

# THEME PACKET

**A theme or unifying statement or idea within a yearbook that clearly tells a story, creates a personality and marks the school year by mirroring the mood of the student body.**

## Part One: Research

See what other schools are doing.

- Search for ideas in the Anthology section of [Portfolio](#).
- Head to Themes A-Z and 7,000 Theme Ideas at [YearbookDiscoveries.com/theme](http://YearbookDiscoveries.com/theme) to start.

Look for fonts, colors and designs.

- What fonts look good together? Find the Font Buddies in the Font Book.
- What colors go together? Find Sunday Swatches on Yearbook Discoveries.
- What designs look good? What is trending? Check out [Portfolio](#).

## Part Two: School Inventory

Think critically about your school. What makes it unique? What makes your school different? Every school, every year is different and we want to dig until we determine what that is. When answering the questions below, try to think outside the box. Use personal experiences to enhance your answers.

List five facts about your school. (Ideas: location, size, demographics, etc.) \_\_\_\_\_

\_\_\_\_\_

List five changes that may occur next year. (Ideas: schedule, start/end time, size, curriculum, teachers/students, etc.) \_\_\_\_\_

\_\_\_\_\_

List five unique characteristics about the your campus or environment. \_\_\_\_\_

\_\_\_\_\_

List five causes students are supporting or care about. \_\_\_\_\_

\_\_\_\_\_

List five hot styles or trends. (Ideas: music, movies, clothing, styles, phrases, etc.) \_\_\_\_\_

\_\_\_\_\_

List five things that make your school different from other schools. \_\_\_\_\_

\_\_\_\_\_

List five things that will make next year different than any other year. (Think big picture of things happening around the world.) \_\_\_\_\_

\_\_\_\_\_

List five perceptions that students have about your school. \_\_\_\_\_

\_\_\_\_\_

List five perceptions that other people have about your school. \_\_\_\_\_

\_\_\_\_\_

List five ways that community or world events impact your students. \_\_\_\_\_

\_\_\_\_\_

### Part Three: Theme Ideas

Take a moment to think about your theme research and school inventory. What ideas have you seen that both interest you and relate to our school?

- Do not use slang, movies, magazines, tv shows, anything copyrighted, phrases that can't relate directly to your school.
- Be Critical: Really develop these three ideas. Can you answer these questions with each of your themes: Is your theme recognizable? Repeatable (throughout the book)? Appeal to our student population? Make sense? Have a meaning?

**Assignment:** Formulate three theme ideas for your yearbook. For each idea, include the following: theme title, cover idea (can be a picture from the Internet), 2 fonts, a color palette (up to 5 colors, use pictures of the colors), 3-5 sentence description.

#### Idea One:

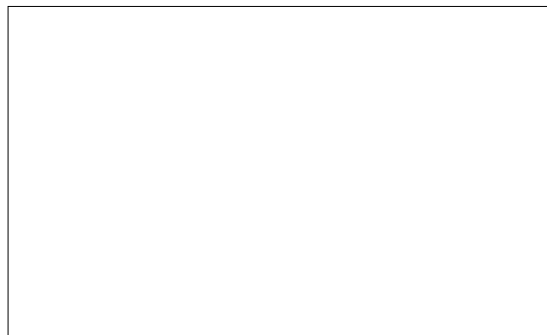
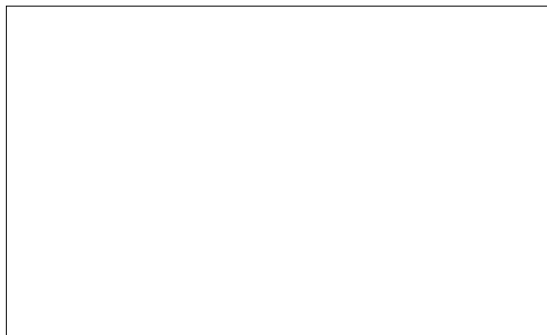
Title: \_\_\_\_\_

\_\_\_\_\_

Description: (Three to five sentences) \_\_\_\_\_

\_\_\_\_\_

Cover Idea: Sketch or place an idea for the front and back lid



Headline Font(s): \_\_\_\_\_

Body Copy Font(s): \_\_\_\_\_

Color Palette: (List up to five CMYK) \_\_\_\_\_

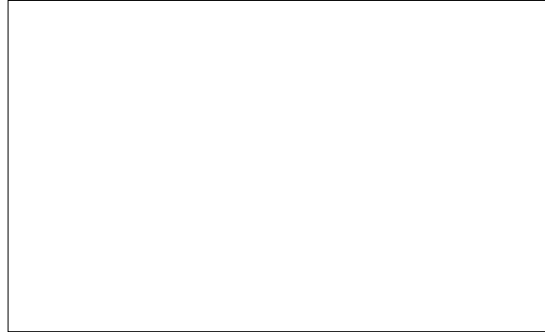
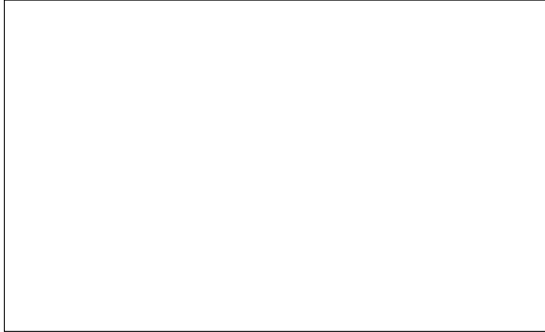
\_\_\_\_\_

