





# Booklet 4: THEME



## THEME AND CONCEPT

Theme and/or concept is an idea, usually repeated throughout the yearbook, that unifies the book's message and gives it personality. It should provide continuity throughout the book and create unity. It helps hold the different sections together and often contributes to various elements within the book.

- Cover
- End sheets
- Dividers
- Typography
- Photography Treatments
- Folio
- Layout, Design, Graphics
- Module conception and design

If one thinks of a yearbook as a container of ice cream, the theme would be the flavor of that ice cream. A theme could be developed through:

- Editorial Idea  
(change, diversity, growth)
- Photographic Statement  
(shadows, textures, movement)
- Design Device  
(geometric shape, art, type)
- Symbolic motif  
(crest, mascot, thumbprint)
- Literary Style  
(song, poetry, dialogue)
- Special Layout Style

## DEVELOPMENT

Sometimes a great theme can develop naturally. As the planning sessions progress, a theme might make itself known. A theme should be subtle, or at least not overworked or contrived, should be inclusive and be customizable to be specific to your school and time.

A good theme will have potential for spin-off ideas. To help find some, reduce the theme idea to a word or two, then with the help of a thesaurus, re-express it with other synonyms to generate new ideas.

A yearbook's unifying element does not always have to be a theme. In many circumstances, the theme only serves to direct and motivate the yearbook class but does not even impact on the reader – that being said, a

great theme is often noticed and appreciated by the readers! For example, consider using a unifier such as a style: magazine style, brochure style, or newspaper style. Incorporate the look and feel of that publication to unify your book. A graphic unifier can be one of the most effective means to bring a yearbook together. It allows the class to have more freedom in creating the individual spread, particularly when they are so obviously tied to content.

## WATCH OUT FOR THESE TROUBLESOME THEME CHARACTERISTICS!

- Soap Box: flogging someone's editorial opinion
- Rubber Stamp: unimaginative repetitions of a theme element(s)
- Trend Setter: can quickly become "so, yesterday"
- Ignorance is Bliss: a theme no one gets due to it being too subtle or complex
- Designed to Shock: outrageous themes whose only purpose is to be outrageous and upset others
- Too Much of a Good Thing: an overused theme with no changes.

Once you have narrowed down your theme ideas, solidify them with all the yearbook staff. The editors should be prepared to explain the theme in detail, how it will be represented throughout the book and discuss how it fits the school, the year etc. Once this is done, present the final idea to the group\* and figure out what further refinements can be made.

\*Editors will need to put on thick skin and learn not to be defensive. Take any ideas, criticism and comments in stride and look to find ways to incorporate all ideas if it adds to the overarching vision.

## FIVE STEPS TO A THEME

As you begin developing your theme, have your class conduct a brainstorming session – this will encourage the development of innovative ideas and problem solving through unrestricted and uncensored discussion.

### STEP 1: GENERATE IDEAS

At this stage, you want to generate as many ideas as possible. Save any criticism and commentary for the discussion phase.

- Do an Internet search using keywords such as "yearbook themes" and visit the blogs, websites, Facebook pages, Pinterest boards and other sites of both yearbook advisors and yearbook companies.
- Consult the theme list in the appendix at the conclusion of this chapter.
- Look at yearbook samples from other schools as well as past yearbooks from your own school.
- Brainstorm words that keep popping up when talking about how different everything is this year (then type them into Google Images to get visual ideas!)
- Use various pop culture publications and websites to come up with ideas.
- The dictionary and a thesaurus make for great resources.
- Tour your school (or visualize it if a physical visit is not possible) visualizing various items within it. Think of what makes it special.

Because some popular theme ideas are found through media – and therefore may carry copyright protection – ensure that the class is very familiar with their ethical and legal responsibilities outlined in previous chapters.

**TRENDING**

- Large Photos
- Continued (jump) coverage across multiple spreads
- Bold typography
- Vibrant colours, duotones, and transparency
- Whole book colour palettes
- Partial photo cutouts
- Open, framing around the outside of the spread

**OVER AND DONE!**

- Coverage without traditional feature stories
- Tiny photos
- Clusters of more than three captions
- Posed photos or photos with a lack of action

## STEP 2: RECORD ALL IDEAS

There is no such thing as a bad idea at this stage. Record every idea without censorship or omission. Every class member should keep their own notes during the brainstorming sessions.

## STEP 3: DEVELOPMENT

Breaking the class into small groups, each group should work to develop an idea or two. By the conclusion of their development time, they should look to have:

- General Theme Phrase/Idea
- Opening and theme explanation
- Design elements such as colour, geometrics, logos, etc.
- Idea for the cover and end sheets
- Outline for a theme package throughout the book
- How will you tell stories, cover content with your theme?

Remember, a theme should reflect the mood/tempo of the school for the year, be positive and unify the book from cover to cover.

Each team should be prepared to present their idea to the class and be prepared to field questions from different sources.

## STEP 4: DISCUSSION

When selecting a theme, near unanimous agreement is important to maintaining a high level of enthusiasm. To do so, vigorous discussion is required to narrow down the sometimes-long list of theme proposals. Generally, each proposal should contain the following items:

- An overall theme with rough opening copy/explanation. It should sound like something a student would say or text. Make sure to be inclusive, have an obvious connection and that it is customizable and specific to your school and time.
- Rough logo sketches
- Unifying design element(s); this can include thematic use of colour, spot colour, graphics, fonts, folio, photo treatments, etc. For additional information on design elements, consult Chapter 7 – Design & Layout.
- Description how your theme will relate to the various pieces of the book:
  - Cover
  - End sheets
  - Divider pages
  - Portrait pages
  - Sports pages
  - Academics pages
  - Index
  - Representing the theme throughout the content of the book. This can include individual spin-off ideas, coverage ideas, photo/caption relating to the theme, etc.

