

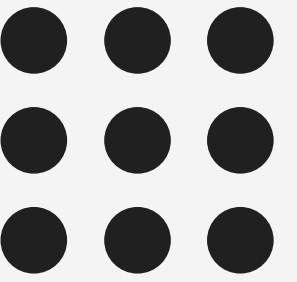


# FINDING OUR THEME

**ENTOURAGE ESSENTIALS: DAY 5**



**DO NOW:**



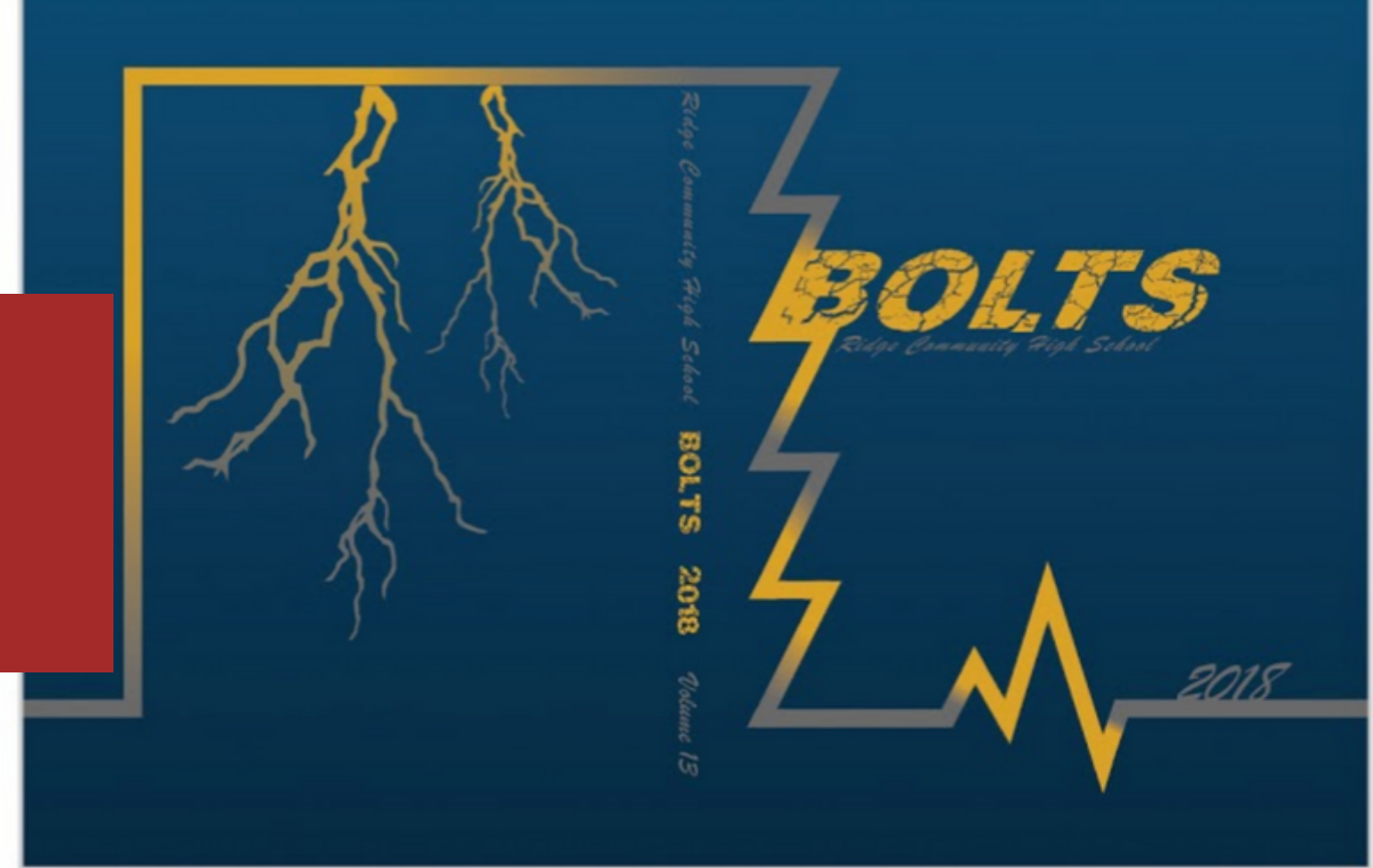
**COMPLETE PART 1 ON THE  
THEME DEVELOPMENT  
WORKSHEET.**

