

SELECTING A THEME

Theme ideas are everywhere — junk mail, billboards, advertisements on TV. The trick is finding the one that is meaningful to your school and that can be developed easily throughout the book. Use the criteria below to help you narrow down your list of ideas.

BRAINSTORM

Make a list of things that are specific to your school and year to help you develop your theme.

How would you describe your school using one word?

How would you describe the people in your school?

What common catch phrases are heard around your school?

What changes have occurred at your school since last year?

What outside influences have affected the students or school?

Worksheet continues on next page.



THEME

Is there phrase that helps convey your theme idea?

Example: "Reach for the Stars"

GRAPHIC DEVICE

What kind of backgrounds, graphics and colors can you use throughout the book to reinforce your theme?

Examples: Stars, night sky, solar system, yellow or gold colors, etc.

RELEVANCE

Does your theme relate, in some way, to the school and students?

Examples:

1. The student body is referred the "All Stars"
 2. You want to celebrate, highlight and encourage achievement.
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DEPTH

Are there other topics and/or headlines that you can incorporate to reinforce your theme throughout the book?

Examples:

Mrs. Johnson's (teacher name) Shooting Stars
Believe it. Achieve it.
Star of the Show

Bright Ideas
Math Superstars
Shining Example
