



**VARSITY
YEARBOOK**

WHAT TO EXPECT

THEME RETREAT IS A HANDS-ON WEEKEND

designed to help your editors build a strong, cohesive theme concept for the 2028 yearbook. Bring early ideas and inspiration, learn strategies used in award-winning books and work alongside experienced instructors to develop a direction that can shape your book's coverage, storytelling and design.

SCHEDULE AND ACTIVITIES ARE TENTATIVE AND SUBJECT TO CHANGE.

Throughout the weekend, your staff will participate in instructor-led critiques to receive focused feedback, test ideas and strengthen the final concept.

FRIDAY

Afternoon: Check in and connect with other staffs

- Explore what makes a yearbook theme memorable, relevant and sustainable
- Begin developing and refining your staff's theme direction
- Receive initial instructor feedback through the first theme critique

Evening: Continue work through interactive sessions with structured work time

- Receive feedback and direction from instructors
- Enjoy dinner and free time for staff bonding or continued work time

SATURDAY

Morning: Explore how theme can shape coverage, storytelling and the student experience

- Work with your staff to strengthen your concept and plan applications across the book, including an emphasis on editorial leadership
- Participate in an instructor critique focused on your theme direction and coverage plan

Afternoon: Develop the visual look for your book

- Create early concepts for elements like your cover, opening, dividers or spreads
- Use structured work time to revise and strengthen your ideas with instructor coaching

Evening: Continue building your theme package

- Explore the voice, copy and storytelling opportunities behind your concept
- Participate in another round of feedback and critique as you prepare your final direction
- Enjoy dinner and free time for staff bonding or continued work time

SUNDAY

Morning: Make final refinements to your theme concept

- Present your work and receive final instructor feedback
- Leave with a clear direction for your '28 book and a plan to introduce it to the full staff at summer camp or back at school

WHAT EDITORS WILL BRING HOME NEXT SPRING

- A refined theme concept for the 2028 yearbook
- A stronger visual and verbal direction for next year
- Award-winning strategies to strengthen coverage, storytelling and design
- Feedback from experienced instructors and peers
- Ideas for applying the theme across the book
- Inspiration and early concepts to continue developing with the full staff



Scan the QR code with your smartphone to explore the Theme Retreat page and start shaping what's next.

Join us spring 2027 at Great Wolf Lodge Grapevine, Texas.

4.30
5.02
2027