

Let's Talk Theme

Theme Packet & Project

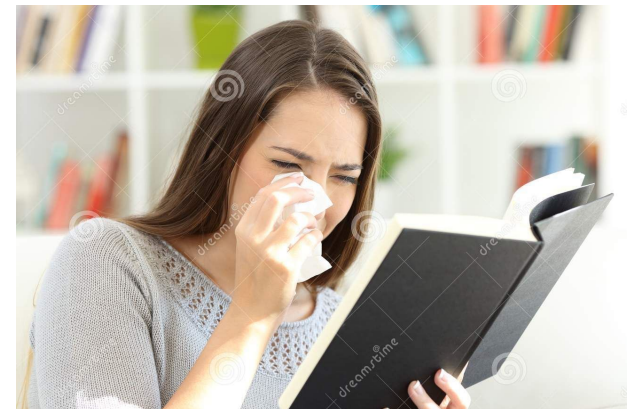
[Assignment Descriptions](#)



What is a Yearbook Theme?

It's the foundation of the yearbook.

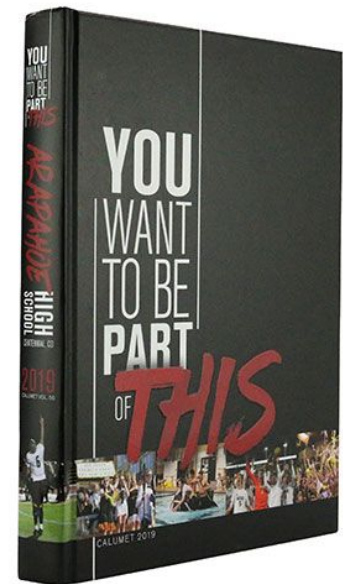
- Yearbooks always have a theme.
- Should reflect the uniqueness of the class
- Should capture the emotions, the life, the story behind the events of the year
- It's a permanent record. Something people will look back on for years to come.
- Brings back memories.
- Coverage and design is built around it.
- ***Sets the tone for the story.***



How is our theme different?

Uniqueness.

- Unique to the school year - what is/will/has happen?
- Unique to the school - if our theme is the same as another school, what makes our different?
- Easily recognizable - can the reader understand the concept easily? Is it instantly recognizable?



What does a good theme include?

Elements that run through every page.

- Must include a visual and verbal statement.
 - Visual - Specific look to the book. The fonts, colors, patterns, shapes, design elements are consistent with the message.
 - Verbal - Words and messages. The phrases, tagline, words are memorable, general enough to apply to the entire book, and something students can relate to.
- Should contain main identifiers such as:
 - Fonts (a few font families)
 - Colors
 - Shapes/Design Elements



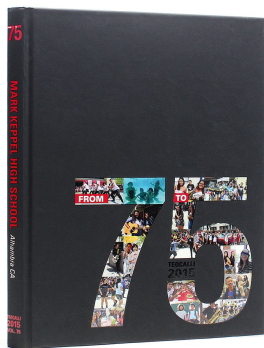
Where do the main identifiers go?

Every. Single. Page.

- Most importantly:
 - Cover - Front and back of the book.
 - Endsheets - Inside of the cover (front and back).
 - Title Page - First page of book. Includes school information, can include pictures/theme elements.
 - Opening and Closing - First and last few pages of the book. Should include all of the theme elements and copy (text) that explains the theme.
 - Dividers - Separates each of the section
 - Folios - Page numbers. Usually includes the section as well.
 - Index - “table of contents” in the back of the book. Where every student and topic is located.

