

# 2020 Walsworth Yearbooks

## THEME20

Telling the story of 2020 through  
**WORDS**, **PHOTOS** and **DESIGN**



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THEME20

What's your

2020 STORY?



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What is a Theme?

# THEME

A THEME is a cohesive, consistent  
**verbal** and **visual** message

– a **STORY** –

developed throughout the book to  
connect to the students, the school and  
the school year.

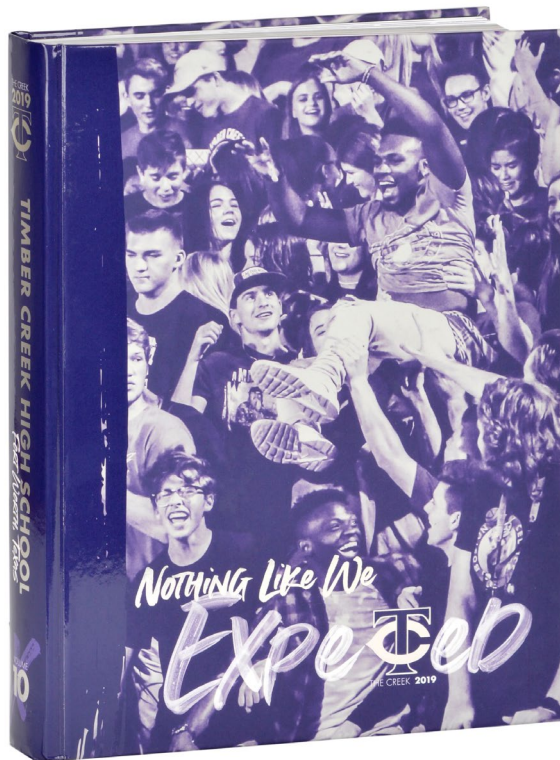
*Finding your theme story*

where  
do we  
BEGIN?



# What does your **THEME** communicate?

## COMMUNICATE THE STORY



Timber Creek High School  
Fort Worth, Texas



Title Page

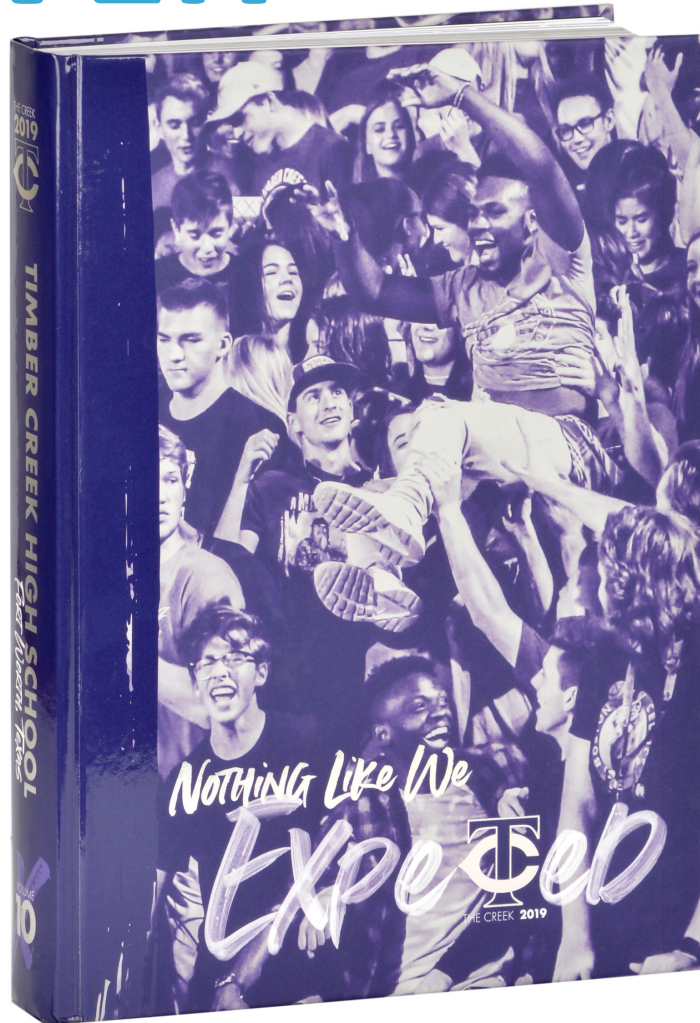


Theme spread

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# Communicate your **MESSAGE**

