

# Let's Talk Theme

Theme Packet & Project

[Assignment Descriptions](#)



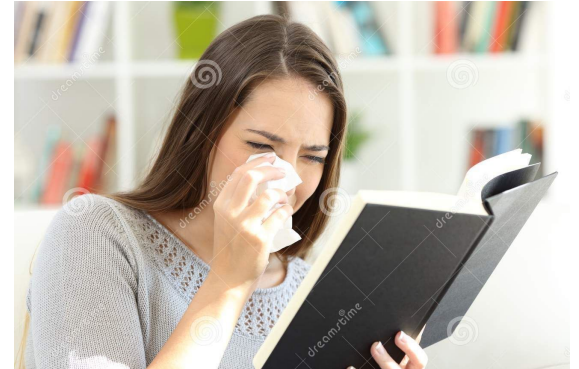
# Theme Packet Project Overview

| Assignment   | All Located in Google Classroom |
|--|---------------------------------|
| Assignment 1-1: School Inventory                   | Google Classroom Assignment     |
| Assignment 2-1: 3 Ideas                            | Google Classroom Assignment     |
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# What is a Yearbook Theme?

It's the foundation of the yearbook.

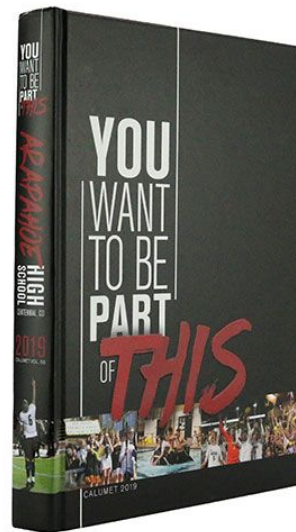
- Yearbooks always have a theme.
- Should reflect the uniqueness of the class
- Should capture the emotions, the life, the story behind the events of the year
- It's a permanent record. Something people will look back on for years to come.
- Brings back memories.
- Coverage and design is built around it.
- ***Sets the tone for the story.***



# How is our theme different?

Uniqueness.

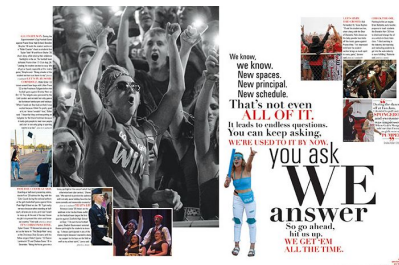
- Unique to the school year - what is/will/has happen?
- Unique to the school - if our theme is the same as another school, what makes our different?
- Easily recognizable - can the reader understand the concept easily? Is it instantly recognizable?



# What does a good theme include?

Elements that run through every page.

- Must include a visual and verbal statement.
  - Visual - Specific look to the book. The fonts, colors, patterns, shapes, design elements are consistent with the message.
  - Verbal - Words and messages. The phrases, tagline, words are memorable, general enough to apply to the entire book, and something students can relate to.
- Should contain main identifiers such as:
  - Fonts (a few font families)
  - Colors
  - Shapes/Design Elements



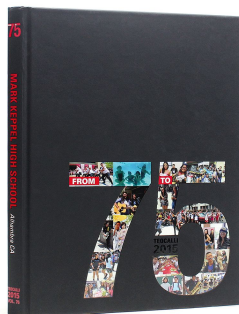
# Where do the main identifiers go?

Every. Single. Page.

- Most importantly:
  - Cover - Front and back of the book.
  - Endsheets - Inside of the cover (front and back).
  - Title Page - First page of book. Includes school information, can include pictures/theme elements.
  - Opening and Closing - First and last few pages of the book. Should include all of the theme elements and copy (text) that explains the theme.
  - Dividers - Separates each of the section
  - Folios - Page numbers. Usually includes the section as well.
  - Index - “table of contents” in the back of the book. Where every student and topic is located.

