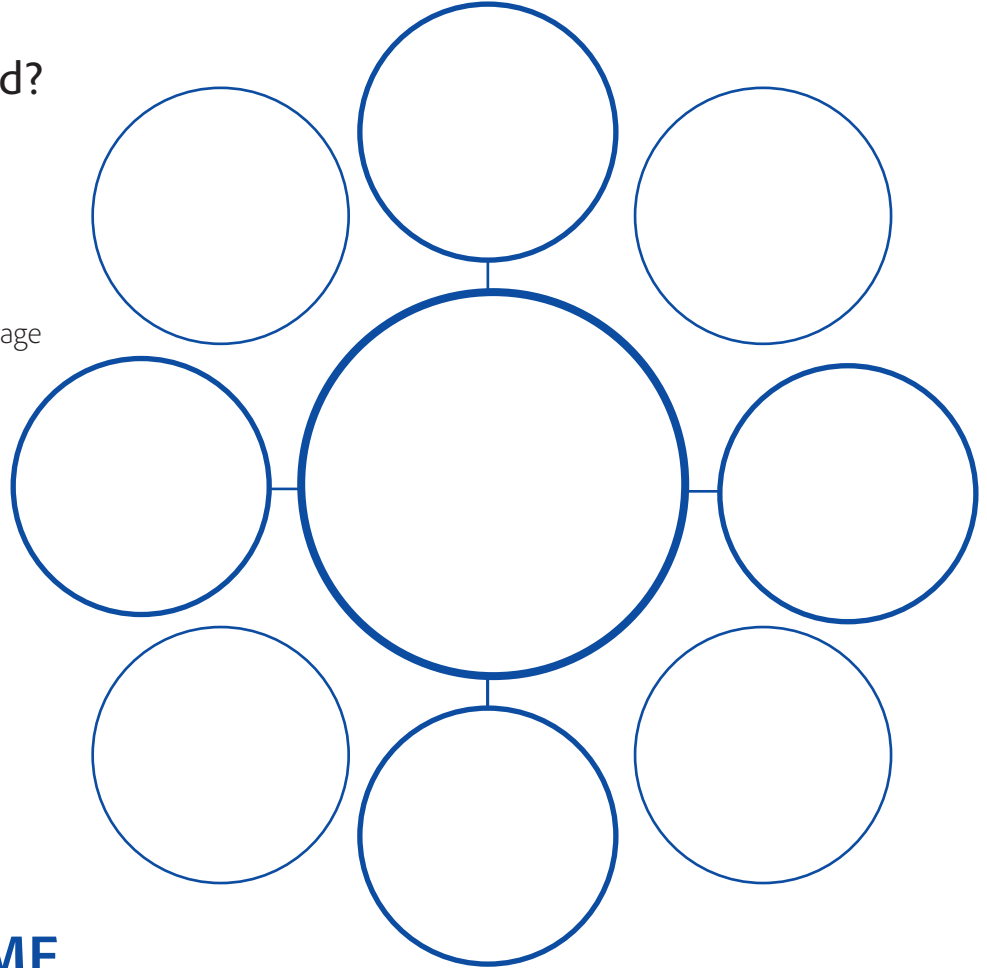# Theme Building

TRY OUT A THEME

Where is **theme** applied?

- Cover
- Endsheets
- Title Page or Opener
- Divider spreads
- All content pages
- Section-specific secondary coverage
- Headlines
- Captions
- Index
- Closing spread
- Folios
- T-shirts
- Posters
- HTML Emails
- Advertising

TEST YOUR THEME

What 1-3 words will convey the theme?

Does the theme speak to a wide range of students?

Will it cover the ups and downs of the school year?

Will students relate to the theme?

Will it be easy to implement graphically?

Do we have the resources and knowledge to create the graphics?

Will it be easy to implement verbally?

Will it be easy to implement photographically?