

Theme Development Project

Due May 7

1. **Spend some time looking at other schools' yearbooks and themes.**

- We have a huge library on the shelves outside the bathroom and on the shelf above the snack payment box
 - Read through the Look Book.
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2. **Research and Brainstorm theme –**

- **Don't start with a design concept** – that will likely detract you from creating a meaningful theme. The design will evolve from the well-developed theme.
 - **Start with good research:**
 - What are your favorite commercials
 - ad campaigns
 - YouTube videos
 - Inspirational speeches
 - Look at college brochures (green box)
 - Look at novelty books.
 - **GO TO THE BOOK STORE!** Snoop near point-of-purchase displays near the cash register.
 - Look at Magazines that have "theme sections" (green box)
 - Look at ad agencies like 160 over 90
 - What makes you feel something?
 - What captures the spirit of this school, this year, this generation, our lives?
 - Remember, **theme will provide the angle and feeling of the entire book.**
 - Stories will be told from the angle of the theme. Photos will reflect the spirit of the theme.
 - Theme should be **flexible and unique** – not "Perspective" or "Us" or anything else that has been done so often it should be retired. Not a cliché unless it's personal, powerful.
 - Theme should not be so complicated that your readers can't relate to it, but not so simple that any school anywhere in any era could do it.
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3. **Brainstorm opening copy** – Read opening copy from our past 3 years' yearbooks. What makes it unique to the year, this school, this population?

- **What are your favorite commercials, YouTube videos, and inspirational speeches? What makes you feel something?**
 - Carefully set the tone and format your style to match the theme of the book.
 - If it's a fun theme, the writing style should be, too. If it's serious, so is the writing.
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4. **Design a cover**

- Include three elements - any combination of visual/graphics, verbal, and text cues that express the theme.
- Select specific color choices to reflect your theme. Use swatches to show **exact color** concept.
- Look at the yearbooks stored in the camera room and on the cart
- **GO TO THE BOOKSTORE!!!**
 1. what special effects do you love? (continued on next page)

2. How should it feel, physically?
 3. Look at ink applications, texture
- Choose font choices that connect to the mood or tone of the theme. Find the **exact fonts** and use them.
 1. You can find a “cheap” font on **DaFont.com**
 2. Ultimately, we will want to buy our fonts from a reputable site like **MyFonts.com**, or my favorite, **YouWorkForThem.com**, etc.)
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- 5. Use InDesign to design a divider page to go with your theme and cover**
- Theme on each divider relates logically to the section it introduces and to the theme/concept topic
 - Divider photographs and captions expand theme/concept copy content
 - Design is attractive, creative, and distinctive from other pages in the book.
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- 6. Use InDesign to design your front endsheet with the table of contents.**
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- 7. Create 7 module spinoffs or feature page ideas (group spotlight, individual spotlight, etc)** that are dedicated to the theme. These could be used for module ideas. These can be from a magazine or a website, etc.
- These may be ideas that you found online or in magazines and would like to transform to fit your theme.
 - These may be infographs, theme-driven modules, etc.
 - Be able to explain how each of these 7 pieces reflects and builds on your theme.
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- 8. How will the book be organized? Will that change depending on the theme?**
- Section concepts and titles should connect to and reflect the theme
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More inspiration sources to see how the pros do it:

1. Print Inspiration:
 - Magazines like *Esquire*, *GQ*, *Wired*, *Mental Floss*, *Travel and Leisure*, *Afar*, *Nylon*, etc., to see how they bring a visual and verbal theme to each issue and build it into the book with features.
 - Marketing/advertising brochures for colleges and art schools
2. Online Inspiration:
 - **Pinterest** is pretty tired and overused – dig deeper
 - Make a **Behance** account to peruse
 - Look at **Issu**
 - Get a **Texture** account (free for a month)...
 - Try **Zinio.com** for free magazine access!
 - Look at **musicians** who have designers that create marketing material for them
3. **Organize a trip with your group to a good bookstore!**
 - Printed books have wonderful treatments that we could work onto our cover!
 - Spend time with magazines finding inspiration.
 - Look at books that feature graphic design and photography.

How to organize this project:

1. Work together, especially as you are developing your theme.
2. Prepare your theme project on a web platform, like Trello, following the order of the assignment. Clearly label each element. (see below for sample)
3. Make sure everyone has the website link and login information if you create a Pinterest Board or Trello Board.
4. After the researching phase, when you are ready to divide assignments, be sure to meet every day to discuss what each member is has developed and is contributing.
5. Use the grid on the last page of this packet to write your assignments and ideas down.

I will meet with you periodically or anytime you want to inspire and critique your work, and to check on your work.

Sample of 2016-17 planning board for theme project

The image shows a screenshot of a Trello board titled "2017 Editors Theme/Planning". The board is organized into several columns, each representing a different stage or aspect of the project:

- For Chicago:** Includes cards for "READ ME!", "headline HEADLINE", "Design Inspiration", and "Copy/Features Inspiration".
- COLOR SCHEME:** Features a color palette and a screenshot of a design.
- COVER IDEAS:** Contains multiple screenshots of design concepts for covers, including one titled "CALLINGS" and another titled "Final Cover".
- FONTS:** Shows two screenshots of font samples, including uppercase and lowercase alphabets and numbers.
- COPY STUFF:** Lists tasks such as "Revised Opening Copy", "Actual Opening Copy", "Callings: What is it? Article", and "Opening Copy Draft/Notes/Ideas".
- Inspiration:** Includes a card with a quote and a link to a New York Times article.
- NEW ADDITIONS:** Lists various editing and design guidelines, such as "Special pages should go through copy editing and designer checks", "Captioning should be near photos for super coverage", and "Coordinate with broadcasting".
- Sample Pages:** Shows a screenshot of a page layout with the text "TEN YEARS AGO".

Theme Development Brainstorming: use the grid below to take notes and make assignments in your group.

Theme: _____

Use the space below to take notes on discussions for each topic	Ways to incorporate theme:
Cover:	
Opening Copy:	
Design:	
Modules:	
Section Titles: (3 chronological sections by season, people section, References (team photos, senior ads, index))	
Special Effects:	

