



Theme 2022



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**HEME** understand - search - play - test \*decide

Walsworth yearbooks





Walsworth yearbooks





#### UNDERSTAND SEARCH PLAY TEST \* DECIDE

ALLACAGE HIGH FCHOOL NEL CEER WA - SC-40L PAX BAMA 2018 00 ACADENY Lyachburg, VA 00 - SC-40L Lyachb Mike Taylor, CJE Jim Jordan, RYA

#### **Special Guest** Sabrina Schmitz, CJE

JE

# Your THEME hosts

WESTLAKE HIGH SCHOOL

HERITAGE HIGH SCHOOL

LEGACY 2018





# ARE YOU



# to start your 2022 theme journey?

chat Q



poll

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### What is a Theme?

# **A THEME** is a cohesive, consistent

# verbal and visual message

### a STORY

#### developed throughout the book to connect to the students, the school and the school year.



### The starting point. Remember. . .

# COMES HIKS not graphics or photos.









THEME: What's your 2022 story?

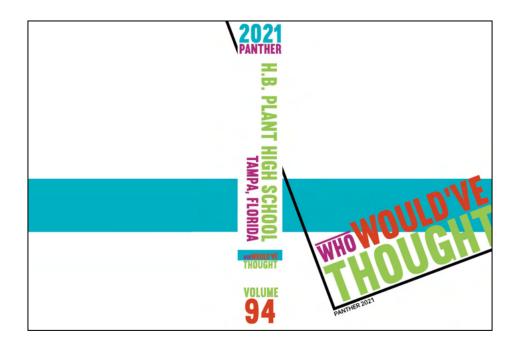
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#### Think of theme as the

**STORY** behind the yearbook.

2022

# PERSONALITY



Plant High School Tampa, Florida

Walsworth

- A great theme tells a story with *style and flair.*
- Think of theme as the *personality* behind the story of the year.
- "Who Would've Thought?"
- It's a connection to the uncertainty of the pandemic year.



# **CONCEPT** (big picture message) **CATCHPHRASE** (theme phrase)

**STORY COMES FIRST** 



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Legacy High School Mansfield, Texas

### **STORY COMES FIRST**

## Find your CATCHPHRASE

- Verbal catchphrases will help tie the book together
- Create the phrase before deciding on the look

Use graphics, type and color to give personality to the theme.

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Blue Valley Northwest High School Overland Park, Kansas

## **STORY COMES FIRST**

**CATCHPHRASE** 

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Readers must be able to understand how your theme is relevant to their lives. It must makes sense and connect to them.

- "This Changes Every Thing"
- "Who Would've Thought"
- "Ready or Not"
- "Fill in the Blanks"

2022

- "It's About Time"
- "Kinda, Sorta, Maybe"
- "As We Go"
- "You Don't Even Know"



Gulliver Prep High School Miami. Florida



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# **STORY COMES FIRST** Theme Questions to **CONSIDER**

- Is the theme 2022 worthy?
- Have you avoided your AP English vocabulary?
- Does it *relate* to the student body?
- How does it relate to the year/your school/your *student body?* Will your words lend themselves to

story/photography/coverage development?



# We all need a little inspiration. HOW DO WE GET INSPRED

and find our 2022 theme?

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## WHERE CAN WE FIND THE



# WE WANT TO TELL?





## for INSPIRATION What am I looking for?



# SEARCHING for 1000 ANDER INSPIRATION

The story comes first.



# SEARCHING for THEME INSPIRATION the PROBLEM

- We don't know where to look.
- We don't know what to look for.
- We don't spend enough time looking for inspiration.
- We spend too much time looking for inspiration.
- We have too many things from too many different places, and they don't work together.
- The DREADED BLANK SPREAD....

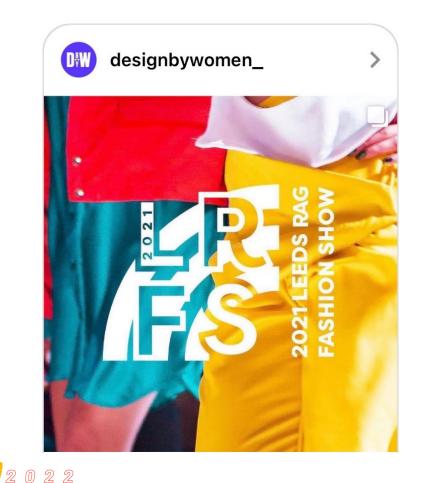
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### SEARCH - What Am I Looking For? THEME INSPIRATION



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- Words / Story
- Connection to this year
- Tone
- Vibe
- Personality
- Feeling
- Look
- Overall aesthetic

### **SEARCH** - What Am I Looking For?

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# THE BIG GOAL: To find WORDS and LOOKS that inspire you.



# **for INSPIRATION WHERE DO I LOOK FOR IT?**



# THEME INSPIRATION IS

# EVERYWHERE



# DON'T JUST COPY

# BE INSPIRED



# FIND YOUR OWN VOICE

# BE INSPIRED



- 160over90.com
- abduzeedo.com adsofthworld.com
- behance.net
- designspiration.net
- dribbble.com
- gdusa.com.com
- FastCompany.com
- Hoefler & Co
- hyperact.com

- idnworld.com
- ilovetypography.com
- inspirationhut.net
- Issuu.com
- losttype.com
- pinterest.com
- typography.com



#### THEME: What's your 2022 story?

INSPIRATION Where do I look for it?

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#### TV

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- Show promos
- Commercials

#### **Advertisements**

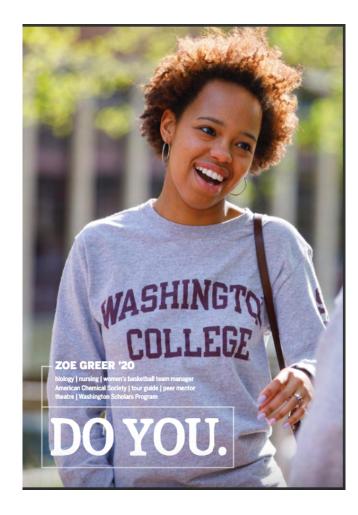
- Automotive
- Apple
- Billboards
- Sports

#### Magazines

- Bicycling
- Local library online-EBSCO

2022

#### WHERE ELSE???





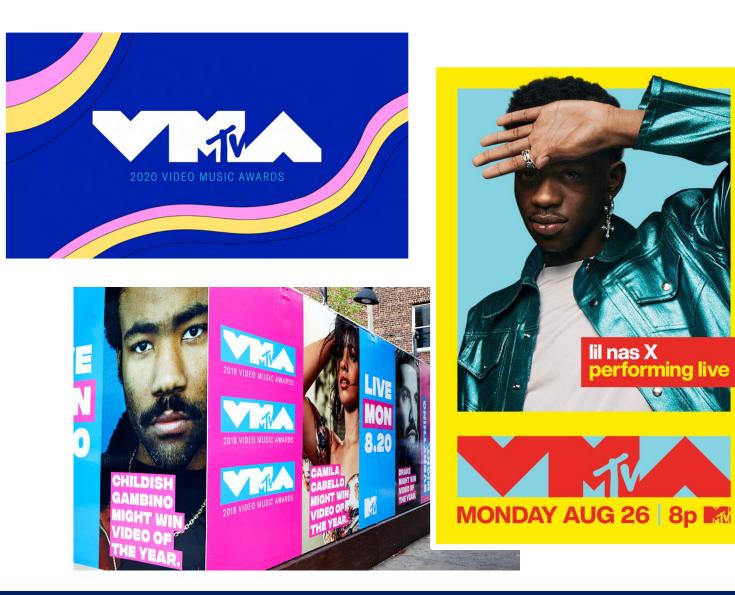
#### **Television Commercials**



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#### Magazines

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Surf Art HOW **ESPN Vanity Fair** Newsweek Nylon Men's/Women's Journal **Communication Arts Newspapers College Brochures Corporate Brochures** 

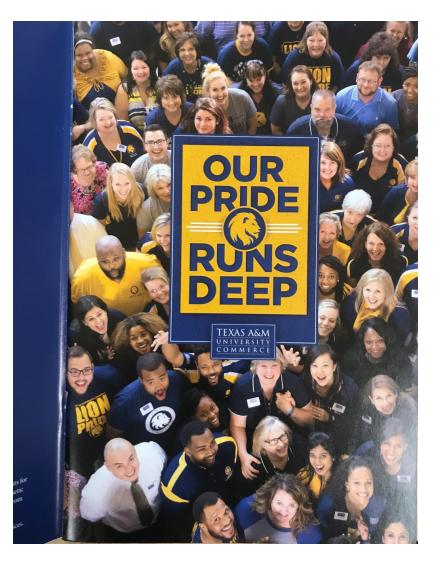
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College view books

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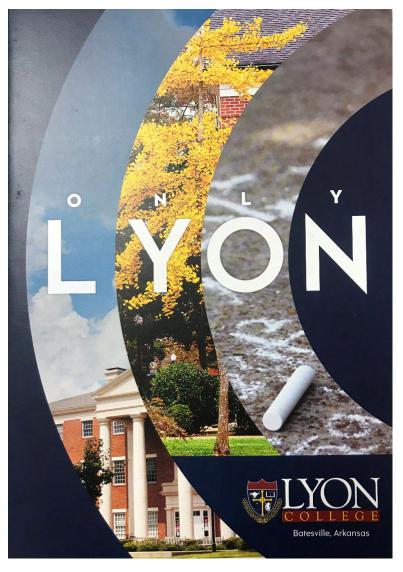
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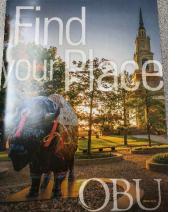


#### College view books

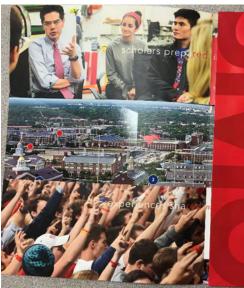












We are a nationally ranked globa research university with a liberal tradition that attracts ambitious, creative thinkers who want to make a real-world impact. We are entrepreneurs and innovators who dream his - und set

iccess measured

Admitted student profile of the SMU Class of 2020

ACT mid-50% region composito Stantos SAT mid-50% region series)

Control Mail President Mathematic control and an inclusion SUCT control parts

ADMISSION FACTORS Ov inhelics review of years SMU application facars, reducting right of high school nows metdawash tes school, clean mile, energy of instrumenteries.

> APPLICATION DEADLINES Newenber 1 Ently Decision ( Ently Action Jenning 15 Edity Decision (), Regular Decision Activity, although (), a years and by Jens dataset.

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# **SEARCH** - Where Do I Look?





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# **SEARCH** - Where Do I Look?







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# **SEARCH** - Where Do I Look?





THEME: What's your 2022 story?

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# Take the WORDS and LOOKS you've found and see what works.