## STEP 5: EVALUATION & SELECTION

Once the previous step is complete, it is time to formally evaluate the top themes to select one. This can be done many ways, however ideally the end-goal is to find a consensus for one theme.

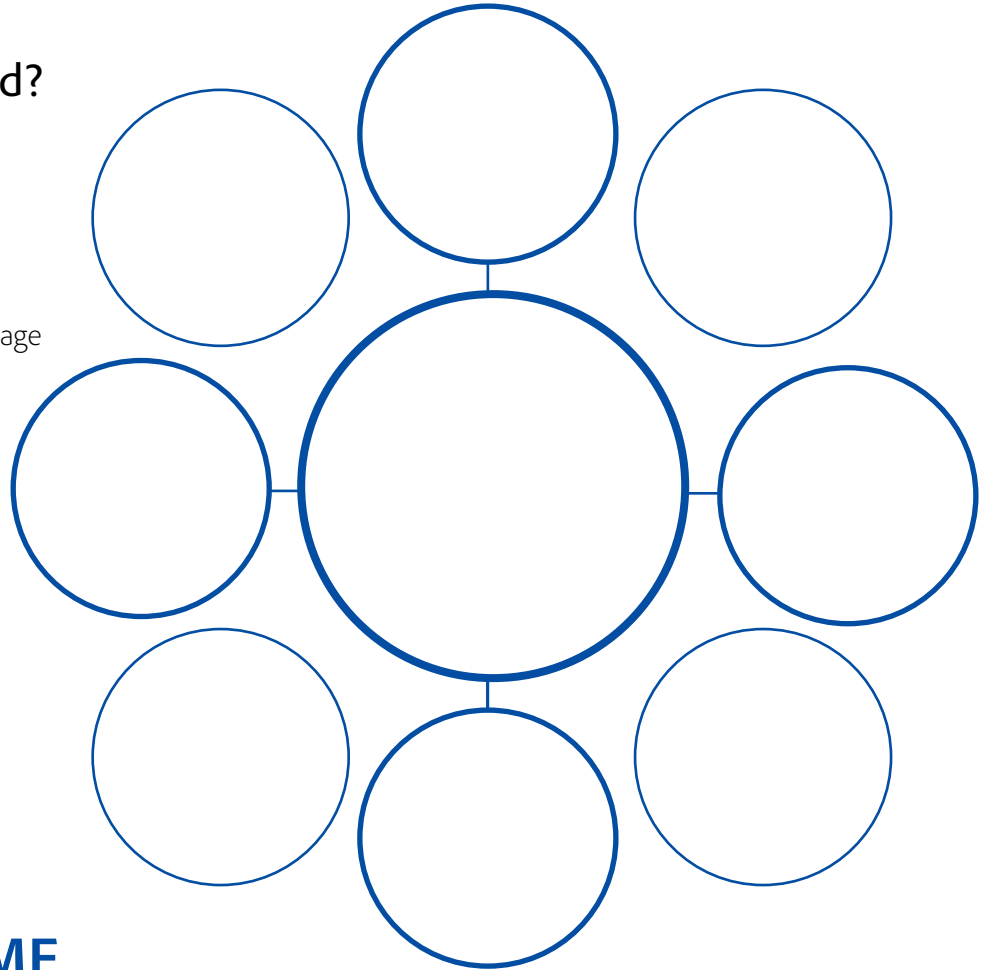
- Hold secret ballot voting with the entire class. This will allow students to vote without fear of reprisal from others. You may be required to hold a few rounds to reach a "majority" rule winner.
- Enlist the help of your Admin, your Print Consultant and someone else that is not currently familiar with your work to form a panel. They can provide you with an honest assessment that will help select a theme.

# 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?

---

# THEME EXPANSION

## APPLY THEME TO SECTIONS

### Word *Spin-offs*

Who's on First?

theme

First things First

opening

At First Glance

student life

First, the Good News

academics

First and Ten

sports

First & Foremost

organization

On a First Name Basis

people

First Come, First Served

ads

### A different *spin*

Who's on First?

theme

At First Glance

opening

On Second Thought

student life

Getting the Third Degree

academics

Back & "Fourth"

sports

Take Five

organization

Six of One

people

By All Accounts

ads

OPENING

STUDENT LIFE

ACADEMICS

CLUBS

SPORTS

STAFF

SENIORS

JUNIORS

SOPHOMORES

FRESHMEN

ADS

INDEX

ADS

CLOSING





# YEARBOOK THEMES

This is a list of themes that have been used, some many times. It is hardly complete and while the list may be useful, you must remember that it's how you develop the theme rather than the phrase itself. It must be specific to your school, your year and must be developed so your readership feels like the theme fits.

This list is provided to help you brainstorm. It is not supposed to be "pick a theme and force it to work."

