

THEME PACKET

Use the worksheets on the following pages to brainstorm potential themes.

Name _____ Due _____

Verbal theme idea _____

- ▶ Form groups of three or four to make theme packets.
- ▶ Packets will contain a mock-up of:
 - Cover
 - Endsheets
 - Title page
 - Opening
 - Divider
 - One section of Ddesign
- ▶ Design on blank Herff Jones Square One™ gridded notepads.
- ▶ Print or cut photos from magazines and glue them on your final printouts. Fill your copy and caption blocks with placeholder text, but write realistic headlines and create layers of coverage to demonstrate how they would relate to the theme.
- ▶ Next-level staffers can create their theme packets on eDesign or InDesign. The final theme packet should be printed at 100 percent of size. Then, “bind” it in some way using tape, string, yarn or glue so you open the cover and see the endsheet.

ROUGH DRAFT

Explain your theme

How does the theme apply to your school this year?

What attitude or tone does the theme evoke? Will this theme be fun? Trendy? Whimsical?

Consider your coverage

How will you incorporate your theme into your coverage?

Will you rearrange the sections of your book? If so, how?

Will you rename the sections? If so, what will you name the sections?

Will you use theme-related layers of coverage? If so, what will they be? Where will they appear?

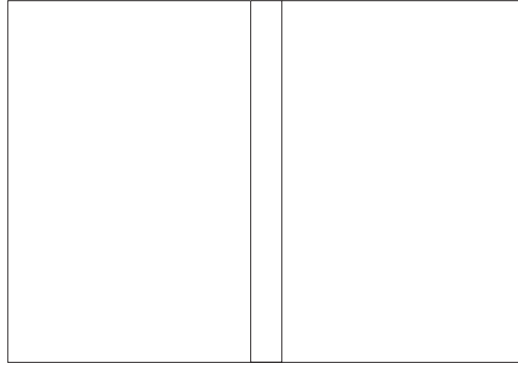
Create your visual look

What visual elements will you use to demonstrate your theme?

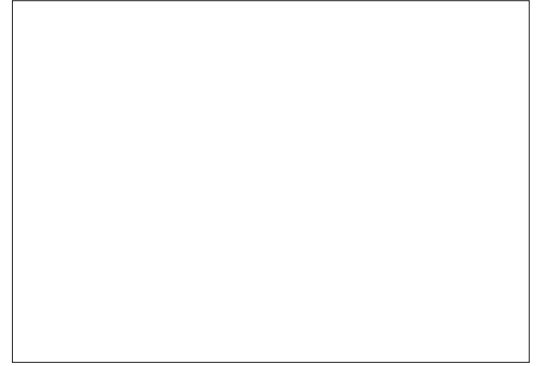
How will you use color to carry out your theme?

SKETCH YOUR DESIGNS

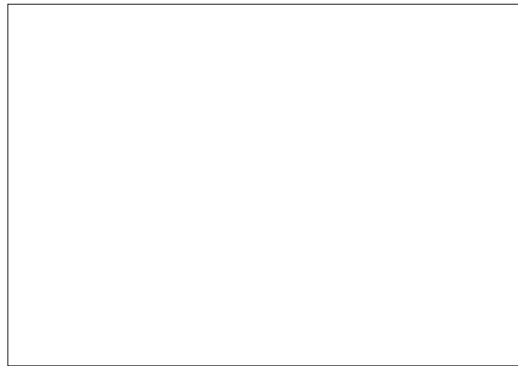
After you sketch, finalize theme concept and layouts. Using Square One™ notepads, paste dummy photos and text, if necessary. Assemble final packet. Complete self evaluations.



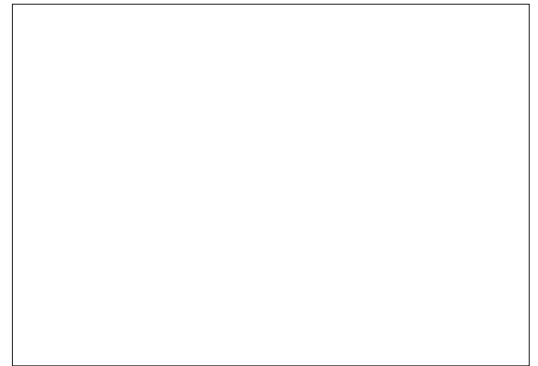
Cover including front lid, spine and back lid