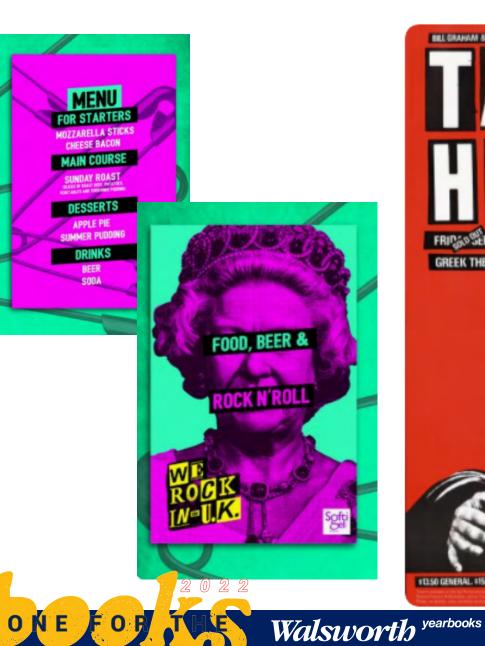
Before you judge me, just think about the individual graphic design elements. I've got a slide(s) for each one of the following.

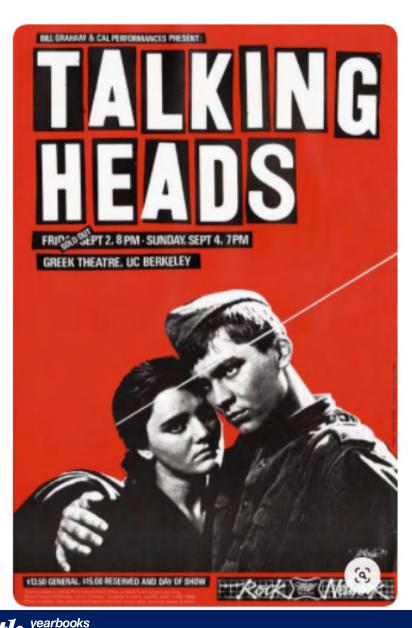
- Grunge-y black and white photos
- **Cutout magazine lettering**
- **Rips & Colored photo**
- treatments
- **Bold fonts (think attitude)**
- **Tape and treatments**
- I'm not saying we make our yearbook ugly, I'm just saying we pull from the attitude and the looks of this kind of era.

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# Vibe 1: *Punk Rock*

Maggie Taylor Hagerty High School, Oviedo Florida









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#### **THEME**: What's your 2022 story?

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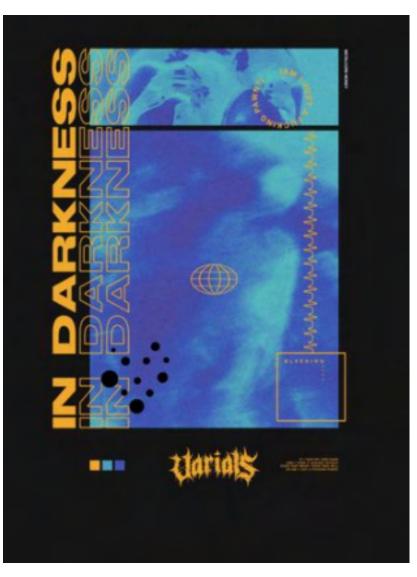
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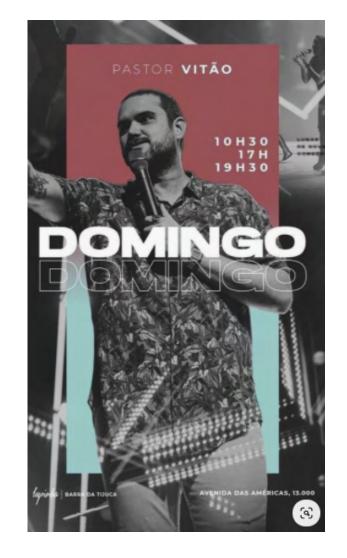
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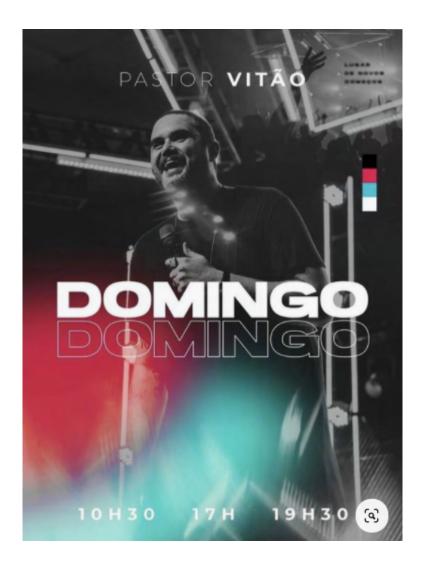


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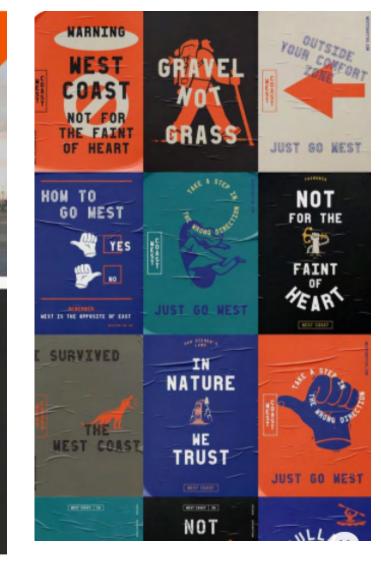
CONTRAST HELPS YOU EMPHASIZE.

Contrast is achieved by including openents within the design that look measurably different from one another. A designer may use color, shape, feature, size or typeface is create contrast.

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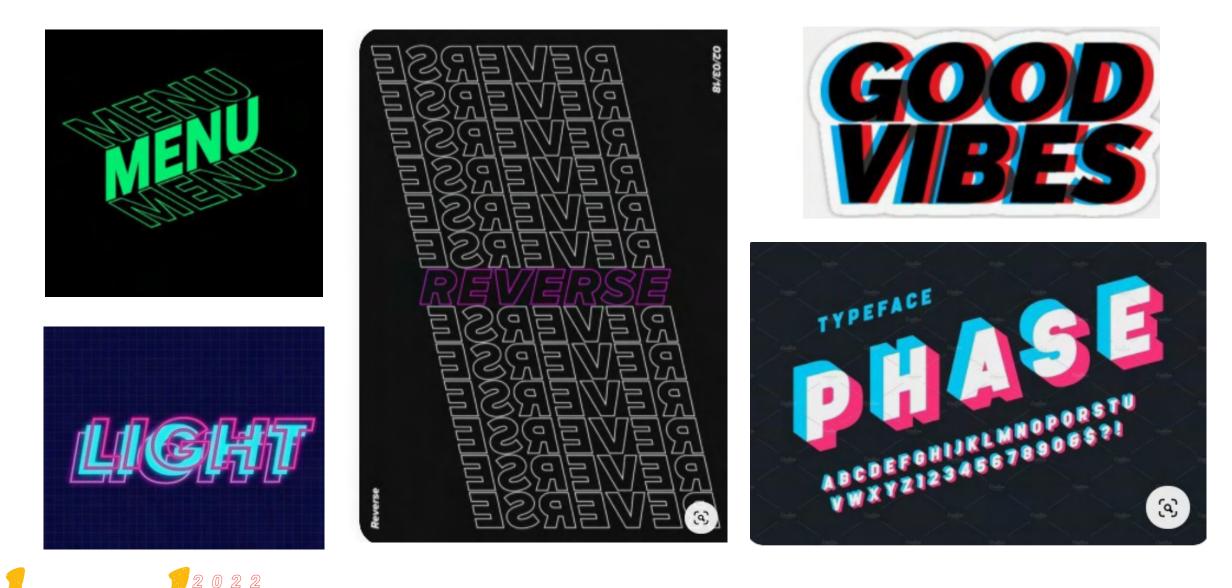


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# **Know WHY you like something**

- What SPECIFICALLY are you drawn to?
  - Text? Color? Placement? Size? Direction? Layers? Movement? Integration? Organization? Etc....
- Verbalize it & write it down.
- Will it translate to yearbook?
- The more specific you are now, the easier it will be to make decisions later.





This kind of warped distortion would be awesome. It's subtle and the opposite of 2008 word art. Also, note the intense contrast here between the black background and bold white text. Ring any bells?



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Look at the beautiful monotones here. Alternative to duotones, maybe. I am definitely a proponent of bold text on top of simple photos, especially if there's some monotone/black and white elements to it.



# **COLLECT CONSTANTLY**

- Year-round process
- Inspiration board (in classroom, shared album, Trello board, etc...)
- Keep a photo album on your phone for inspiration images
- Keep a note on your phone for words/phrases/story ideas



# TAKE IT SLOW

- Look at inspiration daily but for short periods of time
- 5-20 minutes and then step away





# and PLANED

# to see what we could find.





# INSPIRATION Look What We Found





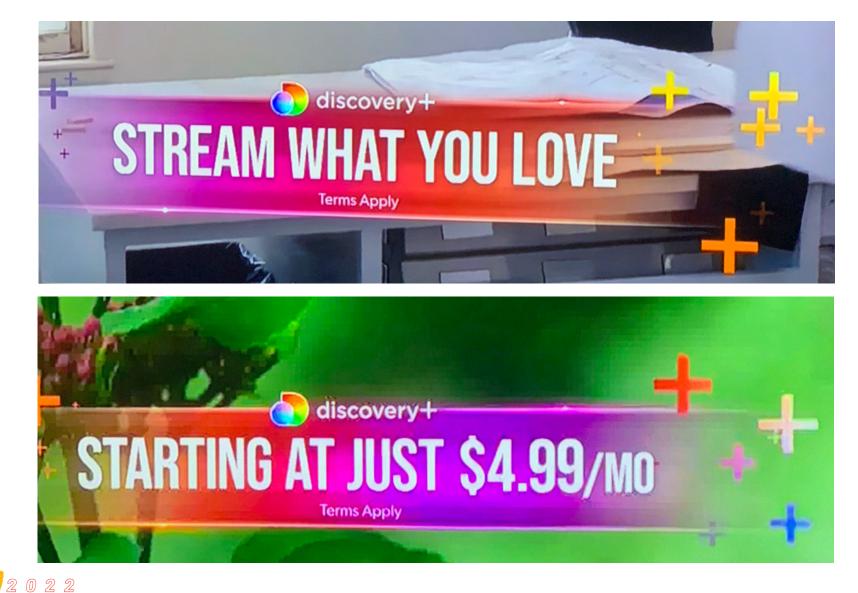
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4 BEGINNER'S LUCK HAS NOTHING TO DO WITH IT. More delicious results every time. Even the first. Wolf's precise control of heat and airflow takes guesswork out of cooking. Tell our convection steam oven what you're making. Its digital sensors know precisely the combination of steam and dry heat to make even daunting dishes a piece of cake. Or a trav of

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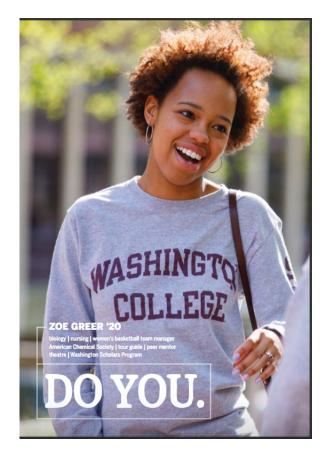




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## **College View Books**



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### Magazine Ads



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love, all over again. Where the beauty of the valley meets Wild West hospitality, we are open and ready for you! So mask up, gear up, and get outside. Please Sierra, Safely.

