

Name: _____

YEARBOOK THEME ASSIGNMENT

The theme is the first thing that students will notice about our yearbook. As such we will be having a competition to choose the best one for next year. You are to develop a theme that may be used throughout the yearbook. You can work alone or with a partner.

You need to brainstorm all possible theme ideas and find one theme you believe we should use. Theme Ideas can be found anywhere. Just google yearbook themes also Pinterest has some good ideas as well.

To get visual ideas you may look at the following web site as well.

http://issuu.com/jostens/docs/jostens_look_book_10?mode=window&backgroundColor

https://issuu.com/discoveries/docs/itf_vol_22/52

Remember that a theme has two components or parts: the verbal tagline (written words) and the visual presentation (how the theme looks through graphics, page design, color and fonts).

To test how strong your theme is, consider:

- Is your theme recognizable?
- Is your theme refreshing?
- Is your theme repeatable?
- Is your theme realistic?
- Is your theme relevant (to the school/to the grads)?

This project consists of the following parts:

PART 1: THE WRITTEN COMPONENT

Present a (1 page) typed times new roman 12 point font double spaced a description and explanation of:

- Your theme
- The parts (subtopics. Example how you will integrate this in the yearbook)
- The intended meaning
- How it is relevant to the school, year, and graduating class

PART 2: THE VISUAL COMPONENT

You are to submit a polished visual presentation outlining all of the parts of your proposal. You can present your ideas using digital media (ex PowerPoint) or use a FULL-SIZE display board with your examples printed out. (If you chose a full-size display board you must print out color examples.) Make sure you label each component accurately and include the following:

- Cover and spine
- Sports
- End Sheets(front & back)
- Feature
- Title page
- Activities
- Opening Spread (Letter/Index)
- Closing Spread
- Divider
- Student Life

PART 3: THE PRESENTATION

You are being evaluated on your ability to clearly and concisely explain your theme and its verbal and visual components. ALL STUDENTS SHOULD BE PREPARED TO PRESENT ON THE FIRST DAY OF PRESENTATION AND ALL WORK SHOULD BE SUBMITTED ON THAT DAY. (THIS YEAR ALL PRESENTATIONS WILL BE DONE DIGITALLY. YOU CAN RECORD YOUR PRESENTATION AHEAD OF TIME OF YOU CHOOSE. BE AS CREATIVE AS YOU LIKE. MAKE SURE YOU WATCH THE KHAN ACADEMY UNIT ABOUT PITCHING AND FEEDBACK. THIS WILL HELP YOU TREMENDOUSLY WITH PUTTING YOUR PRESENTATIONS TOGETHER.

YEARBOOK THEME RUBRIC:

Paper Rubric

	Needs Improvement 5 points or less	Developing 6-7 points	Skilled 8-9 points	Accomplished 10-11 points
Theme	Limited progress achieved.	Mostly completed with limited clarity of ideas.	Completed with some clarity in the information which demonstrates the thought process	Completed in <i>full</i> sentences, with great clarity in the information. All parts included, labeled, clearly explained and the vocabulary correctly used
Relevance	Unsure why this topic is relevant to this year's yearbook.	Paper explains why the topic is relevant to this year's yearbook but many details are overlooked.	Paper explains why the topic is relevant to this year's yearbook and can be made specific to this year's yearbook. One to two details over looked.	Paper fully explains in great detail why the topic is relevant to this year's yearbook and can be made specific to this years yearbook
Intended meaning	The intended meaning of the yearbook is unclear.	The intended meaning of the theme is clear; however, one to two places it could have been better explained. Not told where the idea came from.	The intended meaning of the theme is clear, however one to two places it could have been better explained.	The intended meaning of the theme is clear. It is fully explained where they idea came from and how it will be carried out in the yearbook.
Sub-Topics	Sub topics are not explained.	Sub topics are explained but not well. More then three details are missing.	Paper attempts to explain sub topics, but two to three details are missing.	Paper thoroughly explains how the theme will work with the sub topics and how it relates well to each sub topic the yearbook will cover.
Grammar/Spelling	Names are misspelled; or spell check was not run; or contains many grammatical errors	Story is spell checked and all names are correct; contains several grammatical errors	Story is spell checked and all names are correct; contains few grammatical errors	Story is well edited and virtually flawless; NO spelling errors; includes the proper spelling of all names
Total points				/100

COMMENTS:

LAYOUT FOR YEARBOOK

Objectives	Accomplished 10	Skilled 8-9	Developing 6-7	Needs improvement 5 or less	Total Points
Dominant Photo/Graphic element	A dominant element is on the page. The dominant element is over half the size of the secondary element. Dominant is placed in a way to grab the reader's attention.	A dominant element is present but because of placement it fails to grab the reader's attention.	The dominant element is less than half of size of the secondary element.	No dominant graphic on the page or competing graphics (2 pictures of the same size). Are on the page.	
Style	All fonts are followed, cut lines are in correct format, and page numbers are correct format. No more than 3 fonts are used in the book, which are introduced on the cover.	One error is made.	Two to three errors are made.	More than four errors are made.	
Alignment	Excellent job of alignment of columns, photos, column widths, bylines	One error is made.	Two to three errors are made.	More than four errors are made.	
Design	Page is extremely easy to read and eye catching. Page has clear dominant element and passes the hand test. Page flows well. Stories were grouped together when possible and do not clash with the corresponding page.	The flow of the page could be better. A better point of entry is needed for the reader to fully enjoy the page.	Pages do not pass the hand test.	Page is clutter with competing photos. Graphic elements hinder the reader from reading the story.	
Relationship to theme	Design does an excellent job relating to themes and has excellent flow from one section to another. There is a uniform symbol and/or design that flows throughout the design.	Design does an excellent job relating to themes and has excellent flow from one section to another. Design and or symbol are missing.	Design relates to theme but pages fail to flow well together.	Page is not related to the theme	
					/100

COMMENTS:

PRESENTATION

Objectives	Accomplished 10	Skilled 8-9	Developing 6-7	Needs improvement 5 or less	Total Points
Verbal Presentation <ul style="list-style-type: none"> • Strength of theme (verbal and visual) • Concept clearly presented /50	The theme is unclear/ incomplete/ needs work.	The theme is evident, although more work is needed.	The theme is discussed in great detail throughout.	Clearly and effectively articulated the theme throughout.	
Visual Presentation <ul style="list-style-type: none"> • Attention to neatness (organized, dynamic) • Professionally finished (good idea of the final product) /50	Visual element(s) and theme seem unclear/ is inappropriate for the yearbook incomplete/ only verbal notion presented	Some aspects of the visual and thematic combination are unclear/incomplete presentation of the components.	Visual and thematic elements are evident throughout the design. Use of the elements and principles of art and design are evident.	Visual elements work together throughout. Creative use of the elements and principles of art and design.	
					/100

COMMENTS: