

# Yearbook Theme Project

## Part One

### Finding your Theme

The way to come up with a theme is by brainstorming - a process of generating ideas in which nothing is rejected at the first stage. Start brainstorming for a theme using these questions:

What is new at school?

What significant events shaped the school year?

What current trends affect students?

How are the new 8th graders different from last years?

What are the physical changes at your school?

What is unique about your school?

What are the administration/teacher goals for next year?

What is the biggest challenge to your school?

What makes students most proud?

What makes the administration most proud?

What are the students' biggest complaints?

What five words best describe your school?

Describe a typical school day.

Describe a typical afternoon/evening.

Describe a typical weekend.

After Brainstorming, select the five ideas with the most potential.

#### Brainstorming Rules:

- Everyone participates.
- All ideas are listed, none are rejected.
- No sneering at ideas is permitted.
- Discussion of ideas only begins when brainstorming is exhausted.
- Initial discussion weeds out bad ideas.
- The viability of remaining ideas is discussed.
- One idea is chosen.

#### Brainstorming Tips:

- Clearly explain the groups topic and goal
- Allow participants a few minutes to think, and possibly write down their thoughts.
- Each participant, in turn, offers a brief suggestion.
- Criticism of any idea isn't allowed
- All ideas are written down. Designate someone to record them on a dry erase board, flip chart or black board.
- Additional ideas or suggestions are offered, in turn or randomly.
- Participants receive the list of ideas. Rank ideas in order of preference
- Rankings are compiled and the top ideas are discussed further until one emerges.

# Part Two

Group Members: \_\_\_\_\_

1. Verbal Theme: \_\_\_\_\_

2. Theme Rationale/Explanation - What is the idea *behind* your theme (what does this mean, how is it specific to THIS YEAR, etc.):

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3. What VISUAL elements will you use in the book? Draw them in the box (or attach an inspiration image) and explain how they'll be used in the lines below

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4. What makes this theme unique? \_\_\_\_\_

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5. How does it relate to WMS? \_\_\_\_\_

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6. Describe your theme's look and feel. (Will it be clean and contemporary, loud/bright and in your face, hand drawn and artsy, etc.) \_\_\_\_\_

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# Part Three: Organization

1. How will your theme dictate how the book will be organized? Will you use traditional sectional organization, chronological, by class periods, umbrella/blended or something totally different? Explain. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. What spinoffs will you use for each section title?

## For Traditional Coverage-style book with traditional Sections

Example: Student Life title for the theme "It Just Makes Cents"

**Spinoff title:** *Priceless...*

**Explanation:** *Student life is priceless because this is the section of the book that is made up of all the memories of the day to day lives of students. You can't put a price on those memories and they are something that will last forever. This ties in to the "It Just Makes Cents" theme because it shows how making memories is a part of the school experience, and making good memories that last a long time and can't be replaced just makes sense.*

Student Life Spinoff title: \_\_\_\_\_

Explanation: \_\_\_\_\_

People Spinoff title: \_\_\_\_\_

Explanation: \_\_\_\_\_

Sports Spinoff title: \_\_\_\_\_

Explanation: \_\_\_\_\_

Clubs/Organizations Spinoff title: \_\_\_\_\_

Explanation: \_\_\_\_\_

Academics Spinoff title: \_\_\_\_\_

Explanation: \_\_\_\_\_

Index & Ads Spinoff title: \_\_\_\_\_

Explanation: \_\_\_\_\_

## For NON-Traditional Coverage-style book with mixed-up sections (umbrella, blended and chronological style coverage)

Be sure to explain where traditional coverage will go within your new sections. Will it be all mixed up? Will you just blend two sections together? Which ones? **PLEASE NOTE** - You CANNOT mix the ADS & INDEX section into the rest of the book and I would prefer not to mix the people section in either. You can also decide how many sections you would like to use (not including ads, index and people) keep it to 5 or less.