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SIERRA Sufely Learn more at SierraSafety.com #SierraSafety





There's never been a better time to explore your outdoor playground, and we are open and ready for you! So mask up, gear up, and get outside. Please Sierra, Safely.

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**Online ads** 



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ONE FOR THE Walsworth yearbooks





**Online ads** 

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2021 NCAA Mens Basketball Final Opening Jon Hamm

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I Know Exactly What You Are Thinking What Are You Thinking?

**Unprecedented Times** 

Unlike Any Other

**Does It Matter?** 

The Memories Are Made By Us

What Matters

What Matters Most

For a Reason

You Know Why.

What We Remember Is Us

**Finding New Ways to Make It Work** 

What Are You Going to Do With It?

We're What We've Been Waiting For

It's About Us and the History We Make

What We've All Been Waiting For

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# Sabrinas INSPIRATION Look What We Found

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# **PLAY** - Sabrina's Inspiration Portfolio

**Type cutouts** 

\* path



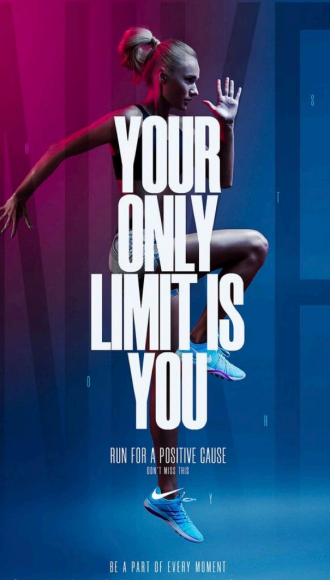
# **PLAY - Sabrina's Inspiration Portfolio**

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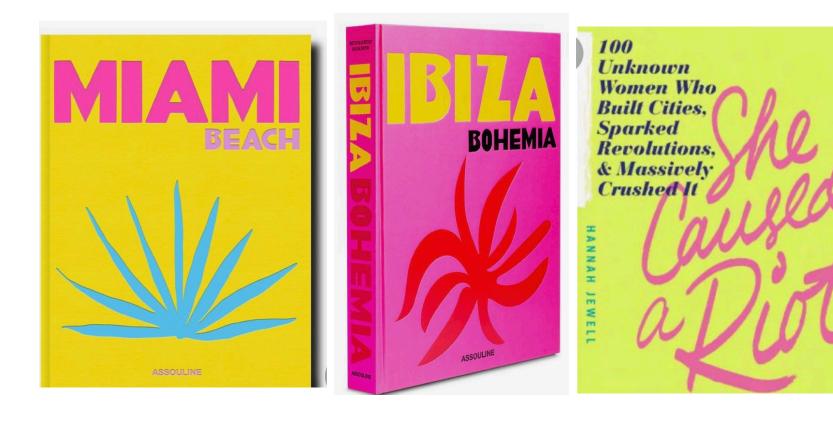
# **PLAY - Sabrina's Inspiration Portfolio**

## **Bold Color Palette**

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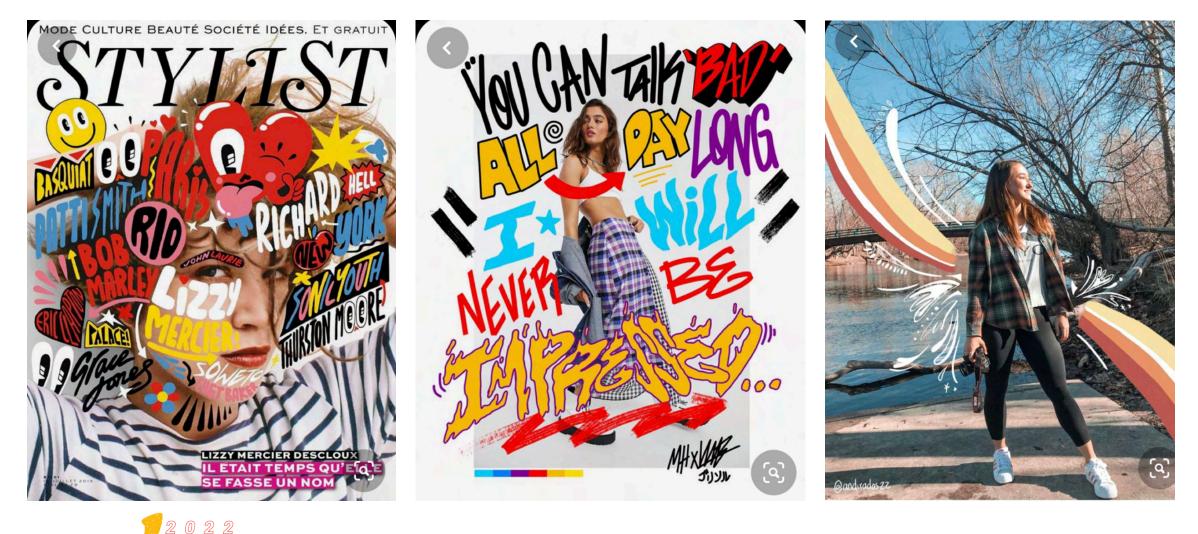
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## **PLAY - Sabrina's Inspiration Portfolio**

#### **Drawing on photos**

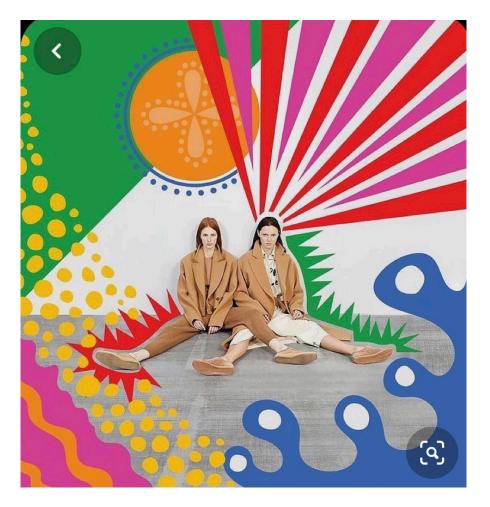
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## **PLAY - Sabrina's Inspiration Portfolio**

#### **Drawing on photos**







## **PLAY - Sabrina's Inspiration Portfolio**

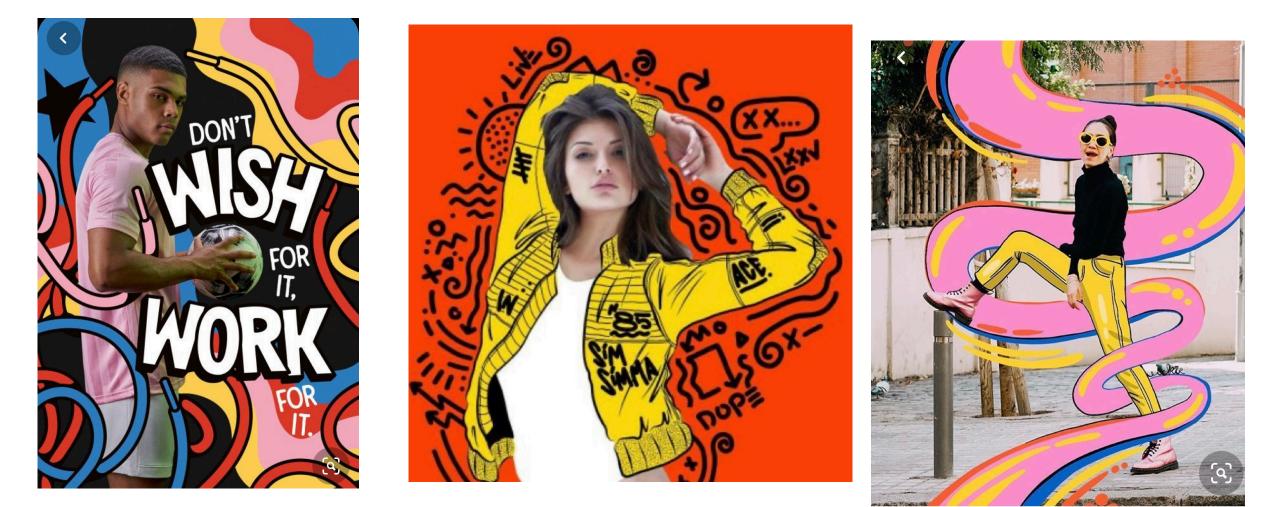
#### **Drawing on photos**

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# Bottom Line

# Start YOUR

# INSPIRATION

portfolio



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# It can be a

# PowerPoint Needs to be Moodboard SHARABLE Google doc Portfolio





# Find out if it's really THE ONE



# **TEST** - The Testing Process

# PUT IT TO THE TEST

• Choose 2 or 3 VISUALS and VERBALS from

your "search and play time."

- Apply these words and looks to yearbook items. (cover, opening, guts spread, mod package, etc...)
- Experiment with variations of each look and verbal.
- Check to see if the look and verbal translates well to the world of yearbook.

Plant High School 2021

They found their words and started playing with their LOOK.

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Plant High School 2021

They found their words and started playing with their LOOK.

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## PLAY - Does It Work?

Plant High School 2021

They found their words and started playing with their LOOK.

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Plant High School 2021

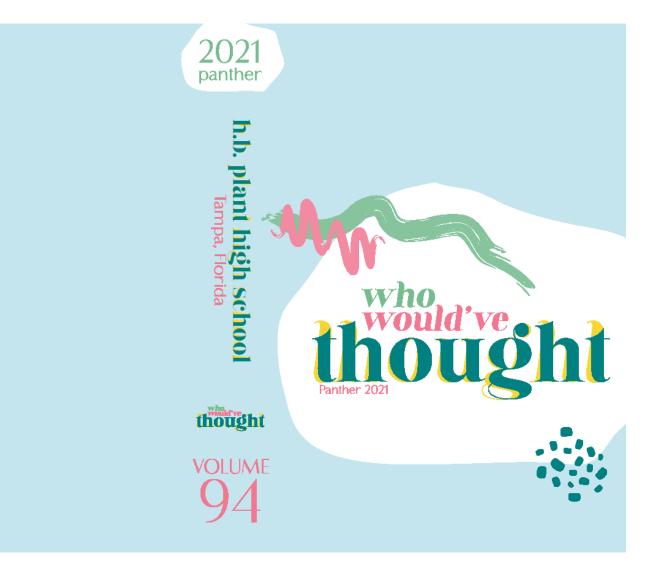
They found their words and started playing with their LOOK.

