Theme Development Design
Part 1 - Cover

Now that you've decided your theme, it's time to design it. It's important to plan your design using type and color to make a verbal-visual connection between the theme and the design.

Our cover will look something like this…

Design a cover for your yearbook. Choose colors that reflect the tone of your theme and font(s) that convey the feel of the theme. Evaluate graphic "mobility" - Are that graphics that can be pulled into the book? Is there graphic diversity? Choose 3 elements to pull from cover into the book. (i.e. font, graphics, colors, etc) This will help with theme development.
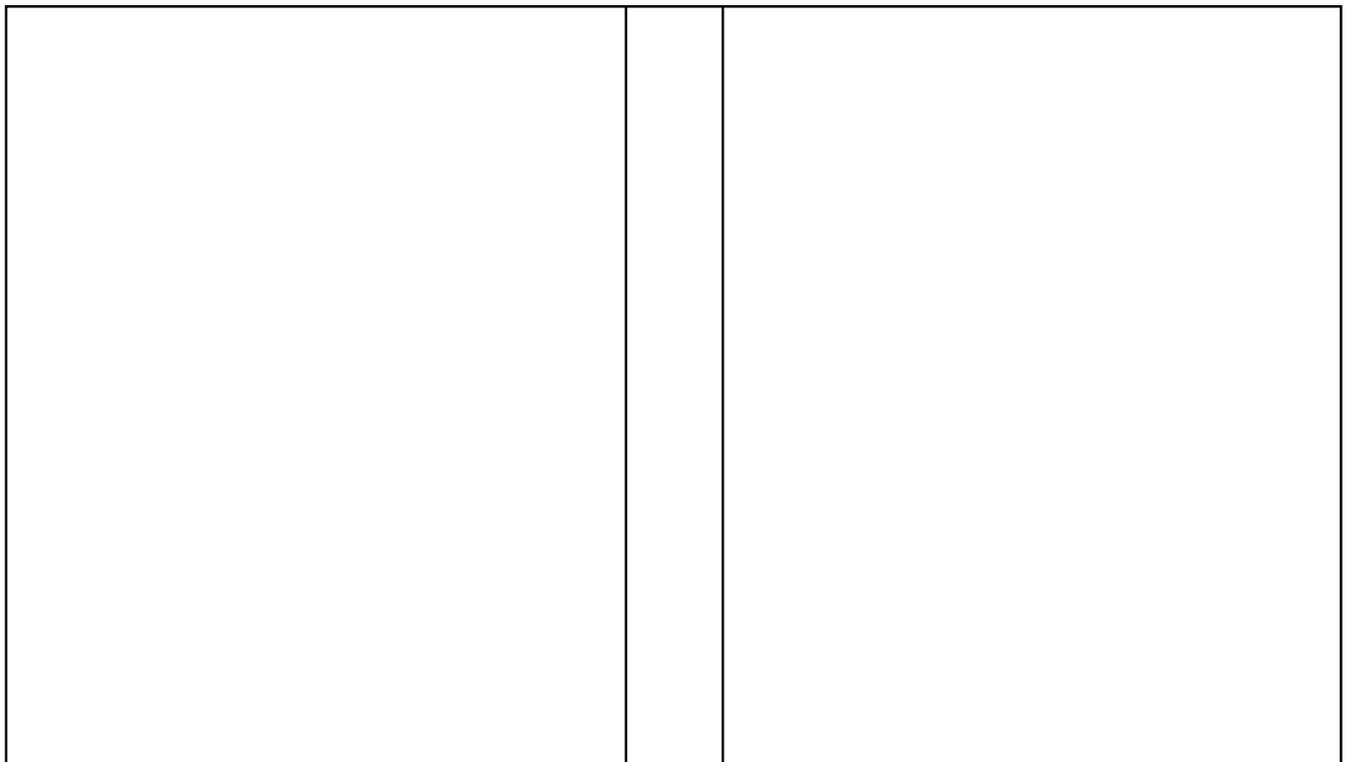
Back lid contains:
-wraps up the theme
and gives book a
finished look

Spine contains:
-year
-school name
-city, state
-volume number

Front lid contains:
-theme phrase or motif
-year
-book name

(back lid)	(spine)	(front lid)

Theme Development Design
Part 2 - Front Endsheets

Our front endsheets will look something like this...