**BRAINSTORM AS MANY  
IDEAS AS YOU CAN.**



# THEME

Central concept or idea around which the coverage and design of the yearbook are built upon to create a **cohesive** (unified) look



### TABLE OF CONTENTS

Student Life: 4
Sports: 46
Fall: 48
Winter: 82
Spring: 78
Academics: 82
Clubs: 122
People Pages: 152
Freshmen: 158
Sophomores: 160
Juniors: 178
Seniors: 184
Staff: 96
Senior Ads: 199



2018  
Ridge Community High School

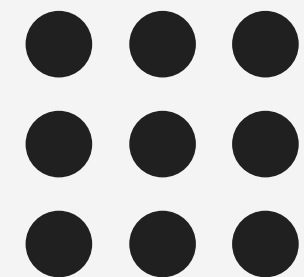
# WHY DO WE NEED A THEME

Unifies the book

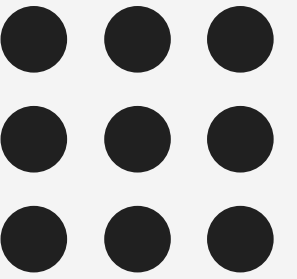
Helps with organization and direction

Embodies the year's history

Creates focus and enthusiasm



# ELEMENTS OF A THEME



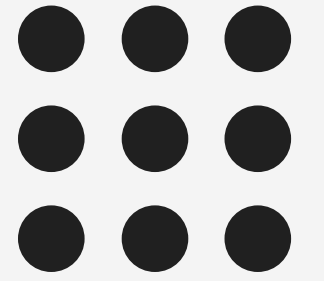
## VERBAL AND VISUAL

**Verbal:** Words that describe your theme

**Visual:** Images that represent your theme



# REMEMBER THE 5 R'S:



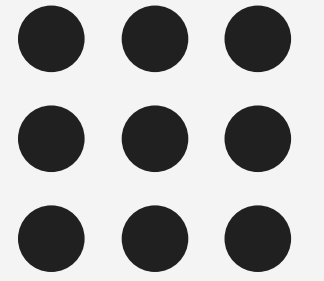
## RECOGNIZABLE

Can you find ways to make it translate without being too literal?

Is it easy to identify and remember?



# REMEMBER THE 5 R'S:



## REFRESHING

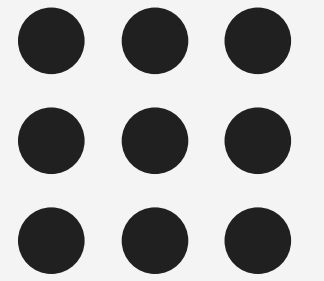


Is it contemporary and different, or just the same old thing?

Have we done anything similar in the last five years?



# REMEMBER THE 5 R'S:



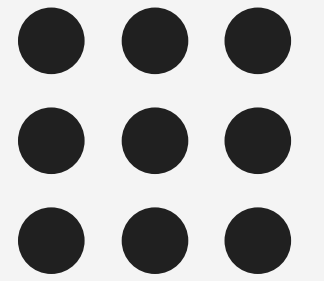
**3 REPEATABLE**

Can you make it work for every section in the book?  
Will each section still have its own personality?





REMEMBER THE 5 R'S:



4

REALISTIC

Does it make sense as a framework for the whole book?