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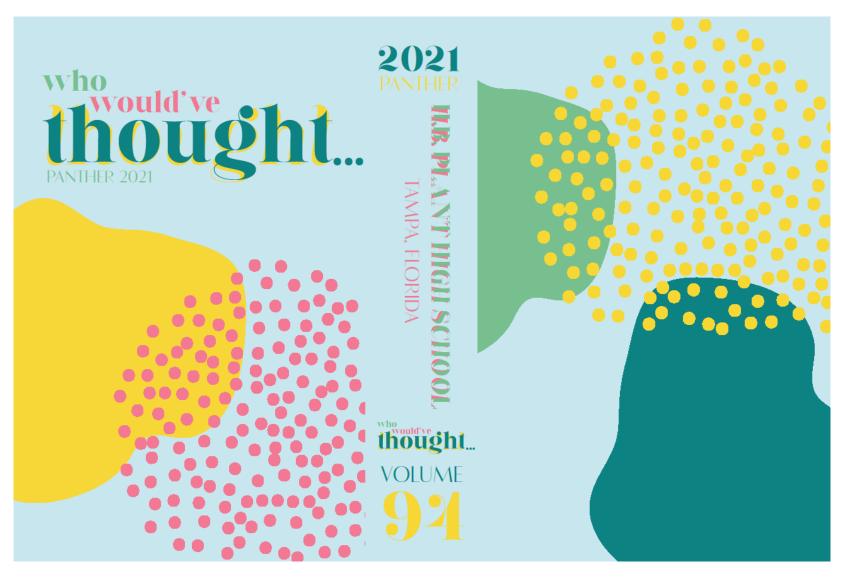
Plant High School 2021

They found their words and started playing with their LOOK.

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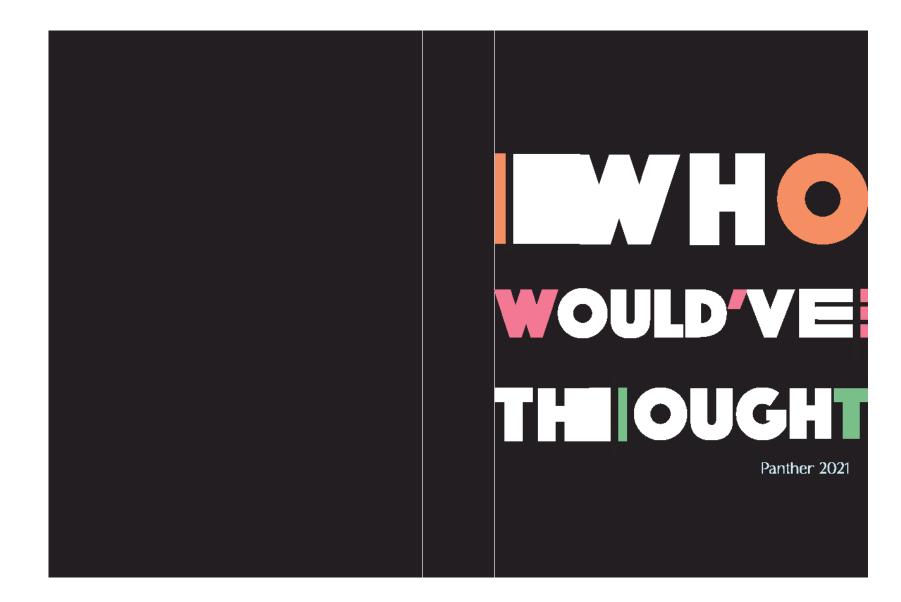
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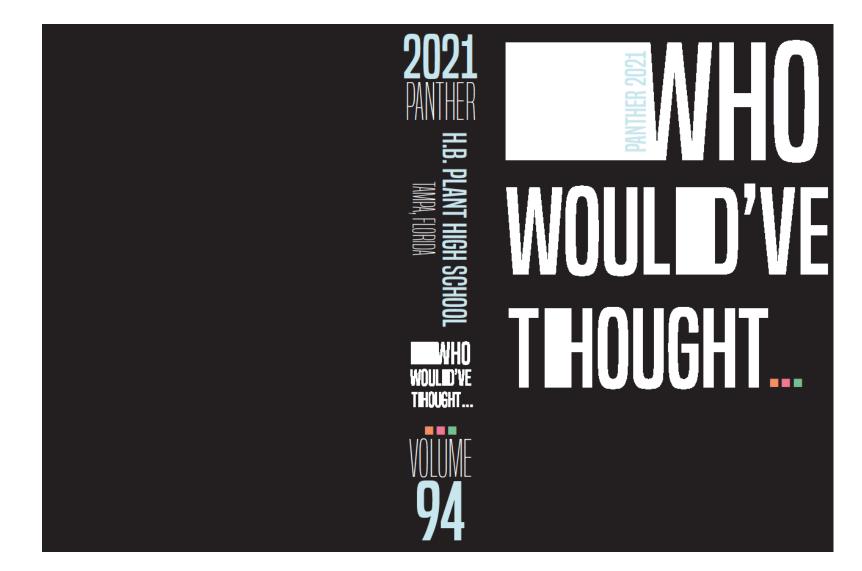
They found their words and started playing with their LOOK.

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# WOULD'VE THOUGHT

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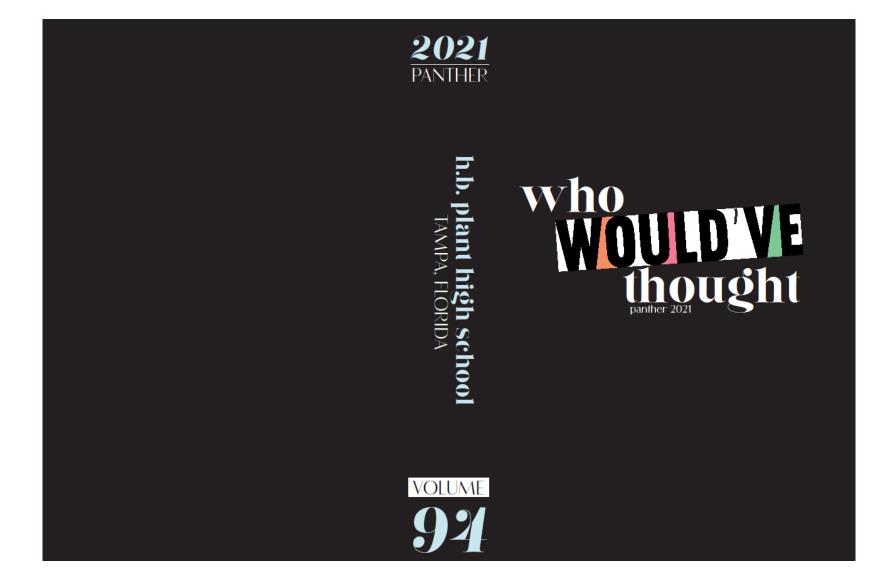
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Plant High School 2021

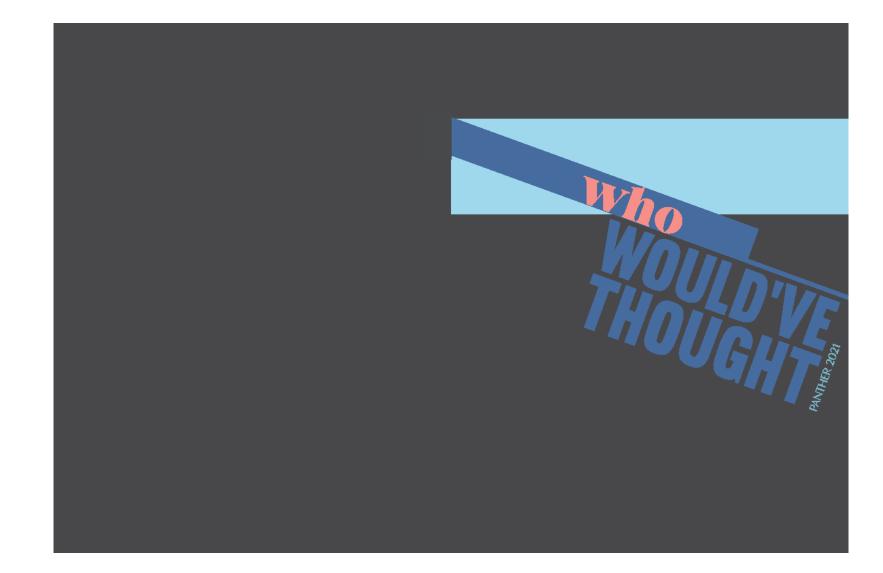
They found their words and started playing with their LOOK.

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Plant High School 2021

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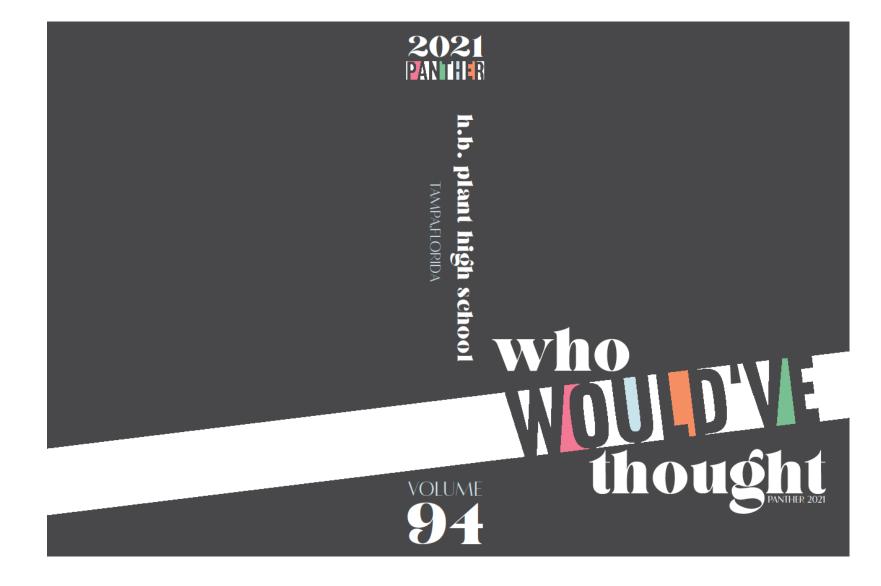
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Plant High School 2021

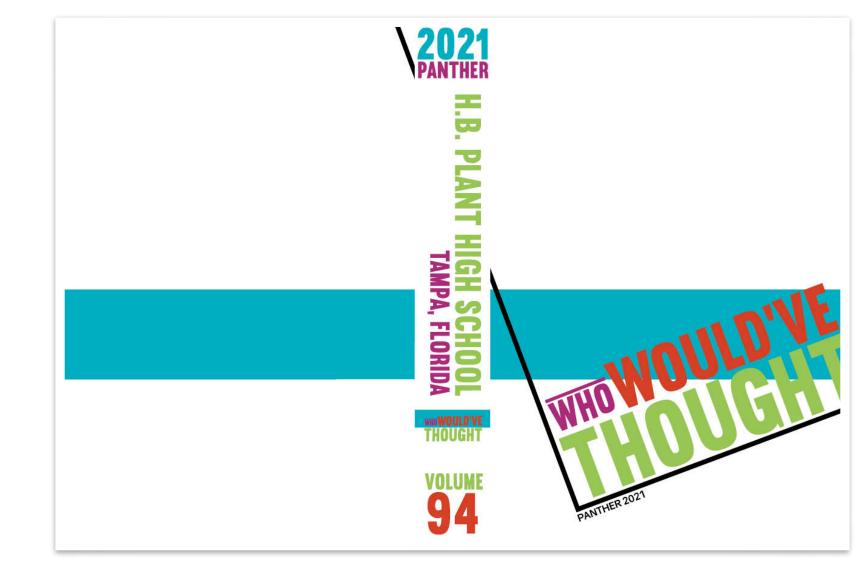
They found their words and started playing with their LOOK.

