

2020 Walsworth Yearbooks

THEME20

Telling the story of 2020 through
WORDS, **PHOTOS** and **DESIGN**



Walsworth yearbooks

Walsworth Yearbooks

THEME20

What's your

2020 STORY?



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What is a Theme?

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.

Finding your theme story

where
do we
BEGIN?



Think of theme as the
behind the yearbook.



West Wilkes High School
Millers Creek, North Carolina.

PERSONALITY

- A great theme tells a story with **style and flair**.
- Think of theme as the **personality** behind the story of the year.
- “Know Seriously/No Seriously”
The play on the words “Know” and “No” both visually and verbally draw the reader in.



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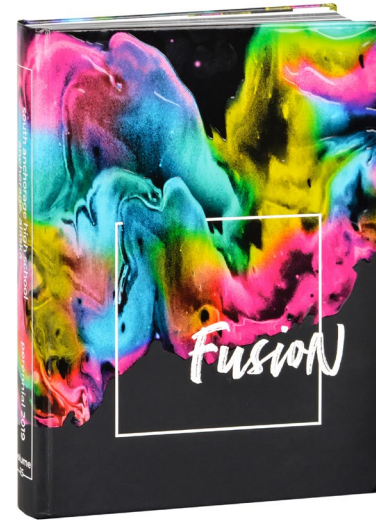
CAPTIVATE your audience

through the element of...

SURPRISE

a great theme...

- Unique and unexpected
- Hasn't been done before
- A new twist on something familiar
- Find a balance between **surprising** and **relatable**
- Shows thoughtfulness and a personal touch



South Anchorage
High School
Anchorage,
Alaska



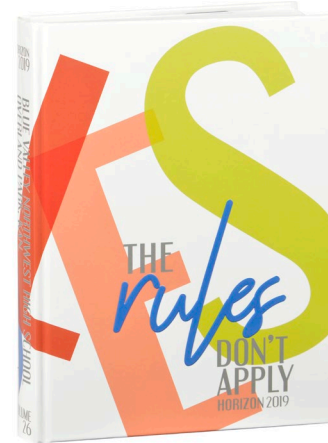
So where do we begin?

WORDS
not graphics or photos
COME
FIRST



WORDS COME FIRST

find your



Blue Valley Northwest
High School
Overland Park, Kansas

CONCEPT (big picture message)

&

CATCHPHRASE (theme phrase)

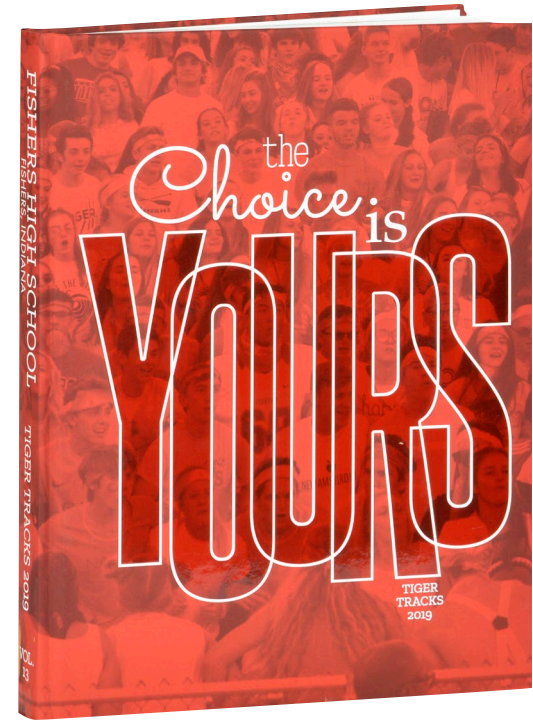


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WORDS COME FIRST

Find the **CONCEPT**

- What is the story of your year?
- What is the one message we are trying to send?
- Ask the "WHY?" questions
- How does it relate to the year/your school?
- Write some rough theme copy and capture DETAILS
- Can you sum your concept up in a sentence or two?



Fishers High School
Fishers, Indiana



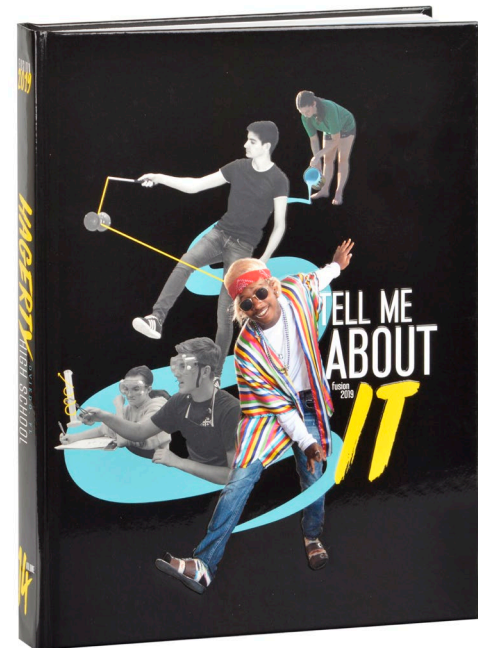
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WORDS COME FIRST

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 the theme



Hagerty High School
Oviedo, Florida



WORDS COME FIRST

Theme Questions to CONSIDER

Is the theme **2020 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?



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WORDS COME FIRST

CATCHPHRASE

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

- "The Next Big Thing"
- "Live a Little"
- "All Over the Place"
- "Make it Happen"
- "Thought You Should Know"
- "We Got This"
- "From Now On"



Corsicana High School
Corsicana, Texas



So where do we begin?

FINDING YOUR 2020

THEME

story



Finding your **THEME**

BE “THEME” FEARLESS

- The most successful books challenge themselves to do something different every year
- *You can be cautious or creative... but there is no such thing as a cautious creative*
- Don't settle... be clever! Be witty!



