

## Yearbook Theme Concept



Let's define what theme concept means.

- A theme gives the yearbook a **personality** and makes the book **unique**.
- The best themes work for only **one year**, yours!
- Your theme should be **contemporary, youthful** and **appealing**.
- A theme is **people oriented**, coming from the students and for the students.
- It unites the sections of the book and must apply to all sections.
- Theme copy should be written to point out how the theme applies.
- The theme should be structured around a **visual** and **verbal concept**
- The theme needs to be developed:
  - On the cover
  - On the endsheets
  - On the TOC
  - On the title page
  - On divider pages
  - On the closing pages(yearbook staff page, index and colophon)
- The theme is also reinforced with the use of specific elements like:
  - a colour palette
  - two or three fonts
  - headings and subheadings
  - graphics and backgrounds following a consistent style
  - folio graphics for each sections

To discover the power of thematic identity consider how quickly the product name can be associated with these partial phrases.

"I'm lovin' it!" MacDonalds - "Just do it" Nike - "Got milk" Milk Industry - "Like a rock" Chevy

*A good theme is like a good hostess at a formal party – always visible.*

	
<p>A good hostess greets the guests at the door.</p>	<p>A good theme greets the reader on the cover.</p>
<p>After welcoming, a good hostess will introduce the guest to others at the party.</p>	<p>A good theme introduces the reader to the story of the year on the endsheets, title page, and opening pages of the book.</p>
<p>A good hostess does not stay with the guest every moment of the party. That would be to controlling. She does check from time to time to be certain the guest is having a good time.</p>	<p>A good yearbook theme appears on each division page to show the relationship between the theme and that particular section of the book. It does not overwhelm the reader by appearing on every page.</p>
<p>A good hostess concludes the evening by seeing the guests to the door to say goodnight and thank them for coming.</p>	<p>A good theme will conclude the story of the year by wrapping up the theme or unifying package on the last few pages of the book.</p>

## Let's elaborate

Visual concept \_\_\_\_\_

Verbal concept \_\_\_\_\_

Cover \_\_\_\_\_

Endsheets \_\_\_\_\_

TOC \_\_\_\_\_

Title page \_\_\_\_\_

Divider pages \_\_\_\_\_

Closing pages (yearbook staff page, index and colophon) \_\_\_\_\_

A colour palette \_\_\_\_\_

Two or three fonts \_\_\_\_\_

Headings and subheadings \_\_\_\_\_

Graphics and backgrounds \_\_\_\_\_

Folio graphics \_\_\_\_\_

**Student Presentation**

Each student presents/shares two ideas that could be used for this year’s theme. Include the following: a rationale behind the theme, content ideas, section ideas, one or two visual ideas that could be integrated into the design. The goal is to keep the theme loose and adaptable. It should not dictate how we portray people, places or events. Instead, it should help our community understand itself.



Idea #1: \_\_\_\_\_

Rationale \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Content idea \_\_\_\_\_

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\_\_\_\_\_  
\_\_\_\_\_

Section ideas (Grades, staff, sport, arts, etc.) \_\_\_\_\_

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\_\_\_\_\_  
\_\_\_\_\_

Visual ideas integrated to whole design \_\_\_\_\_

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\_\_\_\_\_  
\_\_\_\_\_



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Idea #2: \_\_\_\_\_

Rationale \_\_\_\_\_

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Content idea \_\_\_\_\_

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Section ideas (Grades, staff, sport, arts, etc.) \_\_\_\_\_

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Visual ideas integrated to whole design \_\_\_\_\_

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