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# TEST - Does It Work? THINK Visual Variety

- Will it work for mods?
- What does it look like for sports? Clubs? Portraits?
- What do headlines look like?

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- How do we treat feature/showstopper spreads?
- Text-heavy spreads? Photo-heavy spreads?
- Can this design translate to YEARBOOK?
- Can this easily be carried throughout the book?
- Is it USER-FRIENDLY?



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**THEME**: What's your 2022 story?

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teaching economics. And while teaching for well over a decade is a serious accomplishment in its own right, his hidden hobby nearly overshadows his decorated teaching career. "Yeah, so I race," Wassmuth said. "I race yachts. I actually

just finished my 100th time captain license course last summer."

Wassmuth understands that the typical student would never expect such a passion out of their Micro teacher, however-he has been sailing cross country for about as long as he has

been in education. "Oddly enough, I found out 11 years ago that on Davis island, Thursday nights, they have a crew looking for a boat," Wassmuth said. You just go there, they put you out on the water, and you race. Now, years later and here I am, still doing it."

Technically, Wassmuth is still considered an amateur and races in the unpaid Corinthian category. But that hasn't stopped him from reaching various island locations, with some being easily hundreds of miles away.

in St. Martin, and hopefully Newport to St. Lucas," Wassmuth said. "Six days was my longest. Six and a half days to Bermuda for a race, and then I had to deliver the boat 1600 miles away." Across the span of his career, not all of his journeys have gone to plan. Boat accidents are common, and Wassmuth has had his fair share.

said. "We've had boats take on water, people getting knocked off decks, mostly worrisome stuff. There was one point where Loot flipped upside down and lifted up by an untied iid, but other than that I've had a pretty safe time. Fingers crossed." But rather than focus on the aversive experiences, he chooses to appreciate the sailing exclusive experiences that few have the privilege of seeing.

"One of the coolest experiences ever was getting to see ghost dolphins," Wassmuth said. "They're a super weird occurrence where dolphins are in warm bio-luminescent water and glow at night next to the boat. They have spooky trails and

Wassmuth, who had planned on sailing to Hawaii before pandemic restrictions halted his preparations, is hopeful that as the country begins to reopen, more opportunities will rise to

get on the water. "If all goes well, I am going to take a week off after spring break to race from Newport to Cabo over 900 miles away," Wassmuth said.

hand at the sport, Wassmuth wants others to be aware of the mental fortitude it takes to stay focused on long distance sailing trips.

"I think a lot of people when they go racing think that sailing is really laid back and calm," Wassmuth said. "You'll see guys going out there with slacks and Sperry's and girls with dresses and sandals, and they quickly learn that most of the crews are there to win. We move fast, there's a lot of yelling, a lot of noise, and a lot of running. It's intense, but at the same time it's what you sign up for."

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096 BRIAN WASSMUTH

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Nicholas

Gardner (12) starts a race alongside

his teammates. Gardner has been on the

feam since his freshman year, and this

meet was their senior night. "COVID has

made me realize just how much we tend

to take these moments for granted. The

offer seniors and I were truly lucky to get

to experience these manic moments even with the pandemic," Gardner said.

captions: e. avieworth - copy: e. kadet - design: h. black I. black - photos: k. caranente, pady st

#### **BOYS 50-YARD FREESTYLE**

"I love how everything comes down to the millisecond in the 50 free. You have to use all your energy and you can't make any mistakes. That's the bad thing: you can't mess up. I also love how competitive the event is." Noah Halpern (12)

#### **BOYS 100-YARD BREAS TSTROKE** 2ND PLACE: 1:07.97

"The 100 breast stroke is my favorite

event. I like if the most because it is

what I am best at, and while there's

not much competition in that event as

the top are a really competitive group

I think I did very well this year, getting

and almost making states." Andrew

my time down to 1:02 at regions

Sanchez (10)

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some of the free events, the guys at

"I have always loved freestyle, but I have interested in backstroke more. The 100

#### **GIRLS 200-YARD FREESTYLE**

"I was extremely thankful we had a swim season in the first place. Although we didn't have as many meets as last year because of COVID, I still enjoyed every second of it. What I enjoyed most about competing at meets like this one is the team energy. Everyone is so positive and happy." Bruna Custodio (12)

#### **GIRLS 100-YARD BACKSTROKE** 1ST PLACE: 1:05.46

only recently in the past year or two become backstroke was definitely the best event from that meet. I did well in that at event and at states I had my best time! I just love being with the team because everyone has such a great friendship." Catherine Vaughan (10)



helping to score plant points. to my teammates and listen to fun music to get my mind off swimming. Swimming for plant means making lots of time with my best friends." Ella Bathurst (12

#### swimmers State competitors discuss their high school swim careers

really happy because that the best parts of high school. It's meant that all my hard work in still hard to believe how guickly if the pool was paying off and went by, but I'm grateful for all of my teammates and coaches over the Before I swim, I love to talk years that helped me get to where I am foday. I wouldn't be anywhere near where i'm at now in swimming If it wasn't for all my teammates and coaches. We all push each other to memories and having a good be befter every day, and although we may be swimming our events alone, the work that it took to ge to that point was a team effort.



RMS OUT-STRETCHED Taylor Hammond (10) dives into the water. iammond has done swim since she was 8 and joined the swimming feam last year. "The feam is like a family and everyone is always happy to be around each other.

O THE SIDE, Joseph Parmer (9) takes a breath. In order to repare for his meet, Parmer made sure to est well before he raced "in the meet my relay feam did very good and I think If was a success. I love being on a team and the excitement of swim meets," Parmer said.

#### ORING Swim honors Carlos Medina Oct. 14



me to swimming. We were always super close and when he loined swimming, we started to spend less time together, so I asked my mom if I could join with him. I'm glad I did because it's brought me so many nemories, (helped me find) my closest riends and allowed Carlos and me to bond over something as we grew older. If meant a lot to me to see everyone honor him that night because we made so many memories and waking down seeing all his friends was like taking one more trip down memory lane." Karla Medina (10)





VARSITY SWIM

#### **THEME:** What's your 2022 story?

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## **TEST - SCAMPER CHECKLIST**

Substitute something **Combine it with something else Adapt something to it Modify / Magnify it** Put it to some other use **E**liminate something **Keverse** / **Rearrange** it

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## TEST - Does It Work? Visual Variety





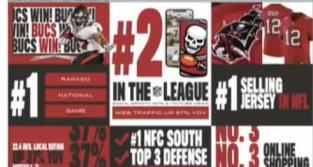


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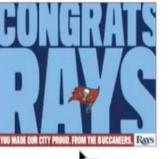


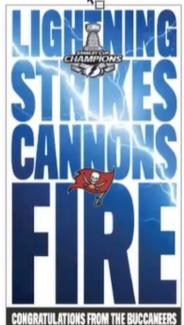












#### **THEME**: What's your 2022 story?

Walsworth yearbooks

TAILOATE LOUNGE

Inclusion privates strange of althe VA. action PREGAME WARM-UP ACCESS

Industry accurate to sense? Buschmannagene

CHIEFS VS BUCCANEERS

Nordan, Wasperker 20, 2007 Represent Annue Machine Longe Annue 2007 Mil - 4 30 Mer Marro-g Annue 2007 Mil - 4 30 Mer Mil Mach - 200 Mil Mil Mach Annue 100 Jan - 4 30 Mer Mil Mach Annue 100 Jan

happe gental termination gives into its Bar 75 with a terminimental formal and language, reserved seading science and readilities



VISUAL VARIETY







## Edit down to what works best for the WHOLE BOOK, Not just what works best for you.



Walsworth yearbooks



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## Make TOUGH Decisions

• Don't keep the theme because you like it, keep it because it works.

• Ask yourself, "Does this enhance the look/ message of the theme? or does it detract/ distract from it?"



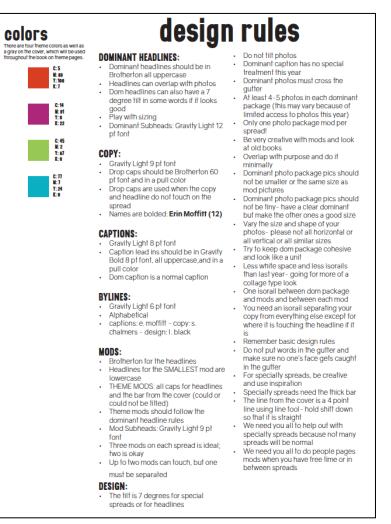


## Make TOUGH Decisions

- Choose fonts
- Choose colors
- Choose graphics
- Choose layout, spacing, margins, etc.
- Make sure that they all work together to support the theme message.



## Create a STYLE GUIDE



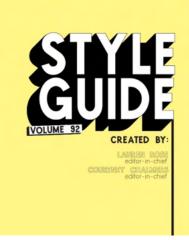
Walsworth yearbooks

2022

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## **DECIDE**



### Create a STYLE GUIDE

#### WELCOME TO THE 2019 STYLE GUIDE FOR THE PANTHER YEARBOOK.

This style quide contains everything you need to know when designing coverage ("gul") spreads specifically to fit our 2019 theme. Please use this guide as a resource to make your spreads follow the general theme of the rest of the book. Remember, consistency is key.

This year, we will be using the font Ontario in all headlines. Ontario is a font family of four, but we will only be using "regular", "outline", or a combination of both in our

REGULAR. OUTLINE. COMBINATION.

For our copy font, we will be using Gravity. Names will be Gravity Bold. All other words will be in Gravity Light

COPY FONT

Dom Subhead: Gravity Light 11 pt

periodi, I man copportativo abaigo a ababware, a ran

(The byline needs to be in alphabetical order by last nam n each section, and by section (ex: caption, copy, design,

Mod Subhead: Gravity Light 9 pt

Copy: Gravity Light 10 pt.

Captions: Gravity Light B pt

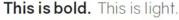
ex) Lauren Rose (12)

Gravity

Gravity Bold

Bylines:

2022



#### FONT CHEAT SHEET:

#### HEADLINE FONT

We have one headline font, **ONTARIO**, however, we stretch and distort it (please check with Design Editors or Editors -in -chief

We also manipulate it in illustrator to add the "shadow" (this will only be on theme mods and theme spreads): Effect - Distort & Transform -

Transform - Move: Horizonfal 0.1, Vertical

**ONTARIO- REGULAR** 

This can have a fill color to make it "glow You can use these together to get:

ONTARIO

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#### PACKAGING HEADLINES:

All separate words in each headline must be placed in separate text boxes. This will allow you to manipulate each word and design your headlines more precisely.

