THEME FINALIZATION

1. Theme: _____

Restate theme concept in 10 different ways:

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_____

2. The theme's message: _____

3. Theme tone: (carefree, playful, informative, enthusiastic, inquisitive, excited, proud, comical, provocative, reflective, ironic, reminiscent, confident, know-it-all, sincere, humorous, etc) _____
_____

4. Point of view: (The use of the first, second or third person to create the perspective from which the theme's story is told) _____
_____

5. Headline possibilities: _____
_____
_____

6. Graphic ideas: (logos, fonts, photo techniques, color use, texture, tints, lines, shapes, white space, etc...) _____
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7. Miscellaneous: _____
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Theme *Opener*

start your theme copy

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TIPS

- Keep it short.
- Make it easy to read.
- Include specific details that relate to the year and theme.