

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

Take notes from the Mod 9 Theme Development PowerPoint and Video

1. Define a theme:

\_\_\_\_\_

2. Three components of a good theme are:

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_

3. Six suggestions for a great theme development are:

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_
- f. \_\_\_\_\_

4. Five suggestions for developing the verbal aspect of a great theme are:

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_

5. Four suggestions for developing the visual aspect of a great theme are:

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_

# Theme Development



Mod 9: A yearbook theme is the main idea around which the coverage and design of the yearbook are built upon.

A yearbook is a **book of memories**.

When you open a yearbook several years later, **the theme is what triggers the feelings** you had during those days at your school.



Mod 9: Theme Development  
Three components of a great  
yearbook.

# Memorable

- Make sure your theme is memorable and flexible enough to be developed throughout the book. For example, can you use it in sidebars or alternative copy.



# Verbal

- Start with words. What is new or different at your school? The theme is the personality behind the yearbook. It is what makes one book stand apart from another. Find your theme and spin-offs (catchphrases) first.

# Visual

- Keep the visuals – type, colors, shapes and patterns – consistent throughout the book. There should be at least three elements on your cover to use throughout your book.



Mod 9: Six suggestions for theme development in your yearbook

# Theme Suggestions



1. A great theme...  
is unique and unexpected.
2. A great theme...  
has not been done before.
3. A great theme...  
is a new twist on something that has been done.
4. A great theme...  
finds a balance between surprising and relatable.
5. A great theme...  
shows thoughtfulness and a personal touch.
6. A great theme...  
tells the story of the year.



# Facts About School

- Think about your school's location, mascot, colors, size, etc.



## Recent Changes

- Think about changes at your school with schedules, curriculums, size of student body, etc.

## Current Trends

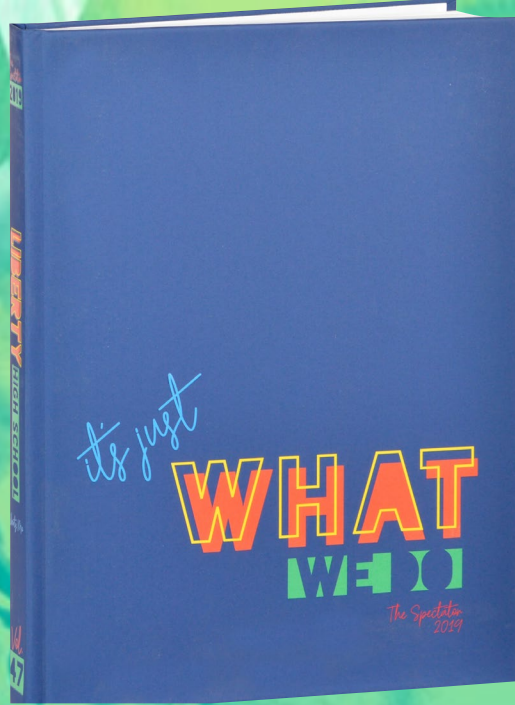
- Think about trends that are affecting students like political involvement, environmental issues, technology

## Social Trends

- Think about clothing styles, movies, music and all trends.

## Common Phrases

- Think about common phrases students are saying but make sure



Mod 9: Finding your theme means gathering the facts.  
Five suggestions for verbal development:



Mod 9: Finding your theme means gathering the facts.  
Four suggestions for visual development:

*Walsworth* yearbooks

# Find Fonts

- Find fonts that deliver your message. Choose fonts that support the voice and tone of your theme.

# Find Colors

- Find colors that deliver your message. Choose a color plan like a color palette, pull color, or no color.

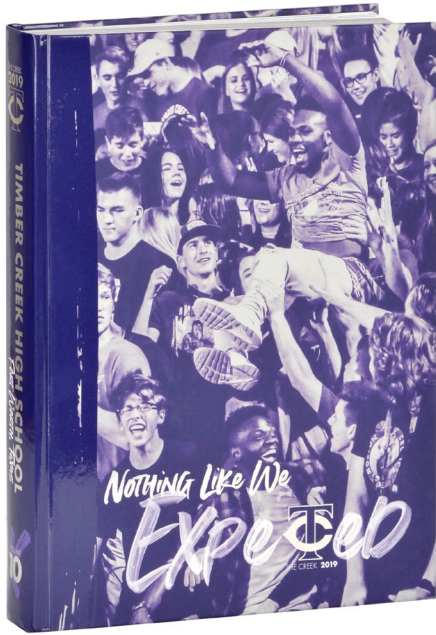
# Find Graphics

- Find graphics that deliver your message. This is your opportunity to show a love for your school.

# Find Styles

- Find styles (logo) that deliver your message. Let your theme connect on a personal level.





# Theme

## Places to Develop



Fonts have a

### 1. Cover

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

### 2. Endsheets

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

### 3. Title Page

**Purpose:** Book name, Volume Number, School Physical address. School Virtual addresses (Twitter, FB, and Web), Population

### 4. Opening Spread/ Closing Spread

**Purpose:** 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

### 5. Dividers/Division Pages

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

Mod 9: Theme Packet-Where the theme should go!