DOMINANT PACKAGE: This headline should be the largest on the spread. Feel free to use different variations of Ontario as well as graphic elements, such as a line or the box to add dimension to these packages. Stacking the words on top of one another is also a cool effect because it mimicks the font treatment on the cover

#### HOW TO PACKAGE THE REST:

Each secondary and tertiary mod headline should be smaller than the dominant, with the tertiary headline being the smallest on the spread. We want to create hierarchy on each spread, and adjusting the sizes of headlines will help direct the reader's eye to what is most important. Try to avoid using graphics in headlines that are not the dominant package, unless the mod is theme specific. (Shown below)

LINE

The line should be 1pt stroke in

wither your pullout color or black.

elsewhere (get creativre!) These

can also bleed off the page (don't

You can use these in mods, or

make too many things bleed)

BEAT THE BLUE



These are saved in: 2019 Yearbook - graphics - "(color)box" You can use these in headlines, mods or anywhere you think they would work. Be careful not to overuse them.

#### COLOR

We have one THEME color:

YELLOW C=0 M=0 Y=59 B=0 (this should only be used on theme spreads, not on content spreads)

On CONTENT spreads, you will use pull colors. (This includes folio). All pull colors need to be in CMYK.

#### MUST KNOWS FOR DESIGN:

MODS

There must be 2-3 mods on every regular spread

The mods must NEVER "touch" eachother. They must be seperated by the dom package that should flow across the spread. (For an example, look at the following page)

#### SPACING See next page for example

USE GRIDS!!!! Between all pictures, words, lines, EVERYTHING has to be seprated by the little boxes created by the grids.

(The spacing is a lot skinnier this year)

However, we are also using overlaping photos, touching photos, and isorails (these should be one little box, one big box, and another little box) Do not go outside of the purple lines (this applies to the gutter and the outside)

#### FOLIO

These will be placed on your spread by the Hybrid Editor and they will be the pull color.

#### THEME MOD

These will repeat every few spreads. They are mods that are about the dominant coverage, but covered in a thematic way. Photos in these mods will always be black and white example of headline) You KNOW the Drill (on the next page)

<ul> <li>It's the way we</li> <li>The only way we</li> <li>If you only knew</li> <li>What do you know</li> <li>(parting)</li> <li>(parting)</li> <li>As far as anyone</li> <li>As far as anyone</li> <li>In the know</li> <li>Mori know</li> <li>Mori know</li> <li>Mori know</li> <li>Know that feeling</li> <li>I don't know</li> <li>More than you know</li> <li>Need to know (5</li> <li>whow)</li> </ul>	You don't know the half of it You never know Who knows You never know until you try You know the drill My one and only If only The Only game in town (Armwood) You only live once All the way Clear the way Clear the way	Hard way Which ever way Can't have it both ways Show me the way Every which way Way back when (part time jobs of students and then teachers) ( history) Find your way To put it another way Go your own way
---	---	---

#### PHOTO PACKAGING

Each dominant photo package must contain at least 5 photos, and no photos can be facing off of the spread. The more photos used, the easier it will be to avoid "stacking" mods.

As mentioned on the previos page, we are including tighter spacing, touching photos, overlapping photos, and isorails in photo packages. If you choose to use an isorail in your design, please only use one on a spread.

Always crop your photos to capture action and emotion effectively. You should never crop out appendages, heads, or the ball if it is a sports photo.

Walsworth yearbooks

**THEME**: What's your 2022 story?



### THE BOX

# **DECIDE**

# Create your STYLE GUIDE

#### FONTS

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#### HEADLINES Scrubby<sup>~</sup> abcdefghijklmnopqrstuvwxy2 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!?##\$%^&\*()|;\*

#### **SUBHEADS** Walbaum

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!?@#\$%^&\*()[];"

#### BODY COPY Roboto Light

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!?@#\$%^&\*()[];"

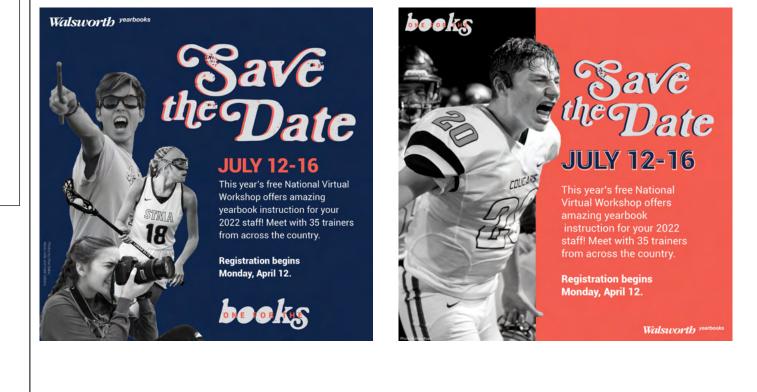


#### subhead with supporting information

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eu pulvinar urna. Donec semper pretium ante nec aliquet. Quisque mattis condimentum urna ac faucibus. Proin sit amet insi ac tellus scelerisque ultrices id ac sem. Suspendisse hendrerit, diam non facilisis sollicitudin, dui tortor ullamcorper diam, dapibus pellentesque nisi leto in sapien. Etiam quis lectus dolor.

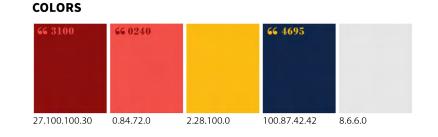
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Question Quote providing testimonial goes here Name Here



Walsworth Yearbooks Workshop Look

2021-2022



2022

# DECIDE

### Create your STYLE GUIDE



2022

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This year's free National Virtual Workshop offers amazing yearbook instruction for your 2022 staff! Meet with 35 trainers from across the country.

Registration begins Monday, April 12.

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Save the Date JULY 12-16

This year's free National Virtual Workshop offers amazing yearbook instruction for your 2022 staff! Meet with 35 trainers from across the country.

Registration begins Monday, April 12.

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# **DECIDE**

2022

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### Create your STYLE GUIDE



# **THEME '22**

# INSPIRATION



### **INSPIRATION IN ACTION**



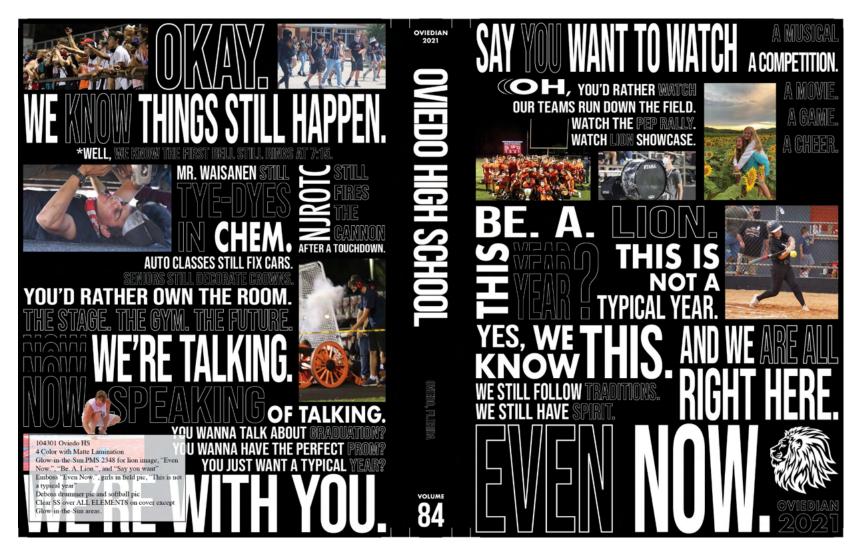
#### **Oviedo High School**







### **INSPIRATION IN ACTION**



#### **Oviedo High School**

Walsworth yearbooks

2022

**ONE** 

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# **INSPIRATION IN ACTION**

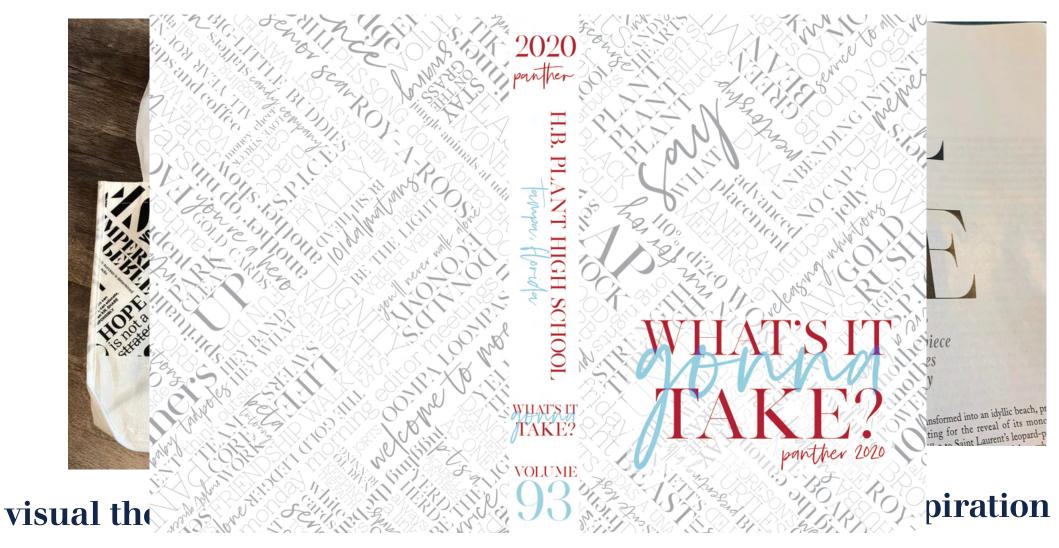




#### Legacy High School



## **INSPIRATION IN ACTION**





2022

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# **INSPIRATION IN ACTION**



## **INSPIRATION IN ACTION**



University High School

2022

ONE FOR



tree-filled cliffs. After a moment's hesitation. I dove off the sailboat into the Balearic sea. On our last day in Spain, we explored Mallorca, the largest island we THE WHITE SAILBOAT dropped us into the water a mile from

- In the water around us, jellyfish began to crowd. A new one appeared every time I looked down.
- annoying stings. I regretted my laughter as I hoped the jellyfish would continue to stay away from me. My anxiety spiked as I noticed the blackening abyss beneath me,
- south stings, I escaped the water with nothing more than tired arms. Of course, as soon as everyone endured the lengthy swin,
- the horses that limed the shore returned up the cliffs. We were all disappointed, but you know what? At least I had a good story. I thought about the jellyfish and let out a long breath, thinking about going back into the water without seeing what we came for.

When we finally made the journey back to the safety of the boat, the small, aged Spanish tour guide pulled us up. The sailboat's sails remained rolled and secured to their

WHEN THE GUIDE fastened a huge rope to the unused sails, I did not expect hin to swing around the boat and jump of the said of the said of the said of the said of the other said the said of the said to grab onto a rope that connected to the boat the said it, we had to wait in Diverse of Lee over it we rised it, we had to wait got us again parater until the boat came around and got us again with uncle went first, and we all watched on our tors, nerven by Uncle want first, and we all watched out tors, nerven by the sumg and rised the rope in the water, He clared is she sumg and rised the rope in the water, He clared is she sumg and rised the rope for and threatening sea until the boat circled back for

y nerves got worse as I waited in line. The people in front of me missed the rope, and I definitely did not want to stay in that water. To make it worse, everyone around me talked about shark attacks, increasing my rising anxiety.