Major Parts of the Yearbook

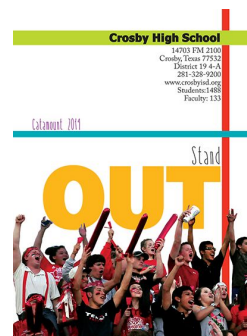
Cover



Endsheet



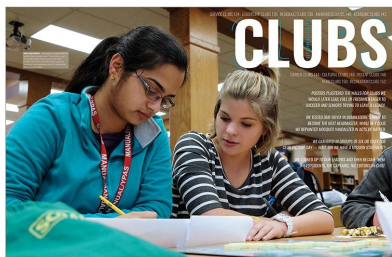
Title Page



Opening/Closing



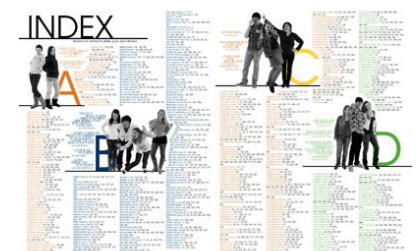
Divider Pages



Folio

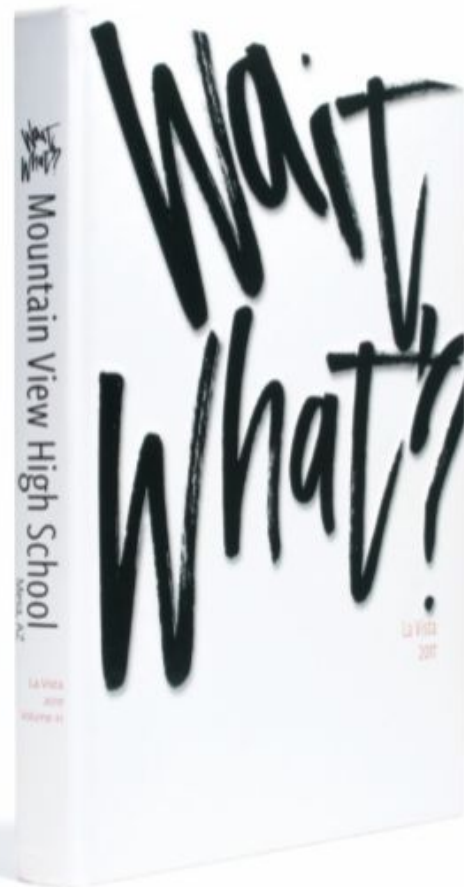


Index



Let's Look At an Example - Wait, What?

Taken directly from Herff Jones.