# Major Parts of the Yearbook

Cover



Endsheet



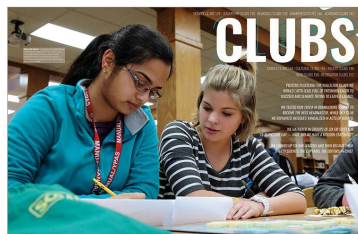
Title Page



Opening/Closing



Divider Pages



Folio



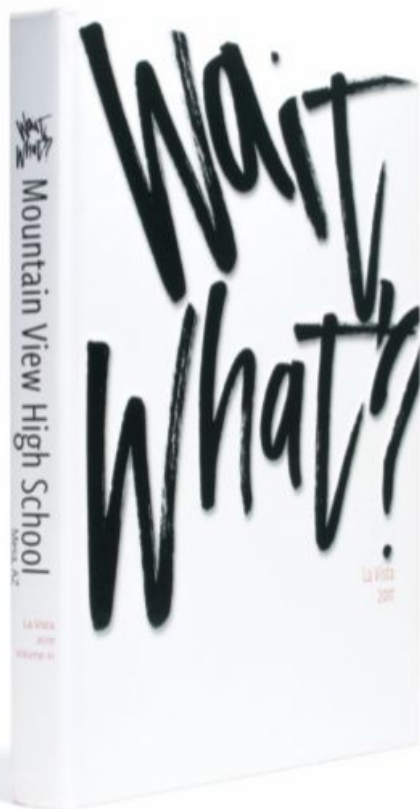
Index



# Let's Look At an Example - Wait, What?

Taken directly from Herff Jones.



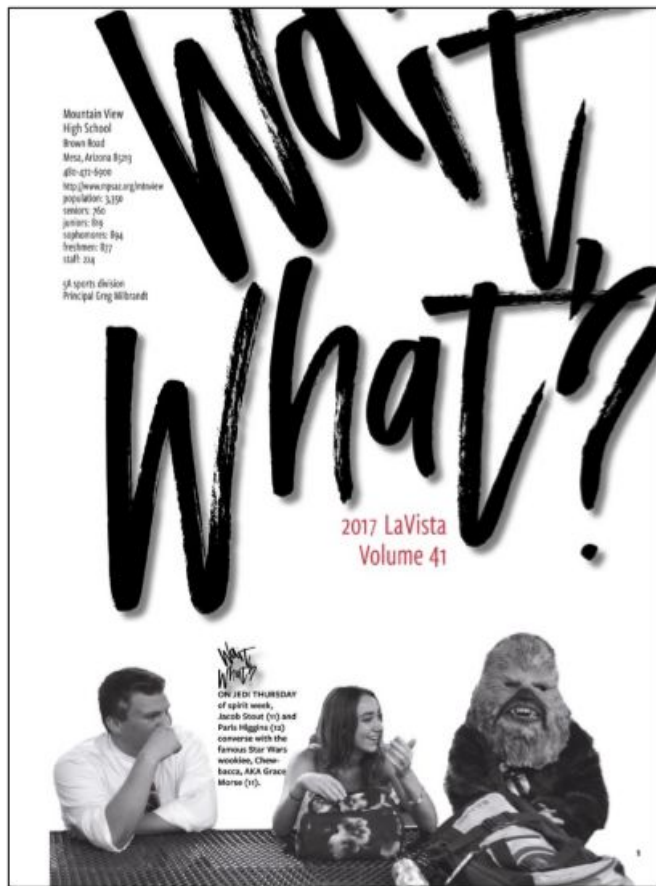


Mountain View High School  
Mesa, AZ

- “Wait, What?” is the verbal theme presented on the cover. The use of the handwritten typeface emphasizes the inquisitive nature of the theme.
- Although the verbal theme is the largest element on the cover, the staff includes the name of the book and the year in smaller text. The year and title of the book — La Vista 2017 — should always appear on the front lid.
- In addition to the distinctive display font, the limited color palette is emphasized, with only black, white and a pop of red on the cover.
- The spine carries the verbal theme tag and type treatment, but emphasizes the year, name of book, volume number, name of school, city and state.