MY TURN TO SWING. I walked to the edge of the deck and swung off with force, **splashing** into the deep water. The rope I needed to grab once in the water to return to the boat moved faster than I expected. Stressed, I reached for the rope and barely managed to grasp it in my hand. I felt a rush of relief when I lifted myself back into the boat's

WHAT I LEARNED in Spain is that I must live for right now. There's going to be danger, but I justified going on every challenging excursion because they were once in a lifetime opportunities. I'M ONLY IN THIS MOMENT ONCE. We did everything we could on our trip, and I learned to move past my fear to get the most out of every experience.

SUMMER ADVENTURES 9



#### THEME **INSPIRATION IN ACTION**



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PALAZZO P

A Rtsion

'The appropriation of Carson's graphic tics,

his particular forms of expression, becomes a mannered excess when done too generally by others'

**D** C ON

of Suffolk & Coastline PRESENT

LONGBOARDING

t.music ...

Avi 🌶 T) <sup>B</sup> <sup>U</sup>S<sup>r</sup> <sup>Y</sup>U MUNDS Olk

#### THEME: What's your 2022 story?

id Carson is an American graphiordes risti, Texas. He graduated from San Diego State University with a BFA degree diego State University with e BIA degree she bocio logy, the web originality a high Southen Ca I ifornia, and also a profes-sload surfer ranking 5th in the world npack Streps, if JAPBy poror become a graphic designer. With no formal back-ground in design, he enrolled hiss if in ground in design, me enrolled nyaming for gevera 1 different courses and workshops but none of them impacted him as much as the three "week course in Zurich, Switzer-land, his instructor Hans-Rudolf Lutz,

Devid Carson's work focuses heavily on typography and photography. His designs are largely driven intertion. His Lypographic voice is distinct the easily recognizable, often playing with the distortion and legiblity of the type, and the use of non-mainstream photography techniques. His designs have bright contrasting color th a grungy, chaotic sesthetic without having grid design. David Carson significantly influenced generation to embrace typography as an expressive medium design educator, file Lupton said. Carson has slowly changed the rules of design. He describes his own work as "subjective personal, and very self indulgent."

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ABCDEFGHIJKLMN abcdefghijk1m OPORSTUVWXYZ nopqrstuvwxyz (\$£..!?) 0123456789

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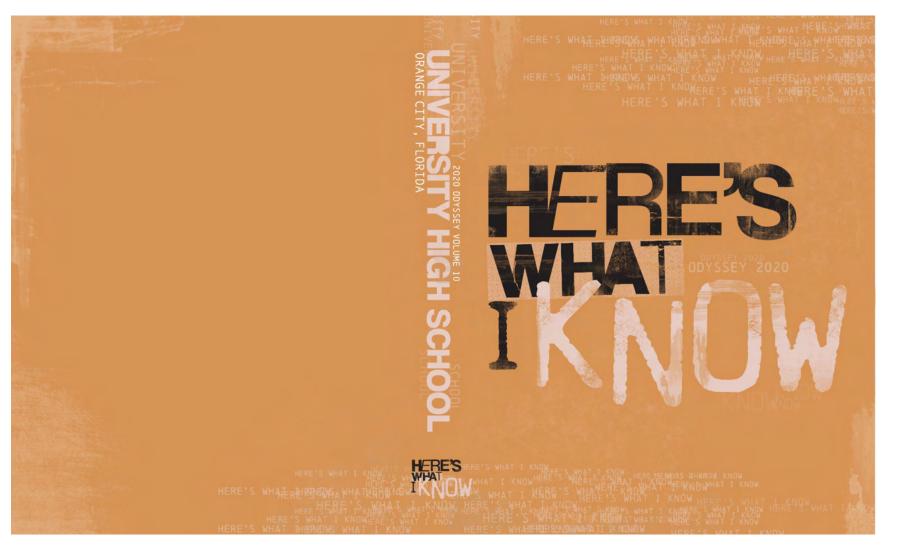
# THEME INSPIRATION IN ACTION

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2022

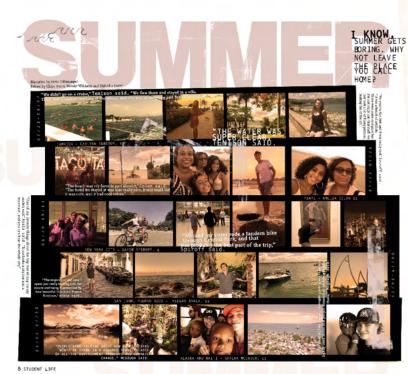
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#### University High School

#### **INSPIRATION IN ACTION** THEME



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call of Are. 3. Sail SALLON drapped as into the using a suffic frame to show and an excitation, we may the rest of the wir-south events, the poil califord in tail too the consti-sting the wild more "pully value as first set and an and a start of the set of the set and the set of the set of the set of the set more feel, the sater isocal setundary. The set of the term splits more interpreted input a set we were or the targ pulse interpreted input as we were or the targ pulse. tour gustore.

the water around is, jallyfish began to crewd. A new e appeared every time I looker down.

laughed as Colin, my older brother, faced the atmoying stings. I regretted sy laughter as I have the jellylish would continue to stay away from me. My anxiety

jailyins would cattine to stay way from ne. My anxiety spiked as 1 noticed the blackening abyes benath ne, and 1 outer't see my legs anyone. EDTERD THE DSXXE of the saik wat the compering the waim. I questioned whether this was even worth it. I keer 2 wold neer be spay with mystif if I claim: follow trough, while everyone size needed visight to somethe stings, in scaped the varies with nothing men than

For some, Of course, as soon as everyone ensured the lengthy skin, the horses that liced the shore returnes up the cliffs. We ever all disagoined, but you have she's At least 1 had a good story. I buoght ownit the jeliyfick and let soft a long avails, thirding short going back into the water without Setting wait see for.

where we find the watch we take to the suffery of the book, the small, aged Spanish tour maide called as up. The sailbook's sails remained rolled and secured to their rask, seciess or a winciess day.

The access of a balance are compared to the second weights of the second access of the second

y nerves got worse as I waited in line. The people in front of we missed the rope, and I definitely did not want to stay in that water. To make worst, everyone around me talked about shark attacks, increasing my rising anciety.

NY TURN TO SHOW, I walked to the edge of the seek and many off with force, splashing into the seek and the rope i mescal to grad once in the water to return to the boat moved laster than i expected. Stressed, I reached for the rope and bardly managed to grasp it is my band. I folt a road off we little hyperfiles. It is have bardly a road off we little hyperfiles. alety.

ARAT T LIADARD is Spain is that I must live for right Aller 1: 55087546754675461 Bow. There's poing to be dorper, but 1 just first poing or every challenging excarsion secure they were once in a lifetime opportunities. If NO MAIN 10.1510 Moli 00.11 M dis everything we could be our trip, and 1 ferred to ROVE past by fear to get the stat out of every excertence.

SUMMER ADVENTURES 9





#### University High School



**THEME**: What's your 2022 story?

2022

Walsworth yearbooks



# Communicate your STORY on the





Walsworth

2022

ONE

#### Cover

The cover will establish 3-5 verbal and visual theme elements that will drive both the STORY and the LOOK of the book.

How many possible THEME elements to you find on this cover?

Purpose: Set up your significant theme elements - words, fonts, color, design.

Blue Valley Northwest High School

# Communicate your STORY on the

# **ENDSHEETS**



Walsworth

2022

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*Endsheets* Same font from cover

Same color palette from cover

Can use space for table of contents

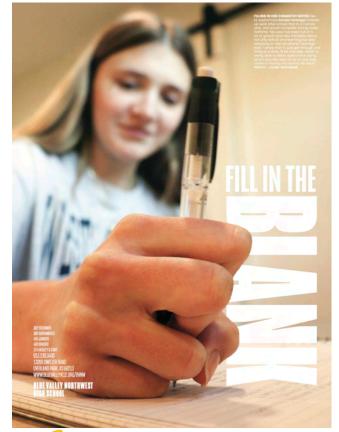
Purpose: Bring the theme inside the book

Blue Valley Northwest High School



# Communicate your STORY on the TITLE PAGE

**Population** 



Walsworth yearbooks

2022

ONE

**Title Page** Same fonts from cover Same graphics from cover Same color palette from cover Photos that help depict theme Captions Book name Volume Number School Physical address School Virtual addresses (Twitter, FB, and Web)

Blue Valley Northwest High School

# Communicate your STORY on the OPENING SPREADS (1)



Walsworth yearbooks

2022

N E

**Opening / Theme Spreads** Opening spread and closing spread should have the same look but use different copy and photos

- Same colors as cover
- Same fonts as cover
- Awesome design, photo and storytelling

Blue Valley Northwest High School

# Communicate your STORY on the OPENING SPREADS (2)

#### We encounter THE SAME THING

another gap COVID created, the things that made life worth living erased in a second and left **blank for a year**.

We get so frustrated at our lunch **falling** off the PAC armrests, we fail to see what's right in front of us.

Again, there's Mrs. Laughlin, greeting us with temperature checks each morning. Even though we can't see her whole face, we just know she's starting our day WITH A SMILE

Again, we share a bittersweet laugh outside during a mask break, six feet apart but soaking up THF SINSHINF

2022

Walsworth yearbooks

FILL IN THE RLAND

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**Opening / Theme Spreads** Opening spread and closing spread should have the same look but use different copy and photos

- Same colors as cover
- Same fonts as cover
- Awesome design, photo and storytelling

Blue Valley Northwest High School

# Communicate your STORY on the OPENING SPREADS (3)



Walsworth yearbooks

2022

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**Opening / Theme Spreads** Opening spread and closing spread should have the same look but use different copy and photos

- Same colors as cover
- Same fonts as cover
- Awesome design, photo and storytelling

Blue Valley Northwest High School

# Communicate your STORY on the DIVIDERS



Walsworth yearbooks

2022

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#### Dividers

Divider spreads should echo the design of the cover, endsheets, title page and opening spreads

- Same colors
- Same fonts as cover
- Related design not exactly the same
- Introduces section content

#### Blue Valley Northwest High School

# Communicate your STORY on the GUT SPREADS



#### Blue Valley Northwest High School

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# Communicate your STORY on the GUT SPREADS



#### Blue Valley Northwest High School

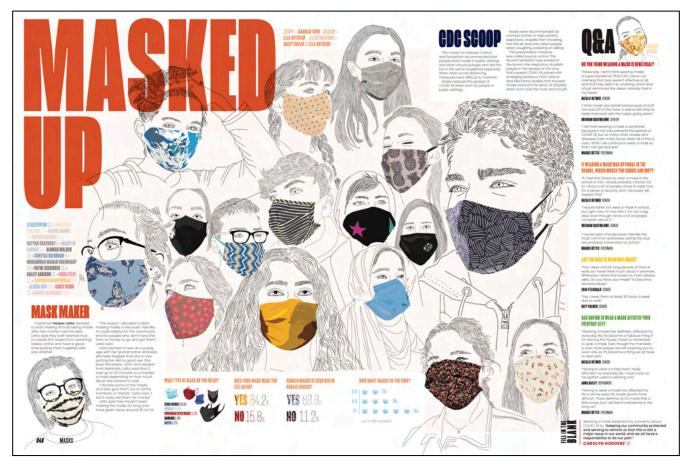
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# Communicate your STORY on the Showstoppers



2022

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#### Blue Valley Northwest High School

# Communicate your STORY on the



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#### Cover

The cover will establish 3-5 verbal and visual theme elements that will drive both the STORY and the LOOK of the book.