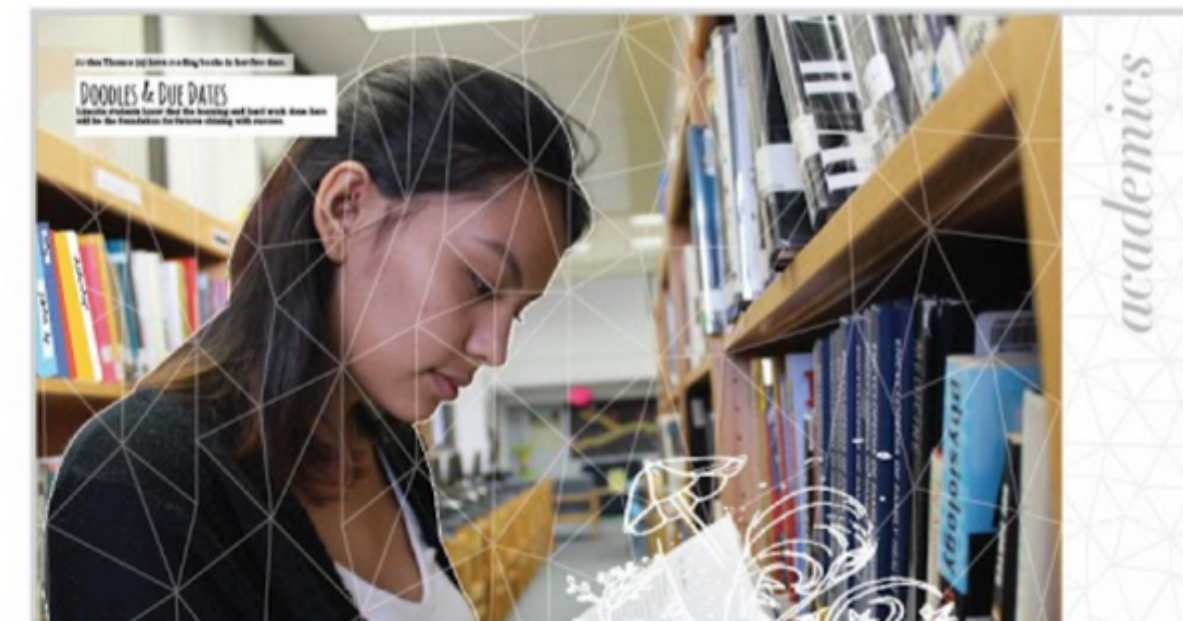
# REMEMBER THE 5 R'S:



**5 RELEVANT**

Does it reflect our school and our students this year? Can students relate to the theme?





# THEME: Illustrated

# VERBAL THEME: Illustrated

## OTHER IDEAS?

**Opening:** Drawn to Life

**Student Life:** Painting the Town

**Academics:** Doodles and Due Dates

**Faculty:** Showing you, How to

**Seniors:** Picture Complete

**Underclassmen:** A Future's Creation

**Middle School:** First Draft

**Organizations:** Drawn In

**Sports:** Sports Illustrated



OPENING BODY COPY  
INTRODUCES THE THEME:

**HEADLINE: Drawn to Life**

# READ ALOUD



EXAMPLE:  
VERBAL THEME



*At* Lincoln College Preparatory Academy, we fill the halls and walls with our illustrated lives. Each person places a distinct mark on the school, an expression that can never fade away. This is because every student's story is different, no two are exactly alike, and this uniqueness has resulted in a school as colorfully creative as the doodles in our notebooks.

If the world is our canvas then Lincoln is our sketchpad, a place for us to grow and discover what it is we want to be. At Lincoln we make and we become. As we make relationships and as we make mistakes, we begin to figure ourselves out. As we impact others and are impacted by others, we become the people we were meant to be. Our pictures come into focus, and our lives change shades.

So, as the hallways fill, and each class is held, after every point is scored and every test is taken, after every pep rally has rung with "senioooors!" and every bus has made its departure down from our castle on the hill, we are left with one beautiful picture, that could never, ever be replicated.



# VISUAL THEME: Illustrated

**Closing:**  
Explain how  
the theme is  
shown verbally  
and visually?



# VISUAL THEME:

Do you see similarities?  
Notice any repeated elements?  
How are they modified?



Detail from Table of Contents



Detail from Back Cover



faculty & staff

## VISUAL THEME:

Do you see similarities?

Notice any repeated elements?

How are they modified?





**YOUR THEME SHOULD  
HAVE A BEGINNING, A  
MIDDLE, AND AN END,  
JUST LIKE ANY STORY.**



# IMPORTANT THEME PAGES

**Front and Back Cover**

**Title Page**

**Table of Contents**

**Opening and Closing Spreads**

**All Dividers**



(Dividers should look consistent to help indicate a change in sections)



ASSIGNMENT:



# THEME DEVELOPMENT

REVIEW AND ADD  
TO YOUR LIST OF  
THEME IDEAS.  
**CIRCLE YOUR TOP 2**

**DO THEY PASS  
THE 5 R'S TEST?**

apply your ideas  
using the worksheet.  
**BE CREATIVE!**



# APPLYING THE THEME:

CREATE  
THEMATIC  
TITLES FOR  
EACH OF  
THESE PAGES:

- Opening
- Closing
- Academics
- Sports
- Organizations
- Student Life
- People Pages