- The theme continues on the endsheet with the same handwritten font. Spin-offs of the theme are also introduced.
- The table of contents is a complete listing of pages, and notes the book is divided chronologically by season.
- The cut-out photo, complete with caption, makes the reader do a double take and think, "Wait, What?"



- The picture on the title page again emphasizes the tagline with two students conversing with Chewbacca, creating a visual and verbal interaction.
- The same type package, minimal color palette and verbal statement used on the cover and the endsheet repeats for continuity.
- The staff included essential record-keeping information about the school. Remember, above all else, this is a history book.

# Not So Typical

life moves pretty fast, if you don't look around, you'll miss the moments that make you go *Wait, What?*

## Porter Field

Toro Field? Yeah, that's not what it's called anymore.

Are you serious?

Totally. They rededicated the stadium in the name of former football coach, Jessie Parker, during the first home football game. Now it's called Parker Field.

## A Dino Surprise

Was that a dinosaur in crocs with a happy birthday sign?

Sure was.

Shut up!

No, you shut up. Morgan Sessions's (12) mom dressed up in the costume as a surprise for her daughter.

## Red, Black, and Blue

Is the marching band uniform different? When did that happen?

Yep. They all got brand new uniforms this year.

No way! They haven't changed that uniform in forever.

Yeah. These are the first new uniforms in eleven years.

## Wait, What?

"I wrote this 'Don't Hug Me I'm Scared' costume to school because I was too busy with my classes and had to go to my Halloween parties. I got the costume on Amazon and my dad made the mask for me in a week. People were surprised and it got creeped out when they saw me around campus." Allen says.



- The opening is a logical continuation from the cover, endsheets and title page, using similar design elements. The type package, with different wording, appears with conversational copy to reinforce the theme.
- The copy highlights events throughout the year, all of which make the reader stop and say, "Wait, What?"

## Odalis Araya (10)

"We stayed in the downtown Phoenix dorms for two weeks and explored around campus. I was able to learn how to give a shot properly and check someone's blood pressure."

## Jacklyn Ho (12)

"It was not only my first time visiting Australia, but also my first time visiting my family that my mother hadn't seen in over thirty years."

# Are You Serious?

Summer

## Kathryn Sharpe (10)

"Climbing Mount Kilimanjaro was so surreal, and there is nothing that will ever compare to how pretty it was up there."

## Daniel Sherman (10)

"The refugee camp [in France] was filled with real people like doctors and teachers who got kicked out of their houses."

## Rachel Brackney (12)

"I got a US Department of State grant to study and live in Russia. I basically lived there, studied the language, and met with a bunch of businesses."



ON THE TOP OF Mount Kilimanjaro in Africa, Kathryn Sharpe (10) and her family pose for a picture. "No way as I could see the top, I had a real goal and the climb became easier. We reached the top at sunrise and it was the most rewarding thing I've done," Sharpe said.

THEME SUMMER DIVERS 5



# What They Heck

Fall

**Ryan Griffith (11)**

"I took the bowling ball and put it under my shirt because I wanted to look pregnant. Everyone loved it. They all wanted to pose with and rub my tummy."

**Brenna Condon (12)**

"We saw Samuel L. Jackson at the airport on the way to Paris. He totally knew we were looking. But he just ignored it."

**Maddie Turm (9)**

"This was my first year swimming in high school and I ended up breaking the school record for the 100 backstroke."

**Kimball Driggs (11)**

"I drove down the streets wearing a horse mask. It was pretty hard to see out of the mask because I had no peripheral vision."

**What They Heck?**

AS PUPPETS STUDENT'S reach over to feed Ryan Griffith's (+) baby bump, cheerleader (+) laughs. "When I looked over I thought that he was pregnant. This added some humor to the job. It made it one of the best jobs that we have done so far," Huber said.

