THEME PACKET

Use the worksheets on the following pages to brainstorm potential themes.

Name	Due	
Verbal theme idea		
▶ Form groups of three or four to make theme packets.		
▶ Packets will contain a mock-up of:		
□ Cover		
□ Endsheets		
□ Title page		
□ Opening		
□ Divider		
☐ One section of Ddesign		

- ▶ Design on blank Herff Jones Square One™ gridded notepads.
- ▶ Print or cut photos from magazines and glue them on your final printouts. Fill your copy and caption blocks with placeholder text, but write realistic headlines and create layers of coverage to demonstrate how they would relate to the theme.
- ▶ Next-level staffers can create their theme packets on eDesign or InDesign. The final theme packet should be printed at 100 percent of size. Then, "bind" it in some way using tape, string, yarn or glue so you open the cover and see the endsheet.



ROUGH DRAFT

Explain your theme How does the theme apply to your school this year?
What attitude or tone does the theme evoke? Will this theme be fun? Trendy? Whimsical?
Consider your coverage How will you incorporate your theme into your coverage?
Will you rearrange the sections of your book? If so, how?
Will you rename the sections? If so, what will you name the sections?
Will you use theme-related layers of coverage? If so, what will they be? Where will they appear?
Create your visual look What visual elements will you use to demonstrate your theme?
How will you use color to carry out your theme?



SKETCH YOUR DESIGNS

After you sketch, finalize theme concept and layouts. Using Square One™ notepads, paste dummy photos and text, if necessary. Assemble final packet. Complete self evaluations.

Folio design
Back endsheet
Opening spread
Coverage spread



PEER REVIEW

Provide feedback to classmates. Analyze and evaluate the visual and verbal elements of a theme.

Verbal theme idea
How does this theme idea relate to the school and the year?
How could this theme add to our coverage options? What layers of coverage or spread ideas does it bring to mind?
What visual elements does the group use to demonstrate the theme? Do the visual elements fit?
Describe how the visual and verbal elements are consistent from spread to spread. What suggestions do you have for improvement?
Do all of the spreads follow basic design rules? For example, do they have a clear dominant element? Use a grid structure? Is there a caption for each photo?
What is the greatest strength of this theme idea?
Provide at least one additional suggestion for improvement.



SELF EVALUATION

Evaluate your contribution to the group and to the theme packet.

Name	Group
	stions in complete sentences. Be specific, detailed and truthful. This is the concerns you may have about your grade, your group's project or another
What, specifically, did you	do for the theme packet project?
At any time, did you take operson's work? Why did yo	on the work of another group member and either fix, finish or change another ou do this?
At any time, did someone	else have to fix, finish or change your work? Why did this happen?
Do you feel that everyone below, and detail your imp	in your group equally contributed to the project? List your group members ressions.
What grade would you giv	e yourself for this assignment? Why?



RUBRIC

Rough draft Peer review activity Reme packet is complete (40 points) Written explanation of theme Cover includes front lid, spine and back lid Front and back endsheets Title page Opening spread One divider design One section design Folio design Reme packet (40 points) planation of theme relates idea to school and year planation of theme explores coverage options real catch phrase is clearly stated throughout planation diverbal elements are consistent throughout planation of theme explores coverage options pla	Names of group members					
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