## A

- |                                 |                                |                                |
|---------------------------------|--------------------------------|--------------------------------|
| The A list                      | All ways                       | Are we caught up yet?          |
| About face                      | All worked up                  | Are we for real?               |
| Above & beyond                  | All wound up                   | Are we having fun yet?         |
| Above it all                    | All wrapped up in tradition    | Are we Lion?                   |
| Absence of moderation           | All's well that ends well      | Are we there yet?              |
| According to all accounts       | Alone together                 | Are you connected?             |
| Across the board                | Along for the ride             | Are you ready?                 |
| Acting our age                  | Along the way                  | Aren't you the one?            |
| Actions speak louder than words | Alpha & Omega                  | Around the block               |
| The adventure continues         | Alphabetical order             | As a matter of fact            |
| After all is said and done      | Always and forever             | As a rule                      |
| After the fact                  | Always first                   | As big as life                 |
| Again and again                 | Always never the same          | As different as Knight and day |
| Ahead of our time               | Always room for more           | As far as anyone knows         |
| Ahead of the rest               | An A for effort                | As far as it goes              |
| aka                             | An acquired taste              | As far as we're concerned      |
| All about change                | An all-out effort              | As good as done                |
| All about us                    | An American classic            | As good as gold                |
| All and all                     | An eye for style               | As good as it gets             |
| All at once                     | An inside look                 | As long as we're together      |
| All better now                  | Anatomy of (your mascot)       | As luck would have it          |
| All eyes on us                  | And don't you forget it        | As we know it                  |
| All in one piece                | And it all comes together      | As we see it                   |
| All in the mix                  | And now for something          | Aspire to inspire              |
| All in the numbers              | completely different           | At a loss for words            |
| All of our memories             | And now it's your turn         | At best                        |
| All of sudden                   | And so it was                  | At face value                  |
| All of the above                | And that's just the half of it | At first glance                |
| All others are green with envy  | And the story begins...        | At it again                    |
| All over the place              | And then some                  | At long last                   |
| All over town                   | And then there was one         | At the crossroads              |
| All part of the picture         | And your point is...           | At the peak                    |
| All part of the plan            | Any given day                  | At the rainbow's end           |
| All that shimmers               | Any way you look at it         | At your own risk               |
| All things aside                | Any way you say it             | Attitude                       |
| All things said and done        | Anything and everything you    | Attitude is everything         |
| All together now                | Anything but ordinary          |                                |

## B

Back and forth  
Back in circulation  
Back in the day  
Back on track  
Back to back  
Back to square one  
Back to the beginning  
Backed by tradition  
Background check  
A banner year  
Basic questions. Basic answers.  
Basic training  
Be all you can B  
Be yourself  
Bear necessities  
Bear with us  
Beating the odds  
Been there, done that  
Before long  
Before you know it  
Before...after  
Beginner's luck  
Behind the scenes  
Believe  
Believe it or not  
Beneath the surface  
Best in the west  
The best is yet to come  
Best kept secret  
Better late than never  
Better look twice  
Better yet

Between  
Between extremes  
Beyond a shadow of a doubt  
Beyond belief  
Beyond expectations  
Beyond imagination  
Beyond our wildest dreams  
Beyond the breaking point  
Beyond the expected  
Beyond the obvious  
Beyond the shore  
Beyond tradition  
Beyond words  
Big deal  
The big picture  
The big squeeze  
Bigger and better  
Bite size  
A bird's eye view  
Bits and pieces  
Black tie and blue jeans  
Blazing a trail  
Block party  
Blockbuster year  
Bluestreaks  
Body, heart, spirit  
The bottom line  
Bound and determined  
Bound to be different  
Boxed in  
Boxed set  
Brace yourself

Break out of the box  
Break the mold  
Breaking barriers  
Breaking new ground  
Breaking out  
The breaking point  
Breaking the surface  
Breaking through  
Bridging the gap  
Bring it  
Bring it on  
Brought it  
Bugging out  
Building blocks  
Building blocks for success  
Building new traditions  
Building on excellence  
Built to last  
Burning bright  
Bursting at the seams  
Bursting on the scene  
But who are we really?  
But who's counting?  
By all accounts  
By all means  
By any other name  
By definition  
By popular demand  
By the book  
By the numbers  
By the way  
By word of mouth

## C

Call it what you want  
Can you believe it?  
Can you dig it?  
Can you top this?  
Capture the moment  
Carved in stone

Case in point  
Catch us if you can  
Caught in the act  
Caught in the middle  
Caught in the shuffle  
Caught red-handed

Cause & effect  
Causing an uproar  
Celebrating heroes  
Center of attention  
A century in focus

## D

Dare to dream  
 Dare you  
 Day after day  
 A day at a time  
 A day in the life  
 Day to day  
 Days, hours, seconds  
 Deal with it  
 Deep impact  
 Define us  
 Defining character  
 Defining moments  
 Defining the future  
 Déjà vu  
 A delicate balance  
 Despite it all  
 Details

Diamond in the rough  
 Did you know?  
 Different by design  
 A different perspective  
 A different point of view  
 Diffusion  
 Diversity  
 Do a double take  
 Do you have what it takes?  
 Do you like what you see?  
 Doing it right the first time  
 Done it, said it, noted, quoted  
 Don't blink or you'll miss it  
 Don't count us out  
 Don't hold back  
 Don't hold your breath  
 Don't miss a thing

Don't take us for granted  
 Don't worry about it  
 Double take  
 Double talk  
 Double vision  
 Down to the wire  
 A dramatic comeback  
 Dramatic differences  
 Draw your own conclusions  
 Drawing you in  
 Dream catcher  
 Dream, dare, do  
 Dreaming out loud  
 Dreams  
 Dreams made real  
 A dynasty like no other

## E

Earning our stripes  
 Easier said than done  
 Eastside story  
 Easy come, easy go  
 Echoes  
 The elements of style  
 End  
 Embracing our diversity  
 End of an era  
 End of the line  
 Endless possibilities  
 Energized  
 Enjoy the view  
 Enough is enough  
 Enough said  
 Equally different

Etc.  
 Every day counts  
 Every day matters  
 Every dog has its day  
 Every ending is a new beginning  
 Every inch of the way  
 Every last one  
 Every minute counts  
 Every now and then  
 Every second counts  
 Every shade of blue  
 Every step of the way  
 Everything and more  
 Everything from A to Z  
 Everything under the sun