**Idea Two:**

Title: \_\_\_\_\_

Description: (Three to five sentences) \_\_\_\_\_

Cover Idea: Sketch or place an idea for the front and back lid



Headline Font(s): \_\_\_\_\_

Body Copy Font(s): \_\_\_\_\_

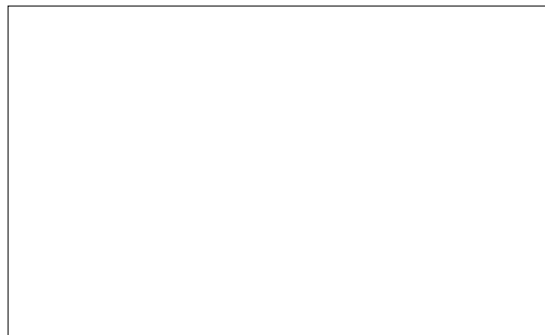
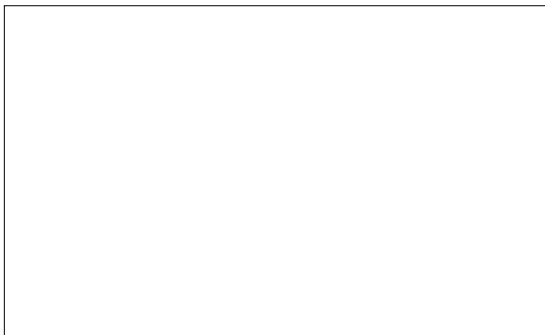
Color Palette: (List up to five CMYK) \_\_\_\_\_

**Idea Three:**

Title: \_\_\_\_\_

Description: (Three to five sentences) \_\_\_\_\_

Cover Idea: Sketch or place an idea for the front and back lid



Headline Font(s): \_\_\_\_\_

Body Copy Font(s): \_\_\_\_\_

Color Palette: (List up to five CMYK) \_\_\_\_\_

## Part Four: Choose Your Favorite Theme Idea

This theme idea will be the basis of the rest of the project. Choose wisely. It should come from your original three ideas that you've already submitted.

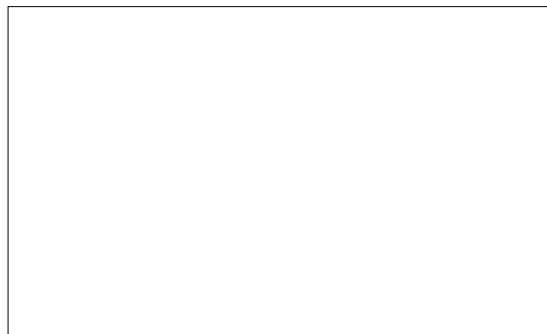

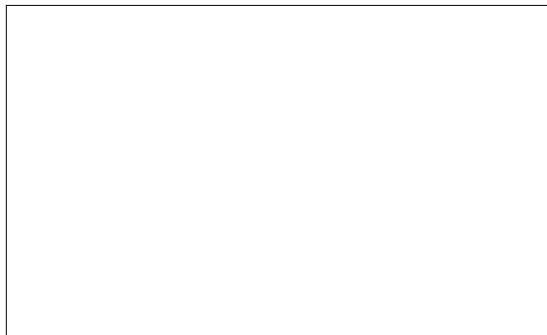
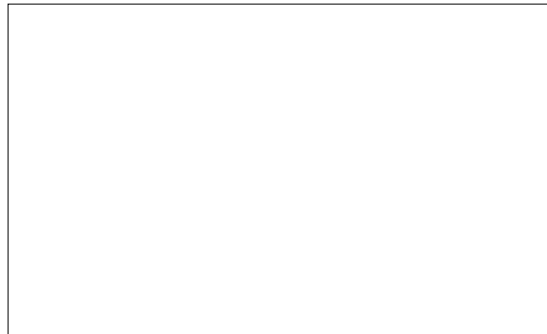
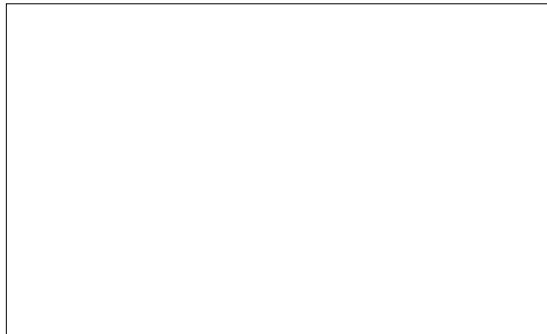
**Assignment 4-1:** List your theme statement. \_\_\_\_\_

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### Assignment 4-2: Create six original designs for your theme.

- These will include designs for: one cover, front and back endsheet, two dividers, and one full spread for any section.
- These can be hand drawn or digitally created using eDesign Practice Pages, Google Slides, Google Docs any other software you have access to. Place a screenshot or PDF onto page.
- You should use the showcase your selected fonts and fonts. Be sure to showcase a completed spread.



**Assignment 4-3: Write your opening copy.** This should include ten or more sentences paragraph explaining the theme of the book. It should bring the reader in, get them excited about the book. It is the first opportunity for the readers to get to know the theme of the book. It should be detailed, specific and written using proper grammar, spelling and punctuation. If needed, include quotes from famous people.

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### **Part Five: Create a Theme Presentation**

Put it all together. Gather all of your ideas and create a presentation that pulls everything together. It should include everything you have created and brainstormed.

**Assignment 5-1:** Create a presentation to put all your ideas into one place. Expand on your designs to include more information. Presentation should be at least ten slides: one intro slide, two theme explanation slides, six design slides, one opening copy slide. Presentation must include:

- Your name and period
- Title
- Theme and three sentence description
- Fonts
- Color Palette
- Six original designs: cover, front and back endsheets, two dividers and spread) If you hand draw these, take a picture and upload into your presentation.
- Ten sentence original opening copy

**Assignment 5-2:** Record your presentation while you narrate each slide. Submit your final presentation and narrated presentation.