TRENDING: loosen up, have fun

Finding your **THEME**

ASK QUESTIONS/**LISTEN**

- Talk to people — Research you school community
 - Friends
 - Campus leaders
 - Parents
 - Administrators
 - Guidance
 - Coaches
 - Club sponsors



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Finding your **THEME**

GATHER the FACTS

FACTS ABOUT YOUR SCHOOL: location, mascot, colors, size, etc.

RECENT **CHANGES** AT YOUR SCHOOL: schedule, curriculum, size

CURRENT **TRENDS** THAT ARE AFFECTING STUDENTS: political involvement, environment issues, technology, etc.

CLOTHING **STYLES** AND TRENDS: not just what you wear – movies, music, etc.

COMMON **PHRASES** STUDENTS ARE USING: remember, school appropriate!



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Finding your **THEME**

TIME TO TALK

- If you are **STRUGGLING**...
 - Talk it out
 - Write out
 - Ask others not on yearbook staff
 - Look for graphics that might inspire a theme
 - Look for phrases/quotes
 - Brainstorm



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Finding your **THEME**

The “A-ha” Moment

- It's great when it happens...
- But it doesn't always happen.
- THAT'S OK!
- Sometimes the “A-ha” moment comes later.
- Make the best decision for your students and school, whether that idea comes as a flash of lightning or a thoughtful decision.

Finding your **THEME**

DOES IT CLICK?

- Does it make sense, considering the events of the year?
- Is it unique, yet relatable?
- Is it clear and not confusing?
- Unifying concept that ties together events of the year?
- Fresh, contemporary approach?
- **Allow for verbal and visual development?**

Finding your **THEME** **TRY IT ON FOR SIZE**



Finding your **THEME**

DIG FOR BONES

Go on a hunt now that you **HAVE YOUR WORDS**.

Look for:

- **FONTS** that deliver the message
- **COLORS** that deliver the message
- **GRAPHICS** that deliver the message
- **STYLES**...THAT...

DELIVER THE MESSAGE



Finding your **THEME** **WHERE DO WE DIG?**

Magazines

Surf
Art
HOW
ESPN
Vanity Fair
Newsweek
Nylon
Men's/Women's
Journal

Newspapers

College Brochures

Corporate

Brochures



Finding your **THEME**

Find it on the **'NET**

- ilovetypography.com
- Behance.net
- Hoefler & Co (typography.com)
- Designspiration.net
- Moldiv app
- Dribbble.com (show and tell for designers)
- Inspirationhut.net
- Abduzeedo.com
- 160over90.com
- Issuu.com
- FastCompany.com
- Society6 Artists
- Losttype.com
- Pinterest



Finding your **THEME** Check Out...

Mail

- Catalogs
- Pamphlets
- Junk mail

Products Packaging

- Hair care
- Chip bags

Advertisements

- Ford trucks
- Apple
- Billboards
- Stores
- Commercials

WHERE ELSE???



The look of the book tells a story too

THEME... DESIGN DECISIONS

...don't start until you have your words



Making **THEME** design decisions

FIND YOUR FONT

how does it feel?

Choose fonts that support the voice and tone of your theme story

&

Reflect the feeling you are trying to convey in your theme story

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McKinney High School
McKinney, Texas



Walsworth yearbooks

THEME: *What's your 2020 story?*

Making **THEME** design decisions

MAKE **COLOR COUNT** *how does it feel?*



Choose a color plan:

- Color palette
- Pull color
- No color?

Choose theme colors that reflect the feeling you are trying to convey



Burges High School
El Paso, Texas

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All parts parts of the book must

**COMMUNICATE
YOUR**

STORY

in every part of the book



What does your **THEME** communicate?

how do we create a theme that **COMMUNICATES?**

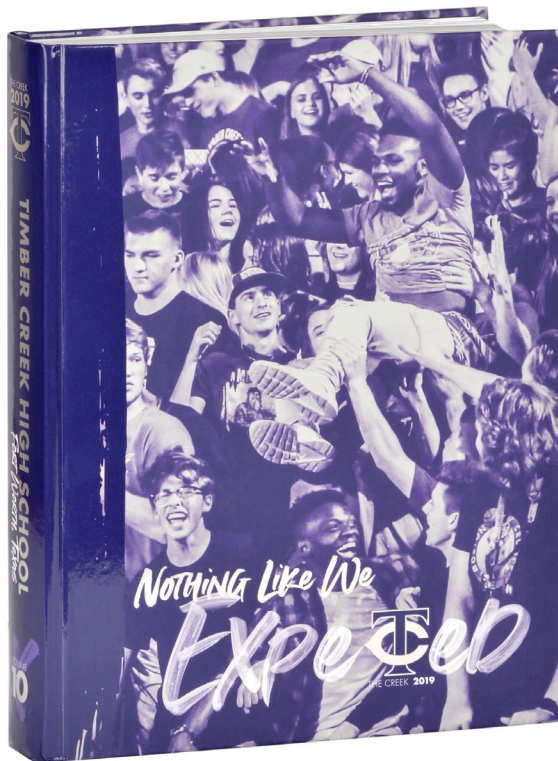
(make sure your audience **UNDERSTANDS** your theme)



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What does your **THEME** communicate?

