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 this year. You are to develop a theme that may be used throughout the yearbook. You may work alone or in pairs.

You need to brainstorm all possible theme ideas and do thumbnail sketches of the visuals for your top three choices. Make sure you submit your rough work and idea development as part of this assignment**.** To come up with your own unique idea, start looking at [www.yearbooks.biz](http://www.yearbooks.biz) or do a search for “yearbook themes” for inspiration.

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, colour and fonts).

To test how strong your theme is, consider:

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

**This project consists of the following parts:**

**PART 1: THE WRITTEN COMPONENT**

Present a (1 page) written description and explanation of:

* Your theme
* The parts (subtopics)
* 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. Make sure you label each component accurately and include the following:

* Cover and spine
* Endsheet(s)
* Title page
* Opening Spread
* Divider-present a visual sample
* Folio Tabs
* Closing Spread

**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.

**PART 4: THE ROUGH WORK**

Don’t forget to submit your rough work (brainstorming, thumbnail sketches, idea development) so that you get credit for all the hard work that you did.

**Yearbook Theme Rubric:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Level 1** | **Level 2** | **Level 3** | **Level 4** |
| **Format*** **All parts included, labeled, clearly explained and the vocabulary correctly used**

**(K/U) /10** | Limited progress achieved | Mostly completed with limited clarity of ideas | Completed with some clarity in the information which demonstrates the thought process | Completed in full sentences, with great clarity in the information |
| **Thought Process*** **Theme development (show your rough work)**
* **Creativity**

**(T/I) /10** | Limited creativity evident | Some creativity evident | Good development and idea | Amazing thought process and creativity |
| **Verbal****Presentation*** **Strength of theme (verbal and visual)**
* **Concept clearly presented**

**(C) /10** | 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*** **Attention to neatness (organized, dynamic)**
* **Professionally finished (good idea of the final product)**

**(A) /20** | 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. |