Design your front endsheets. This is a good place to include your table of contents. Decide how your theme phrase impacts the organization of your book - you may end up with 3 sections, 4 sections, 5 sections, etc. List the spin-offs for each section of the book, making sure they relate to the overall theme/concept. Below are traditional sections - experiment with section organization and use what works with your theme concept.

THEME PHRASE:

Student Life:

Organizations:

Academics:

Sports:

People:

Ads/Community:

Special Section (optional):

Then: Design your front endsheets in the space below. Begin theme development by pulling elements onto endsheet from cover.

Theme Development Design
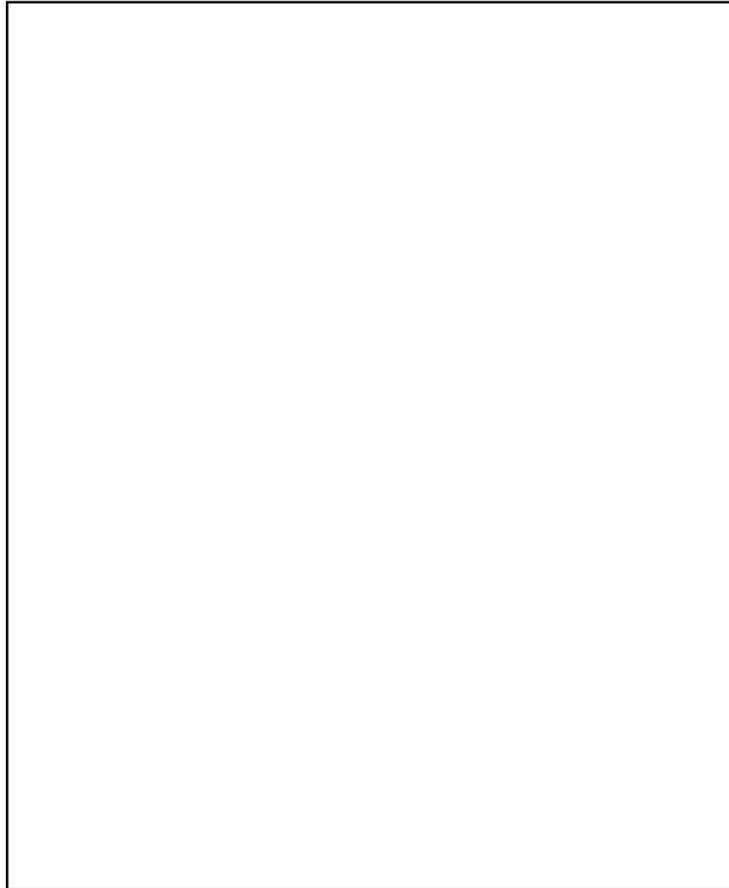## Part 3 - Title Page

Our title page will look something like this...

Be sure to include the following elements:
- Photo/photo montage (if it works with theme)
- Name of book and year
- Volume number
- Theme logo
- Name of school
    - Address
    - Phone/fax numbers
    - Web site address
    - E-mail address
    - Other essential information