Example: Section title for the theme "In the Mix"

**Spinoff title:** *Get Going*

**Traditional Sections covered within this section:** *ALL (sports, clubs, student life and academics) except for people, ads & index*

**Explanation:** *This is where things happening outside the walls of the school will go. Examples: away games, Skyping penpals, construction, westfield/community coverage, grand park*

New Section Spinoff title: \_\_\_\_\_

Traditional sections covered within this section: \_\_\_\_\_

Explanation: \_\_\_\_\_

New Section Spinoff title: \_\_\_\_\_

Traditional sections covered within this section: \_\_\_\_\_

Explanation: \_\_\_\_\_

New Section Spinoff title: \_\_\_\_\_

Traditional sections covered within this section: \_\_\_\_\_

Explanation: \_\_\_\_\_

New Section Spinoff title: \_\_\_\_\_

Traditional sections covered within this section: \_\_\_\_\_

Explanation: \_\_\_\_\_

New Section Spinoff title: \_\_\_\_\_

Traditional sections covered within this section: \_\_\_\_\_

Explanation: \_\_\_\_\_

People Spinoff title: \_\_\_\_\_

Explanation: \_\_\_\_\_

Index & Ads Spinoff title: \_\_\_\_\_

Explanation: \_\_\_\_\_

## Part Four: Opening Copy

Your opening (theme) copy goes on the opening spread of the yearbook. It is your first chance to introduce your concept to your readers and explain WHY your theme makes sense. It should be well-written, descriptive, lively and fun to read. We DO NOT want boring theme copy. This is your first chance to really GRAB the readers and get them interested in what you have to say. You can also choose to type this.

Theme Phrase: \_\_\_\_\_

Theme copy: \_\_\_\_\_ *type it out in drive* \_\_\_\_\_

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## Part Five: Design Concepts

In order to have a cohesive theme that is connected throughout your book, it is important to consider all elements of yearbook design. Each choice that you make about the content of your yearbook should have a clear connection and rationalization as to how it relates to your theme and overall concept. You need to be able to explain why you are making the choices that you are and why it makes sense for your theme. Use this worksheet to plan and rationalize your design choices.

### COLOR

Thinking about what colors relate to your message is important. A funny, happy book would use bright colors. A somber, serious book would lend itself better to darker colors. Thinking about the theme and tone you are creating and justify your color choices.

1. What colors do you plan to use? *Example: Earth tones, especially greens.*

A. Why? *Example: Our theme is "Go Green" so it makes sense to focus on these colors.*

### FONTS

The fonts you use will help develop and communicate your theme. Type face choices you make should be deliberate. A font, like this one, is considered a "serif" font—it has little feet at the end of the letters. These are typically more traditional fonts. Sans serif fonts, like this one, are considered more modern. These choices can effect the tone of your book and they way your theme is represented as well. Additionally, you want to avoid using too many "tacky" fonts, or decorative style fonts in your design because they often are hard too read and can look childish. You should never have more than three-four fonts in your design.

1. What fonts do you plan to use and how will you use them?

A. BODY COPY FONT:

B. CAPTION FONT:

C. HEADLINE FONT:

E. HEADLINE FONT:

F. SECONDARY HEADLINE /SUBHEAD FONT:

Why have you made these font choices?

# DESIGN

Layouts need to reflect the theme as well. Choices like emphasis text, accent colors, tilted photos, shadows, drop caps, etc. are all design elements that can be included on each spread. Dominant photos that bleed, or clusters of small photos, or black and white pictures are all design approaches that can connect to a theme. Using graphics, or color treatments, backgrounds or clip arts are also parts of the theme. These choices need to be made with care. You do not want TOO MUCH going on on your page at a time. (Remember some of those ugly books we have in the room?)

## 1. What design elements do you want to incorporate?

A. Why? How do these choices connect to your theme?

# FOLIOS

The folios are the page numbers at the bottom of each page. These are areas that often go ignored when designing an overall concept. DO NOT forget about them. You should incorporate graphics and text here. Do you want to have a symbol here? You need to choose what makes sense for your theme.

## 1. What treatment do you want for your folios?

A. Why have you chosen to style your folios this way?

# CENTRAL DESIGN ELEMENTS

Good design follows several important guidelines. First, layouts are created in a linear fashion, with one pica of space between all elements. This keeps the pages themselves looking clean and organized. From that basic building point, strong designs then select reoccurring elements that tie the overall project together. These elements need to be design elements that will reappear throughout the book. Each page should feature these items that every part of the book fits together. Ideally, there should be three items that tie your designs and pages together. You can have more, but don't want your pages to be too busy. You cannot have fewer than three reoccurring elements.

### *Element One*

Sketch or include an image of your inspiration picture, explain the purpose and discuss how you will tie this in on each spread.

### *Element Two*

Sketch or include an image of your inspiration picture, explain the purpose and discuss how you will tie this in on each spread.

### *Element Three*

Sketch or include an image of your inspiration picture, explain the purpose and discuss how you will tie this in on each spread.