# COVER



## **Cover**

The cover will establish 3-5 verbal and visual theme elements that will drive both the STORY and the LOOK of the book

How many possible THEME elements to you find on this cover

**Purpose: Set up your significant theme elements - words, fonts, color, design**

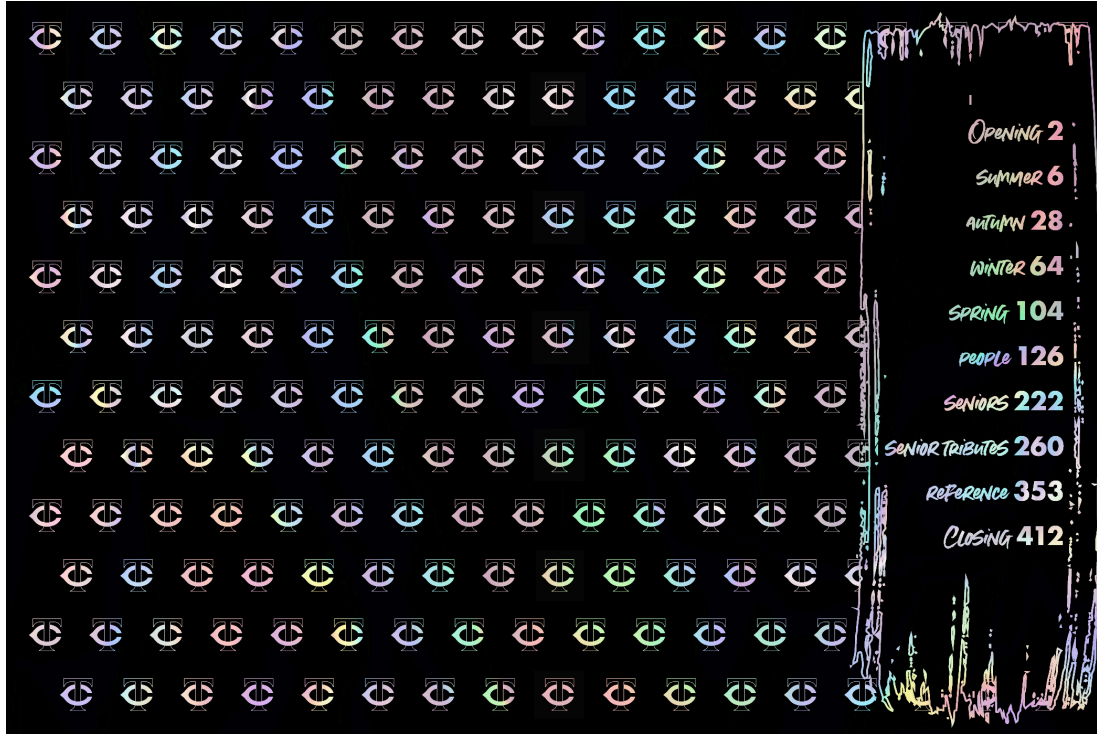
Timber Creek High School  
Fort Worth, Texas





Communicate your **MESSAGE**

# ENDSHEET



Timber Creek High School, Fort Worth, Texas

## Endsheets

Same font from cover

Same color palette from cover

Can use space for table of contents

**Purpose: Bring the theme inside the book**

Communicate your **MESSAGE**

# TITLE PAGE



## Title Page

Same fonts from cover

Same graphics from cover

Same color palette from cover

Photos that help depict theme

Captions

**Book name**

**Volume Number**

**School Physical address**

**School Virtual addresses (Twitter, FB, and Web)**

**Population**

Timber Creek High School  
Fort Worth, Texas



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THEME: *What's your 2020 story?*



