

HERFF JONES

THEME PLANNING TIPS

AFTER A THEME/CONCEPT IDEA HAS BEEN SELECTED FOR DEVELOPMENT, BE SURE TO CHECK IT FOR THE FOLLOWING CHARACTERISTICS. PAYING ATTENTION TO THESE DETAILS WILL TAKE A THEME/CONCEPT FROM GOOD TO GREAT FOR YOUR AUDIENCE.

1. COVER

The theme/concept is introduced on the front cover along with the name of the book and the year. The visuals — fonts, colors, shapes and textures — first appear here to set the tone. The book name and year may be subtle, but need to be there for historical and if applicable, judging purposes.

2. SPINE

The spine includes a theme/concept element; the name of the book, year, volume number; and the name of the school, along with city and state. Group each set of elements together.

3. ENDSHEETS

If printed on, the endsheets should contain the theme/concept both verbally and visually. Colors, type, textures, shapes and patterns should show an obvious connection to the cover. If the table of contents is on the front endsheet make sure the content is easy to find and the page numbers are accurate.

4. TITLE PAGE

The theme/concept is evident on the title page along with the title of the book, year, volume number, school name, address, website and phone number. The school population should also be included on the title page, along with principal's name and athletic league.

5. OPENING

The opening section develops the theme both verbally and visually and relates it to the school and the specific year. Copy, photos and captions should show how the theme/concept is relevant to the school and year.

6. LAYERS OF COVERAGE

Layers of supporting coverage (profiles, surveys, Q&A, etc.) appear throughout to enhance both the story of the year and theme development, where verbal links can become mod labels. Plays on words from the theme/concept and hints of theme graphics can all promote the tie-in to coverage.

7. CRITIQUE PREVIOUS BOOKS

The theme enhances coverage naturally rather than being contrived and the coverage having to be forced into it. For example, a concept about the school's anniversary could lead to then and now features, time-related coverage and profiles with historical ties.

8. PHOTOGRAPHY

Photography on theme-related pages should be of high quality, advancing the theme and contributing to the story of the year. Depending on the theme, you may decide that a single powerful photo has most impact or you might choose more photos than appear on other spreads.

9. PERSONALITY

The personality of the book is consistent with the theme, making the book specific to this year and different from previous volumes.

10. REFLECTIVE OF THE SCHOOL

The theme is reflective of the entire school communing in a specific year and is not focused on a particular group or aspect.