THEME FALL 2015

- The dividers, and other theme pages, focus on the events throughout the year that verify the staff's choice in conversational theme.
- The dividers continue the theme package from the cover and employ new phrases of disbelief.







# Get Out!

it's may?  
yep, it's may.  
the year is over.

### What, What?

**Wait, What?** The year is over already? When did that even happen?

Wasn't it like five minutes ago that we were all at the Highland basketball game falling in the stands as Mr. Milbrandt parted the "Red Sea"?

How is it possible that it was four months ago that Yesenia Carpio (12) played "My Heart Will Go On" on the piano during the talent show?

Was it seriously way back in January that Julie Costello (12) found a five-year-old video no one had ever seen before of a former student jumping from the balcony of the 200's building?

Yep. But that's how it works, right? It's fast and surprising. It's a short year and a big school. You've got to pay attention.

Wait, are you still reading this?  
The book is done. Show's over. Go home.

AT THE HUNGARY game, Moser got his fifth straight spot "the red line." This left the student section, the Moser crowd would have seen the Red Line. As Williams passed the student section before they could "Terry put in his bid," Russell Schwartz (10)

736 *ANDREW WILLIAMS, WILLIAM M. LEE, JENNIFER M. HARRIS, AND JAMES C. HARRIS*

## THE HJ WAY

# Last Things to Consider

It all comes together.

- Consider Voice - The personality or attitude of the book, “the theme,” should be well defined. How does the book feel? How do the reader connect with the book?
- Everything should work together! Theme, Voice, Design and Coverage.
- Themes aren’t created in one night, one project, one sketch. It takes time to develop it. Take time to think about the theme as it relates to each part of our school.
  - How is the theme integrated into- Student Life, Clubs, Electives, Academics, Sports, People?

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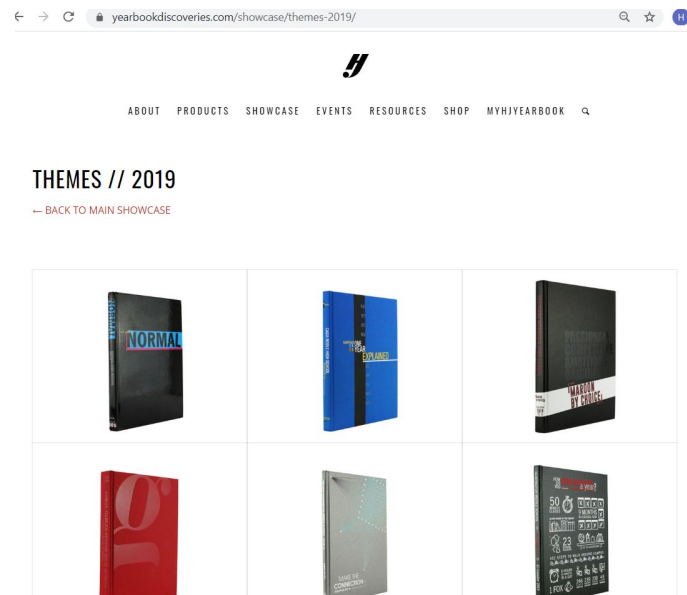
# So, how do I start developing a theme?

Research. See what other schools are doing.

There are an endless amount of themes out there.

Read through this document of more than 7,000 theme ideas....

<https://drive.google.com/open?id=11GQACvA0HWvZ5csCqQ1s-GXU9hkpk-l>



# Theme Packet Part 0: Research

Research. See what other schools are doing.

