

Someday you'll finish this project!

For this project, you will create a folder/binder filled with graphic ideas for next year's *Talon*. So what's next year's theme? It's up to you. Try to be original and think of something specific to next school year.

Theme: What exactly should our theme be? Yearbooks either have a stated or implied theme. A few years ago, for example, we used "falling in to pieces" with pieces of confetti as the graphic element repeated throughout the book. When you come up with a theme, you must also decide *how* the book should be divided, and *what* the names of each of those sections will be. Here's how it's been over the past few years:

2009: "campUS"

Dividers:

student life, clubs, classes, athletics, & people pages
senior ads

Graphic Elements: use of word US

2010: "de fine"

Dividers:

student life, clubs, classes, athletics, & people pages
senior ads

Graphic Elements: blurring & Photoshop effects and word that begin with de-

2011: "falling in to pieces"

Dividers:

student life, clubs, classes, athletics, & people pages
senior ads

Graphic Element: falling pieces of confetti

2012: "The Original"

Dividers:

student life, clubs, classes, athletics, & people pages
senior ads

Index:

Graphic Element: photoshop effects

2013: "we may not have it all..."

student life, clubs, classes, athletics, & people pages

Dividers:

Graphic Element: wings, fonts, photoshop effects

2014: "BIG RED NATION"

Dividers:

FALL & WINTER - Student Life, Clubs,
Academics, Sports

Index:

Graphic Element: bold text, photoshop effects

2015: "RED OUT"

Dividers:

FALL & WINTER: Student
Life,
Clubs, Academics, Sports

Graphic Element: red photoshop effects

2016: "zero in"

FALL & WINTER: Student
Life,

Clubs, Academics, Sports

Graphic Element: circles, photoshop effects

2017: "clean slate"

FALL & WINTER: Student
Life,

Clubs, Academics, Sports

Graphic Element: circles, photoshop effects

2018: "take the risk"

FALL & WINTER: Student
Life,

Clubs, Academics, Sports

Graphic Element: circles, photoshop effects

Design: Everything must be saved into InDesign, although you can use Photoshop elements. Our yearbook was completely created with these programs, so you shouldn't have any problems with this. USE THE EVALUATION CHECKLIST TO MAKE SURE THAT YOU INCLUDE ALL REQUIRED ELEMENTS.

Cover: There's not too much to say about this, other than the sky's the limit! You can choose everything from the colors to the design; just be sure to stick with your basic theme idea. You can go with something traditional, trendy, or somewhere in between. Feel free to look through the yearbooks we have around the room for ideas. Be sure to include front, spine & back designs.

Front Endsheets: You may want to look in previous yearbooks to understand what goes on these pages. The endsheets are the pages that are glued to the cover. The front tells how the book is divided up and also what pages certain things are on and must incorporate the theme somehow.

Title Page: You may want to look in previous yearbooks to understand what goes on this page, which is the first single page in the book. It must include basic information about the school, such as address, phone number, population, etc.

Opening & Divider: You must make an opening and at least one divider. You need to also tell us how your book is going to be divided (how many sections) and also the names for each section. Follow all the rules you have learned throughout the year. Also, you need to write the opening copy and one divider copy. You can choose any divider copy to write (sports, student life, etc...)

Opening and divider copy: The tone of the theme/ concept is established in this first block of copy explaining why the idea fits this school year with lots of specifics. The same tone or style should be used for all division page copy.

Section Mods: Take a look at previous books; we can print some out some pages for you if needed. Each section has different mods that are used. They must incorporate the theme somehow. Check out different magazines (“Net” & “Cosmo” were used for inspiration in the 2015 book) to inspire your design. Please tear eight design ideas out, paste them on a piece of paper, design these mods in InDesign and place both of these sheets after the divider you choose to create. *Extra Credit will be given for more than the required eight mods.*

Back Endsheets: You may want to look in previous yearbooks to understand what goes on these pages. As stated earlier, the endsheets are the pages that are glued to the cover. They must incorporate the theme somehow.

Name:

Talon 2019 Theme Project: Evaluation Checklist

This sheet must be turned in with your project, and must be the first page in your folder. Use the checklist to make sure you don't forget anything.

Overall Exam:

- printed pages placed in a folder/binder
- all elements in the order listed below
- professional look
- neatness
- originality
- InDesign pages saved in Yearbook / Theme Projects as YOUR LAST NAME ONLY (ex: "Wilson")

Written Description:

- typed paper describing your theme, 1-2 pages
- includes complete description of theme and why it was chosen (see next section)
- must include how theme will be incorporated in each section (see below)
- must include how entire book will be divided, and *what each section will be named*
- description of graphic elements will also be included Remember that you are "selling" your idea in this paper - be creative

Theme:

- stated or implied theme
- specific to next year's school year
- graphic element - *These do not have to be shapes.*

Cover:

- saved as an InDesign document
- incorporates theme

- shows front, spine & back of book
- uses the word "Talon" along with "2018"

Front Endsheets

- front end sheet saved as an InDesign document
- includes table of contents, unless elsewhere
- reflects theme

Title Page

- title page saved as an InDesign document Talon, volume #, Chippewa Valley High School, address, etc.
- reflects theme

Opening:

- saved as an InDesign document
- utilizes design rules you learned and used this year (.5 pica margins, dominant photos, etc.)
- incorporates theme
- includes folios (page numbers & titles)
- theme copy is written and follows NSPA guidelines

Divider:

- saved as an InDesign document
- utilizes design rules you learned and used this year (.5 pica margins, dominant photos, etc.)
- incorporates theme
- includes folios (page numbers & titles)
- divider copy is written and follows NSPA guidelines

Mods (for section used for divider):

- includes 8 mods that can be used in one of your sections Find an idea in another publication (newspaper, magazine ect.) paste them on another piece of paper and create it on InDesign, you will be turning in both with your final project (extra credit for more than 8)
- saved as an InDesign document
- utilizes design rules you learned and used this year (.5 pica margins, dominant photos, etc.)
- incorporates theme

Back Endsheets

- back endsheet saved as an InDesign document reflects theme

Presentation:

- Presentations will be made to the entire class. They are REQUIRED will count as a portion of your grade. You will be evaluated on your presentation skills, knowledge of your project, and professionalism. Remember, you are "pitching" your idea to the class; try to sell it!