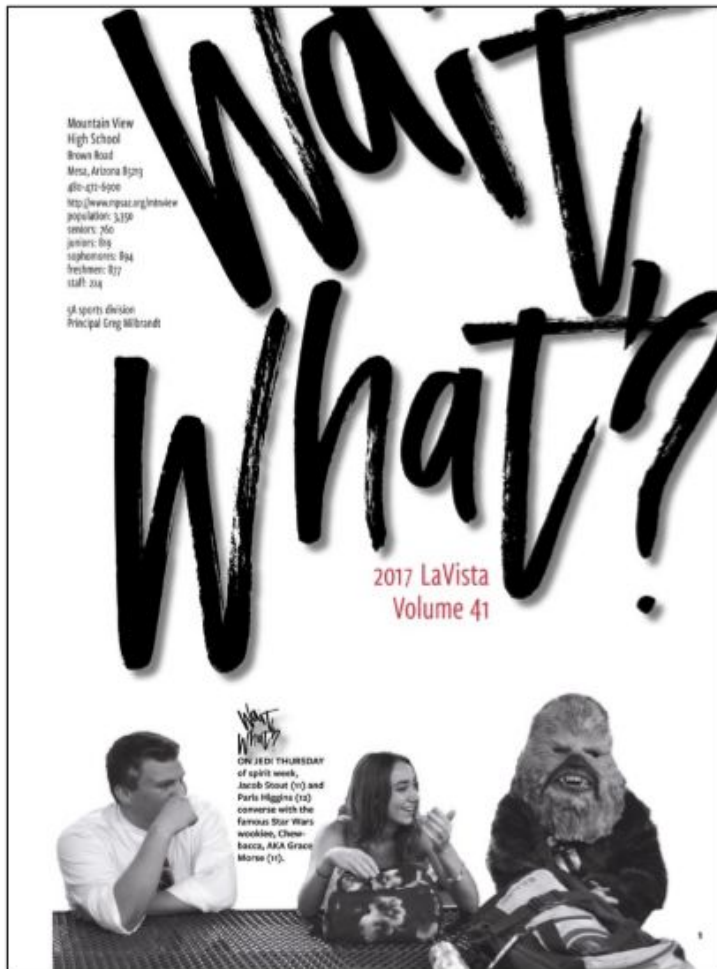


Mountain View High School
Mesa, AZ

- “Wait, What?” is the verbal theme presented on the cover. The use of the handwritten typeface emphasizes the inquisitive nature of the theme.
- Although the verbal theme is the largest element on the cover, the staff includes the name of the book and the year in smaller text. The year and title of the book — La Vista 2017 — should always appear on the front lid.
- In addition to the distinctive display font, the limited color palette is emphasized, with only black, white and a pop of red on the cover.
- The spine carries the verbal theme tag and type treatment, but emphasizes the year, name of book, volume number, name of school, city and state.



- The theme continues on the endsheet with the same handwritten font. Spin-offs of the theme are also introduced.
- The table of contents is a complete listing of pages, and notes the book is divided chronologically by season.
- The cut-out photo, complete with caption, makes the reader do a double take and think, "Wait, What?"



- The picture on the title page again emphasizes the tagline with two students conversing with Chewbacca, creating a visual and verbal interaction.
- The same type package, minimal color palette and verbal statement used on the cover and the endsheet repeats for continuity.
- The staff included essential record-keeping information about the school. Remember, above all else, this is a history book.

Not So Typical

life moves pretty fast. if you don't look around, you'll miss the moments that make you go **Wait, What?**

Parker Field

Toro Field? Yeah, that's not what it's called anymore.
Are you serious?
Totally. They rededicated the stadium in the name of former football coach, Jessie Parker, during the first home football game. Now it's called Parker Field.

A Dino Surprise

Was that a dinosaur in crocs with a happy birthday sign?
Sure was.
Shut up!
No, you shut up. Morgan Sessions's (12) mom dressed up in the costume as a surprise for her daughter.

Red, Black, and Blue

Is the marching band uniform different? When did that happen?
Yep. They all got brand new uniforms this year.
No way! They haven't changed that uniform in forever.
Yeah. These are the first new uniforms in eleven years.

Wait, What?

"I WORE THE 'Don't Hug Me I'm Scared' costume to school because I was too busy with my classes and had to go to my Halloween parties. I got the costume on Amazon and my dad made the mask for me in a suit. People were surprised and a bit creeped out when they saw me around campus," Allen said.

Let's Get Creative

Was that big red guy, Harry, from "Don't Hug Me I'm Scared"?
What the heck?
Yep. Scott Allen (12) wore it around campus all day despite the stares from other students. After he bought the red suit online, his dad spent a week creating the mask.



W: PAUL HALLIE JOHNSON, ILLUSTRATION: NICKY PHOTO: BY FREDDY ROBERTS

- The opening is a logical continuation from the cover, endsheets and title page, using similar design elements. The type package, with different wording, appears with conversational copy to reinforce the theme.
- The copy highlights events throughout the year, all of which make the reader stop and say, "Wait, What?"

Are You Serious?

Summer

Kathryn Sharpe (10)

"Climbing Mount Kilimanjaro was so surreal, and there is nothing that will ever compare to how pretty it was up there."

Daniel Sherman (10)

"The refugee camp [in France] was filled with real people like doctors and teachers who got kicked out of their houses."

Rachel Brackney (12)

"I got a US Department of State grant to study and live in Russia. I basically lived there, studied the language, and met with a bunch of businesses."

ON THE TOP of Mount Kilimanjaro in Africa, Kathryn Sharpe (10) and her family pose for a picture. "As soon as I could see the top, I had a real goal and the climb became easier. We reached the top at sunrise and it was the most rewarding thing I've done," Sharpe said.

Jacklyn Ho (12)

"It was not only my first time visiting Australia, but also my first time visiting my family that my mother hadn't seen in over thirty years."

Odalis Amaya (10)

"We stayed in the downtown Phoenix dorms for two weeks and explored around campus. I was able to learn how to give a shot properly and check someone's blood pressure."



