

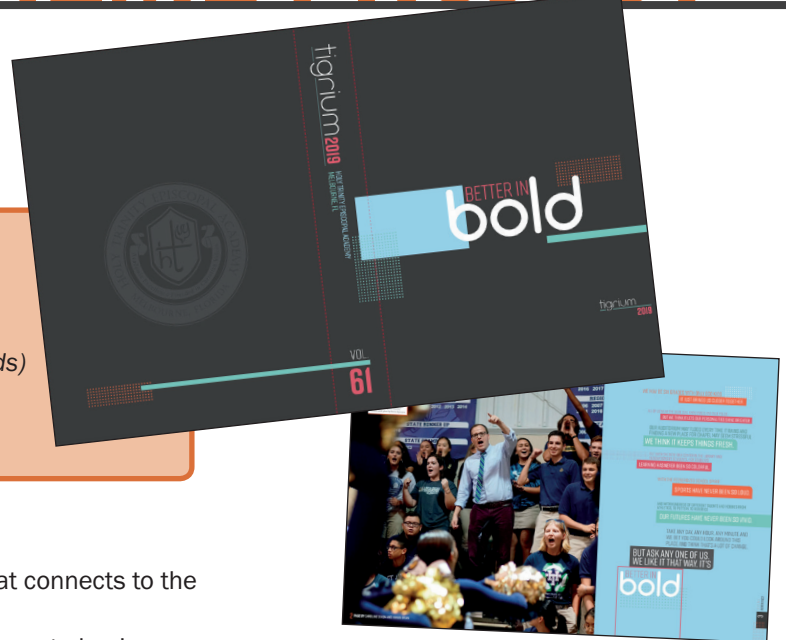
YEARBOOK THEME PROJECT

OBJECTIVE:

To create a mini-yearbook with a theme for the upcoming school year and present it to the class.

THEME PROJECT SHOULD INCLUDE:

- Cover
- Theme opening spread
- Division spread
- An individual spread (*bonus points for additional spreads*)
- A showstopper or wow spread
- Module ideas (3-4 sidebars, 2-3 alternative copy ideas)



THE MINI-YEARBOOK SHOULD ALSO HAVE:

- A theme that connects to our school.
- A theme that appears throughout the book visually and verbally.
- An explanation of why you chose that theme and why it fits our school.
- A graphic element used throughout the book.
- No more than three different fonts used throughout the book.
- Verbal connections to theme in main or module headlines.
- Opening copy that connects to the theme.
- Spreads that adhere to basic design principles (see below).
- Real headlines and subheadlines ("headline here" or placeholder text not acceptable).
- Real photos that connect to spread topic.
- Original secondary coverage/modules that connect to theme.
- Alternative copy modules to replace traditional stories.

DESIGN PRINCIPLES:

- All elements begin and end on a column/grid.
- Horizontal eyeline crosses spread (*all elements above or below*).
- Dominant photo and primary headline are two to three times larger than secondary ones.
- Pictures range in shapes and sizes.
- Each caption runs by corresponding photo (*unless group caption*).
- Captions are not trapped between elements.
- White space used effectively (*larger margins; macro, micro & conventional spacing*).
- Consistent internal micro spacing (*between elements within a mod*).
- Secondary coverages are placed to outside of page and have consistent macro spacing.



PRESENTATIONS:

- Submit mini-yearbook in a PowerPoint or Google presentation.
- Title slide should include your name, date and theme.
- Initial slides should include a brief explanation of theme choice and why it fits school; fonts used; graphic element/s; colors chosen.
- Each spread should be on a separate slide.
- One to two slides should feature modules and alternative copy.
- Be prepared to walk through your PowerPoint and explain theme choices and designs.



YEARBOOK THEME PROJECT

voting & evaluation

THEME #1: _____

Staffer: _____

Thoughts: _____

THEME #2: _____

Staffer: _____

Thoughts: _____

THEME #3: _____

Staffer: _____

Thoughts: _____

THEME #4: _____

Staffer: _____

Thoughts: _____

THEME #5: _____

Staffer: _____

Thoughts: _____

THEME #6: _____

Staffer: _____

Thoughts: _____

YOUR NAME:

1ST CHOICE: _____

2ND CHOICE: _____

3RD CHOICE: _____

BEST FONTS: _____

BEST COLORS: _____

BEST GRAPHICS: _____

BEST COVER: _____

BEST DESIGN: _____

THEME #7: _____

Staffer: _____

Thoughts: _____

THEME #8: _____

Staffer: _____

Thoughts: _____

THEME #9: _____

Staffer: _____

Thoughts: _____
