

TIPS^{for} Developing Theme

1 Words First

Get the theme phrase developed before looking at any graphics: This way you don't fall in love with a graphic and try to fit a phrase into that look. Come January that will blow up and you'll be stuck.

Verbals first always: All roads need to lead back to your theme phrase.

2 Keep asking does this help or hurt our theme moving forward

Think it over: In this lesson we learned the importance of your words and your design communicating the same story. We discuss the importance of your topics and angles of your stories pushing your theme through.

Ask it often: Continually ask yourselves if the font choices, graphic choices, photo choice, story angle, etc. are melding together to push the right message.

3 Don't Settle

Wait for the goosebumps: Don't settle for something you feel wishy washy about.

Keep working until you get the cartoon heart eyes.

Feel like you: Go with the idea that feels like you and your year.

4 In the Details

No detail too small to reconsider: Every aspect of your book whether its coverage, theme copy, headlines, story angle, etc. should all push your theme. So there is no detail too small to have that conversation over.

Status Quo: If you find yourself thinking ,, "That's the way we did it last yea.." **STOP!!**
Ask why?
Should we change it?
Is that think a good fit for this year's book?

5 Theme Copy

It will be your single longest running spread in your book: Theme copy is on of the first things you start and the last things you finish in your book. It takes all year and multiple rewrites to finish theme copy.

Get outside advice: If you're iffy about a particular line or phrasing in your theme copy get outside advice. Go to other students not in yearbook and read them your line and watch their reaction to your copy.

6 Theme Unity

All roads lead back to your theme - at least they should: All choices you make in your book need to support your theme. Your graphics, font choices, story angles, photo choices. All of it. All goes should support the theme and the tone of the book.