COMMUNICATE THE STORY



Timber Creek High School
Fort Worth, Texas



Title Page

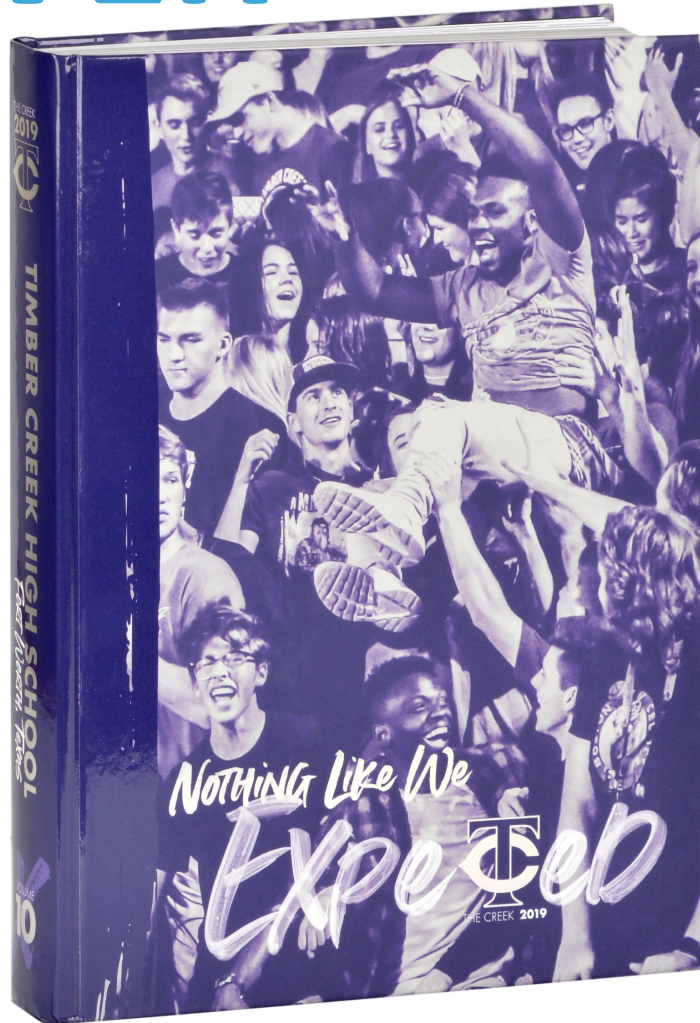


Theme spread

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Communicate your **MESSAGE**

COVER



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

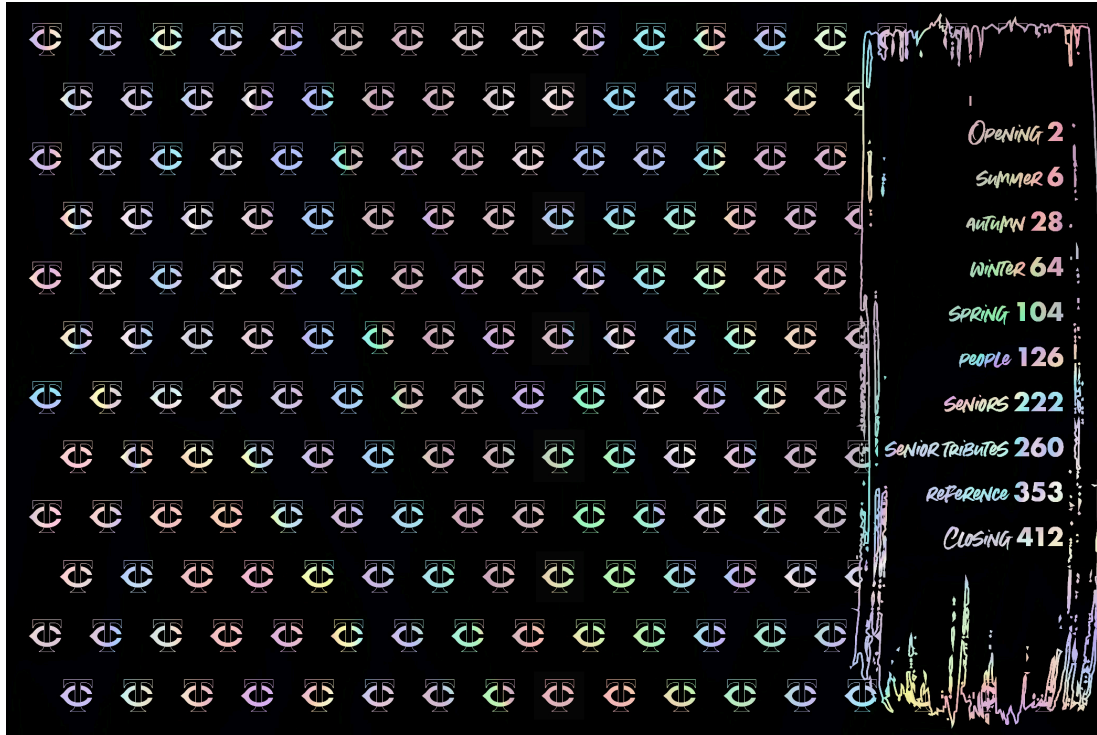
Purpose: Set up your significant theme elements - words, fonts, color, design

Timber Creek High School
Fort Worth, Texas



Communicate your **MESSAGE**

ENDSHEET



Timber Creek High School, Fort Worth, Texas

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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Walsworth yearbooks

THEME: *What's your 2020 story?*

Communicate your **MESSAGE**

TITLE PAGE



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

Timber Creek High School
Fort Worth, Texas



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Communicate your **MESSAGE**

OPENING SPREADS



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

Timber Creek High School, Fort Worth, Texas



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Walsworth yearbooks

THEME: *What's your 2020 story?*

Communicate your **MESSAGE**

DIVIDERS



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

Timber Creek High School, Fort Worth, Texas



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Walsworth yearbooks

THEME: What's your 2020 story?

Communicate your MESSAGE DIVIDERS



Timber Creek High School, Fort Worth, Texas

Divider Pages

All designed to have similar look; divide the sections of the book

Traditional sections are:

- Student life
- Sports
- People
- Academics
- Organizations
- Ads



Communicate your **MESSAGE** **THEME COPY**

Theme copy - usually seen on opening spreads and conveys the theme concept and message through the everyday thoughts and feelings of the students at your school.