THEME SUMMER DIVIDE 5

THE HJ WAY

What They Heck

Fall

Ryan Griffith (11)

"I took the bowling ball and put it under my shirt because I wanted to look pregnant. Everyone loved it. They all wanted to pose with and rub my tummy."

Brenna Condon (12)

"We saw Samuel L. Jackson at the airport on the way to Paris. He totally knew we were looking. But he just ignored it."

Maddie Tumm (9)

"This was my first year swimming in high school and I ended up breaking the school record for the 100 backstroke."

Fumball Driggs (11)

"I drove down the streets wearing a horse mask. It was pretty hard to see out of the mask because I had no peripheral vision."

AS PHYSICS STUDENTS reach over to feel Ryan Griffith's (11) baby bump, Dean Huber (11) laughs. "When I looked over I thought that he was pregnant. This added some humor to the job. It made it one of the best jobs that we have done so far," Huber said.

- The dividers, and other theme pages, focus on the events throughout the year that verify the staff's choice in conversational theme.
- The dividers continue the theme package from the cover and employ new phrases of disbelief.

Program members in order to have more tips and tricks from the Oregon Festival, Debra Weedy (21) applied techniques to better herself for the spring season. "It was really fun and a great learning experience. We took a bunch of classes, got to perform, and we were able to see the other schools' plays. Competitions were fun to watch. The Oregon classes were my favorite. We stayed for two days and had so much fun," Weedy said.

Let Them Dance

taking the time to appreciate and celebrate through dancing

Students, staff and families gathered together for Native American Cultural night to celebrate its diverse traditions. Native dances, songs, music, and food were presented to the community. Michelle Bonner (21) helped coordinate the event. "I made sure everyone had a job to do, and I helped organize the acts. Also, I was a greeter, so I stood outside while wearing my traditional clothes, and I handed out programs to the people who came," Bonner said. Hoping to help Bonner enjoyed the participation of freshmen and their devotion to the performances. "It was interesting getting to watch Native people put together

something so important. The entire time during the planning phase, I was watching them in awe. They did such an amazing job putting it together, and the proud they were able to put it all down, I was inspired to wear it often. So, I was able to learn and see how things I haven't before," Bonner said. Performer Summer Lopez (21) shared her culture through the traditional Apache Buckskin Dance. "The dance was originally used to help bring rain, because water is sacred to Native Americans," Lopez said. "I feel like it's a good thing to keep my culture alive, although it wasn't perfect. The girl that I got to share my culture," Lopez said.



the last song...

"It's great to play a few more times, and it's the best way to end the season."
Stefan Rugeiser (21)
 "It was very nostalgic. We all loved this show and ended on a good note."
Damon Alford (21)
 "I guess you can say it made me feel at peace knowing we had a good season."
Brooke Lammerton (21)
 "The performance was just another success for the books."
Travis Parker (21)

As THE LAST SONG, before the last band performance, Stefan Rugeiser (21) talked and laughed with friends. "We were talking and laughing at something someone said or the other said, I was just kidding," he said.
 "I enjoyed THE LAST SONG, because it was a good way to end the season. The last thing I remember was the band playing the first song during the show."
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Say What?

All I do is win, win, win the national merit scholarship was awarded to two fellow seniors
 Nathan went over Nathan, Alex Hingston (21) and Jack Wu (21) were awarded for having the highest PSAT scores in the school.
 "This was a great honor to be awarded with the PSAT. We were the only students in the West school district," Wu said. Both were freshmen and in the morning to be announced on Tuesday in February.
 "I was excited to get the award because it was a great honor to be awarded with the PSAT. We were the only students in the West school district," Wu said. Both were freshmen and in the morning to be announced on Tuesday in February.
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sweet victory

Senior Nathan (21) was awarded the American Indian Leadership Leadership Award. Nathan reflected on how he achieved this accomplishment. "I was nominated for this award. I felt happy because it made my family proud, knowing that I have set an example for other Native Americans. My parents inspired me the most," Nathan said.



