

CONTENT

Use the university wordmark with tagline to kick things off.

LAYOUT

Download the university wordmark with tagline at sjsu.edu/communications/identity.

LAYOUT

A compelling image demands attention. It also provides context and supports the text. If you have the chops to create an impactful image, give it a shot. You may also search our photo library (go.sjsu.edu/photographylibrary) for evocative images that capture the theme of your event. If you need clarity on how to effectively choose and use images, check out page 12.

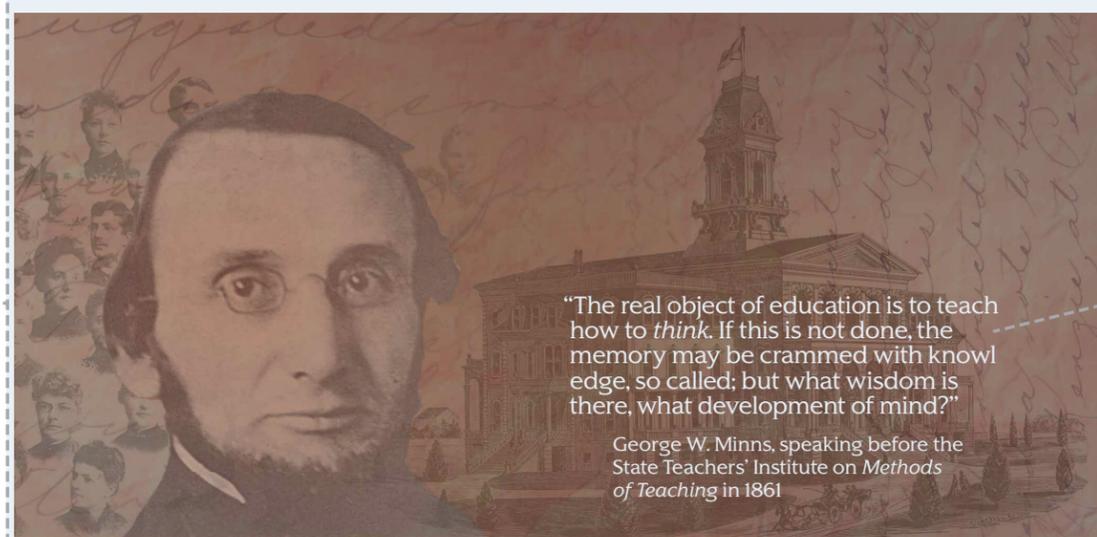
Don't forget to include an image caption with the name of the photographer or artist!

CONTENT

A fact sheet is intended for an external audience. As you craft the text that will promote your program or discipline, remember to tie the content back to the university as a whole. Keep the text concise and people-focused. Consider including a website address if more information is available online. Avoid the laundry list approach to using bullets. Less really is more.

LAYOUT

Main: SJSU Spartan Bold and Light; 8 point font with 12 points leading.; .075" of space between paragraphs.



The George W. Minns Center for the Instruction of Foundational Education

Putting teachers first

The George W. Minns Center for the Instruction of Foundational Education is dedicated to fulfilling the original educational mission of George W. Minns, first principal of Minns' Evening Normal School, a teachers' college and the predecessor of San José State University. A Harvard-educated lawyer-turned-teacher and passionate advocate for education, Minns believed that the wellbeing of the state and nation—still young during his 19th-century lifetime—lay in public education and, ultimately, with teachers.

At the time of the 1857 founding of Minns' Evening Normal School, Minns' teaching philosophy stressed teacher enthusiasm along with high pupil engagement and self-sufficiency. Minns believed that solid comprehension of basic skills was essential in order for one to continue to learn: "It should never be forgotten that correct spelling, reading, writing, arithmetic, geography, grammar and facility in expressing one's self in good plain English are indispensable. They are the foundation of all future acquisitions ... They are worth any quantity of heads full of mere smatterings of *ologies* and *osophies*," he said.

Most significantly, Minns held that the purpose of education was not to memorize but to learn to think for oneself: "Self-development should be encouraged to the fullest extent. The pupil should be told as little as possible, and induced to discover as much as possible. Encourage him to conquer difficulties

himself. Every victory so achieved adds to the strength of his mind, and what he acquires in this way he makes permanently his own."

The Minns Center believes that these educational tenets still hold true today.

The Minns Center seeks to ensure that the future of education in our nation remains in the able hands of passionate, world-class teachers by supporting all students in the Connie L. Lurie College of Education in the development of essential educator skills such as:

- Maintaining enthusiasm for subject matter
- Generating student engagement in classrooms
- Aiding students in finding their own solutions to problems in the classroom
- Displaying appropriate levels of appreciation for gifts of red apples

For more information—and to help the center put teachers first—please contact the Connie L. Lurie College of Education at 408-977-1857.

CONTENT

An impactful quote strengthens the image and adds depth to the text.

LAYOUT

Quote: SJSU Spartan Light; 11 point font with 12 points leading.
Attribution: SJSU Spartan Light; 9 point font with 11 points leading.

CONTENT

Consider your audience when creating your headline. Clarity and brevity are most important.

LAYOUT

SJSU Spartan Bold; 16 point font with 18 points leading.

LAYOUT

For fact sheets with an external audience, always use the primary mark, rather than your campus unit lockup.