Everything you never expected  
 Evolving  
 Exactly the same  
 Excellence (the year)  
 Excellence without excuse  
 Exclusively now  
 Excuse the interruptions  
 Expect more  
 Expect the unexpected  
 Express yourself  
 ExTENSions  
 Extreme exposure  
 Eye of the storm

## F

F.Y.I.  
A face in the crowd  
Face it  
Face to face  
Faces and places  
Fall in line  
Falling into place  
Far from it  
Fast forward  
Feature presentation  
Figure it out  
Filling in the blanks  
Filling the gap  
The final touch  
Finding yourself  
The finer points  
Finishing touches  
Fire it up  
Fired up  
First and foremost  
First class  
A first class label

First the good news  
First things first  
A first time for everything  
Fits us to a "T"  
Five of a kind  
Flipping channels  
Flying first class  
Focus  
Focus on the future  
Focus on (year)  
Food for thought  
For all it's worth  
For all the right reasons  
For keeps  
For real  
For the moment  
For the record  
For those who know us  
For whatever it's worth  
A fork in the road  
Foundations  
Four of a kind

A fraction of time  
Frame by frame  
Freeze frame  
From blueprints to footprints  
From day to day  
From every angle  
From here to there  
From our point of view  
From reel to real  
From start to finish  
From the ground up  
From the heart  
From the word go  
From time to time  
Frozen in time  
Full capacity  
Full circle  
Full house  
Full of wonder  
A full revolution  
Fun and games  
The fun starts here

## G

Gaining attention  
A galaxy of stars  
The game of life  
Games we play  
Generation next  
Get a clue  
Get a head start  
Get a life  
Get a move on  
Get comfortable  
Get it together  
Get over it  
Get ready to...  
Get real  
Get serious  
Get set  
Get the message?  
Get the picture

Get to the point  
Get what's coming to you  
Getting carried away  
Getting down to business  
Getting in the last word  
Getting it down on paper  
Getting the blues  
Getting there is half the fun  
Getting to know our way  
Getting what we deserve  
Give it all you've got  
Give us a break  
Giving credit where credit is due  
A glance back  
Go for it  
Goes without saying  
Going all out  
Going on and on

Going places  
Going to town  
Going, going, gone  
Gold rush  
The gold standard  
Gold through and through  
Golden opportunities  
Good and ready  
Good as gold  
Good things come in small packages  
Got life?  
Gotta love it  
The grass is greener  
Great expectations  
Grounds for change  
Growing by leaps and bounds  
Guess you had to be there

## H

Have it made  
 Have it your way  
 Have we got news for you  
 Have what it takes  
 Have you herd?  
 Having the last laugh  
 Heading in the right direction  
 Heard that before  
 Heart of gold

Here and now  
 Here and there  
 Here's looking @ you  
 Hey, have you heard?  
 History in the making  
 Hold everything  
 Hold it!  
 Holding fast  
 Honor, truth, duty

Hooked together  
 Hope you had the time...  
 A horse of a different colour  
 How 'bout that  
 How hard can it be?  
 How lucky can you get  
 How sweet it is  
 How the west was won  
 Huh?

## I

I pledge allegiance  
 I.D.entity  
 Identities  
 If all else fails  
 If these walls could talk  
 If this isn't the real world,  
     then what is?  
 If we don't do it, who will?  
 If we only came with instructions  
 If you only knew  
 If you thought  
 Image is everything  
 Image is nothing  
 Imagine  
 Imagine that  
 In 25 words or less  
 In a different light  
 In a nutshell  
 In a word  
 In a world of our own  
 In addition to tradition  
 In and out

In any event  
 In between  
 In black and white  
 In brief  
 In Dog years  
 It's all about (what)  
 It's all behind us now  
 It's all here in black and white  
 It's all in how you look at it  
 It's all in the cards  
 It's all in the game  
 It's all our fault  
 It's all over but the shouting  
 It's all over town  
 It's all up to you  
 It's an attitude  
 It's been done before  
 It's been quite a trip  
 It's been real  
 It's confidential  
 It's harder than it looks  
 It's how you play the game

It's in the numbers  
 It's just too much  
 It's like this  
 It's no surprise  
 It's not a feeling you get everyday  
 It's not an option  
 It's not as easy as 1,2,3  
 It's not easy being green  
 It's not over until the last bell rings  
 It's not over yet  
 It's not what you think  
 It's personal  
 It's showtime  
 It's so you  
 It's the small things that count  
 It's the thought that counts  
 It's up to you  
 It's what we've become  
 It's what you make it  
 It's what's on the inside that counts  
 It's your history  
 It's your life, take notes

## J

Jammed in  
Joining forces  
Journey to greatness  
Jump at the chance  
Jump right in  
Just a bit different  
Just a click away  
Just a little mixed up  
Just a second  
Just add water

Just around the corner  
Just because...  
Just goes to show you  
Just had to be there  
Just in case you ever wondered  
Just look at us  
Just one of those things  
Just one step at a time  
Just passing time  
Just push play

Just scratching the surface  
Just so  
Just us  
Just wait and see  
Just when you think you've seen it all  
Just when you thought it was over  
Just when you thought you'd seen it all  
Just your type

## K

Keep a straight face  
Keep an eye on it  
Keep it real  
Keep it simple  
Keep the change  
Keep the triumphs  
Keeping it real  
Keeping pace

Keeping tabs  
Keys to the future  
Knight vision  
Knights! Camera! Action!  
Knock it off  
Knock knock  
Know a thing or two  
Know it inside out