More Information about Theme:

<https://yearbookdiscoveries.com/creating-your-theme-and-developing-a-unifier/>

Theme Ideas from other schools:

<https://yearbookdiscoveries.com/showcase/>

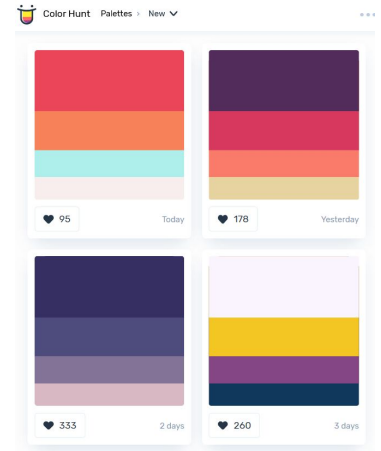
<https://www.pinterest.com/search/pins/?q=yearbook20themes&rs=typed>



# Theme Packet Part 0: Research

## Research. Fonts, Themes, Designs.

- What fonts look good together? Check out this website for some inspiration.
  - <https://blog.snappa.com/font-combinations/>
- What colors go together? Check out this website for some cool color palettes.
  - <https://colorhunt.co/>
- What designs look good? What is trending? Check out these resources.
  - <https://yearbookdiscoveries.com/showcase/design-2019/>
  - <https://www.bing.com/images/search?q=cool+graphic+design+trends+magazines&qpv=cool+graphic+design+trends+magazines&form=IGRE&first=1&cw=1117&ch=734>



# Theme Packet Part 1: School Inventory

Think critically about our school.

- Think about our school. What makes us unique? What makes our school different? Every school, every year is different and we want to dig until we determine what that is.
- When answering the questions, try to think outside the box. Use personal experiences to enhance your answers.



**Assignment 1-1 (100 points):** Complete the School Inventory located in Google Classroom as an assignment.

[https://docs.google.com/document/d/1BcAk92eTLJ4\\_S1e8udBnh1cM9AHRXvqVjGc\\_14\\_yrzU/edit?usp=sharing](https://docs.google.com/document/d/1BcAk92eTLJ4_S1e8udBnh1cM9AHRXvqVjGc_14_yrzU/edit?usp=sharing)

# Theme Packet Part 2: 3 theme ideas

What themes stand out to you?

- Take a moment to think about your theme research and school inventory. What ideas have you seen that both interest you and relate to our school?
- Do Nots: Use slang, movies, magazines, tv shows, anything copyright (IE Disney); Use phrases that can't relate directly to the readers; Be too general.
- **Be Critical:** Really develop these 3 ideas. Can you answer these questions with each of your themes?
  - Is your theme recognizable? Repeatable (throughout the book)? Appeal to our student population? Make sense? Have a meaning?
  - Can you theme answer YES to all the questions in the theme test?  
<https://drive.google.com/open?id=1rPysUZCDgzhVHImQEPnAKRZpBD7lr7NP>

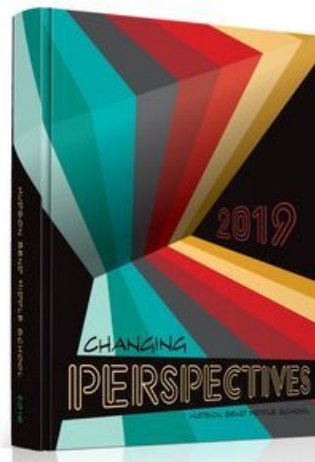




# Theme Packet Part 2: 3 theme ideas

What themes stand out to you?

- When making your choices, keep in mind:
  - You will eventually choose one to use in your final project.
  - You will be required to design (via a digital program or on paper) the cover, endsheets, 2 dividers, and 1 full spread for your final project. You will also have to write a 10 sentence opening copy elaborating on your theme. Make sure you already have ideas for all 3 of your themes.



# Theme Packet Part 2: 3 theme ideas

What themes stand out to you?

