

abstractions • according to all accounts • according to informed sources • according to you • across the boundaries • all in one piece • all out • before you know it • beneath the surface • change over time • change your tune • continuing the story • contradictions • contrary to popular belief • controlled chaos • dare to be different • done it, said it, noted, quoted • dot.com • double take • enough said! • etched in stone • first, the good news • for all I know • for keeps • get a head start • going places • hidden messages • history in the making • hold onto the moment • holding fast • imitated but never duplicated • in 25 words or less • it seems like only yesterday • it's about time • just once • know what we mean? • let's get personal • let's make history • living the

Yearbook Functions

- **picture book**
presents the images that capture the action and reaction of the year
- **history book**
accurately chronicles the specific events, competitions and activities of the year using times, dates and names
- **memory book**
recreates the experience of attending your high school in words and pictures
- **reference book**
accurately records people's names, game scores, notable accomplishments, historical changes, national events, new technologies, etc.

Yearbook Audience

- students
- students' families
- community
- faculty & staff
- advertisers

1 INVENTORY

Take stock of pertinent facts about your school.

SCHOOL NAME

SCHOOL COLORS

LOCATION

STUDENT POPULATION

MASCOT

CHERISHED TRADITIONS

ANNIVERSARIES, HONORS, AWARDS

TRENDS THAT AFFECT STUDENTS

COMMON WORDS OR PHRASES BEING USED

RENOVATIONS

CHANGES IN SCHOOL POLICY, SCHEDULE OR STAFFING

FIVE THINGS THAT COME TO MIND WHEN YOU THINK OF YOUR SCHOOL

ONE WORD THAT BEST DESCRIBES YOUR SCHOOL

2 ESTABLISH A TONE

What mood or tone do you want the theme to convey?

3 BRAINSTORM

Generate a list of catch phrases or concepts that capture the essence of a selected fact.

1 _____ 13 _____

2 _____ 14 _____

3 _____ 15 _____

4 _____ 16 _____

5 _____ 17 _____

6 _____ 18 _____

7 _____ 19 _____

8 _____ 20 _____

9 _____ 21 _____

10 _____ 22 _____

11 _____ 23 _____

12 _____ 24 _____

Which facts are most theme-worthy? Highlight those facts on the list.

legacy • make an uproar • mark my words • no doubt • not just another year • now & then • organized chaos • original formula • our true colors • mark time • picture perfect • picture the possibilities • put it on the line • put to the test • puttin' it down • 'r' way • return to sender • revolution evolution • revving it up • ride the fire • seal of approval • shrink to fit • side by side • take a look • take a look at us now • a new turn • that's not all • that's the difference • that's the ticket • the focus is on you • to make a long story short • under pressure • we're all that • we're going wild • what's going on? • what's in a name? • what's it like? • word for word • you oughta know • you said it • zero in • zoom

4 TEST DRIVE A THEME

THEME PHRASE OR CONCEPT

VERBAL DEVELOPMENT

WORD SPIN-OFFS — Select one word from the theme phrase and write down phrases that use that word. Repeat with another word if you can.

CONCEPT SPIN-OFFS — Examine the theme. What is it about? List things that are closely associated with the message conveyed by the theme.

Repeat the process with other words or phrases.

5 FINAL EXAM

EFFECTIVENESS — Does the theme speak to a wide range of students?

APPLICABILITY — Will it cover the ups and downs of the school year?

RELEVANCY — Will students relate to the theme?

If you answered “no” to any of the questions, start over.

6 APPLY THEME TO SECTIONS

Assign a suitable spin-off to every section.

OPENING

STUDENT LIFE

ACADEMICS

CLUBS

SPORTS

PEOPLE

ADS

CLOSING

Word spin-offs

- **theme**
Who's on First?
- **opening**
First Things First
- **student life**
At First Glance
- **academics**
First, the Good News
- **sports**
First & Ten
- **organizations**
First & Foremost
- **people**
On a First Name Basis
- **ads**
First Come, First Served

A different spin

- **theme**
Who's on First?
- **opening**
At First Glance
- **student life**
On Second Thought
- **academics**
Getting the Third Degree
- **sports**
Back & 'Fourth'
- **organizations**
Take Five
- **people**
Six of One...
- **ads**
By All Accounts