



YBK ALL DAY

## The inspo never ends

A yearbook theme is known for being both a verbal statement and a visual look to tie all parts of the book together and provide a way to tell the year's story. It's also known as a concept. The theme can find its way into your copy, design and coverage.

*No theme yet?* Use these resources to get started:

**Develop your story:** Each year and yearbook looks different. [Review these storylines](#) with your staffers and determine which may fit this school year.

**Find your inspo:** Staffers can find inspiration anywhere and everywhere. [This document](#) includes a few resources, plus how to apply the inspiration to your book.

**Theme ideas galore:** [This helpful doc](#) includes more than 7,000 theme ideas, or [this landing page](#) of ideas from A to Z may provide a starting point to build from.

*Already decided on your theme?* Take it to another level by planning your ladder and coverage.


**So many ideas:** You can find [coverage ideas for each section](#) of your yearbook here. Broken into traditional yearbook topics, share this page with your staffers if they're stuck on new ways to cover your school and students.

**Create a web:** [Webbing sheets](#) are a great way for staffers to begin with a topic and expand into new angles and coverage. Plus, they're also easy grades for the grade book!

**Expand your theme:** The [Anthology section](#) of Portfolio showcases 2022 yearbooks that carried their theme from the cover to the last page. There are more than 50 books featured, so assign a specific number to each of your staffers and have them present their favorites.

**Need to rewind?** All previous [Adviser Assistance emails](#) are available on their own page.



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