



THEME / COVERAGE USING A THEME

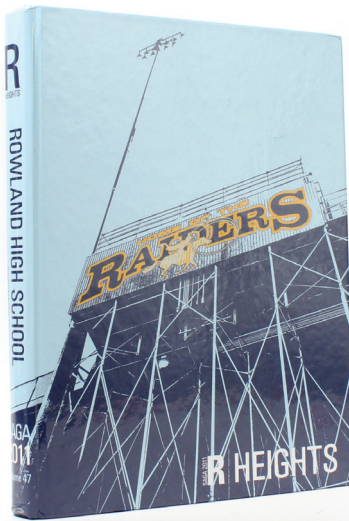
WHAT DOES IT LOOK LIKE

In the beginning, a yearbook's theme was mainly an idea that led to a cool cover. As yearbooks evolved, the unifier often caused the traditional sections of the book to be renamed, either with clever word plays or with words associated with the main idea. In the best contemporary yearbooks, the theme is so much more. Besides setting both the visual and the verbal tone of the volume, it may determine the number of sections in the book and even the order of the sections. Indeed, the well-developed theme/concept also lends logic to coverage strategies and may even suggest the topics that are covered.

Here are five examples of how a theme was used throughout the book.

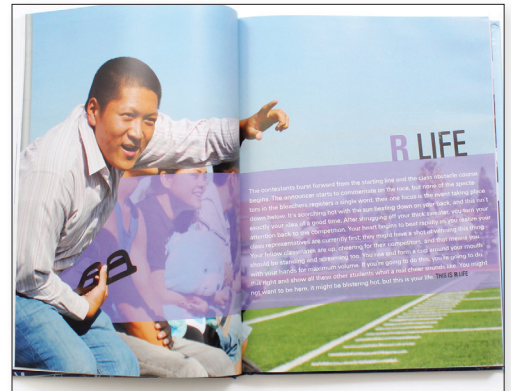
R HEIGHTS

SAGA, ROWLAND HIGH SCHOOL, ROWLAND HEIGHTS, CA



Playing on the “R” in Rowland, the Saga staff chose “R Heights” as their theme. They began developing it visually on the cover with a perspective shot of their stadium. On the front endsheet and continuing through the entire book, the idea of heights transitions to a slanted design element, sometimes containing a block of photos or copy, sometimes becoming the spread’s eyeline.

Traditional sections carry the theme idea verbally, including “R Life” and “R Smarts” while secondary packages like “In R own words” bring the theme onto the content spreads.



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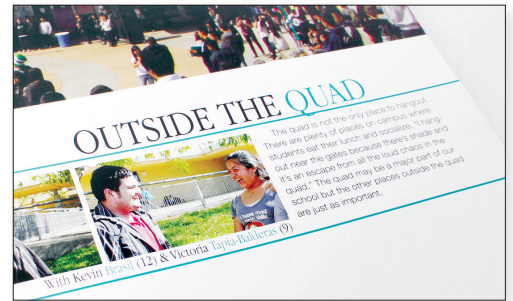
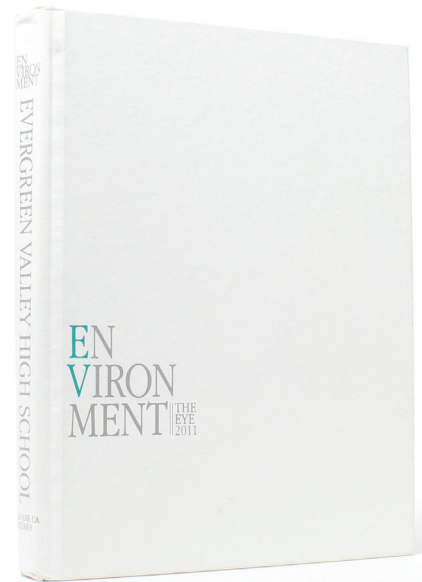


ENVIRONMENT

THE EYE, EVERGREEN VALLEY HIGH SCHOOL, SAN JOSE, CA



Cleverly weaving the school's initials into the word "environment," The Eye's opening explains that, although students constantly adapt to their environment, they really are the environment. Designs are clean and uncluttered. The book gains consistency through typography, using the same font and capitalization pattern established on the cover for all headlines. Patterns of three, introduced on the cover, appear in both headline and photo packages. Much of the secondary coverage focuses on places in and around school.

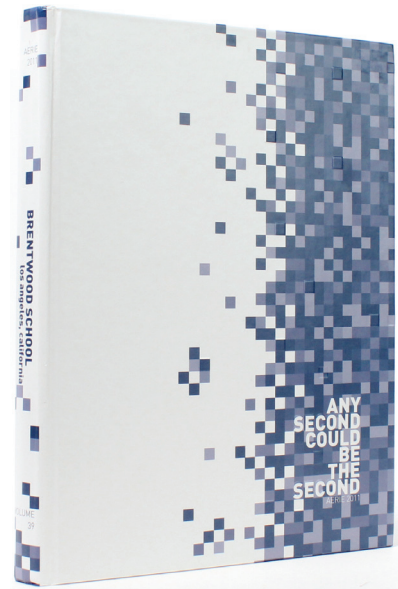




ANY SECOND COULD BE THE SECOND

AERIE, BRENTWOOD SCHOOL, LOS ANGELES, CA

The impact of time and the difference seconds can make drive the theme of the Aerie both visually and verbally. Visually, the staff developed the pixelated pattern based on the idea that thousands of pixels make up a picture just as millions of seconds make up a year. The pixel pattern carries onto the theme spreads, then becomes a more subtle graphic on content pages. Verbally, opening and divider copy comes in short bursts. The book, which is organized chronologically, uses datestamps on pages and timestamps as caption starters to reinforce the theme.

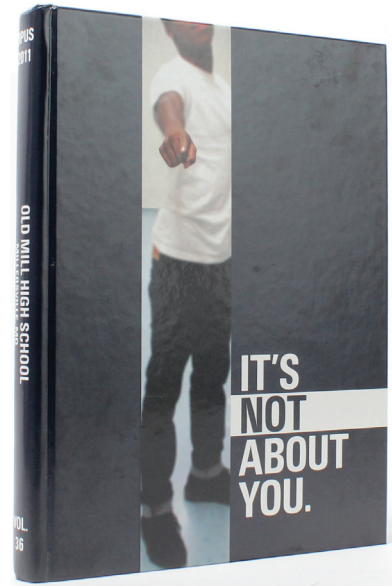




IT'S NOT ABOUT YOU

OPUS, OLD MILL HIGH SCHOOL, MILLERSVILLE, MD

It's a matter of attitude for the Opus staff. The bold theme statement on the cover is clearly defined in the opening. It's not that Old Mill students are selfish and egocentric; it's that they are all in it together. "You thought you were the only one who went to the wrong lunch?" they ask. The answer is, of course, no. To support the idea that "It's about us," coverage focuses on what brings students together more than what sets them apart. Visually, the bold voice introduced on the cover continues through the book with bold, capitalized headlines and wide, colored bars.





TELL ME ABOUT IT

ABOVE & BEYOND, ROBINSON SECONDARY SCHOOL, FAIRFAX, VA

After deciding on their theme, the Robinson staff did their homework. At the beginning of the year, they polled students through their English classes, collecting responses to three questions: What was the perception of Robinson to someone who had never been to the school?, What were their passions? and What would they bring to a high school show and tell? They used the responses as part of the folio tabs on each spread and alongside the division letters in their index. In addition, lots of student quotes in copy, captions and mods reiterate the theme.

