Theme Development Mod 9 Part 3

Theme Types

Student's Name: _____

Verbal theme
A traditional way to approach theme is using catch-phrase expressions. These might be popular phrases or plays on words that allow staffs to carry out the theme in various sections of the book. These types of themes can be especially powerful if they have a direct connection to what is happening at school. For instance, a school that is going from a traditional to a block schedule might play off a common expression like "Around the Block" and show how the new schedule influenced every area of student life.

Visual theme
Colors, graphics and fonts that relate to the year can create a stunning, eye-catching approach to unifying the book without saying a single theme-related word. Bold, vibrant colors with large, hard-edged graphics will project a totally different personality from a book colored in subtle earth tones, simple fonts and understated designs. The first would work for a year that was spirited and "in your face;" the second tells the story of a quieter or more status quo year.

Concept theme
Often based on identity or psychological angle, concept themes will only work if students can understand and relate to them. The yearbook is not the place to take things too seriously, nor is it the place where students are going to "discover" who they are. Concept themes can be amazing when done well. When poorly executed, they will leave readers confused or, even worse, bored.

Calendar theme
Some staffs prefer to tell the story of their year chronologically because it allows them to cover more topics. This could be as simple as arranging events in the order in which they occurred, or it might mean covering several events on a single spread as part of a week-by-week look at the year. The challenge with calendar coverage is to figure out where certain academics might fit in, or where to put the mug shots in terms of weekly organization.

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As you can see, there are different types of yearbook themes. In this exercise, we will focus only on verbal themes. There are six categories of verbal themes.

1. **Anniversary themes**: They can be tricky. The anniversary of the school is probably not as important to the average student as it is to a staff that has been assigned to come up with a theme that fits the school and defines the year. (**Sweet 16**-16th year of the school)
2. **Event themes:** Themes are on based on specific happenings that affect the school or the school year. (**Around the Block**-School going to block scheduling)
3. **Fun themes:** Themes are based on fun phrases or sayings and they use contemporary graphics. (**Of Course, I talk to Myself**-something students might say at school)

4. **Location themes:** A theme that ties to a street name, city, county, or major geographic landmarks. (**Who is on First?** -School is located on first street)
5. **School Color/Pride themes:** Play with the school's name. Maybe use the school colors or even the mascot to create your theme. (**Green with Envy**-School's colors are gold and green)
6. **Serious themes:** Themes that allow students a chance to be heard. These themes could be created around the unity or diversity of the student body or even a double-edged approach providing a compare/contrast format. (**Between a Rock and a Hard Spot**-School Cuts)

Instructions: Use the theme list provided and identify 25 possible verbal themes. (4 Points Each)

Anniversary Themes:

1. _____

2. _____

3. _____

4. _____

5. _____

Event Themes:

1. _____

2. _____

3. _____

4. _____

Fun Themes:

1. _____

2. _____

3. _____

Location Themes:

1. _____

2. _____

3. _____

4. _____

5. _____

School Colors/School Pride Themes:

1. _____

2. _____

3. _____

4. _____

5. _____

Serious Themes:

1. _____

2. _____

3. _____