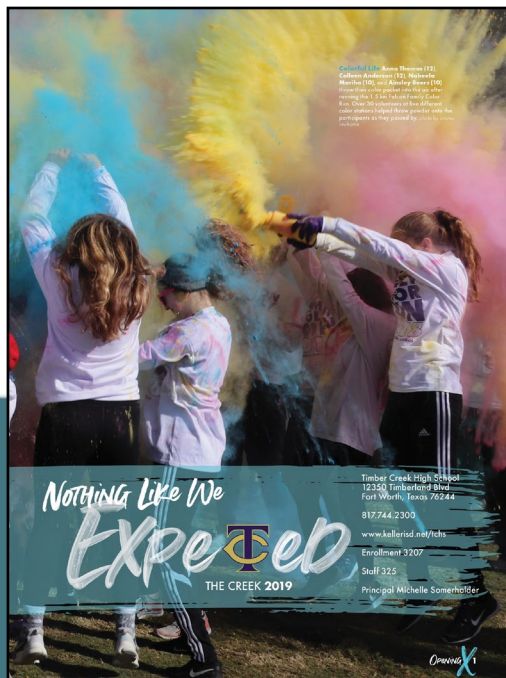
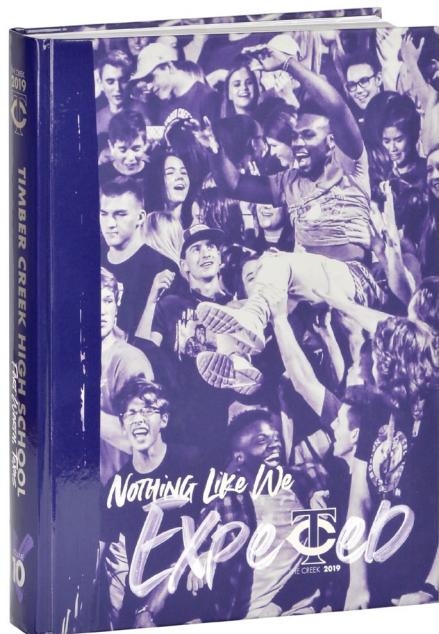


# Theme

## Places to Develop



1. Cover
2. Endsheets
3. Title Page
4. Opening Spread/ Closing Spread
5. Dividers/Division Pages



Mod 9: Theme Packet-Where the theme should go!



# Mod 9

## Possibilities

It is a Mod:  
Do the items that is  
best for your staff!

- Video/PowerPoint of Theme Development with Follow-up handouts and discussion.
- Nine activities, (**Theme Matching, Theme Spin-offs, Theme Types, Theme Overview, Theme Discovery, Theme Search, Theme Possibilities, Two exercises on Theme Packet**)
- Resources-**Two PowerPoints on Theme Development; Formula Color and Font List, Description of Our School, Moving Your Theme From the Cover**
- Evaluation of Mod 9(Two Quizzes) (**Theme Development**), and Assessment





# I Should Have Known That!

Mod 9:  
Theme Development



**Blaze** Bucks

*Walsworth* yearbooks

# I Should Have Known That!



**Blaze Bucks**

- Each Mod Lesson I will begin with a challenging, fun question.
- At end of lesson, I will give you the answer.
- Each week, two winners of \$5.00 Starbucks Gift Card.
- Staffs will be on different Mods, but no problem!
- Let's have some fun!



# I Should Have Known That!

- a. McDonald's
- b. Walmart
- c. Starbucks
- d. Target
- e. Disney



**Blaze Bucks**

**This corporation has employed one in eight United States workers. It is:**

## **Illinois Reps:**

Kathryn Hurley, Union, Illinois  
Lori Mortland-CJE, Batchtown, Illinois  
Shelley Mosley, Mechanicsburg, Illinois  
Mary Slater-CJE, Oak Park, Illinois  
Jim Straub, Galesburg, Illinois

Some of the peeps working for this company include celebrities and successful businesspeople, ranging from Amazon.com founder Jeff Bezos to pop singer Pink.





# I Should Have Known That!

- a. McDonald's
- b. Walmart
- c. Starbucks
- d. Target
- e. Disney

This corporation has employed one in eight United States workers. It is:

## Illinois Reps:

Kathryn Hurley, Union, Illinois  
Lori Mortland-CJE, Batchtown, Illinois  
Shelley Mosley, Mechanicsburg, Illinois  
Mary Slater-CJE, Oak Park, Illinois  
Jim Straub, Galesburg, Illinois

Those include celebrities and successful businesspeople, ranging from Amazon.com founder Jeff Bezos to pop singer Pink. Bezos told Fast Company that "one of the great gifts I got from that job is that I can crack eggs with one hand. My favorite shift was Saturday morning. The first thing I would do is get a big bowl and crack 300 eggs into it."

**Blaze Bucks**



# I Should Have Known That!

- a. McDonald's
- b. Walmart
- c. Starbucks
- d. Target
- e. Disney

This corporation has employed one in eight United States workers. It is:

## Illinois Reps:

Kathryn Hurley, Union, Illinois  
Lori Mortland-CJE, Batchtown, Illinois  
Shelley Mosley, Mechanicsburg, Illinois  
Mary Slater-CJE, Oak Park, Illinois  
Jim Straub, Galesburg, Illinois



I'm  
lovin' it



Expect More.  
Pay Less.



Blaze Bucks

# I Should Have Known That!

- a. McDonald's
- b. Walmart
- c. Starbucks
- d. Target
- e. Disney

This corporation has employed one in eight United States workers. It is:

## Illinois Reps:

Kathryn Hurley, Union, Illinois  
Lori Mortland-CJE, Batchtown, Illinois  
Shelley Mosley, Mechanicsburg, Illinois  
Mary Slater-CJE, Oak Park, Illinois  
Jim Straub, Galesburg, Illinois

## Famous People Who Worked at McDonald's

- Rachel McAdams
- Jay Leno
- Carl Lewis
- Sharon Stone
- Paul Ryan
- Seal
- Macy Gray
- Shania Twain
- James Franco
- Pharrell Williams



**Blaze Bucks**



I'm lovin' it