GOAL: Help the reader remember a story they already know



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Communicate your MESSAGE THEME COPY

THEME COPY SHOULD...

- Reflect the “feeling” and “vibe” of your theme
- Include personal, specific details
(makes audience feel like an insider)
- Include quotes
- Use a natural voice
- End with theme phrase



Gulliver Preparatory School, Miami, Florida

Walsworth yearbooks



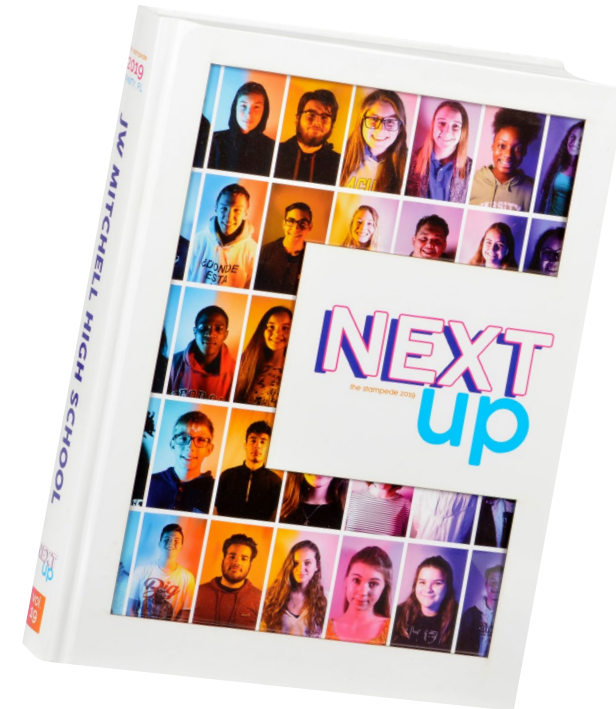
Communicate your MESSAGE THEME COPY



It's a TOUGH world

...out there in the city. But we aren't complaining. Who doesn't love having a Bahama Buck's within walking distance? Or four Publix stores within a five-mile radius? Deciding which one to apply to is the hardest part, just ask **Jacob McLaren** (19). That's the **price of growth**. And if you want Stars in the morning, you better have that mobile app or you won't be making it to first period. **Trust us**. The traffic on Little Road alone can make someone who left thirty minutes early **fifteen minutes late**. Trying to leave school is just the same. You better **run** to your parking space. Getting out of the parking lot can take longer than the whole drive home. Who got spot #420 anyways? Yikes. Sorry, **skylin Spencer** (20).

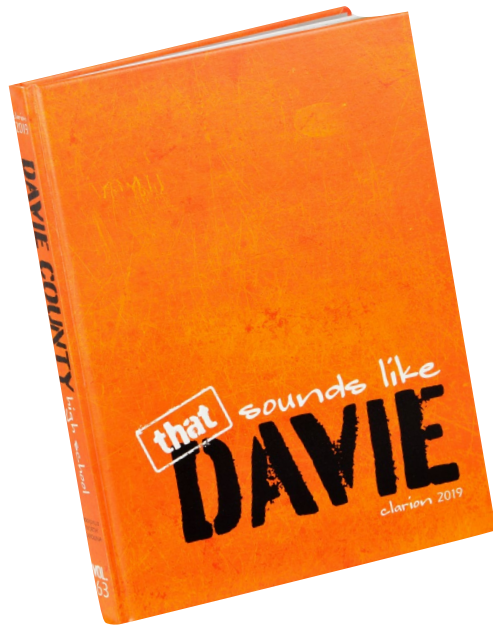
002 THEME opening 003



J.W. Mitchell High School
New Port Richey, Florida



Communicate your MESSAGE THEME COPY



Davie County High School
Mocksville, North Carolina



Communicate your **MESSAGE** 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?



What does your **THEME** communicate?

how do we create a theme that **COMMUNICATES?**

(make sure your audience **REMEMBERS** your theme)



