

# Theme Development Mod 9 Part 6

## Theme Search


Student's Name: \_\_\_\_\_

Themes should date the year to carve out a place in time so that years from now, there will be no question as to when the book was created. Does this mean that the theme must specifically be inspired and relate to whatever is going on a school that year? Hopefully but not always possible. Often one school year is not significantly different from the next. But presently there is something different going on at schools. Things have changed on the ways we take classes, play sports, join clubs, go to homecoming, and celebrate graduation. Find a way to make that a part of the yearbook theme.


**Instructions:** To complete this assignment, use some of the internet addresses below (provide three links for you) or use the magazine collection PowerPoint or PDF provided with this mod. If you use the addresses below, you should collect images and notes as you make your way through the barrage of colors and ads that make your year current and distinctive. You should write down titles of books or any words you see. Write down the fonts you see. Take photos of everything you like. If you flip through the magazine PowerPoint, you should capture design ideas, clever headlines, trendy colors, or coverage possibilities.


### Finding your THEME

## Find it on the 'NET



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





<https://www.designspiration.com/topics/infographics/>

<https://society6.com/posters>

<https://www.losttype.com/>

<https://www.idnworld.com/>

1. Record everything you see that defines the moment. If you are surfing the internet, document your idea search (colors, ads, words, titles, designs) with a few quick snaps on your phone camera. Take 10 photos to share with your adviser and staff. If you are looking at the magazine PowerPoint, list 10 slides you like. (50 Points or 5 points each)

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_
- f. \_\_\_\_\_
- g. \_\_\_\_\_
- h. \_\_\_\_\_
- i. \_\_\_\_\_
- j. \_\_\_\_\_

2. What are the popular styles and colors? Are things loud and graphic? Are things subtle and understated? (10 Points)

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3. What words or slogans are showing up in store windows or television or ads? (10 Points)

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4. What fonts are showing up? Are they bold fonts or are they quiet and laidback? (10 Points)

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5. Make a quick list (no thinking involved) of the top 10 things you cannot live without. You will reveal in an instant a list of possible trends and themes. (10 Points)

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6. What new thoughts or ideas were inspired by your search? (10 Points)

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