A SCHOLARSHIP FOR THE winning band of the last band performance. Nathan (21) said, "I was the first to get a job to do, and I helped organize the acts. Also, I was a greeter, so I stood outside while wearing my traditional clothes, and I handed out programs to the people who came," Bonner said. Hoping to help Bonner enjoyed the participation of freshmen and their devotion to the performances. "It was interesting getting to watch Native people put together something so important. The entire time during the planning phase, I was watching them in awe. They did such an amazing job putting it together, and the proud they were able to put it all down, I was inspired to wear it often. So, I was able to learn and see how things I haven't before," Bonner said. Performer Summer Lopez (21) shared her culture through the traditional Apache Buckskin Dance. "The dance was originally used to help bring rain, because water is sacred to Native Americans," Lopez said. "I feel like it's a good thing to keep my culture alive, although it wasn't perfect. The girl that I got to share my culture," Lopez said.

- From the red type to the handwritten font, to theme spin-offs, the theme is subtly reinforced on interior pages.

Hold up—Who is That?

the football coaches received a new look for the cheer squad members' vision.

100 years later

freshman world traveler

the mentality of a lion

through hard work, wrestlers gain both physical and mental fierceness.

NO LIMIT

TO HOW MUCH YOU CAN GET INVOLVED

THE HJ WAY

Sometimes things don't go as planned, but it's important to be supportive, respectful, and appreciative OF YOUR TEAM.

I've learned that it takes a lot of PATIENCE AND understanding to work with others.

THE HJ WAY

Club Directory

GAMING

GUITAR

MENTOROS

MODEL UN

HIKING

HOSA

NATIVE American

NEWSPAPER

LUMBERJOCKS

MATH Guild

NHS

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THE HJ WAY

Get Out!

it's may?
yep, it's may.
the year is over.

Wait, What? The year is over already? When did that even happen? Wasn't it like five minutes ago that we were all at the Highland basketball game falling in the stands as Mr. Milbrandt parted the "Red Sea"? How is it possible that it was four months ago that Yesenia Carpio (12) played "My Heart Will Go On" on the piano during the talent show? Was it seriously way back in January that Julie Costello (12) found a five-year-old video no one had ever seen before of a former student jumping from the balcony of the 300's building? Yep. But that's how it works, right? It's fast and surprising. It's a short year and a big school. You've got to pay attention.

Wait, are you still reading this?
The book is done. Show's over. Go home.

AT THE HIGHLAND game, Mr. Milbrandt parts the "Red Sea" as the student section goes wild. (12) Carpio plays "My Heart Will Go On" on the piano during the talent show. (12) Costello found a five-year-old video of a former student jumping from the balcony of the 300's building.

PHOTO BY JOURNALIST BRUCE JORDAN

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- The copy and captions conclude the events of the year. Captions throughout the theme development pages were specific and served as coverage for the events.
- Be patient with closing spreads. They are often the last spreads you work on. Save photos through the year to avoid scrambling for good content at the final deadline.

Last Things to Consider

It all comes together.

- Consider Voice - The personality or attitude of the book, “the theme,” should be well defined. How does the book feel? How do the reader connect with the book?
- Everything should work together! Theme, Voice, Design and Coverage.
- Themes aren’t created in one night, one project, one sketch. It takes time to develop it. Take time to think about the theme as it relates to each part of our school.
 - How is the theme integrated into- Student Life, Clubs, Electives, Academics, Sports, People?

