From Palette to Publication

Writing for SchoolArts

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Presenter

Frank Juárez

Illustration by Rama Hughes

Frank Juárez is an award-winning art educator, curator, and arts advocate based in Sheboygan, Wisconsin. Known for his commitment to elevating contemporary art and supporting Wisconsin artists, Juárez has spearheaded numerous initiatives, including the Midwest Artist Studios Project and the 365 Artists 365 Days Project.

In addition to his roles as art department chair at Sheboygan North High School, publisher of *Artdose* magazine and editor-in-chief of *SchoolArts* magazine, Juárez has curated exhibitions and juried art shows throughout the Midwest. His dedication to art education and advocacy has earned him numerous accolades, making him a pivotal figure in Wisconsin's art community.

Overview

Presentation Focus

- How I began writing for *SchoolArts* magazine.
- Recognizing the value of writing as a tool for advocacy and professional growth.
- Generating multiple article ideas based on your teaching practice.
- Understanding how publishing supports career development at any stage.
- Identifying next steps for submitting an article to SchoolArts magazine.

Beyond the Classroom

An Invitation

***SchoolArts* knows that being an art educator goes beyond teaching lessons.** You bring creativity and passion into your classroom based on your experiences.

We're inviting art educators at all stages—from preservice teachers to veterans to retirees—to share your experiences, advice, successes, failures, and more. Share your knowledge and support the art education community!

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Beyond the Classroom

Ideas

In addition to publishing engaging art lessons, *SchoolArts* also encourages a wide range of topics relevant to art educators.

Write About:

- Community Events & Engagement
- Student Advocacy
- Choice-based Art Education
- Meeting Individual Needs
- Successful Lesson Adaptations
- Teacher Self-care
- And More!

Themes

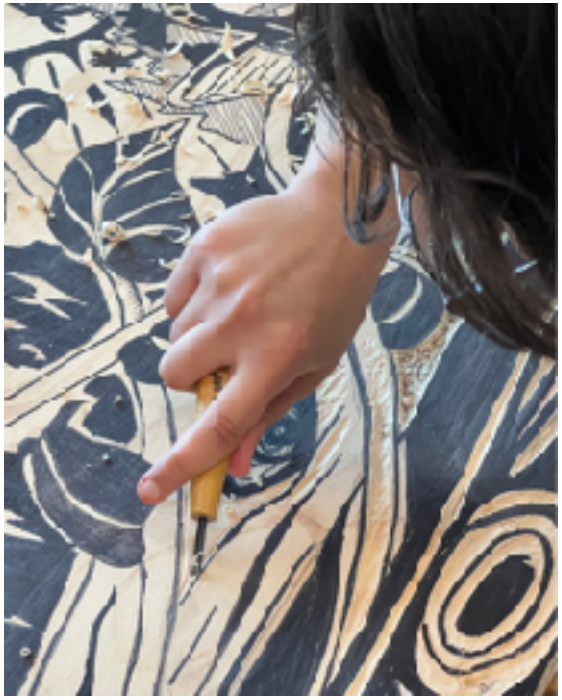
2026-2027

Issue	Theme	Deadline
September 2026	Connection	May 12, 2026
October 2026	Storytelling	July 13, 2026
November 2026	Empathy	August 6, 2026
December 2026	Digital Literacy	September 7, 2026
January/February 2026	Student Voice	October 14, 2026
March 2027	**Innovation**	**November 25, 2026**
April 2027	**Contemporary Art**	**January 6, 2027**
May 2027	**Resilience**	**February 2, 2027**
Summer 2027	**Process**	**March 22, 2027**

Contents

In addition to level-specific articles, *SchoolArts* includes articles about:

- Advocacy
- Managing the Art Room
- Meeting Individual Needs
- Museum Musings
- Point of View



Courtesy of Frank Juárez

Content

Samples

Meeting Individual Needs

Point of View

Advocacy

Lesson

Lesson

Museum Musings

Managing the Art Room

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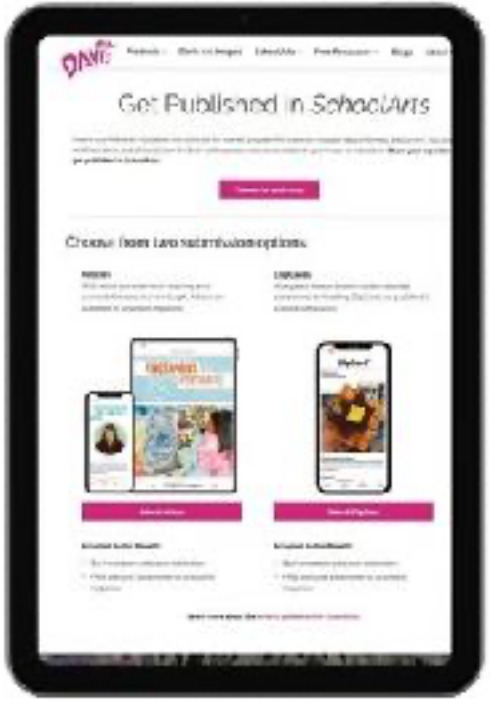
Submission Details

When submitting articles always remember:

- A title for your article.
- The teaching Level (Early Childhood, Elementary, Middle School, High School).
- 500-800 word count.
- The National Visual Arts Standard(s).
- Good photos of students/work.
- Captions for submitted images.
- Permissions forms.



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Important Links

Themes

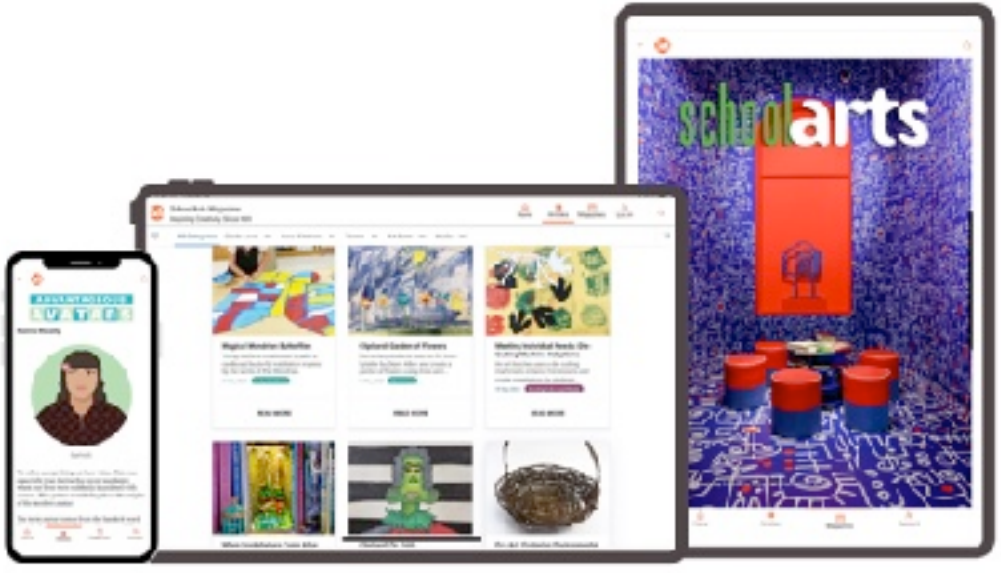
DavisArt.com/Themes

Writer's Guidelines

Schoolarts.com/WritersGuidelines

Submit Your Work

Schoolarts.com/GetPublished



Questions?

THANK YOU!

Learn More

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  - Webinar recordings
  - Free Lessons and Videos

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