

WHERE A THEME APPEARS

Fact Sheet

Goal: To understand how a theme is developed visually and verbally

Goal: To know where the theme appears in a yearbook

What is theme?

A strong theme helps tie the book together and sets the scene for the telling of the story of the year. A yearbook's theme has two components — the verbal tagline or what the theme says, and the visual presentation or how the theme looks.

Where does theme appear in the book?

A theme appears throughout the book — on the cover, endsheets, title page, opening, divider pages, index, closing and folios.

What tools are used to develop a theme?

Staffs can present theme through copy, photography, design, type, graphics, color, story content and book organization.

See how the staff at [Aberdeen High School in Aberdeen, WA](#) developed the theme for their 2013 book.

Cover

- “POWER TO THE WE” is the verbal theme presented on the cover. The use of the gold color further emphasizes the WE aspect of the verbal tagline while the reflected ME adds another layer to the theme development. Using blue and gold, the school colors, reinforces the pride theme.
- Although the verbal theme is the largest element on the cover, the staff has done a good job of including the name of the book and the year in smaller text. The year and title of the book — *Quinault 2013* — should always appear on the front lid.
- In addition to the distinctive display font, the theme is visually developed through the six-sided graphic shape introduced subtly in layered transparencies.
- The spine also carries the verbal theme tag and type treatment as well as including the year, name of book, volume number and name of school and city.



Divider

- The academics divider repeats the theme display font, color and graphics package. In addition, the copy uses specifics to make the verbal connection between the theme and the section contents.
- The dominant photo fades off on the left side, an effect that was introduced on the cover with the use of the graduated blue background.
- The staff chose a picture taken at an interesting angle to run as the dominant. Five other photos — again emphasizing the number six — from a variety of classes supplement the dominant.



Content Pages

- Even on pages inside the sections, hints of the theme were obvious. From the use of colored type to the contrasting color for the word WE in the top mod and hexagons in the bottom mod, the theme was subtly reiterated on interior pages.



Closing

- A repeat of the opening spread design, the closing features the hexagons, theme font and color and six pictures.
- The copy and captions provide a wrap up for the year through coverage of spring events. Captions throughout the theme development pages were specific so they served as coverage for the event.

