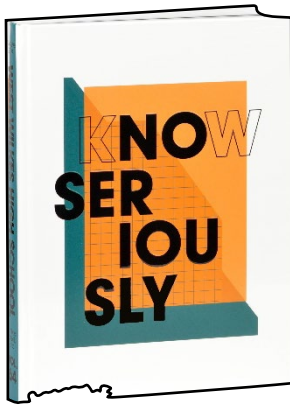


# Theme Development Mod 9 Part 5

## Theme Discovery

Student's Name: \_\_\_\_\_

- A yearbook theme is a cohesive, consistent verbal and visual message. In other words, it is a story. It is a story that is developed throughout the book to connect to the students, the school, and the school year. A great theme tells a story with style and flair. Think of theme as the personality behind the story of the year.



"Know Seriously/No Seriously" The play on the words "Know" and "No" both visually and verbally draw the reader in.

A great theme is unique and unexpected. It has not been done before or you create a new twist on something familiar. A great theme finds balance between surprising and relatable and it shows thoughtfulness and a personal touch.



Traditionally, a yearbook's cover, endsheets, title page, opening, closing and division spreads together form the book's theme development package. On these theme pages, both the verbal and the visual are important. Recurring motifs-words, graphic elements, and designs-link these pages just as the theme or unifying idea links the sections of the book

Instructions: Use the link provided and look at some of Walsworth's great 2020 yearbooks. Once you go to the link, then go to the 2020 Theme Gallery. Your goal is to answer the following questions for two different schools. If you cannot get to the link, you can use either one of the PowerPoints provided and answer the questions for three different schools.

<https://www.walsworthyearbooks.com/theme-gallery/>

Name: \_\_\_\_\_

**School 1:**

**Name of School:** \_\_\_\_\_

1. What is the (verbal) theme?

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2. What is the visual part of the theme?

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3. What do you see on the cover that makes the yearbook inviting?

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4. What do you see on the spine or back of the book?

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5. What items appear on or in every book you look at?

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6. Is it a school-spirited theme (proud, loud)? Is it a traditional theme? Is the theme quirky, fun and a bit crazy? Is the theme bold? Sophisticated and classy?

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7. Would the average student understand what the book was about? Explain?

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8. Should there be pictures on the cover? Wild type? Crazy graphics?

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9. Does the font represent this feeling? How?

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10. Are the graphics sophisticated and modern? How?

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**School 2:**

**Name of School:** \_\_\_\_\_

1. What is the (verbal) theme?

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2. What is the visual part of the theme?

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3. What do you see on the cover that makes the yearbook inviting?

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4. What do you see on the spine or back of the book?

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5. What items appear on or in every book you look at?

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6. Is it a school-spirited theme (proud, loud)? Is it a traditional theme? Is the theme quirky, fun and a bit crazy? Is the theme bold? Sophisticated and classy?

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7. Would the average student understand what the book was about? Explain?

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8. Should there be pictures on the cover? Wild type? Crazy graphics?

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9. Does the font represent this feeling? How?

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10. Are the graphics sophisticated and modern? How?

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