# WOW Us With Your Theme: Presentation Guidelines

After completing the worksheets for all of the steps, you are ready to develop your presentation.

Your presentation should include samples of the items listed below.

Remember, this is just a sample/mock-up; it does not have to be perfect! You can draw, paste things together, create it on the computer, etc. Just give us an idea of what you're going to do.

## Required Elements

You will need to include examples of the following elements of your theme in your presentation:

- Cover
- Colors
- Folio
- Section spin-off title
- Fonts
- Opening Copy
- Anything else you would like to include to show how the theme will be used (sample layouts/spreads, photos, other elements you are using that aren't in the above items)



## Presentation/Project Rubric a.k.a what are we being graded on?

When you present this to the class, you need to make sure and explain how EACH of the above required elements connect to your theme. The better you can explain it, the more the class can understand your group's vision.

Don't forget to:

- Explain the theme to your staff and be convincing!
- Address the 5 R'S!
- Explain why you chose the theme and what it has to do with the school year.
- Show us all your examples, explain the verbal/visual elements in them and how they connect to your theme
- Be sure to explain it *well* so that everyone, especially Miss Staub, can understand your vision
- You will get a 10-point "work day grade" for each day I set aside for you to work, and you will get 100 points for your final presentation.

**Remember the 5 R'S. Is it:**

- Recognizable
- Repeatable
- Refreshing
- Realistic
- Relevant

POINTS	10	8	6	4	2
<b>PRESENTATION</b> <i>The group put forth effort and showed a good theme. Each member spoke and the work was obviously done by everyone and not just one or two people.</i>	Each group member spoke and had an equal share in the presentation. It was obvious the group worked well together and the jobs were delegated.	Each group member spoke, there were equal shares in the presentation, but some members wanted to interrupt, spoke more than others or didn't speak at all.	Not all the group member spoke. There were pieces lacking. The planning was OK, but more work definitely needed to be done.	Not all group members spoke. There were pieces lacking in the presentation. It was thrown together and not very neat, poor craftsmanship.	There was an obvious lack of care put into the presentation and therefore the group could not present a good theme.
<b>CONVINCING &amp; CLARITY OF IDEAS/COHESION</b> <i>You want this theme. You explained it really well, sold it to the staff and they want it just as bad as you. You are excited.</i>	Theme dominates and drives the presentation. -No question of what the theme is or means Yeah, you want it, and you were so excited and explained it so well that the staff was totally convinced and wants this to be the theme too! -	Your theme is carried out verbally and visually through out each element of the presentation. Look at that goofy excitement! One of your staff members was too cool for it though.	Theme is clear and is connected to each element represented in the presentation but some of your group members seemed confused about it. Half of you were convinced; the other half really doesn't care.	You went ahead and did a decent job, but you'd rather be in math class wouldn't you? Theme is present, but has no connection to anything else in the presentation. You had a pretty difficult time explaining how your theme even works.	Uh... What's your theme? You seem more confused about your theme than the rest of the class was. It was random and didn't work.
<b>CREATIVITY</b> <i>Points for pretty. Your team laid out the ideas in organized manner using good craftsmanship that will be easy to display and showcase your idea.</i>	There is color. There are drawings; there is great pre-planning for a great yearbook.	There is color, there are basic elements, but you should've put just a little more <i>umpf</i> into it.	Great, but your missing a couple of things. Maybe someone can help you fill in the holes?	Sloppy, but you meant well.	That's someone else's idea isn't it? Who let the kindergartener draw all over your paper?
<b>THEME IDEA</b> <i>Your theme is creative and will do a great job telling the story of the year.</i>	Wow! Everyone will vote for this one! An original theme with unique elements. Unique layouts & design elements. Clear school connection.	Aha! You're missing a couple of things, but it's going to work regardless. Creative theme idea. Clean layouts & design elements. Limited connection to school	Half of it is good, but the other half needs to be redone so it works better. Somewhat original approach to theme. Some creative design elements	The theme is common/basic. It can work, but it's not as unique or original as it could be. Little effort made to connect theme to school	Yawn. The theme is basic and can be used at every school, in any town, USA.
<b>COMPONENTS</b> <i>You have included each item that needed to be designed for the theme example.</i>	You have included all of the required pieces that needed to be presented.	You are missing 1 of the required components.	You are missing 2 of the required pieces.	You are missing 3 of the required pieces.	You are missing pretty much all of the required pieces.