A theme is a central idea or concept that sets the tone for telling the story of the year. Repeated throughout the yearbook on cover and endsheets and in opening, closing and dividers, it unifies the storytelling message of the book and gives it personality.
THEME PLANNER

Use this planner to develop your theme concept, or overall idea that forms the building blocks for design.

1. SCHOOL PROFILE

Before jumping into brainstorming theme ideas, take a few minutes to complete this school profile.

JUST THE FACTS

School name:
Location:
Enrollment:
Grades:
Years as a school:
Age range of students:
  □ Boys  □ Girls  □ Co-ed
  □ Rural  □ Suburban  □ Urban
  □ Public  □ Private
One word that describes our school:

CHERISHED TRADITIONS

Mascot:
School colors:
School motto:
Words on school seal:
Key words in fight song:
Popular events/dances:
Rival:
Noteworthy programs:

IMPACTFUL CHANGES

Renovations:
Bond elections:
Policies:
Anniversaries:
Staff changes:

2. BRAINSTORM

Referencing the data compiled in the School Profile column, generate a list of 12 phrases or concepts that capture the personality of your school. For best results, focus your brainstorming efforts on the most significant fact. Consider alliteration, assonance, oxymoron, antonym, cliché, homonym, onomatopoeia, pun, rhyme and synonym when crafting a verbal statement.

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 
11. 
12.

3. SELECT A THEME CONCEPT AND DEVELOP SPIN-OFFS.

Spin-offs are key words, phrases or ideas that support the main theme or catch phrase through word choice or concept and are used for each section of the book or content module. These unify the book and highlight coverage.

Yearbook Theme/Concept:

Student Life Spin-off:

Academics Spin-off:

Sports Spin-off:

Organizations Spin-off:

People Spin-off:

Advertising Spin-off:

Spin-offs for content modules:
The best yearbooks utilize a style guide, a guide that indicates fonts, colors and whole book links that will be used on each page of the book or section.

### HEADLINES
Font: 
Font Size: 
Color: 

### SUBHEADLINES
Font: 
Font Size: 
Color: 

### FEATURE STORIES*
Font: 
Font Size: (typically 10-12 pt)

### CAPTIONS*
Font: 
Font Size: (typically 10-12 pt)

### PHOTO IDENTs*
Font: 
Font Size: (typically 10-12 pt)

*Consider using the same font for stories, captions and photo idents to create a cohesive look.

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A whole book link is a concept-related content element such as a photo strip, a folio presentation, a listing or quote box that runs consistently throughout the entire yearbook or a section.

Write or sketch any colors, graphics, folios (graphics next to page numbers), lists or modules that will run throughout the book. Include as many specifics as possible, like size and position on the page:

- **COLORS**
  - Primary: 
  - Accent: 

- **GRAPHICS**

- **PHOTO STYLE / EFFECTS**

- **FOLIOS**

- **LISTS**

- **MODULES**
The concept might be boldly introduced on the cover or previewed in a more subtle way.

Theme-related visual elements that are introduced on your cover include:

- Yearbook title
- Year of distribution
- Theme statement
- Theme-related design and possibly photography
- School
- City/state [optional]
**VISUAL COOL TOOLS**

Theme-related visual elements that are incorporated into your endsheet designs include:

- 
- 
- 
- 
- 
- 
- 

**BACK ENDSHEET**

If applicable, explain how the design of the back endsheet differs from the front.

- 
- 
- 
- 
- 
- 
- 

Endsheet Planner

Endsheets are the heavy pages between the cover and the first and last pages. The endsheets transition the reader from the cover to the inside pages. Verbal and visual thematic elements from the cover are echoed here.
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**Title Page Planner**

The first page of the yearbook makes a positive first impression while continuing to introduce the yearbook’s concept. Reference information, while important, appears as secondary content on the title page:

- Yearbook title
- Year of distribution
- Volume number
- School
- Street address, city, state
- Phone number
- Enrollment/enrollment classification
- School website

**Parting Page Planner**

The parting page is the final page of the yearbook and should complete the story of the year while linking it back to the yearbook’s concept. An effective technique is to design the parting page to reflect the look of the first page of the yearbook — the title page.
Opening & Closing Spread

The dividers indicate new sections and provide continuity throughout the yearbook by reflecting the concept verbally and visually. For consistency, it is common for the same divider design to be employed between each section of the book.

VISUAL COOL TOOLS

Theme-related visual elements that are incorporated into your dividers include:

- ____________________  ____________________
- ____________________  ____________________
- ____________________  ____________________
- ____________________  ____________________
- ____________________  ____________________
Spreads are two facing pages presenting a variety of elements to tell a story about one idea, whether that idea is a topic, a subject or a period of time. The two pages are visually unified as a unit.

<table>
<thead>
<tr>
<th>Headline Format:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Headline Specifications:</td>
</tr>
<tr>
<td>Secondary Headline Specifications:</td>
</tr>
<tr>
<td>Caption Specifications:</td>
</tr>
<tr>
<td>Story Specifications:</td>
</tr>
<tr>
<td>Color Specifications:</td>
</tr>
<tr>
<td>Special Content Modules:</td>
</tr>
<tr>
<td>Graphics:</td>
</tr>
</tbody>
</table>