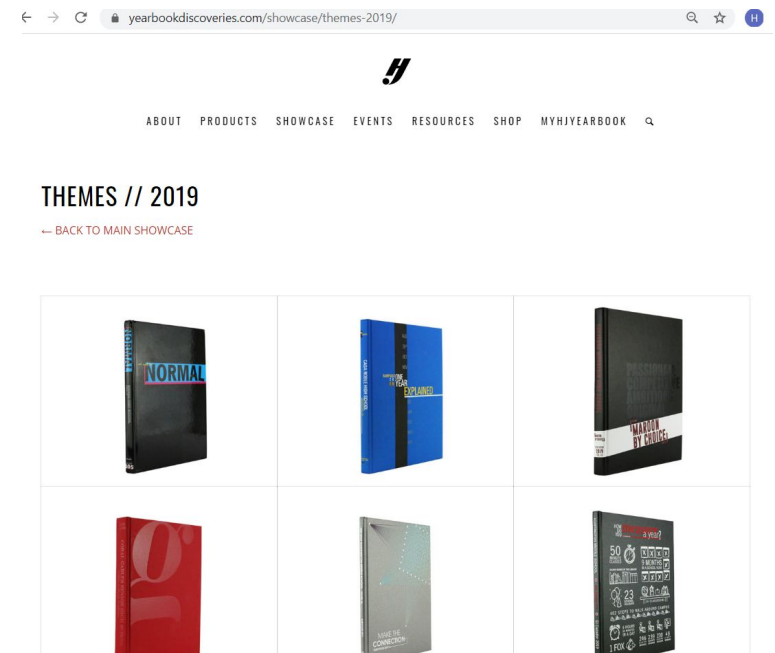
So, how do I start developing a theme?

Research. See what other schools are doing.

There are an endless amount of themes out there.

Read through this document of more than 7,000 theme ideas....

<https://drive.google.com/open?id=11GQACvA0HWvZ5csCqQ1s-GXU9hkpk-l>



Theme Packet Part 0: Research

Research. See what other schools are doing.

More Information about Theme:

<https://yearbookdiscoveries.com/creating-your-theme-and-developing-a-unifier/>

Theme Ideas from other schools:

<https://yearbookdiscoveries.com/showcase/>

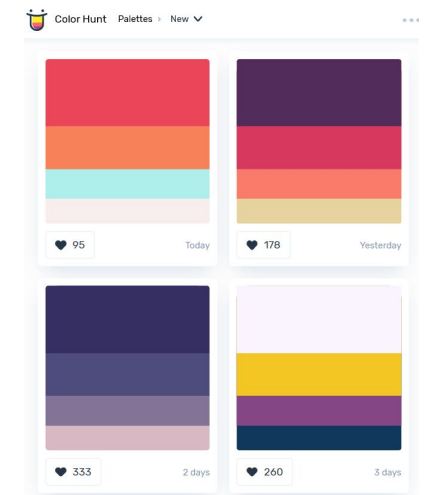
<https://www.pinterest.com/search/pins/?q=yearbook20themes&rs=typed>



Theme Packet Part 0: Research

Research. Fonts, Themes, Designs.

- What fonts look good together? Check out this website for some inspiration.
 - <https://blog.snappa.com/font-combinations/>
- What colors go together? Check out this website for some cool color palettes.
 - <https://colorhunt.co/>
- What designs look good? What is trending? Check out these resources.
 - <https://yearbookdiscoveries.com/showcase/design-2019/>
 - <https://www.bing.com/images/search?q=cool+graphic+design+trends+magazines&qpv=cool+graphic+design+trends+magazines&form=IGRE&first=1&cw=1117&ch=734>



Theme Packet Part 1: School Inventory

Think critically about our school.

- Think about our school. What makes us unique? What makes our school different? Every school, every year is different and we want to dig until we determine what that is.
- When answering the questions, try to think outside the box. Use personal experiences to enhance your answers.



Assignment 1-1 (100 points): Complete the School Inventory located in Google Classroom as an assignment.

https://docs.google.com/document/d/1BcAk92eTLJ4_S1e8udBnh1cM9AHRXvqVjGc_14_yrzU/edit?usp=sharing

Theme Packet Part 2: 3 theme ideas

What themes stand out to you?

- Take a moment to think about your theme research and school inventory. What ideas have you seen that both interest you and relate to our school?
- Do Nots: Use slang, movies, magazines, tv shows, anything copyright (IE Disney); Use phrases that can't relate directly to the readers; Be too general.
- **Be Critical:** Really develop these 3 ideas. Can you answer these questions with each of your themes?
 - Is your theme recognizable? Repeatable (throughout the book)? Appeal to our student population? Make sense? Have a meaning?
 - Can you theme answer YES to all the questions in the theme test?
<https://drive.google.com/open?id=1rPysUZCDgzhVHImOEPnAKRZpBD7lr7NP>