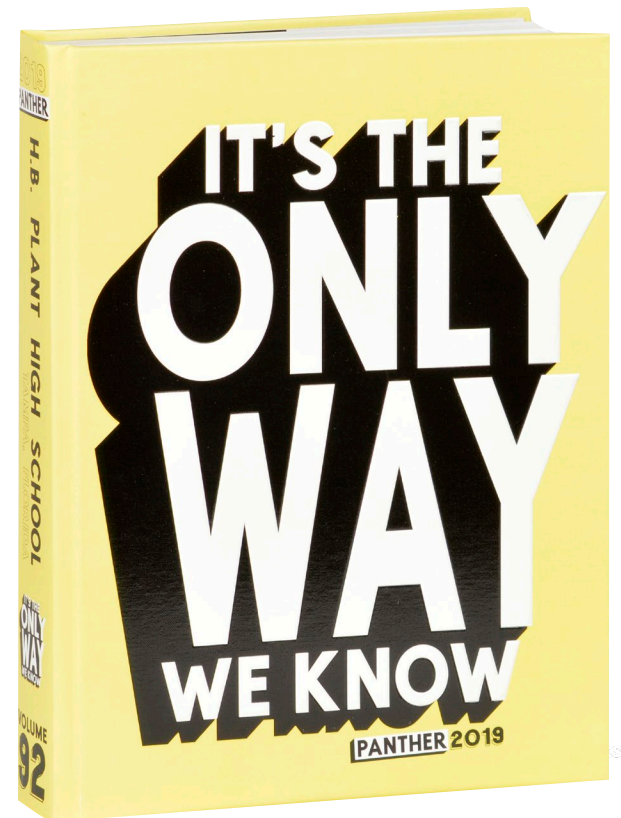
Walsworth yearbooks

Theme **CONNECTIONS**
Connect on a

PERSONAL Level

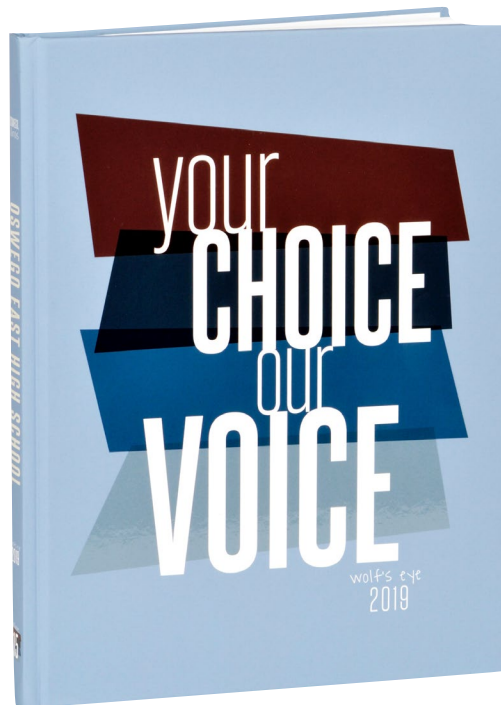
- Find a balance between **surprising** and **relatable**
- Shows thoughtfulness and a personal touch

H.B. Plant High School
Tampa, Florida



Theme **CONNECTIONS**
Connect on a

PERSONAL *Level*



- Show a **LOVE** for your school

Oswego High School
Oswego, Illinois



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Theme **CONNECTIONS**
Connect on a
PERSONAL Level

- Show a **LOVE** for your school
We are about to find out



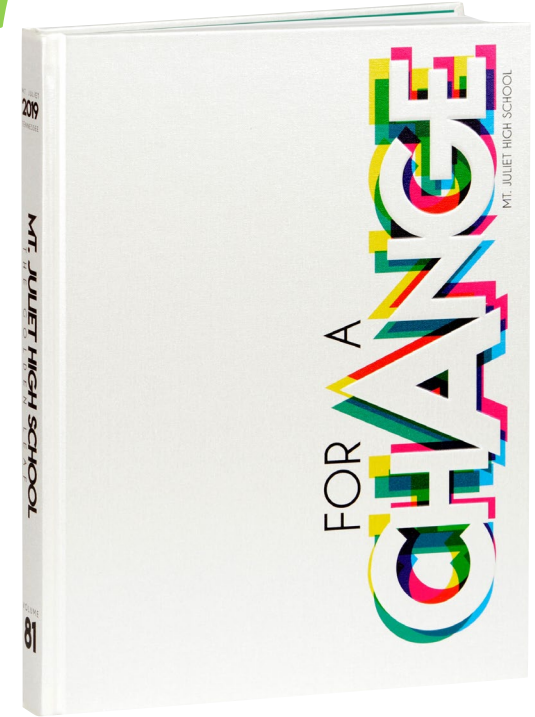
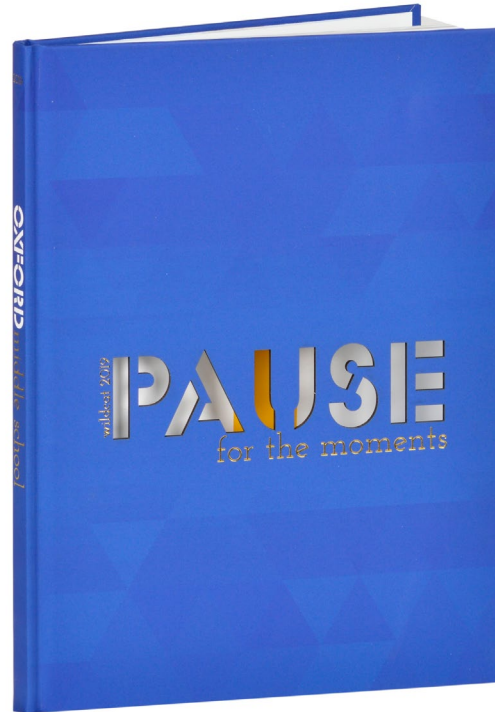
Fairview High School
Boulder, Colorado



