THEME DEVELOPMENT

A GOOD THEME...

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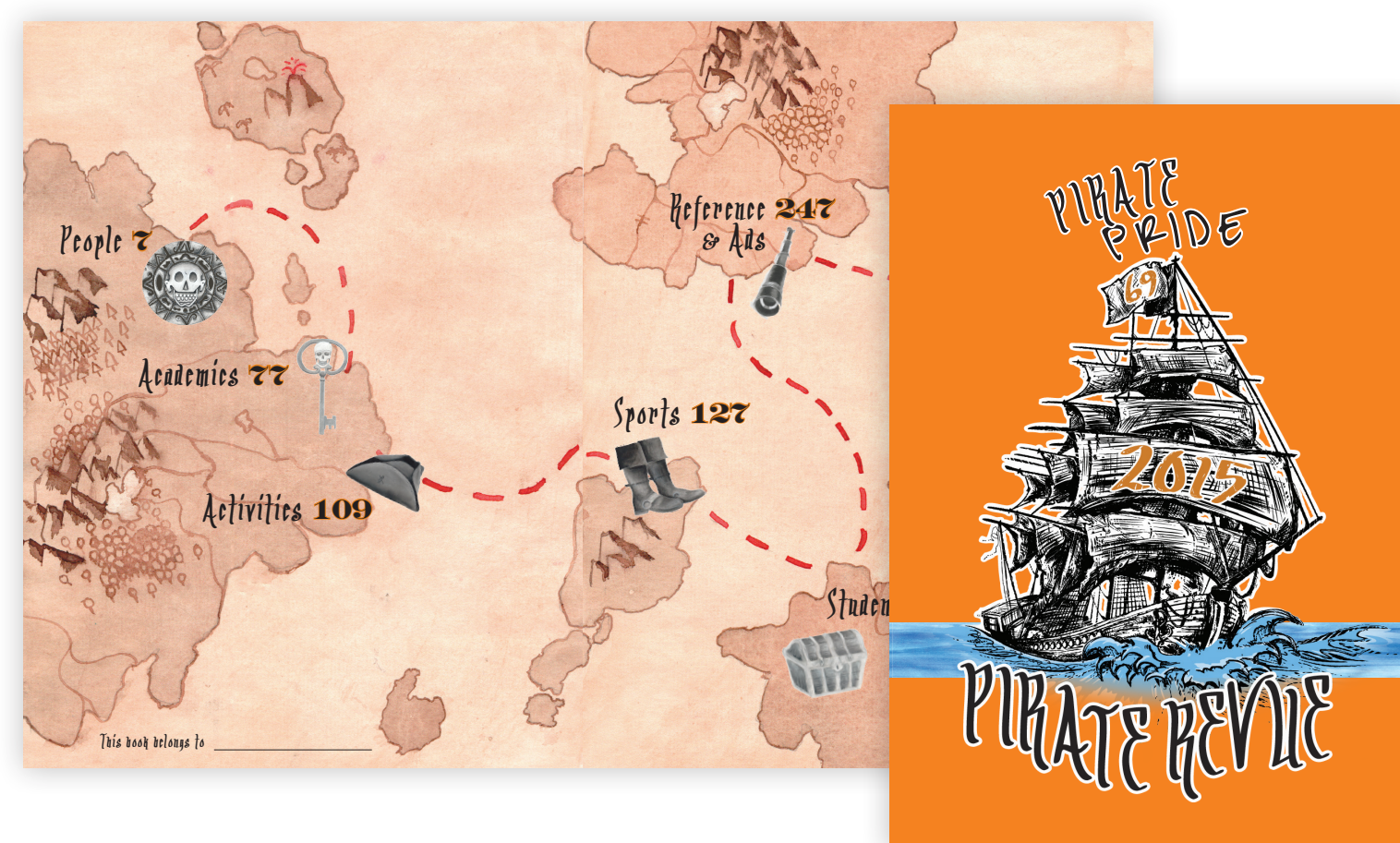- ... is both verbal and visual

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.