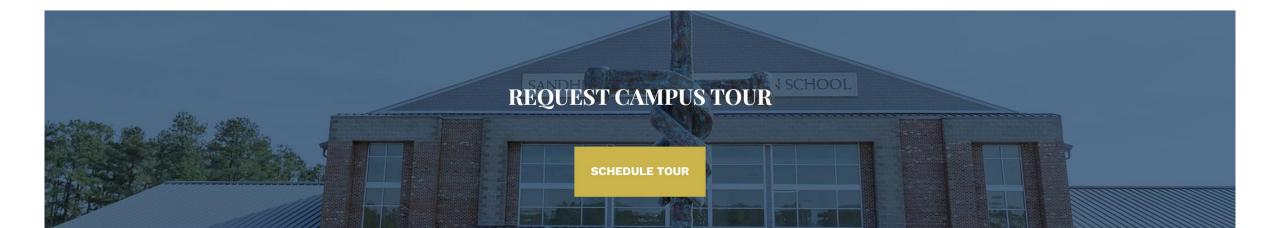


Quay and Michelle Barnett

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"For over a decade, Sandhills Classical Christian School has been a cornerstone partner in our children's education. The school's commitment to integrating a Christian worldview into every aspect - from academics, to athletics and the arts - consistently directs our children toward Christ's authorship and sovereignty. We deeply appreciate how SCCS challenges our children to think critically and express themselves eloquently, all for God's glory. We're confident that this education is preparing them for lives of Christ-centered leadership and service."







About Sandhills Mission & Vision Faculty & Staff Board of Directors Accreditation & School Profile Academics Classical Education Model Distinctively Christian Courses & Curriculum A La Carte Classes Admissions Tuition & Financial Aid Uniform Policy Careers

Sandhills Classical Christian School does not discriminate on the basis of race, color, national or ethnic origin in the administration of its educational, admission, financial aid, or employment policies, or any other programs administered by the school.

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LOGOS: INTRODUCING & MAKING THE CASE FOR YOUR SCHOOL

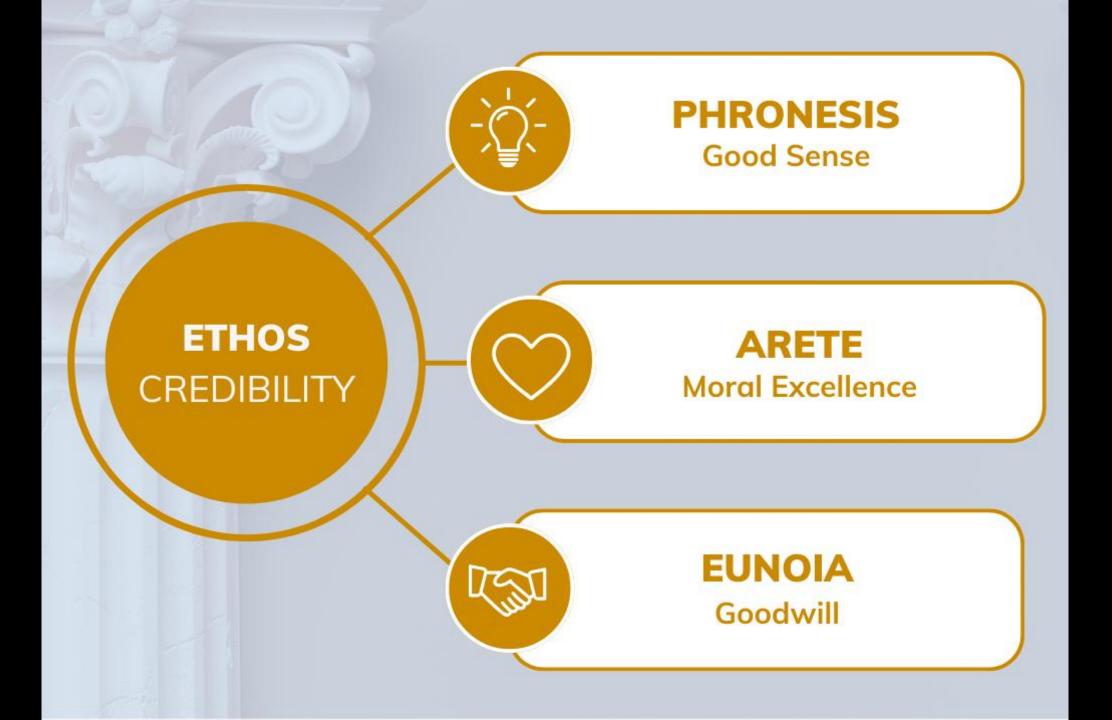
"Why should I send my child to this school?"

- ✓ Is this a place of academic excellence? Does it show results?
- ✓ Does this school share our family's values?
- ✓ Does this school offer high-quality extracurricular activities?
- ✓ What else makes this school unique?

PATHOS: CONNECTING WITH THE EMOTIONS

"How do I *feel* about this school?"

- ✓ How do the photos and videos make me feel?
- ✓ What would it feel like to be a student here?
- ✓ How does the overall website design (branding, colors, fonts, user experience etc.) shape my feelings about the school?



ETHOS: ESTABLISHING COMPETENCE, INTEGRITY, AND GOOD WILL

"Can I trust this school?"