Theme **CONNECTIONS**

Connect on a

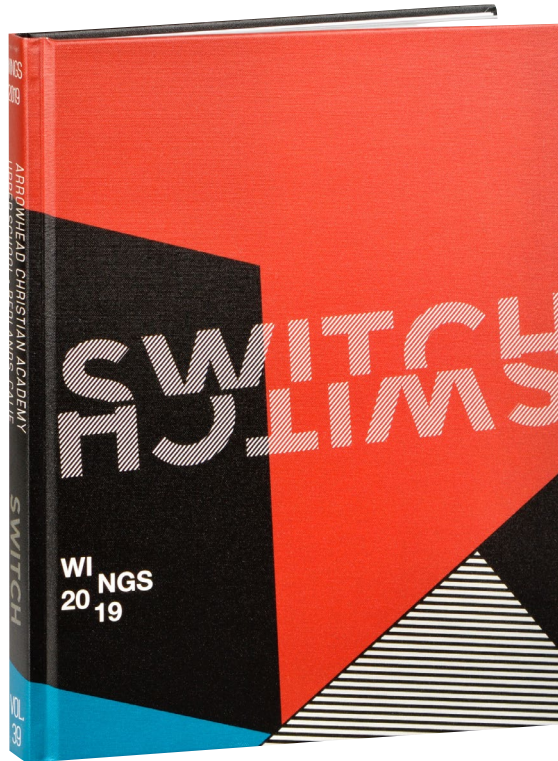
PERSONAL Level



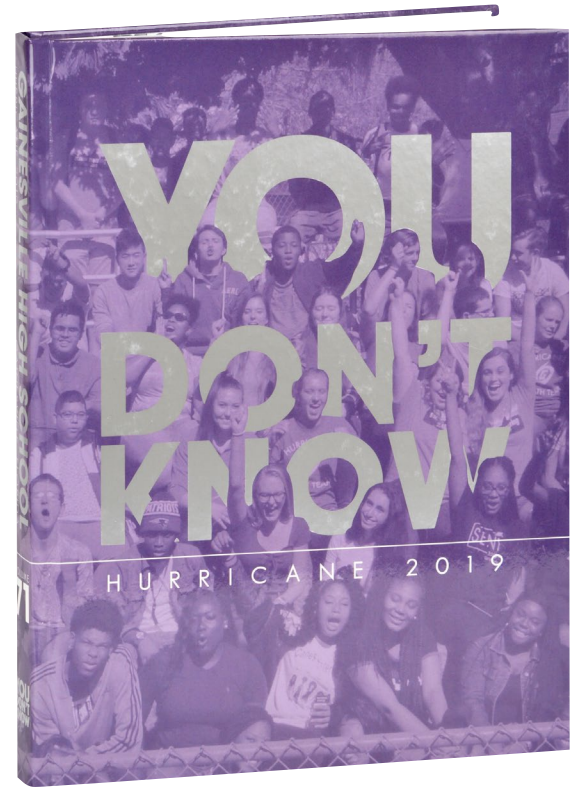
Theme CONNECTIONS

Connect on a

PERSONAL Level



Arrowhead Christian Academy
Redlands, California



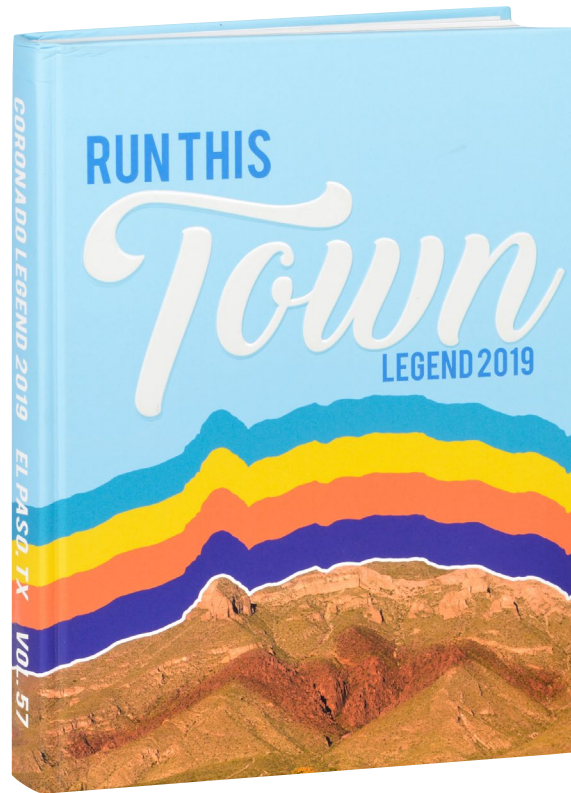
Gainesville High School
Gainesville, Florida



Theme CONNECTIONS

Connect on a

PERSONAL Level



Coronado High School
El Paso, Texas

Walsworth yearbooks



Walsworth yearbooks

THEME: *What's your 2020 story?*

Theme CONNECTIONS

Connect on a

PERSONAL Level



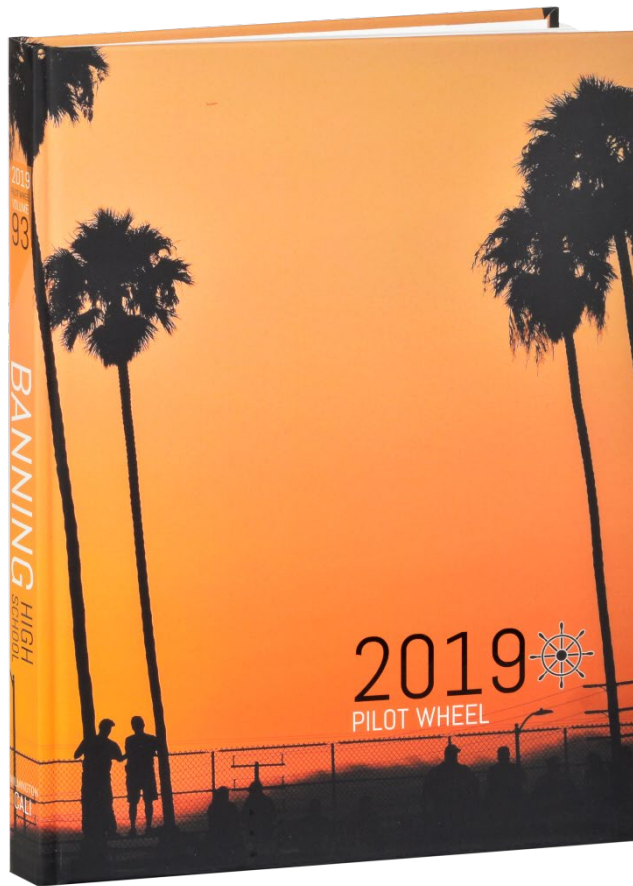
Eastern Lebanon High School
Myerstown, Pennsylvania