- **Assignment 2-1 (150 points):** Formulate 3 theme ideas for the 2021 yearbook. For each idea, include the following: theme title, cover idea (can be a picture from the internet), 2 fonts, a color palette (up to 5 colors, use pictures of the colors), 3-5 sentence description.
- **Assignment 2-2 (50 points):** In addition to completing this document, upload your 3 cover pictures to the Google Classroom Assignment 2.2. After doing this, respond to 2 of your classmates with feedback on their ideas. Your feedback should include which of their theme idea is your favorite and why.
- <https://docs.google.com/document/d/1LimMYuLKOkVxCpFUKuOjKqCg4AJbf4KdzDdcXbRkIH0/edit?usp=sharing>

# Theme Packet Part 3: One Theme - Designs & Copy

Choose your favorite theme idea.

- This theme idea will be the basis of the rest of the project. Choose wisely. It should come from your original 3 ideas that you have already submitted.
- **Original Designs:** You will create the following items - 6 original designs for your theme. These will include designs for: 1 cover, 2 endsheets (front and back), 2 dividers, and 1 full spread for any section. Make sure to include the same font, design elements, shapes, and colors on all of your designs. They should look like they belong together. Refer to slide 5 - 6 for a description of each of these.
  - These can be hand drawn or digitally created using Google Slides, Google Docs, or any other software you have access to. *If you want to use Photoshop, let me know.*
- **Opening Copy:** This should be a 10 or more sentence paragraph explaining the theme of the book. It should bring the reader in, get them excited about the book. It is the first opportunity for the readers to get to know the theme of the book. It should be detailed, specific, and written using proper grammar, spelling, and punctuation. You can absolutely make things up to include in the copy!
  - Ideas to Include: Make up student quotes. Use quotes from famous people. Be inspirational and physiological. Include events that happened during the year.

# Theme Packet Part 3: One Theme - Designs & Copy

Choose your favorite theme idea.

- **Assignment 3-1 (25 points):** Respond to the Google Classroom question with the cover idea and short description of the theme you chose.
- **Assignment 3-2 (600 points, 100 points per design):** Create 6 original designs that detail your theme idea.
  - 1 Cover - include - school name, volume 37, school year, theme title
  - 2 Endsheets (front and back) - table of contents
  - 2 Dividers (can be for any section) - section title
  - 1 Full Spread (Can be for the opening/closing or a section of the book) - at least 4 modules
- **Assignment 3-3 (200 points):** Write a 10 sentence *original* opening copy.
  - Do not plagiarize. Spend time writing your own copy.
  - Make sure your grammar, spelling, and punctuation are proper.
- <https://docs.google.com/document/d/166aFjjF1sILFKPIpIfbJHb1s9wmvQ8Rrur9sWohO7PM/edit?usp=sharing>

# Theme Packet Part 4: One Theme - Presentation

Create a Google Slides Presentation.

- **Assignment 4-1 (200 points, 20 per slide):** Create a Google Slides presentation to put all your ideas into one place. Expand on your designs to include more information.
- Google Slides Presentation must include:
  - Title
  - Theme and 3 sentence description
  - Fonts (up to 3)
  - Color Palette (up to 5)
  - 6 original designs (cover, 2 endsheets, 2 dividers, 1 spread)
    - If you hand draw these, take a picture using your iPad and upload that into your Google Slides.
  - 10 sentence original opening copy
- Presentation should be at least 10 slides (Example: 1 intro slide, 2 theme explanation slides, 6 design slides, 1 copy slide)

# Theme Packet Part 4: One Theme - Presentation

Create a *Narrated* Google Slides Presentation.

- **Assignment 4-2 (100 points):** Do a Screen Record of your presentation where you narrate each slide. Check out this tutorial of how to do a screen record. Upload your final narrated presentation to Google Classroom.
- <https://docs.google.com/document/d/14Fw6fcLmwTxyED7o9ER68nbf9HYdMK-Blk1Fw2SEuV0/edit?usp=sharing>

# Sources:

<https://yearbookdiscoveries.com/creating-your-theme-and-developing-a-unifier/>

<https://yearbookdiscoveries.com/showcase/>

<https://www.pinterest.com/search/pins/?q=yearbook%20themes&rs=typed>

HerffJones Theme PowerPoint

Pinterest

Google Images