

It *Themes* Like a Good Idea to Me!!!

Bright ideas for getting started:

A good theme should directly relate to the story of the school year, and it should define the main idea and mood of your yearbook. Whether you choose a phrase or slogan, you should pack as much meaning as possible into as few words as possible.

1. Brainstorm for possible theme ideas. Gather your staff together with an extra large pizza and talk about your school – making lists of things that are unique to your school and to this year.
2. Scan through a list of themes for something that may spark a new idea. You can get ideas from workshop books or from other schools (as long as you can change an idea to fit your school).
3. Make your theme verbal. The catch phrase you choose should be memorable and flexible enough to allow for the creation of spin-offs.
4. Make your theme visual. Through your choice of type, colors, shapes and patterns you can create a “theme look” that may be carried throughout your book.
5. Think of spin-offs for your section titles. Label headings such as “Sports” are boring. Give your reader something fun while taking the opportunity to further express your theme.
6. Design your cover and endsheets. Whether you custom design your cover and endsheets or use a Herff Jones Studio Designed package, you can easily coordinate a verbal theme with your graphic look.
7. Design a divider template. By combining the spin-offs you have created with the verbal/visual concept from your cover, you can design dividers that dazzle.
8. Formulate a folio. Use the font and/or graphic elements from your cover. A creative folio allows you to subtly show your theme on every page.
9. Paste-up your complete package. To know what your designs really will look like, paste-up your ideas with magazine photos and real type.
10. Incorporate your theme with your book sales campaign. Give little hints about what the theme will be without giving it away. Get the students interested in the theme before they ever see the book.

- Herff Jones Yearbook Discoveries

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