Know the score  
Know the tricks of the trade  
Know what it takes  
Know what we mean?  
Know what's what  
Knowing our place  
Knowing the ropes

## L

A language of our own  
Larger than life  
Last but not least  
Lasting impressions  
Laying it on the line  
Leading the pack  
Leading the way  
A league of our own  
Leave it to Beavers  
Leaving our mark  
Leaving the past behind  
The legacy continues  
The legend lives on  
Less is more  
Let the good times roll  
Let the magic begin  
Let the tradition begin  
Let us spell it out for you  
Let yourself in  
Let's cut to the point  
Let's get this show on the road  
Let's make hissstory

Let's talk story  
Life 101  
Life in the middle  
Life is multiple choice  
Life, camera, action  
Life@(schoolname).  
Life's too short to be ordinary  
Lift here  
Lighten up  
Lightning strikes twice  
Lights, camera, action  
Like I was saying  
Like never before  
Like...  
Linked as one  
A little bit more  
Little by little  
A little give and take  
A little off center  
A little rough around the edges  
Little things  
Live and learn

Live it up  
Live the dream  
Living on the edge  
Log on...  
The long and short of it  
The long & winding road  
Long time, no see  
Look again  
Look at us now  
Look before we leap  
Look closer  
Look inside for details  
Look what the cat dragged in  
Look who's talking  
Looking beyond  
Looking forward, looking back  
Looks can be deceiving  
Looks like it's that time  
Looks like we made it  
A lot to remember  
Loud & clear  
Luck has nothing to do with it

### M

Mad about plaid  
Made for success  
Made in the shade  
Made to order  
Made you look  
The main event  
Make a big deal  
Make a great showing  
Make a note of it  
Make a run for it  
Make it count  
Make it happen  
Make no mistake about it  
Make nothing of it  
Make something of it  
Make the scene  
Make way  
Make your move  
Making a comeback  
Making a fuss  
Making a go of it  
Making a long story short  
Making a name for ourselves  
Making a statement  
Making both ends meet  
Making connections

Making every day count  
Making fun of it  
Making headlines  
Making it all fit  
Making it work  
Making ourselves at home  
Making the best of it  
Making the grade  
Making the pieces fit  
Making time for...  
Many as one  
Many friends, one world  
Mark my words  
A matter of time  
Maxed out  
Maximum occupancy  
May we have your atTENTion please?  
Maybe I'll see you there  
Me, you, us  
Measuring up to the test  
Membership has its privileges  
Memories are made of this  
Memories of the past,  
dreams of the future  
A method to the madness  
Mind over matter

Mind, body, soul  
The missing link  
Missing the point  
Mission accomplished  
Mission: possible  
Mix it up  
Mixed emotions  
A modest proposal  
Moments in time  
More  
More about everything  
More often than not  
More or less  
More than just the basics  
More than meets the eye  
More than one can play at this game  
More than words can say  
More than you imagined  
The more the merrier  
The more things change...  
More to come  
Most of all  
Moving up in the world  
Multiple choice  
A must see



## N

Name of the game  
The name of the game  
A name you recognize  
Neither here nor there  
Never before  
Never before, never again  
Never had it so good  
Never quite like this  
Never-ending questions  
New and improved  
A new combination  
A new day and age  
A new direction  
A new horizon  
A new twist  
Next  
No borders, no boundaries  
No doubt about it  
No ifs, ands or buts  
No joke  
No kidding

No laughing matter  
No limits  
No limits, no boundaries  
No matter what  
No one quite like us  
No problem  
No reservations  
No small change  
No time to catch our breath  
No turning back  
No two are alike  
No two ways about it  
No vacancy  
No wonder  
Northside story  
Not a bit  
Not another peep out of you  
Not as it seems  
Not just another face in the crowd  
Not just skimming the surface  
Not on your life

Note this  
Nothing but...  
Nothing can stop us now  
Nothing greater than a Raider  
Nothing held back  
Nothing of the kind  
Nothing ordinary about us  
Nothing stays the same  
Nothing to hide  
Nothing to it  
Nothing's perfect  
A novel approach  
A novel idea  
Now  
Now & then  
Now look what you've done  
Now or never  
Now we've got it  
Now we've got something  
to shout about  
Now you know

### O

O my!	Our legend lives on	On the level
Objects in the mirror...	Our moment in time	On the move
Of all things	Our name says it all	On the other hand...
Of epic proportions	Our story, your story	On the spot
Of our own free will	Our time to shine	On the spur of the moment
Off balance	Our turn	On the up and up
Off the beaten track	Our way	On the verge
Off the wall	Out and about	On top again
Off to a wild start	Out loud	On top of things
A okay	Out of line	On top of the world
On both sides of the line	Out of place	Once a Warrior, always a Warrior
On common ground	Out of sight, out of mind	Once and for all
On edge	Out of the blue	Once in a blue moon
One of a kind	Out of the box	Once in a great while
One of these days	Out of the ordinary	Once in a lifetime
One size does not fit all	Out of the question	Once upon a time
One small step	Out of the shadows	One
One thing leads to another	Out with the old, in with the new	One 4 all
The one to watch	Outside the box	One 4 all and all 4 one
One voice	Over and over	One and only
One way or another	Over the top	One by one
Only the beginning	On hold	One for the books
Only the name's the same	On our way	One for the record books
Only time will tell	On target	One good turn deserves another
Opening doors	On the contrary	One hot number
Or something like that	On the cutting edge	One in a hundred
Orange you glad?	On the double	One in a million
Organized chaos	On the edge	One in every crowd
Original formula	On the face of it	One last look
Our final answer	On the flip side	
Our kind of place	On the inside	

