



THEME DEVELOPMENT

PYB EDUCATIONAL SERIES

YEARBOOK THEME: While not the most important part of a yearbook, the theme helps tell the story of the year, unifies the book and gives it a plan. The theme should be unique to the specific school in that particular year.

WHERE DOES THE THEME BELONG?



- Cover
- Endsheets
- Title Page
- Opening
- Dividers
- Closing
- Folios
- Sidebars

TYPES OF THEMES

- Mascot/School Colors
- Anniversary/Event
- School Name/Initials
- Conceptual
- Location
- Situational
- Play on Words

- A **Tiger's** Tale, Grin & **Bear** It, Seeing **Red**, Out of the **Blue**
- Pure Gold (50th Anniversary), At**TENTION**
- Central Time, **yOUR** year, **B** All You Can **B**, Remember Wynne
- Blink, Spark, Imagine, Icon, Synergy
- Down the Road, It's **ON**(tario), This Side of the Tracks
- Uniformly Different, East Meets West, Breaking Ground
- This Time, Subject to Change, Same Difference

Pro Tip: Keep a Book of Idioms handy as you brainstorm theme and section title ideas.

THEME DEVELOPMENT CHECK LIST

- Is your theme recognizable?
- Is your theme repeatable?
- Does your theme make sense?
- Does your theme have meaning?
- Does your theme have appeal?

THINGS TO AVOID WHEN DEVELOPING A THEME

- Don't copy a theme from the school down the road.
- Don't use slang, movie, magazine or television titles that might be outdated by publication time.
- Avoid cliches.
- Don't use copyrighted materials. The legal concerns usually aren't worth the trouble.
- Don't overdo it. Your theme does not belong on every page of the yearbook.

WORK IT!

Use visual and verbal identifiers to tie your theme concept together

THEME IDEA: _____

Opening Headline: _____

Closing Headline: _____

SECTION TITLES

Student Life: _____

People: _____

Academics: _____

Organizations: _____

Sports: _____

Visual Elements: _____

Color Scheme: _____

Fonts: _____



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