



Digital Media Virtual Learning

**Grades 9-12/Creating a
Yearbook Theme**

April 13, 2020



9-12/Digital and Advanced Digital Media
Lesson: April 13, 2020

Objective/Learning Target: Students Will Be Able to Identify, Critique and Create Good Yearbook Themes

Let's Get Started:

Think About The Past Yearbooks at School:

1. What did the cover look like?
2. Did it relate to concept that carried through the book? It could be words, shape, concept?
3. Was there an overall concept/theme?
4. What was the theme, if you think there is one?
5. Do you like the theme? Why or why not?
6. Could/Would you do something different with this theme?

If You Do Not Remember The Yearbook, Think About The Last School Dance or Last Courtwarming/Homecoming Week

1. Was there a theme of concept for the event? This would be a theme similar to a yearbook theme.
2. Did you like the theme? What would have done differently.

Important Terminology For This Lesson

THEME - A verbal statement and a visual look which tie all parts of the yearbook together. The theme should fit your school and your year.

OPENING - The first two to four pages (or more) of the yearbook which introduces the theme.

DIVIDER - A spread used to separate each of the sections of the yearbook. A divider is usually theme related in design and the copy links the main theme to the ensuing section.

SPIN-OFF - A “mini theme” used as a section title. Spinoffs may help carry the theme throughout the book.

Keys to a Yearbook Theme?

1. List what is unique to your school this year.
2. Check the list of themes [here](#). But, make it work for you.
3. Make sure it is memorable and flexible enough to be developed into sidebar mods.
4. Keep the visuals – type, colors, shapes and patterns – consistent throughout the book.
5. Decide how to carry the theme through the book. Put it on the cover, endsheets, title page, opening, dividers, mini-magazine, sectional graphics, folios and index.
6. Develop mini themes for coverage mods within traditional or unique sections.
7. Create mock-ups of the theme pages and hang them around the room. Live with the theme for a few days to decide on final details.
8. Brainstorm coverage ideas to use throughout the book and promote the theme/concept.
9. Create a stylebook to ensure consistency. Consider all type treatments for headlines, copy, captions, mods, profiles and folios.
10. Incorporate the theme with sales campaigns to hint at the theme/concept without giving it away.

Evaluating Yearbook Themes

Answer these for each of the next three slides:

1. What is the theme?
2. How is that worked into the cover?
3. How is that worked into the rest of the book?
4. What shapes, colors, concept is used and how is it used on other pages?

2019 *The Tartan*

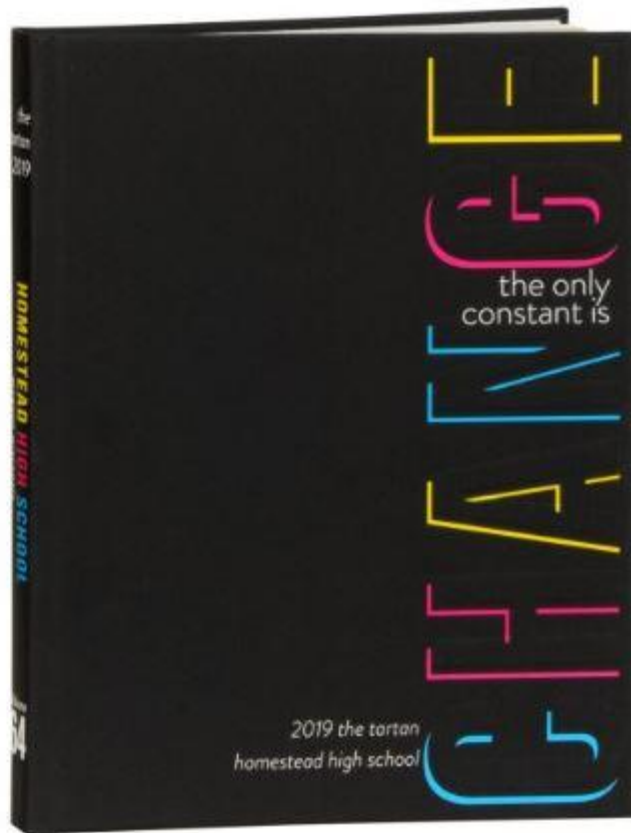
Homestead High School
Mequon, Wisconsin

Theme: "The Only Constant is Change"
Adviser: Rachel Rauch
Editor: Frances Mackinnon
Walsworth representative: Cindy Wandschneider

With the 2019 edition of *The Tartan*, the Homestead High staff set out to create a memorable compilation of their school's "successes, memories and stories." For the seniors, that meant covering the past four years. What they discovered about their time at Homestead, as is the case at most high schools, is that "The only constant was change."

On the cover, that all-important word "change" was accentuated in cyan, magenta and yellow. The staff used those colors, along with black, as the book's color palette. Divided up by chronological coverage, each section had a primary color. The opening and closing copy tied into the theme well, highlighting various ways student life at Homestead changed over the past four years.

There was a constant shift on display visually that tied to the theme, with letters and photos overlaid over each other, representative of the ever-shifting times and change they experienced throughout high school. The book will serve as a reminder of the way things once were when they look back years later after so many life changes.



2019 Raider

Gulliver Preparatory School
Miami, Florida

Theme: "Truth"

Adviser: Monica Rodriguez - CJE

Editors: Vanessa Rosales, Nicole Schwyn

Walsworth representatives: Veronika Levine - CJE,
Tamera Moore

"Truth" is an abstract theme, but it worked perfectly to capture Gulliver Prep in an authentic manner. The staff started thinking about why decisions were made, traditions were started, policies put in place – the true story behind each one. But it's not just decisions and events, every person at the school had a true story to tell, and each person had their own truth – no two were a clone. This led to many personal profiles for a true, full-coverage book.

The subtle theme implementations for "Truth" stood out, like the straight lines and the color palette of CMYK that stripped away the excess fluff and revealed the basic building blocks of color. The design was visually uncluttered and clean as well as modern and bold. Excellent font choices played well with the design. Striking photography captured true moments in the year, preserved now for history.

The truth of the year was documented, from a coach's snorting French Bulldogs he brought to campus to the loss of curly fries for lunch, and while it varied between triumph and struggle, it's a story that is all their own.



Practice - Making a Yearbook Theme

1. First, make a list of words that relate to your school and your students.
2. Begin to brainstorm themes (can be based off that list, off the colors of the school, off the mascot, off trends, etc.)
3. Pick your three top themes and do the following:
 - a. What is the theme?
 - b. What does it mean to you?
 - c. What do think a cover might look like? Colors? Design? Texture?
 - d. What concepts, shapes, colors, would you carry through the book?
 - e. How would you carry this theme throughout the book?
 - *These ideas can help in brainstorming themes for future books.*

Resources/Other Important Articles on the Subject

<https://www.walsworthyyearbooks.com/galleries/2019-theme-gallery/>

<https://yearbooklife.com/yearbook-themes/>

<http://wmsyerds.weebly.com/theme-ideas.html>

<https://www.pinterest.com/shspub/yearbook-theme-ideas/>