# Communicate your **MESSAGE**

## OPENING SPREADS



### Opening / Theme Spreads

Opening spread and closing spread should have the same look but use different copy and photos

- Same colors as cover
- Same fonts as cover
- Awesome design, photo and storytelling

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THEME: *What's your 2020 story?*

Communicate your **MESSAGE**

# DIVIDERS



## DIVIDERS

Divider spreads should echo the design of the cover, endsheets, title page and opening spreads

- Same colors
- Same fonts as cover
- Related design - not exactly the same
- Introduces section content

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THEME: What's your 2020 story?

# Communicate your MESSAGE DIVIDERS



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## Divider Pages

All designed to have similar look; divide the sections of the book

**Traditional sections are:**

- Student life
- Sports
- People
- Academics
- Organizations
- Ads



# Communicate your **MESSAGE**

# **THEME COPY**

**Theme copy** - usually seen on opening spreads and conveys the theme concept and message through the everyday thoughts and feelings of the students at your school.

***GOAL: Help the reader remember a story they already know***



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# Communicate your MESSAGE THEME COPY

## THEME COPY SHOULD...

- Reflect the “feeling” and “vibe” of your theme
- Include personal, specific details  
*(makes audience feel like an insider)*
- Include quotes
- Use a natural voice
- End with theme phrase



Gulliver Preparatory School, Miami, Florida

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# Communicate your MESSAGE THEME COPY



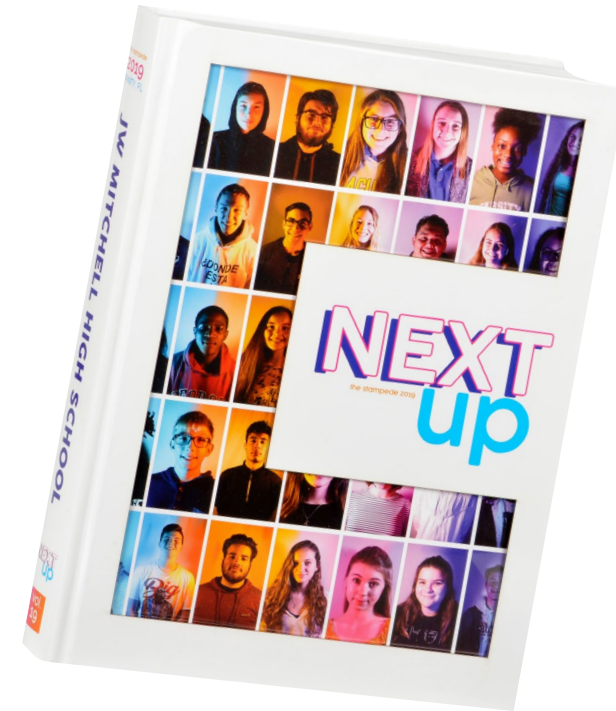
**It's a TOUGH world**

...out there in the city. But we aren't complaining. Who doesn't love having a Bahama Buck's within walking distance? Or four Publix stores within a five-mile radius? Deciding which one to apply to is the hardest part, just ask **Jacob McLaren** ('19). That's the **price of growth**. And if you want Stars in the morning, you better have that mobile app or you won't be making it to first period. **Trust us**. The traffic on Little Road alone can make someone who left thirty minutes early **fifteen minutes late**. Trying to leave school is just the same. You better **run** to your parking space. Getting out of the parking lot can take longer than the whole drive home. Who got spot #420 anyways? Yikes. Sorry, **skylin Spencer** ('20).

**RAIN, RAIN, GO AWAY** (19) *Algebra 1* **002** **THEME** **003** **opening**

**BOW BACK** (19) *Algebra 1* **002** **THEME** **003** **opening**

**CONTEST TIME** (19) *Algebra 1* **002** **THEME** **003** **opening**



J.W. Mitchell High School  
New Port Richey, Florida