How many possible THEME elements to you find on this cover.

Purpose: Set up your significant theme elements - words, fonts, color, design.

Athens Drive Magnet High School



# Communicate your STORY on the



Walsworth yearbooks

2022

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#### Endsheets

Same font from cover Same color palette from cover Can use space for table of contents.

**Purpose: Bring the theme inside the book.** 

Athens Drive Magnet High School



# Communicate your STORY on the TITLE PAGE



Walsworth yearbooks

2022

ONE FOR

#### Title Page

Same fonts from cover Same graphics from cover Same color palette from cover Photos that help depict theme Captions Book name Volume Number School Physical address School Virtual addresses (Twitter, FB, and Web) Population

#### Athens Drive Magnet High School

# Communicate your STORY on the OPENING SPREADS (1)



Walsworth yearbooks

2022

**Opening / Theme Spreads** 

Opening spread and closing spread should have the same look but use different copy and photos

- Same colors as cover
- Same fonts as cover
- Awesome design, photo and storytelling

Athens Drive Magnet High School

# Communicate your STORY on the OPENING SPREADS (2)



Walsworth yearbooks

2022

ONE

**Opening / Theme Spreads** 

Opening spread and closing spread should have the same look but use different copy and photos.

- Same colors as cover
- Same fonts as cover
- Awesome design, photo and storytelling

Athens Drive Magnet High School

# Communicate your STORY on the DIVIDERS



Walsworth yearbooks

2022

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#### **Dividers**

Divider spreads should echo the design of the cover, endsheets, title page and opening spreads.

- Same colors
- Same fonts as cover
- Related design not exactly the same
- Introduces section content

Athens Drive Magnet High School

# Communicate your STORY on the GUT SPREADS



2022

Walsworth yearbooks

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#### Athens Drive Magnet High School

# Communicate your STORY on the GUT SPREADS



#### Athens Drive Magnet High School



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# Communicate your STORY on the **GUT SPREADS**

#### TAKING the



#### **ANOKHI THAMBUGALA, JUNIOR**

LET'S GO LIVE, FROM MY BEDROOM

et's see... Oh, this is a fun one! "How are you always so cheerful every day? Any tips for me to be more like you?" Well, to be honest it's just how I am, but some tip that help me keep my smile on my face is to always think on the positive side of situations, especially when it comes to he future. When you think of the bad outcomes, your brain. They seem to be more likely to happen although this isn't the case. So, if you force only good things into your head, then they become the only outcome. If the situation fails, then you can conclude that it was out of your control and that there was nothing you could have done about it. Also fake it till you make it! If you keep smiling, even if it's fake, it will eventually become real. Oh, I love you guys too! I'll always be there for you through thick and thin! So if I can be someone you can ean on, whether it's through my music or my personality, then I'd be honored and content that I could make someone

Love you guys, see you soon, and goodbye from Anokhi's

#### LISEY PILLAY, JUNIOR

AN EXCERPT FROM: LOTS OF THINKING ven though school isn't ideal at the moment, most teachers are very understanding and are doing their best given the circumstances. Yeah, it's awkward, yeah, it'll take some adjusting to, but there is still a great amount of empathy there. We are not alone in this. Physically we may be distanced but socially we are more connected than ever. We are finally realizing that there must be a greater focus on nental health and wellness. This is a historical event that we are experiencing as a global community!

I know this all sounds cheesy, but there's this quote that Dolly Parton has said. Basically, if you want the rainbow, you got to put up with the rain. I just think that is very applicable to all that is going on. We will get through this. We will be stronger after this, and we will persevere.

Anyway what were we talking about?

2022

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FOR







#### WILL WAKEFORD, SENIOR AN EXCERPT FROM: A BRIEF PEP TALK ou look fine. You are productive, you are in

I'm gonna say it: I'm already doing pretty good day, I've woken up, I brushed my teeth, I put or pants, yeah. You hear that? You're doing pretty good What else, what else... I video chatted my friends yes-erday. I got to see my friends! Well, technically I saw ike, the top third of my friends, but that's fine, I know hat their legs look like. They're just legs. Speaking os. I have been exercising really well recently. Yeah amount of times I've run up and down the stain nore cheesecake, I'm basically gonna look lik ris Pratt in like two more weeks. Chris Pratt from uardians of the Galaxy, not Chris Pratt from Parks and ec. And I've been really organized recently. Don't ou give me that look. If you... I can't trust the seve ork pile, the scrap pile, the work scrap pile, I'm not e if I should throw this away yet pile, paper airplan terial pile- which is usually just blank pieces of pa-- the pile of Google Meet codes that Lalways forge bel so they're basically useless to me, and mystery e mystery pile. It is a great idea, your idea, and it

#### EMMA GRACE LEHMANN, SENIOR AN EXCERPT FROM: A COVID APPLICANT re's something else: I generated a love for science

ughout quarantine. Yeah, you know, specifical emical reactions and how heat affects certain predients, ub, elements, materials, thinns, Yes, yes, Iway alking about baking, you got me there, but let me tell you ny sourdough is to die for. Oh my goodness, I am so sorry That joke is a little too topical to be telling right now, isn't it with everyone dying...

ny grades or why I would be such an excellent Harvard student? No? Okay. Can Lask, is it because of my hair? I dyed it like five times in guarantine. My mom says it looks really unprofessional, but "at least I didn't cut my bangs," that's what I told her. No? oh thank god, I was getting a littl worried there for a second. You know what, thank you so much for talking to me Miss Smith, and I look forward to seeing you soon, yeah? All right. Bye miss smith.

#### Athens Drive Magnet High School

073 MONOLOGUE



# Communicate your STORY on the





Walsworth

2022

#### Cover

The cover will establish 3-5 verbal and visual theme elements that will drive both the STORY and the LOOK of the book.

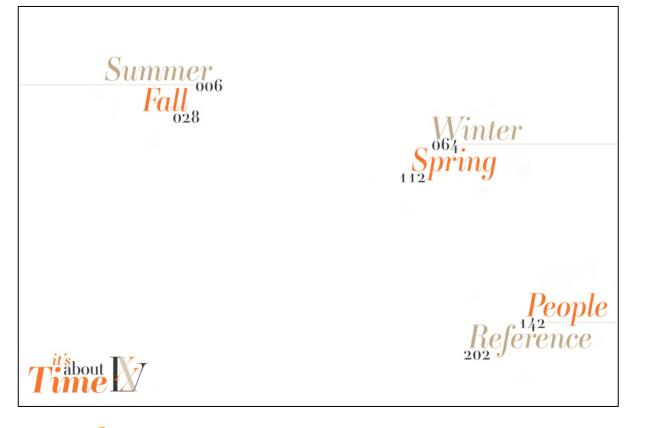
How many possible THEME elements to you find on this cover?

Purpose: Set up your significant theme elements - words, fonts, color, design.

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# Communicate your STORY on the

# **ENDSHEETS**



Walsworth

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#### **Endsheets**

Same font from cover Same color palette from cover Can use space for table of contents.

Purpose: Bring the theme inside the book.

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# Communicate your STORY on the TITLE PAGE



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*Title Page*Same fonts from cover
Same graphics from cover
Same color palette from cover
Photos that help depict theme
Captions
Book name
Volume Number
School Physical address
School Virtual addresses (Twitter, FB, and Web)
Population

Aledo High School

### Communicate your STORY on the OPENING SPREADS



Walsworth yearbooks

002 OPENING Spread by Hulley Bagner & Chaire Kennedy

N E

2022

**Opening / Theme Spreads** Opening spread and closing spread should have the same look but use different copy and photos

- Same colors as cover
- Same fonts as cover
- Awesome design, photo and storytelling

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### Communicate your STORY on the OPENING SPREADS



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**Opening / Theme Spreads** Opening spread and closing spread should have the same look but use different copy and photos

- Same colors as cover
- Same fonts as cover
- Awesome design, photo and storytelling

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### Communicate your STORY on the DIVIDERS



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#### **Dividers**

Divider spreads should echo the design of the cover, endsheets, title page and opening spreads.

- Same colors
- Same fonts as cover
- Related design not exactly the same
- Introduces section content

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### Communicate your STORY on the

## **DIVIDERS**



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Divider Pages All designed to have similar look; divide the sections of the book . Traditional sections are: • Student life • Sports

- People
- Academics
- Organizations
- Ads

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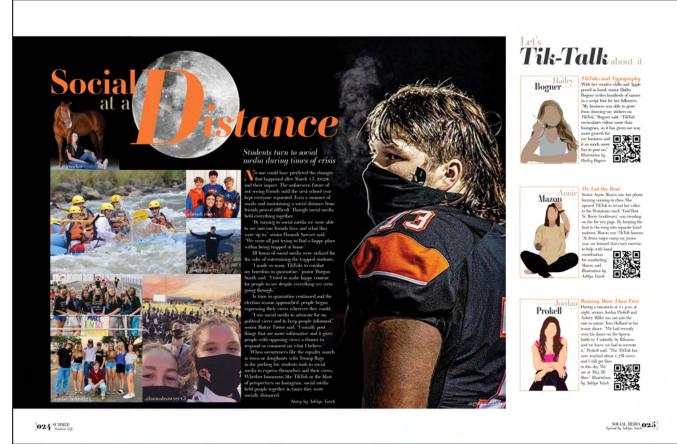


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### Communicate your STORY

## **EVERYWHERE**

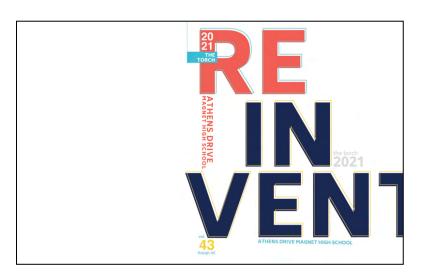
Coverage topics (ladder) Theme copy Story angles Headlines Showstopper spreads Modular units/Alt copy/sidebars Folios Bylines Graphics, fonts, colors Reference Sections Look at previous yearbooks

- where else could we have carried out this story?

Walsworth yearbooks



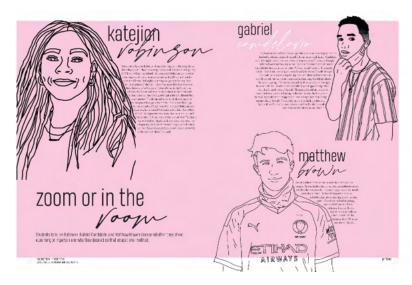
## ASK YOURSELF



Athens Drive Magnet High School Raleigh, North Carolina • Have I made enough attempts (*played & tested*) with this look?

- Does it translate well to yearbook?
- Does it allow for visual variety?
- Is it a user-friendly theme?

## SEARCH, PLAY, TEST, DECIDE



Robinson High School Tampa, Florida "The key to great ideas is not having them, it's executing them."

- Kate Moross



# JOW, GO FIND YOUR PERFECT THEME

FOR 2022



Valsworth yearbook

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### Walsworth yearbooks



### Go get INSPIRED







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