## P

Pack, pride, purpose  
Packed and ready to go  
Packed INdividually  
Pages in time  
Pardon our dust  
A part of history  
Part of the pack  
Pass it on  
Past, present, future  
Paws and reflect  
Paws for reflection  
A paws in time  
Paws-abilities  
Paying attention  
A penny for your thoughts  
The people...the stories... the experiences...  
People are talking

People, places, things, ideas  
A perfect ten  
Permission granted  
Perspectives  
Pick of the pack  
A picture is worth (year) words  
Picture perfect  
Picture the possibilities  
Picture this  
Piece of the action  
Pieces of the puzzle  
The places we'll go  
Playing for keeps  
Playing it cool  
Playing your cards right  
Plus a whole lot more  
Point being  
Pointed in all directions

Points of View  
Polished performance  
Pop the question  
The possibilities are endless  
The power of expression  
Power of one  
Power, purpose, pride  
Premium blend  
Price is right  
Priceless  
PS: pride & spirit  
Pssst...there's more  
Purple reign  
Put 2 and 2 together  
Put to the test  
Putting us on the map

## Q

Quest for the best  
Quick as a wink

Quiet please  
A quiet zone

Quips & quotes  
Quite the place

## R

R way  
A race against time  
Raising our sights  
Raising the bar  
Raising the roof  
Raising the standard  
Random  
A rare combination  
Reach for the stars  
Reaching new heights  
Read between the lines  
Read more into it  
Read the fine print  
Ready or not  
Ready, set, go  
Ready, willing and able

The real deal  
The real world  
Reality check  
Red hot  
Red hot, cool blue  
Red, white & you  
Red, white and new  
Reinventing ourselves  
Reinvention  
Rekindle the flames  
Remember when?  
Remember, live, dream  
Respect  
Return to sender  
Revision  
Revolution evolution

Right before your eyes  
The right combination  
Right here, right now  
Right on time  
Right this way  
Ripped to pieces  
Rise and shine  
The road less traveled  
Road to success  
A roaring twenty  
Roll out the red carpet  
Room to breathe  
Room to grow  
Rude awakings  
Running on empty

## S

Same as it ever was  
 Same difference  
 Same here  
 Saving the best for last  
 Say it with an accent  
 Say the word  
 Scream 'til you're red in the face  
 Seal of approval  
 Sealed in gold  
 The season finale  
 Second chances  
 Second to none  
 See for yourself  
 See it; believe it  
 See the writing on the wall  
 See you later, Alligator  
 Seeing double  
 Seeing is believing  
 Seeing it through  
 Seeing red  
 Seems like only yesterday  
 Seen, heard, noted and quoted  
 Seize the day  
 A sense of pride  
 Sense of time  
 Serendipity  
 Serves you right  
 Setting the world on fire  
 Settling the score  
 Shake, rattle and roll  
 Sharing a common difference  
 Shed some light on it  
 Shifting gears  
 Short and sweet  
 Show offs  
 Showing our true colours  
 Shrink to fit  
 Side by side  
 A side never seen  
 Sign of the times  
 Sign on the dotted line  
 Signed, sealed and delivered  
 Signs of the times  
 Silver and black attack

Simplicity is just an illusion  
 Simply complicated  
 Simply unforgettable  
 Simply you, simply us  
 Sit up and take notice  
 Situation under control  
 Slightly off center  
 So bad we're good  
 So be it  
 So far, so good  
 So it goes  
 So much the better  
 So much to say  
 Some assembly required  
 Some impressions never fade  
 Some people  
 Some things never change  
 Something for everyone  
 Something from nothing  
 Something to shout about  
 Something to think about  
 Something to write home about  
 Something unpredictable  
 Sometimes numbers lie  
 Somewhere in between  
 So now what?  
 So they say  
 So to speak  
 So what else do you need to know?  
 So what's your story?  
 So, what else is new?  
 Solid as a rock  
 Sooner or later  
 Sound bytes  
 Southern accents  
 Southern roots  
 Space is limited  
 Spare change  
 Speak up  
 Special effects  
 Split decision  
 Split the difference  
 S-s-s-econd to none  
 Stand and be counted

Stand by...  
 Stand for something  
 Stand up, stand out  
 Standing on our own two feet  
 Standing out  
 Stands to reason  
 The start of something big  
 Starting at 1  
 Starting from scratch  
 Starting over  
 Stay the course  
 A step ahead  
 A step beyond  
 Step by step  
 Sterling silver  
 Still in one peace  
 Still the one  
 Stop! Hold everything!  
 Stopping at nothing  
 Stories all our own  
 A story to be told  
 Strength in numbers  
 Strike it rich  
 Structure  
 A study in contrasts  
 Subject to change  
 Success hasn't spoiled us yet  
 Such a name dropper  
 Such is life  
 Suit yourself  
 Small change  
 Small impressions, big impact  
 Small talk  
 Small talk's a big deal  
 Suits us to a "T"  
 Super-sized  
 Surrounded  
 Survival of the fittest  
 Surviving the glitches  
 Survivor  
 Symbiosis  
 Syndication  
 Synergy  
 System overload

