

Theme Development Assessment

What does a theme do? (come up with 4 answers)

- * Reflects the student body
- * Represents the school year, and attracts students' interest
- * Provides a unique perspective of the school year
- * Defines the main ideas and the tone of the yearbook in a few powerful words
- * Influences the choices in type, imagery, proximity, and layout in the yearbook's design.
- * Ties a book together from cover to cover

How do you think of a theme? (come up with 3 answers)

- * School spirit may spark an idea
- * Brainstorm
- * List popular activities going on in the school
- * Flip through other schools' yearbooks
- * Write down everything. Narrow down your list later.

In what part of the yearbook is the theme most prominently established?

- * In the cover

OR

- * In the endsheets

My score:

/8

8 = You're really getting this stuff!
6-7 = Very good!
4-5 = Good work.
0-3 = You might want to try this unit again.