- ✓ Is this a place of professionalism, competence, and expertise? (*phronesis* – good sense)
- ✓ Is this a place of integrity that practices what it preaches? (*arete* − moral excellence)
- ✓ Do the site's messaging and user-friendly design make me feel valued and welcomed? (*eunoia* goodwill)

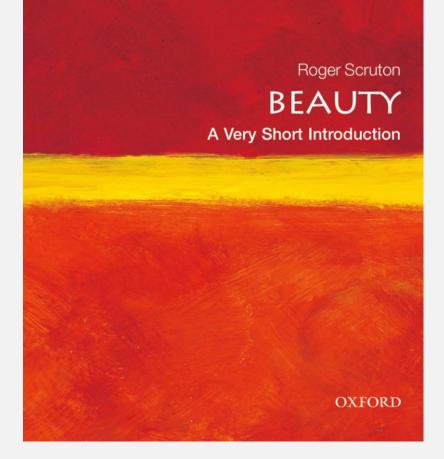
Is Your School's Website Beautiful?

Things can often be compared and ranked according to their beauty, and there is also a minimal beauty—beauty in the lowest degree, which might be a long way from the 'sacred' beauties of art and nature which are discussed by the philosophers.

There is an aesthetic minimalism exemplified by laying the table, tidying your room, **designing a website**, which seems at first sight quite remote from the aesthetic heroism exemplified by Bernini's *St Teresa in Ecstasy* or Bach's *Well-Tempered Clavier*.

You don't wrestle over these things as Beethoven wrestled over the late quartets, nor do you expect them to be recorded for all time among the triumphs of artistic achievement.

Nevertheless, you want the table, the room or the **website** to look right, and looking right matters in the way that beauty generally matters — not by pleasing the eye only, but by **conveying meanings and values which have weight for you and which you are consciously putting on display**."







CARY CHRISTIAN SCHOOL

ABOUT ADMISSIONS ACADEMICS ATHLETICS STUDENT LIFE SUPPORT

Where Families Hourish



WELCOME TO CARY CHRISTIAN SCHOOL

Parenting is hard. We are here to help.

Take the Next Step 📎

Yale School of Art 1156 Chapel Street, POB 208339 New Haven, Connecticut, 06520-8339

Home About the School Apply to the School Exhibitions Publications News Public Events

Pause animations

This website exists as an ongoing collaborative experiment in digital publishing and information sharing. Because this website functions as a wiki, all members of the School of Art community graduate students, faculty, staff, and alums —have the ability to add new content and pages, and to edit most of the site's existing content.

Content is the property of its various authors. When you contribute to this site, you agree to abide by Yale University academic and network use policy, and to act as a responsible member of our community.



Page last changed by: Lindsey Mancini

Background changed by: Kris Mandelbaum

YALE SCHOOL OF ART

QUICK LINKS

The School of Art is one of **Yale's Graduate & Professional Schools** conferring MFA degrees in Graphic Design, Painting/Printmaking, Photography, and Sculpture; and offers undergraduate-level art courses to Yale College students. Our website exists as an ongoing collaborative experiment in digital publishing and information sharing. It functions as a wiki —all members of the School of Art community have the ability to add new, and edit most existing content.

Editor details

ON THIS PAGE HAPPENING AT SOA COMMUNITY BULLETIN BOARD CALENDARS & NEWSLETTERS



Yale School of Art's 2024 commencement exercises Photo Adrian Martinez Chavez

Congratulations to the MFA Class of 2025!

On Monday, May 19, the Yale School of Art celebrates its graduating class of 2025 with a commencement address by theorist and artist Eva Hayward.

Learn more about the MFA Class of 2025 >>





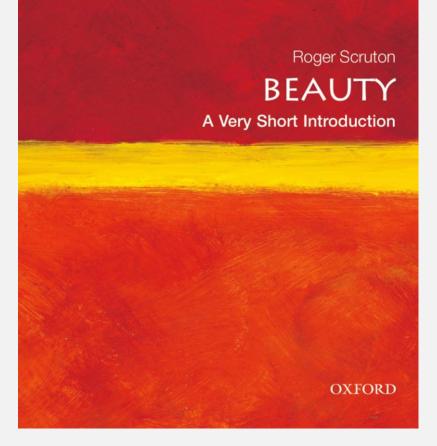
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GROWING IN VIRTUE & KNOWLEDGE

Since opening our doors in 1999, Sandhills Classical Christian School has been committed to providing excellent classical education founded upon a biblical worldview. Our mission is to graduate citizens of excellence who observe, think, and articulate with humility, reason, and clarity for the glory of God.

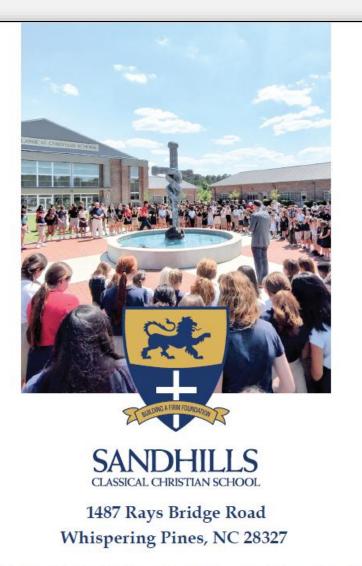
We invite you to tour our campus, observe a class, and meet our teachers and administrators. Come experience:

- A community where students of all ages can flourish...becoming everything that God has created them to be
- Competitive middle school, junior varsity, and varsity sports teams
- Thriving fine arts and performing arts programs
- Teachers who go beyond ordinary expectations in efforts to instruct and inspire their students

For more information, visit our website at **sandhillsccs.org**.

To schedule a tour, call us at **910.695.1874**.





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Growing in **VIRTUE & KNOWLEDGE**

Learn More & Tour Our School >>



Wednesday, October 30, 4:00 PM



RECOMMENDED RESOURCES

Insights into Rhetoric/Design Check for Broken Links Other Tips & Resources thevisualcommunicationguy.com deadlinkchecker.com paideiagraphics.com/blog



Email Gene Liechty Concordis Education Partners Gliechty1@gmail.com concordispartners.com



Email Patrick Halbrook Paideia Graphic Design

Patrick@paideiagraphics.com paideiagraphics.com