## T

Take a chance  
Take a closer look  
Take a hint  
Take a look at us now  
Take a new turn  
Take a number  
Take a picture, it lasts longer  
Take a second look  
Take a stand  
Take another look  
Take it or leave it  
Take the hint  
Take two  
Taken by surprise  
Takes one to know one  
Taking flight  
Taking it from the top  
Taking it to another level  
Taking off the wraps  
Taking our 15 minutes  
Taking the bull by the horns  
Taking the world by storm  
Talk big  
Talk of the town  
Teaching old dogs new tricks  
Technically speaking  
Tell it like it is  
Ten times more  
That certain something  
That small town feeling  
That takes care of that  
That was then  
That's a wrap  
That's all we need  
That's just the half of it  
That's my final answer  
That's no excuse  
That's not all  
That's our story and we're  
    sticking to it  
That's the difference

That's the ticket  
Then & now  
Then & wow  
There's a Bulldog in every crowd  
There's no stopping us  
There's nothing generic about us  
There's nothing like it  
There's only one  
Things are looking up  
Things aren't always what they seem  
Think about it  
Thinking big  
Thinking out loud  
Thinking outside the box  
Third time's a charm  
This drives us wild  
This hour, this day, this month,  
    this year  
This is how we see it  
This is it  
This is the place  
This is the year  
This is who we are  
This spot reserved  
This will shock you  
Thought for the day  
Thought you'd like to know  
Thoughts, beliefs, opinions  
Three of a kind  
Threshold  
The thrill of it all  
Thriving in chaos  
Through our eyes  
Tight  
Time after time  
Time and time again  
Time flies when you're having fun  
A time for change  
Time for everything  
Time of our lives  
Time out

Time stands still  
Time will tell  
To a great extent  
To another level  
To be continued  
To make a long story short  
To the hill and back  
To the letter  
To the nth degree  
To whom it may concern  
Together as one  
Together to the end  
Together we can  
Told you so  
Too close for comfort  
Too good to be forgotten  
Too good to be true  
Too good to keep under wraps  
Too grand  
Too hot to handle  
Too much of a good thing  
Top of the charts  
Top secret  
Torn together  
A touch of silver in solid gold  
Tough act to follow  
Tradition with a twist  
Traditions & transitions  
Trans4mation  
Transitions  
Treasure the moment  
Turn of phrase  
Turn the page  
Turning point  
Turning the world upside down  
A two for one special  
Two sides to every story  
Two steps forward  
The ultimate investment

## SAMPLE YEARBOOK THEME IDEAS

### U

Unbound  
Undefinable  
Undeniably different  
Under construction  
Under cover  
Under pressure  
Under the circumstances  
Under wraps

Unfolding the truth  
Unforgettable in every way  
Unified diversity  
Uniform differences  
A uniform way  
United we stand  
Unleashed  
Unlimited

Unplugged  
Unpredictable  
Untitled  
Up close and personal  
Up in the air  
Up to date  
Up, up and away  
Utter chaos

### V

Vantage point  
Version 1.0  
Very highly motivated

A view from the valley  
Viewers like you  
Visibly different

A vision become reality  
Visualize

## W

A walk on the wild side  
Way 2 kool  
A way with words  
We are  
We are not  
We are one  
We are...RU  
We bring good things to life  
We couldn't make up these stories if we tried  
We deliver  
We demand respect  
We faced it together  
We have it all...and then some  
We hold these truths...  
We kid you not  
We know a thing or two  
We lead; others follow  
We make looking good easy  
We make the difference  
We survived  
We spy  
We told ya  
We won't go quietly  
Welcome to our world  
We'll see about that  
We're all in this together  
We're all that  
We're going wild  
We're INdependence  
We're on the map  
We're OVER it  
We're packed and ready to go  
We're something more  
We're still flying high  
We're turning some heads  
We've caught your eye  
We've completely flipped  
We've got a line on you  
We've got it all

We've got something to be cocky about  
We've got style  
We've got the hookup  
We've got you covered  
We've hit the Bull's eye  
What a difference a year makes  
What a long strange trip it's been  
What a vue  
What are you driving at?  
What are you looking for?  
What did you expect?  
What do you do?  
What do you mean?  
What goes?  
What happened?  
What if...  
What is it about this place?  
What make us tick?  
What matters most  
What next?  
What now?  
What was, what is, what will be  
What year is it anyway?  
What? Huh? Hmmm...  
Whatever  
Whatever it takes  
What's all this noise about anyway?  
What's done is done  
What's going on?  
What's gotten into you?  
What's in a name?  
What's it mean?  
What's so different?  
What's the big deal?  
What's the buzz?  
What's the difference?  
What's the idea?  
What's the point?  
What's unique about us?  
What's your Pointe?

When all is said and done  
When the dust settles  
Where are the keys?  
Where do we fit in?  
Where everybody knows your name  
Where in the world?  
Where's the Bulldog in you?  
Who are we?  
Who cares?  
Who do you think we are?  
Who knew?  
Who let the cat out of the bag?  
Who no one sees  
Who says?  
Who? Me?  
Who? What? Where? When?  
Why? How?  
A whole new ball game  
The winner's circle  
Wired  
With flying colours  
Without a doubt  
Without question  
Word for word  
The word is out  
Word travels fast  
Words  
A work in progress  
A work of art  
A world of difference  
A world of possibilities  
A world of wonder  
Worth looking into  
Worth the wait  
Would we lie to you?  
Would you care to join us?  
Wouldn't change a thing  
Wouldn't you like to know?  
Wrapping it up  
Written in the stars

### Y

Y not?

Yadda yadda yadda

A year 2 acknowledge

A year like no other

A year worth looking at

Years 2 keep

Yesterday, today, tomorrow

You ain't seen nuthin' yet

You are here

You be the judge

You can count on it

You can get there from here

You can quote us on that

You can read us like a book

You can say that again

You can't ask for anything more

You can't believe everything you hear

You can't judge a book by its cover

You can't take it with you

You complete the puzzle

You do the math

You don't say

You gotta love it!

