

# Theme Development Mod 9

## Part 2: Quiz

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

### Part 1: Answer the following multiple-choice questions. (5 Points Per Question)

1. D \_\_\_\_\_ Spin-offs (catchphrases) are key words, phrases or ideas that support the main theme or catchphrase through word choice or concept and are used for each section of the book or content module. The school chose the theme "Blur" because of all the changes going on at the school. Which of the following spin-offs is not appropriate or a good spin-off for this theme?
  - a. Focal Point
  - b. Close Up
  - c. Obscure
  - d. Elements
2. D \_\_\_\_\_ This school decided to focus on the present and chose Present Tense as its theme. They correctly used all the following spin-offs (catchphrases) except for:
  - a. When
  - b. Why
  - c. How
  - d. Concise
3. A \_\_\_\_\_ Complete the following sentence: A good theme
  - a. gives the book a personality.
  - b. connects the book to the school but not the community.
  - c. unifies some of the parts of the book.
  - d. helps to tell part of the story of the year.
4. D \_\_\_\_\_ Complete the following sentence. A theme should be
  - a. visual.
  - b. Verbal.
  - c. be simple and relatable.
  - d. visual, verbal, and relatable.
5. B \_\_\_\_\_ Complete the following sentence. A theme should be all the following except:
  - a. easy to identify.
  - b. challenge to work with.
  - c. appropriate for the school and students.
  - d. applicable to all areas of the book.

6. E Complete the following sentence. A theme can be expressed through:
- colors.
  - graphics.
  - Fonts.
  - Stories.
  - colors, graphics, fonts, and stories.
7. C The theme should be introduced on the cover by using at least this many elements.
- One
  - Two
  - Three
  - Four
8. B Traditionally, the theme is developed on the endsheets. If you design on the endsheets, which of the following statements is optional?
- Endsheets should repeat cover design elements.
  - Endsheets should have theme copy.
  - Endsheets should give the reader a clue to where the book is going.
9. D One of the following statements is true. It is:
- A theme could use copyrighted material.
  - A theme could use a movie or song title.
  - A theme could use an often-used phrase or saying.
  - A theme should never be a magazine title.
10. E Which of the following statements is true:
- Develop the theme only on the cover.
  - Develop the theme only on the cover and endsheets.
  - Develop the theme only on the cover, endsheets, title page, and division pages.
  - Develop the theme only on the cover, endsheets, title page, division pages, and closing spread.
  - Develop the theme on the cover, endsheets, title page, division pages, closing spread, and throughout the book.

**Part 2: Match the following spin-offs to its theme. Look at all the possibilities below and use each group only once. (5 Points Per Question)**

11. C The school chose "You've Got Our Word on It" for its theme. Which grouping of spin-offs is best for this school?
12. D The school chose "Making Our Statements" for its theme. Which grouping of
13. E The school chose "Surprise: It Could Happen to You" for its theme. Which grouping of spin-offs is best for this school?
14. B The school chose "With These Hands" for its theme. Which grouping of
15. A The school chose "Beyond Belief" for its theme. Which grouping of spin-offs is best for this school?

A. Student Life: "Beyond the Obvious"  
Academics: "Exceeding Expectations"  
Sports: "Surpassing the Limits"  
Organizations: "Embracing Involvement"  
People: "Unique Differences"  
Ads/Community: "Beyond Boundaries"

B. Academics: "Raise Your Hand"  
Co-Curricular: "Quite a Handful"  
Sports: "A Winning Hand"  
Extra-Curricular: "On the Other Hand"  
MiniMag: "First Hand Experience"  
World and Community: "Hard to Handle"  
People: "Hand in Hand"  
Student Life: "Out of Hand"  
Advertising: "A Helping Hand"

C. Student Life: "Enthusiasm"  
Magazine: "The Last Word"  
Sports: "Competition"  
Clubs/Academics: "Expression"  
People: "Hospitality"  
Ads/Community: "Partnership"

D. Student Life: "It's How We Live"  
Clubs: "It's How We Play"  
Academics: "It's What We Know"  
People: "It's Who We Are"  
MiniMag: "It's It and That is That"  
Sports: "It's How We Play"  
Ads/Index: "Period"

- E. Clubs: "Guess What? There's More Than One You"  
Student Life: "Life is Full of Surprises"  
Academics: "See It, Make It, Do It"  
Sports: "Stranger things Have Happened"  
Ads: "It's the Price You Pay"

**Part 3: Answer either True or False for the following statement. (5 Points Per Question)**

- 16. True In terms of a theme, the cover makes a strong visual statement and sets the tone for the interior pages.
- 17. True The closing spread brings the theme to a logical conclusion and mirrors the design of the opening spread.
- 18. False The theme should be narrow enough to allow for creativity within the scope of the concept.
- 19. True The copy and design should link the theme throughout the book. Decide which approach best suits your school: sophisticated, traditional, frivolous, spirited, or serious.
- 20. False Always overstate the theme because most people are not smart enough to get it.