SAMPLE FLIPBOOK

welcome to Marketon Marketon

YOUR GUIDE TO THE BEST YEARBOOK EVER





SECTION TWO

THEME AND CONCEPT



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theme and concept

· ACTIVITY ONE ·

FIND YOUR WORDS



COMBINING INSPIRATION

TEXAS HS

The Tiger

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?

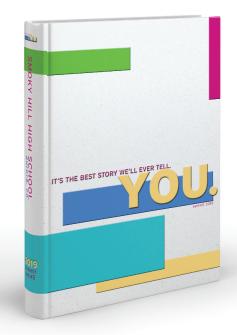
Is your school location central to your school identity?	SNAP A SCREENSHOT
Is there a shared experience or movement happening in your community?	Ad campaigns are a great resource for theme inspo. Broaden your range of influences and don't just stick to print ads. Television commercials are filled with relevant visual ideas and type treatments.
Use your senses: If a visitor dropped by your school on an average weekday morning, what would they see? Hear? What would life at your school feel like? Be descriptive and specific.	We love YouTube as a starting point. Search for Super Bowl ads to get your creativity going. Pay special attention to the closing shots where they display their branding
What's your school's vibe? If it were a person, how would it dress? Act? Speak? What kind of music would it listen to?	and type. Take a ton of screenshots to share with your fellow staffers.
NARROW YOUR CHOICES	
As a large group, discuss and explain your responses. Listen for common threads or ideas that generate excitement and anything that fits the mood of the current year and student body. Think of your theme ideas, review them using the Test the Theme section below and list your final three choices.	KEEP TRACK OF YOUR FAVORITE AD INSPO
1	
2. 3.	
TEST THE THEME	
As you continue to brainstorm and develop your theme, use the criteria and questions below to test your theme:	
RECOGNIZABLE: Does it relate to your school and the specific coverage of the year? Will students understand its meaning right away?	
RELEVANT: Does it reflect the attitudes and opinions of your school and student body? Can it logically be linked to sections of the book?	
REPEATABLE: Does it make sense as the framework for the entire book? Can you play off the phrase for impact in section titles, mods and coverage?	
RESPONSIBLE: Does it provide a fully inclusive and balanced picture of the entire school year without singling out specific groups or elevated cliques?	

FYI: FOR YOUR INSPIRATION

SMOKY HILL HS

Summit AURORA, CO

FOUR 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*).

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*).

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.