EST. 1907
FRIESENS
MEMORIES CRAFTED IN PRINT
EMPLOYEE-OWNED

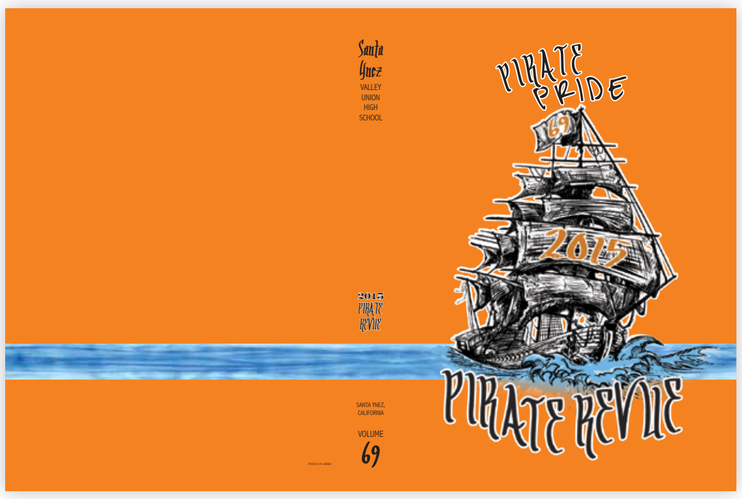
THEME DEVELOPMENT

A GOOD THEME...

... runs through the entire yearbook
... makes a connection to the school year
... is unique to the school and students
... is both verbal and visual

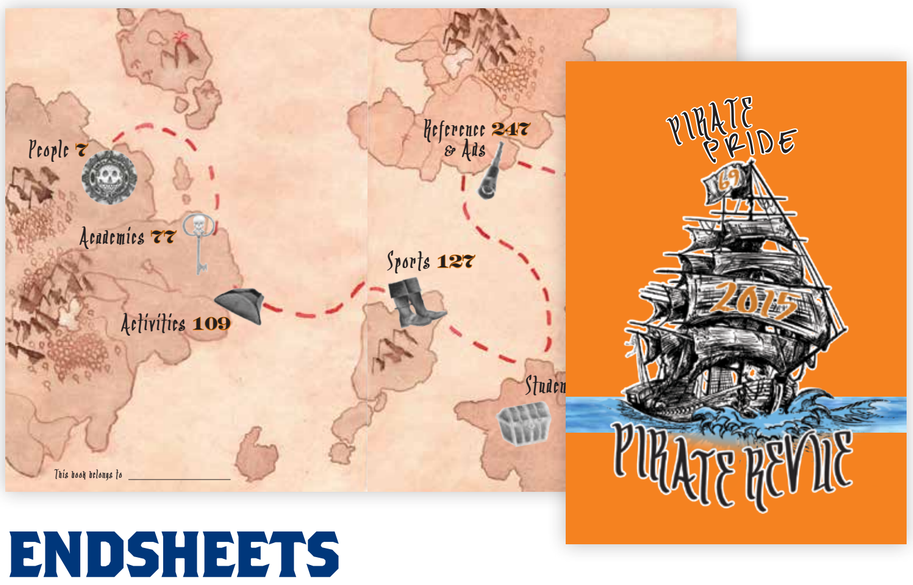
YOU SHOULD AVOID...

... songs, stories, movies, or TV shows
... plagiarizing and copyright-protected material
... condescending or offensive material
... popular sayings



FRONT & BACK COVER

- The cover should introduce and close the theme.
- Spine text should identify the school, year, and volume number.



ENDSHEETS

- Emphasize the theme and pull it into the yearbook.
- Can include: school information, table of contents, etc.

TITLE AND DIVIDER PAGES

- These pages should include content that introduces the next section while emphasizing the theme.
- The divider design should be consistent for all sections.

FOLIO TABS

- Emphasize the theme and pull it into the yearbook using colour, graphics, fonts, text
- Can include: page number, title, section, etc.

THROUGHOUT THE YEARBOOK

The theme should be demonstrated through: headlines, sub-headlines, story copy, sidebars, graphics, and captions.

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