Alternative Option:
If you choose not to print your table of contents on the endsheets, use the title page to include your table of contents. Remember...you should still include the important information from the left in your design somehow.
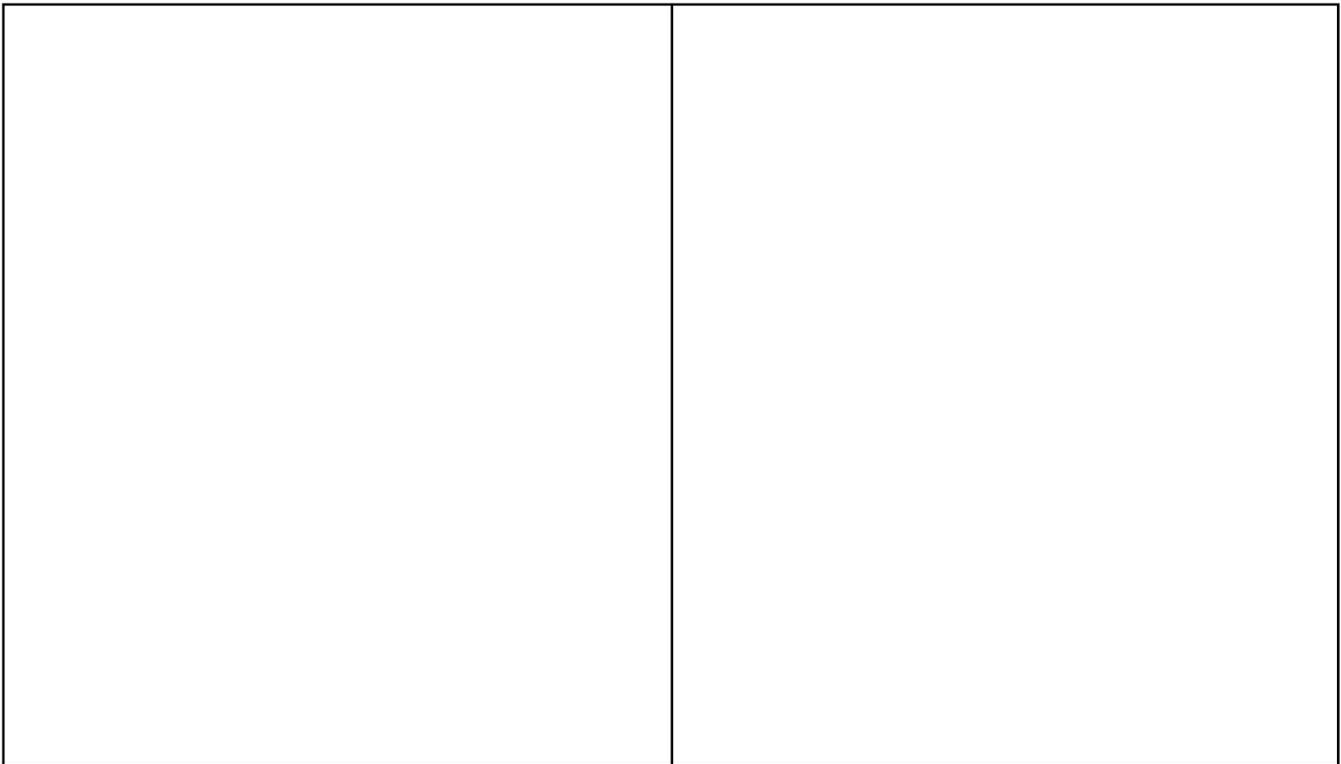
Reminder...
Use an element or two from the cover on the title page for theme development/consistency. Your goal is to use 3 elements from the cover within your book. You don't have to use all of them in one place, but the title page is a good place to start.

Theme Development Design
Part 4 - Opening

Our opening section will look something like this...

-Be sure to use a column or grid format when finalizing your design.
-Build the design around the concept. For example, if it's a "rock and roll" year, make it a "rock and roll" design.
    If it's a "traditional" year, make it a "traditional" design.
-Remember to include a dominant element (photo or photo montage) which relates to the theme.
-Include captions/ids for all photos.
-Include opening copy area.

Opening copy tips...

-Avoid generalities - develop a unique angle that is about *this* year, *this* school, and the students in *this* educational community.
-Remember to be a storyteller - introducing your theme.

Theme Development Design
Part 5 - Dividers

Our dividers will look something like this...

-Be sure to use a column or grid format when finalizing your design.
-Build the design around the concept.
-Remember to include a dominant element (photo or photo montage) which relates to the theme/section.
-Include captions/ids for all photos.
-Include theme-related headline/spin-off that compliments design of theme logo.
-Include section copy area.