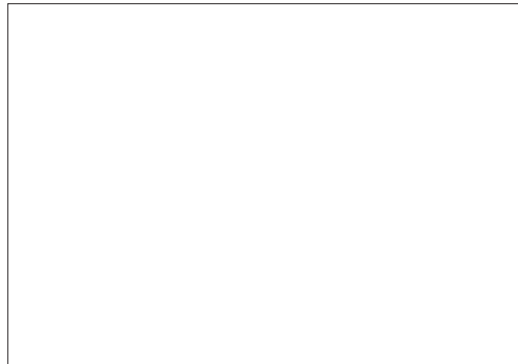
Folio design



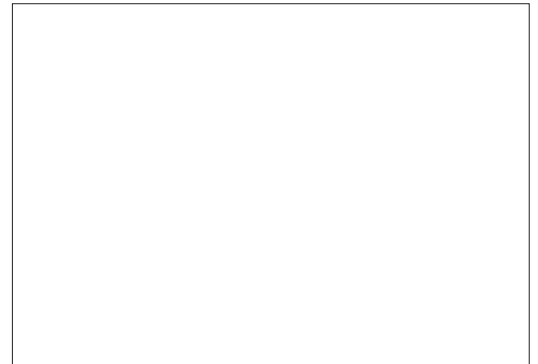
Front endsheet



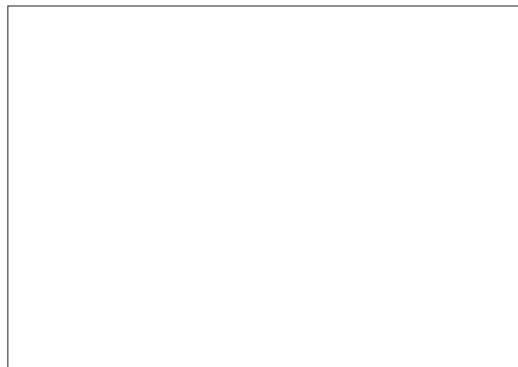
Back endsheet



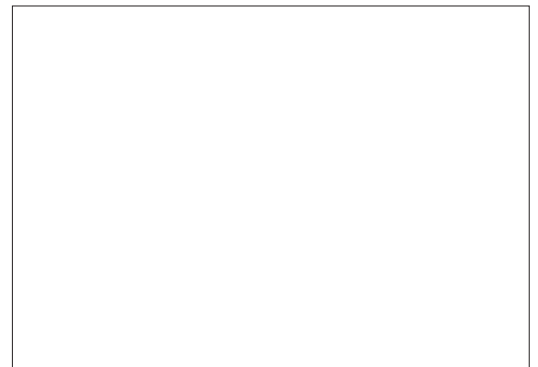
Title page



Opening spread



Divider



Coverage spread

PEER REVIEW

Provide feedback to classmates. Analyze and evaluate the visual and verbal elements of a theme.

Verbal theme idea

How does this theme idea relate to the school and the year?

How could this theme add to our coverage options? What layers of coverage or spread ideas does it bring to mind?

What visual elements does the group use to demonstrate the theme? Do the visual elements fit?

Describe how the visual and verbal elements are consistent from spread to spread. What suggestions do you have for improvement?

Do all of the spreads follow basic design rules? For example, do they have a clear dominant element? Use a grid structure? Is there a caption for each photo?

What is the greatest strength of this theme idea?

Provide at least one additional suggestion for improvement.

SELF EVALUATION

Evaluate your contribution to the group and to the theme packet.

Name _____ **Group** _____

Answer the following questions in complete sentences. Be specific, detailed and truthful. This is the time and place to share concerns you may have about your grade, your group’s project or another group member’s contributions.

What, specifically, did you do for the theme packet project?

At any time, did you take on the work of another group member and either fix, finish or change another person’s work? Why did you do this?

At any time, did someone else have to fix, finish or change your work? Why did this happen?

Do you feel that everyone in your group equally contributed to the project? List your group members below, and detail your impressions.

What grade would you give yourself for this assignment? Why?

RUBRIC

Names of group members _____

Verbal theme idea _____

Theme packet activities are complete (20 points)

- _____ Rough draft
- _____ Peer review activity

Theme packet is complete (40 points)

- _____ Written explanation of theme
- _____ Cover includes front lid, spine and back lid
- _____ Front and back endsheets
- _____ Title page
- _____ Opening spread
- _____ One divider design
- _____ One section design
- _____ Folio design

Theme packet (40 points)

(1 Poor, 5 Outstanding)

Explanation of theme relates idea to school and year	1	2	3	4	5
Explanation of theme explores coverage options	1	2	3	4	5
Verbal catch phrase is clearly stated throughout	1	2	3	4	5
Visual elements demonstrate verbal theme	1	2	3	4	5
Visual and verbal elements are consistent throughout	1	2	3	4	5
Designs have a dominant element and consistent white space	1	2	3	4	5
Title page includes school information	1	2	3	4	5
Entire packet reflects attention to detail	1	2	3	4	5

_____ **Total**

Comments
