

SAMPLE FLIPBOOK

*welcome to*

# YBK

YOUR GUIDE TO THE  
BEST YEARBOOK EVER

HERFF  JONES.

SECTION TWO

# THEME AND CONCEPT



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## theme and concept

### • ACTIVITY ONE •

# FIND YOUR WORDS



## COMBINING INSPIRATION

**TEXAS HS**  
*The Tiger*  
TEXARKANA, TX

The 2022 volume from Texas HS was inspired by the Netflix “We Watched It All” ad and the Starbucks “Here for Every You” campaign to create their theme “Here” and the two section titles for their book “Here For It All” and “Here For Every You.”

The first section title, “Here For It All,” provided a framework for covering events, clubs and activities. “Here For Every You” allowed for coverage on a more individual level.

See pages 26-29 for more on Texas HS.

## LOOK FOR INSPIRATION

Picasso has been widely quoted as saying, “Good artists borrow, great artists steal.” Stealing is probably too strong a word here because no great artists really steal. Instead, they look far and wide for inspiration (often referred to as inspo). New ideas come from immersing yourself in a wide range of influences — not only other yearbooks! Look online, in print and other forms of media. You’ll find inspiration everywhere.

**STEAL LIKE AN ARTIST:** Let go of the notion that you will discover a wholly original idea. “Steal Like an Artist” author Austin Kleon argues that “There’s nothing new under the sun.” Every design and every concept you conceive is essentially a remix. However, that does not imply that replicating a yearbook from another school is acceptable. It’s always “inspiration, not duplication.” Ultimately, you must add your distinctive touch, which will make your work unique.

## LOOK BACK

Before you decide on your tagline, consider your school’s last three yearbooks. Use the table below to make quick notes for each.

WORDS/TAGLINE	STORY/CONCEPT	VISUALS/LOOK
SCHOOL YEAR		
SCHOOL YEAR		
SCHOOL YEAR		

## LOOK AHEAD

Start your brainstorming process with the following questions:

**How would your classmates describe your school?** \_\_\_\_\_

\_\_\_\_\_

**How would rival school students describe your school?** \_\_\_\_\_

\_\_\_\_\_

**Is your school celebrating an anniversary this year? Opening a new campus or building? Expanding? Contracting?** \_\_\_\_\_

\_\_\_\_\_

**What is your school great at? What are you known for?** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

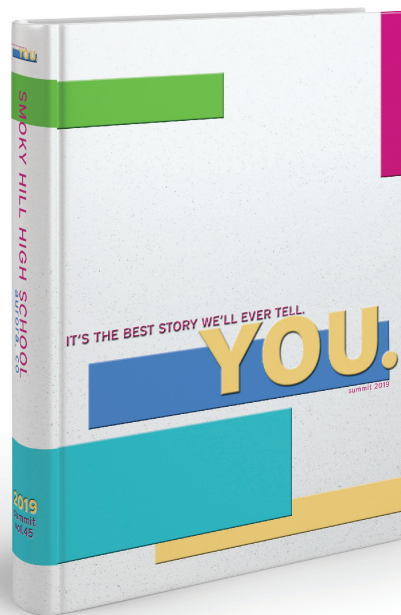
\_\_\_\_\_



# FYI: FOR YOUR INSPIRATION

**SMOKY HILL HS**  
Summit  
AURORA, CO

FOUR  
YEARS  
FOUR  
BOOKS  
FOUR  
STORIES



## “IT’S THE BEST STORY WE’LL EVER TELL. YOU.”

**STORY ARCHETYPE:** We celebrate the individual.

**INSPIRATION:** Skechers “BeYOUtiful” ad campaign (2018) and UPS “Your Business Has a Story,” campaign (2016), which can be found on the ad agency’s site ([WorksofSharp.com](http://WorksofSharp.com)).

The staff knew they wanted to do something around “YOU,” but they weren’t sure what else. They combined these two ad messages together to create their theme.

2019



## “OK, THAT WENT SIDeways”

**STORY ARCHETYPE:** We celebrate our group identity.

**INSPIRATION:** An ad that a school at camp discarded after deciding it didn’t work for them and a Facebook filter that created stacked slices of a photo.

The phrase emerged from questions (what are we doing this year?) that needed answers. Everything is weird, unpredictable. So, a statement: “OK, that went weird” morphed into “OK, that went sideways.”

2021



## “WE MAY BE SMALL BUT WE GO BIG”

### STORY ARCHETYPE:

We defy stereotypes.

**INSPIRATION:** A magazine headline and an ad campaign for Mini Cooper.

They needed a voice, so they made SMALL into a nickname: Small does this. Small has that. Now they had a voice. Small had a lot of things to say about the Smoky Buffaloes.

2020



## “HI. IT’S NICE TO MEET YOU AGAIN.”

**STORY ARCHETYPE:** We celebrate our group identity.

**INSPIRATION:** “What If” travel ad campaign for California ([visitCalifornia.com](http://visitCalifornia.com)).

A line in the ad reads “After all, it’s in our name,” referring to the letters “IF” in California. The staff started wondering what words were inside Smoky Hill. “Hi” seemed really appropriate after the last two years of weirdness. The theme idea is based on both the students and Smoky Hill reintroducing one another.

2022

## RESOURCES FOR INSPIRATION

**GOOGLE:** Companies like Nike, Apple and Audi will often put their ad campaigns online, so search for company names and click on images. Sometimes searching for a particular topic will give you great results.

**YOUTUBE:** Most and many commercials are posted here. NBA Playoffs always has a great campaign. Super Bowl commercials can be great. Take screenshots and make note of the video links to reference them later.

**PINTEREST:** Search for design trends, typography and color palettes. Avoid searching yearbook layout or yearbook design to find the new content. Set up a staff Pinterest page for everyone to create their own inspo board.

**BEHANCE.NET:** Owned by Adobe, Behance is a social network for creatives, like a giant portfolio.

**ADSOFTHEWORLD.COM:** Creative advertisements from around the world.

**FLIPSTER:** With a public library card, you can access magazines digitally.

**MAGAZINES:** *Esquire*, *Wired*, *CMYK*, *GQ*, *Rolling Stone*, *Men’s Health*, *Vogue*, *Elle* (Visit a newsstand and browse).

**WRITING GUIDES:** NTC’s “Thematic Dictionary of American Idioms, American English Phrases and Phrasal Verbs”

**ISSUU.COM/CATEGORIES:** Hundreds of online magazines from many categories.

**ZINIO.COM:** Digital versions of many traditionally published popular magazines.