You had to be there

You know it

You oughta be in pictures

You oughta know

You provide the colour

You said it

You should be in pictures

You think you know...

but you have no idea

You were there

You. Captured.

Younique

Your guess is as good as mine

Yourbook

You're invited

You're not going to believe  
this, but...

Yours 2 keep

You've got mail

### Z

Zero in



# Yearbook Theme Rubric

YEARBOOK RUBRIC Theme Proposal				
Categories	Level 1	Level 2	Level 3	Level 4
Theory and Foundation	Student has not demonstrated success in completing assignment.	Student has demonstrated some success in completing assignment. The ideas for cover and endsheets reflect the theme in the proposal. The theme does not work well in unifying the entire book.	Student has demonstrated success in competing assignment. The cover and endsheets reflect the theme in the proposal. The theme does work well in unifying the entire book.	Student has demonstrated considerable success in completing layout exercises and quizzes. The theme proposal reflects a theme or concept that can easily be carried throughout the entire book.
Processes and Methods of Research	Theme has not been researched sufficiently. Investigation of different theme ideas is minimal. Work sheets are not filled out, no sketches completed. Notes are not adequate.	Theme has been developed somewhat sufficiently. Investigation of different theme ideas is minimal. Work sheets are not filled out. Sketches are started.	Subject of the theme proposal has been well researched. Investigation of different theme ideas is good. Notes and sketches demonstrate good research skills.	Subject of the theme proposal has been researched extensively. Investigation of different theme ideas is superior. Notes and sketches demonstrate a broad capacity for research skills.
Implementation Evaluation Impacts and Consequences	Finished work does not demonstrate concepts. Required elements are missing. Problem solving has not been demonstrated.	Finished work somewhat demonstrates concepts. Some required elements are included. Problem solving has not been demonstrated.	Finished theme proposal demonstrates solid fundamentals and unity. Required elements are present. Notes and sketches are clear and well thought out. Problem solving has been demonstrated.	Finished theme proposal demonstrates solid fundamentals and unity. Required elements are present. Notes and sketches reflect creative thinking. Intelligent problem solving has been demonstrated.

Break up your staff/class into teams of four or five and have them complete the following assignments. These groups will stay together throughout the theme assignments.

## ASSIGNMENT #1

In your respective teams, answer the following questions as well as any others that they can come up with that might help define who they are and what their school is.

- Name of school:
- City/State or Province:
- Name of your book:
- Year school opened:
- First year of yearbook:
- What are your school colours?
- What is the name of the school mascot?
- Describe your school, using as many words as you can think of, both concrete and otherwise:
- Describe your student body, make sure you get all groups as well as those who don't join in:
- Describe traditions at your school:
- Describe what is new this year:
- How does your student body describe or think of your school?
- What do other people say about your school?
- How would you describe your school and student body to a prospective student?
- How will your student perceive the upcoming year?

## ASSIGNMENT #2

Come up with as many phrases or individual words that come from the first assignment. Perhaps your school name can be something that provides something to play with, your school's location or colours could evoke a theme.

Even after you have found a few prospective themes, continue tinkering with it. If your school is Ponder High School, "Ponder this" could become the phrase but you might also come up with "Think again" or "Something to think about" as spin-offs or for headlines for secondary coverage.

Keep pushing until you have 10 or more phrases to work with.

## ASSIGNMENT #3

Select the strongest themes and phrases/words from the first two assignments and conduct a stress test with each. Ask yourself the following questions:

- How will students view this idea?
- How will admin view this idea?
- How will our school community view our idea?

Try to get down to no more than 3 ideas.

## ASSIGNMENT #4

For each of the theme possibilities, think graphically and visually. Think graphics and/or visuals that can be used throughout the book. This would include the main theme phrase and the way you envision it as spin-off phrases. (Consult Chapter 7 – Design and Layout to gather additional direction for selecting graphic, colours and other visual elements)

## ASSIGNMENT #5

Using graphics and visual elements developed in the previous assignment (and consulting with Chapter 7 – Design and Layout), develop, and/or select the following items. While they obviously will not be the final editions, these drafts will serve as important guiding pillars for your staff to look at and judge.

Select 2-4 fonts from the **Font Poster** provided to you in your kit that will serve as:

- Headline Font
- Sub header
- Copy
- Caption Lead
- Caption
- Pull Quote

Once fonts are selected, select colours from the **Process Colour Guide** booklet provided to you in your kit.

With your graphics, fonts and colours selected, begin developing the following items:

- Cover
- End sheets
- Divider spreads
- Sample sports spread
- Sample portrait spread
- Folio concept
- Sample student events page

Remember, the more polished it appears, the greater possibility of it being selected as the theme. Place photos and create the headline and body copy as you would like it to look. Add alternative copy blocks that you would like to see used. **\*IMPORTANT: If you are creating a graphic heavy book, make sure you can replicate the effect easily and create instructions for others to learn how to do it.**

## ASSIGNMENT #6

Each group will make a presentation to the rest of the class. Each member of the group will be responsible for presenting one item.

Explain the process they went through to come up with the idea and why they think the theme is the best idea for this year.

Show the cover and end sheets and discuss the elements that make up each item. Explain how they think the graphics and concepts can be carried throughout the book.

Show the other spreads and work created.

Answer questions as a group about the theme.

## **ASSIGNMENT #7**

After all the presentations are complete, bring the entire group back together and have a group discussion about each theme. Make sure each section of the book is included in the theme selection process. Once complete, using the evaluation method of choice, select the winning theme.

Once the theme is selected, fine tuning is allowed and can be done.

---