

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

TYPES OF THEMES

Mascot/School Colors	A Tiger's Tale, Grin & Bear It, Seeing Red , Out of the Blue
Anniversary/Event	Pure Gold (50th Anniversary), At TENT ion
School Name/Initials	Central Time, y OU r year, B All You Can B , Remember Wynne
Conceptual	Blink, Spark, Imagine, Icon, Synergy
Location	Down the Road, It's ON (tario), This Side of the Tracks
Situational	Uniformly Different, East Meets West, Breaking Ground
Play on Words	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- Don't use slang, movie, magazine or television titles that might be outdated by publication time.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.

Visit picabooyearbooks.com for more yearbook tips and resources.

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: _____