Theme CONNECTIONS

Connect on a

PERSONAL Level



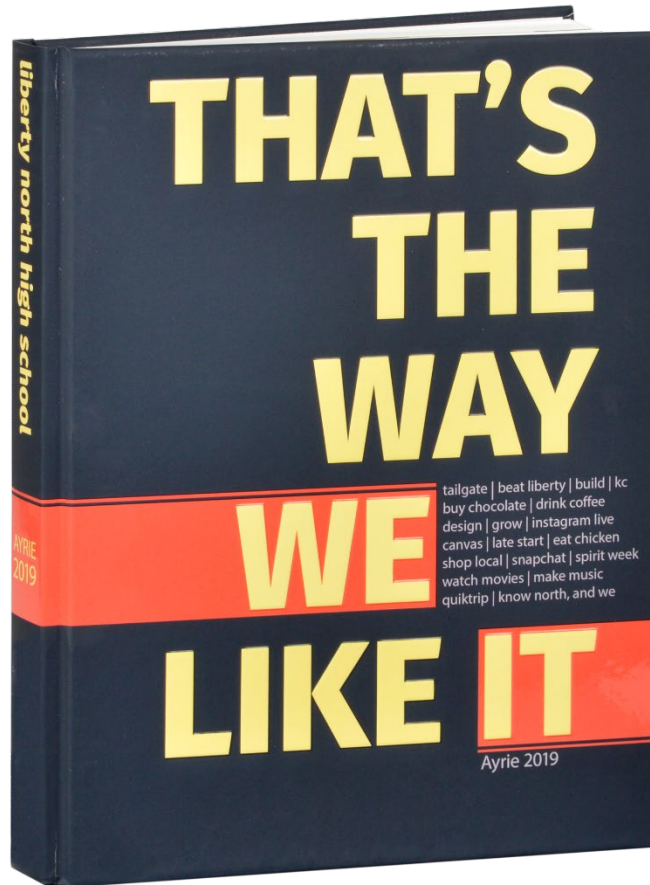
Banning High School
Wilmington, California



Theme CONNECTIONS

Connect on a

PERSONAL Level



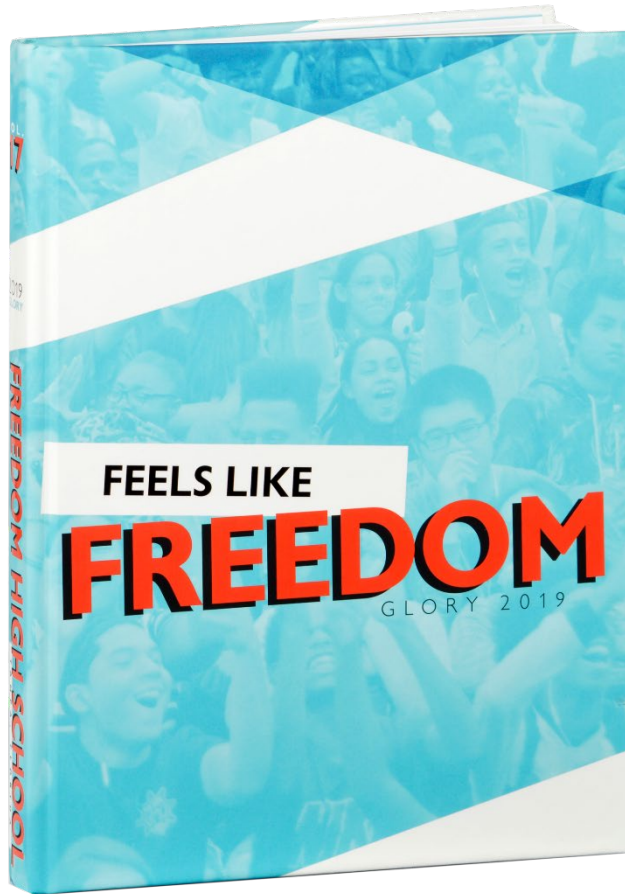
Liberty North High School
Liberty, Missouri



