



Curriculum Guide



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.

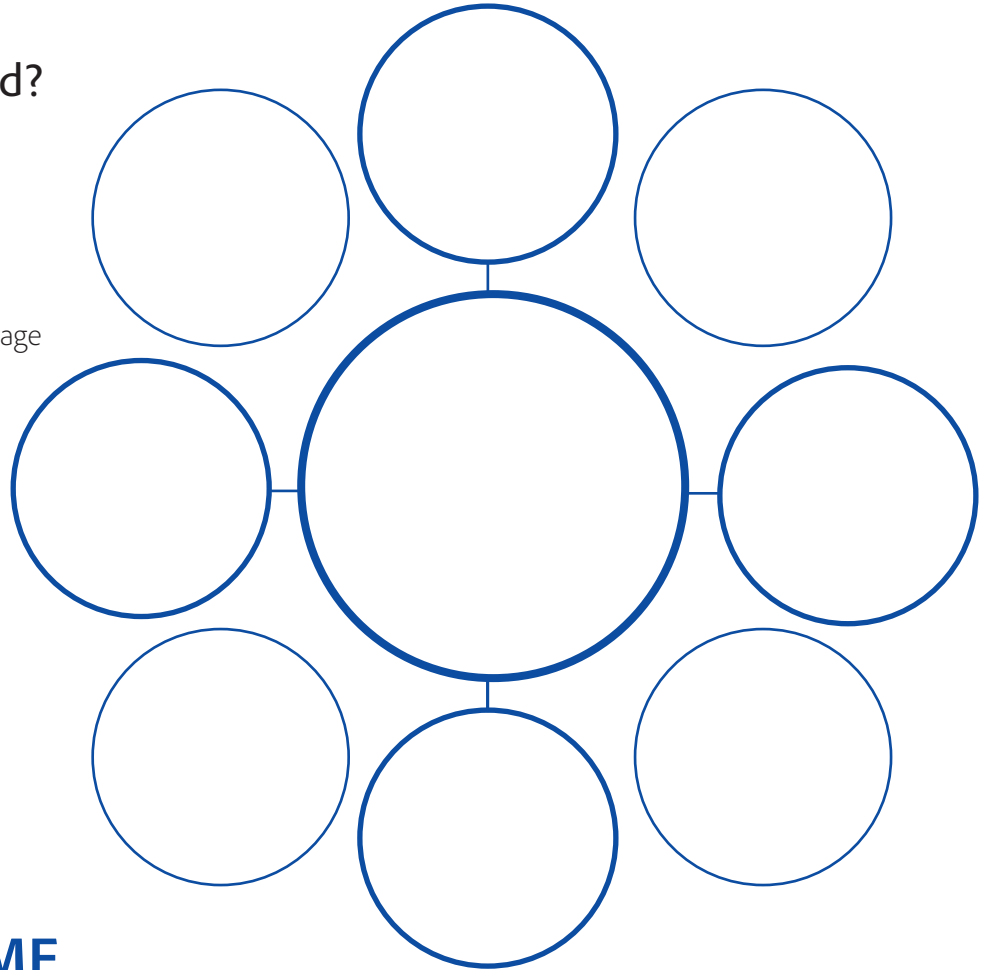
- Hold secret ballot voting with the entire class. This will allow students to vote without fear of reprisal from others. You may be required to hold a few rounds to reach a 'majority' rule winner.
- Enlist the help of your Admin, your Print Consultant and someone else that is not currently familiar 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

THEME FINALIZATION

1. Theme: _____

Restate theme concept in 10 different ways:

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...) _____

7. Miscellaneous: _____

Theme Opener start your theme copy

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

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.