

# Theme Development **Mod 9 Part 7**

## Theme Possibilities **Verbal and Visual**

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

**Instructions:** Now is the time to take a moment to think about your school overview (**Mod 9, Part 4**), theme discovery (**Mod 9, Part 5**), theme search (**Mod 9, Part 6**). With theme development, we always begin with words or the verbal aspect of a great theme. Then we focus on the visual part of the theme. Always remember that a great theme is both verbal and visual.

Your goal is to develop three possible ideas or themes.

1. What ideas have you seen that both interest you and relate to our school? You should never use television shows, movies, or magazine titles. Also, do not use slang words or anything copyrighted such as Disney titles and logos. Instead use words and phrase that can relate directly to the readers. You need to be critically and develop three ideas. You will eventually choose one of the two ideas with the help of your adviser to use in your final project. At that time, you will design a cover, endsheets, divider, opening and closing spread. You will also be asked to write opening copy explaining your theme.

Name your two possible ideas or verbal theme possibilities.

1. \_\_\_\_\_
2. \_\_\_\_\_

Theme Possibility 1: **(50 Total Points or Five Points per Question)**

1. Theme Title:

\_\_\_\_\_

2. Why is this a good verbal theme? Write two to three sentences explaining your thoughts.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. Cover Idea: What do you see on the cover? Photos, Graphics, Design Elements

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\_\_\_\_\_

4. What fonts are you considering? List two to five fonts.

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5. What colors are you considering? List two to five colors.

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6. Is your theme **repeatable**? How can you repeat your colors or graphics throughout the book?  
How do you see using the theme throughout the book?

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7. Is your theme **recognizable** through the book? How? What will you do to make sure the theme is recognizable?

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8. Is your theme **relevant** to our school and to the year? How do we know the students will like this theme?

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9. Is your theme **refreshing** and different for the school? How is it different?

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10. Is your theme **realistic**? Does the theme really say what it is like for the students at the school?

A “We’re #1” foam finger used as a theme may cover the ups but does not record the downs of the year. A “We are Perfect” graphic development for a theme may cover the good side of us but not the side of us that we must improve.

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**Theme Possibility 2: (50 Total Points or Five Points per Question)**

1. Theme Title:

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2. Why is this a good verbal theme? Write two to three sentences explaining your thoughts.

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3. Cover Idea: What do you see on the cover? Photos, Graphics, Design Elements

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4. What fonts are you considering? List two to five fonts.

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5. What colors are you considering? List two to five colors.

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6. Is your theme **repeatable**? How can you repeat your colors or graphics throughout the book?  
How do you see using the theme throughout the book?

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7. Is your theme **recognizable** through the book? How? What will you do to make sure the theme is recognizable?

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8. Is your theme **relevant** to our school and to the year? How do we know the students will like this theme?

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10. Is your theme **realistic**? Does the theme really say what it is like for the students at the school?

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