Theme CONNECTIONS

Connect on a

PERSONAL Level



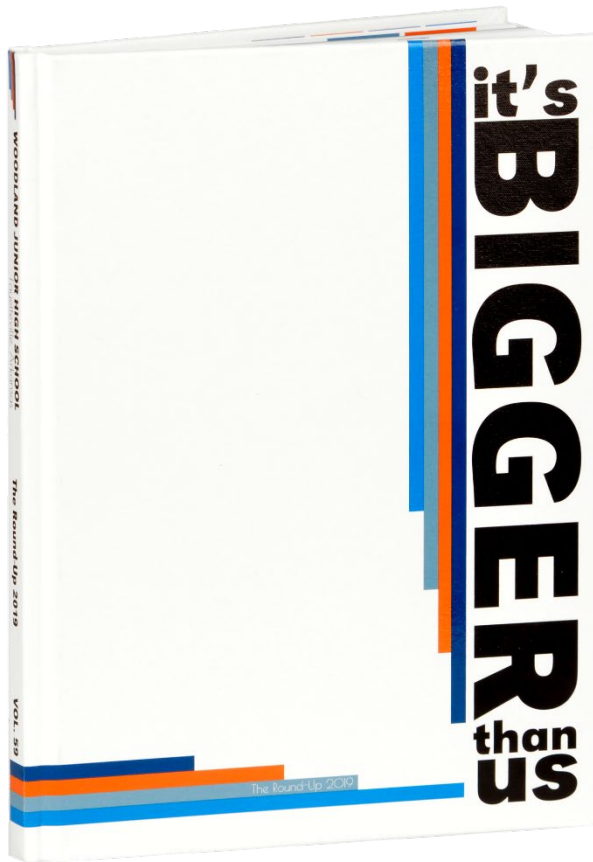
Freedom High School
Tampa, Florida



Theme CONNECTIONS

Connect on a

PERSONAL Level



Woodland Junior High School
Fayetteville, Arkansas

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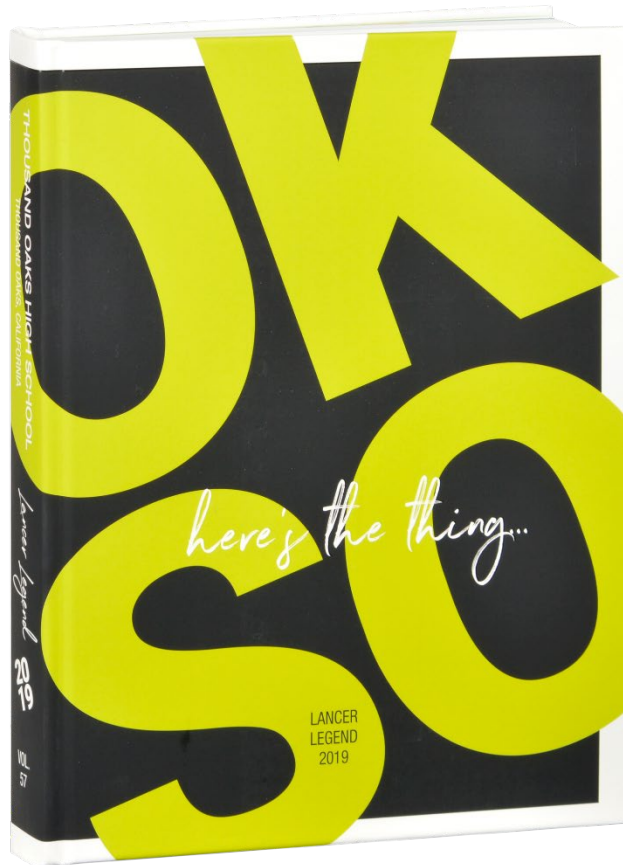
Walsworth yearbooks

THEME: *What's your 2020 story?*

Theme CONNECTIONS

Connect on a

PERSONAL Level



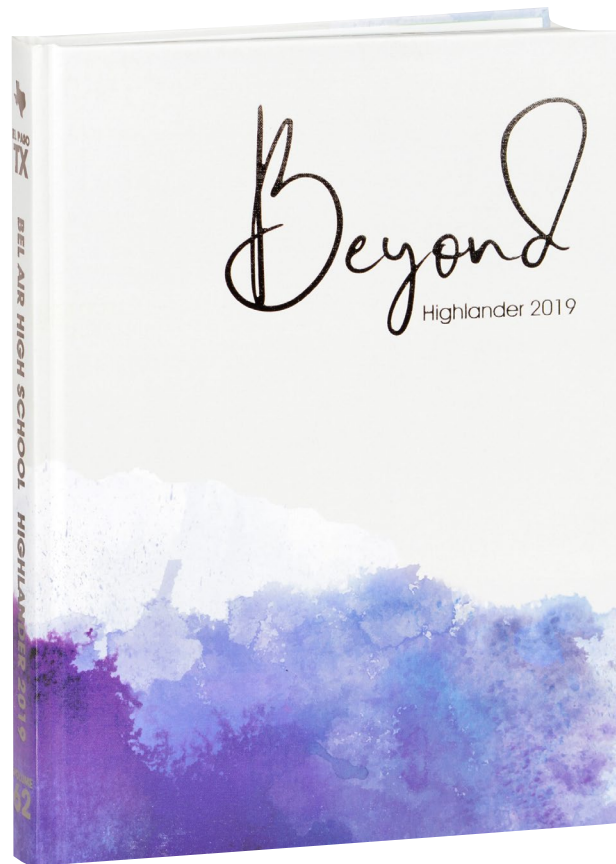
Thousand Oaks High School
Thousand Oaks, California



Theme CONNECTIONS

Connect on a

PERSONAL Level

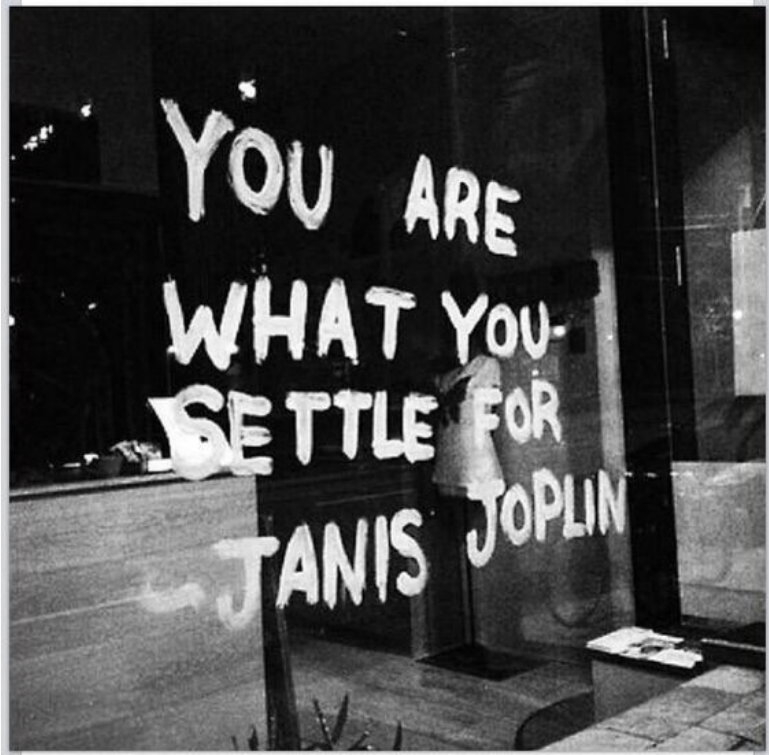


Bel-Air High School *Walsworth* yearbooks
El Paso, Texas



Theme CONNECTIONS

Don't SETTLE



- WORDS COME FIRST
- BOLD
- UNDERSTANDABLE
- VOICE
- DEVELOPED EVERYWHERE
- MUST RELATE
- CREATIVE and CLEVER
- DESIGN MATTERS
- INCLUDE A TERRRIFIC TYPE PLAN
- WOW THEM WITH COLOR

Communicate your **MESSAGE**

*“Vision is the art of seeing
what is invisible to others.”*

– Jonathan Swift



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CAPTIVATE

Like

COMMUNICATE

Understand

CONNECT

Remember

*Make your 2020 yearbook the
one with the IT factor.*



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