

Dear Adviser,

The **Theme Planning Project** is designed to help you develop theme ideas for the following school year. It's your project so you develop the rules, guidelines, grading system . . . The following page is a rubric guide that you can print and give to students. Adapt it to fit your needs. If you need ideas for planning the overall project, here's what I did with it:

- > After the final yearbook submission was sent to the plant, students were given the guidelines for this project.
- > They were able to pair up with one other student for this project.
- > We discussed each item that was to be included in the project so every student understood its purpose.
- > We reviewed the design elements that I required them to incorporate into the layout. (You can fill in those elements on the rubric).
- > Students were given two weeks to complete the project (assuming daily class time).
- > Finished projects had to include text and photographs. Photos could be cut from magazines but had to illustrate the theme as closely as possible. Students could also print from the Internet, sketch, whatever they preferred. The ultimate goal was to present a solid theme project that could be considered for use the following year.
- > After the project ended, all submissions were evaluated by the class. (See page 3). During that time, we discussed how the cover would actually be produced if their idea was chosen and see if the processes needed to make it happen were within budget. (You could extend the evaluation further to include other faculty, administration, the student body. . . it all depends on whose input you want.) For the purpose of fair evaluation by the students, ask them not to write their name on the project itself. Rather, assign each one a number and ask students to write that number on the back of their project.
- > After the evaluation, grades were given and a 'winner' chosen. We took the winning idea to workshop with us that summer, where we met with the creative artist and developed the idea for real.

You may find that your students need more or less time to complete the project. Adjust the time to fit their needs. One year, I think it took my students three weeks of daily work. You may want them to turn in initial ideas for 'approval' and then let them run wild with their ideas. Many students have a tough time getting started so that approval period really helps them understand what is expected, hence, turning in better work to you. Encourage them to look at other books for ideas. The Herff Jones website has great resources for brainstorming theme ideas. Visit [www.yearbooks.biz](http://www.yearbooks.biz) and click on 'showcase books' to view a selection of books printed by Herff Jones. There is also a link on my website to theme ideas. Visit [www.geocities.com/melinda4217](http://www.geocities.com/melinda4217) and then click on adviser handouts to view that list.

Good luck and have fun with this. And once the project is complete, consider setting up a time for me to meet with the staff to discuss their ideas and further plan for next year.

*Melinda*



# Yearbook Theme Planning Project

*Your job is to create a mini-yearbook that includes the following:*

- > cover
- > endsheets
- > title page
- > division spread

Your project must incorporate a theme that is displayed throughout. Your theme can be illustrated in words and/or graphics and must be applicable to this school. . . as if it could be used for the theme of next year's book.

*Your grade will be based on the following:*

theme development 25 points \_\_\_\_\_

completion of each section:

- cover 10 points \_\_\_\_\_
- endsheets 10 points \_\_\_\_\_
- title page 10 points \_\_\_\_\_
- division spread 10 points \_\_\_\_\_

neatness and readability 10 points \_\_\_\_\_

proper layout design including 25 points \_\_\_\_\_

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100 points possible \_\_\_\_\_

Your score

My comments: \_\_\_\_\_

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# Theme Project Evaluation

Project # \_\_\_\_\_

Strengths:

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Weaknesses:

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Things you would change to make theme more effective:

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Cover applications that would need to be used:

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Cost effective?

yes	no
yes	no
yes	no

Possible substitutions that would reduce cost:

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Rate each on a 10 scale, with 1 being the least and 10 being the highest:

Does theme relate to school/student body/appropriate special events?

1    2    3    4    5    6    7    8    9    10

Can theme be easily used throughout the book?

1    2    3    4    5    6    7    8    9    10

Your overall opinion of this theme as next year's project

1    2    3    4    5    6    7    8    9    10

