

Yearbook Theme Package Project

Journalism I

Due Date: _____ (**Presentation Day**)

Items Needed for Presentation

Designed Items:

- Cover
- Endsheets
- Table of Contents
- Student Life Page
- Sports Page
- Division Page
- Class Section Page
- Whole Book Links (3)
- Quick Read Designs (3)

Ideas for:

- Colors
- Fonts

Written Elements:

- Theme Copy
- 10 Student Life Story Ideas
- 10 quick read ideas (and design)
- Marketing Plan

Step 1

Using WOW handout, brainstorm a theme for next year's yearbook. Make a list of words or ideas that could represent next year. Play off of those words.

Step 2

Begin writing your **theme copy**. (Look at other yearbooks' theme copy for ideas. The story should talk to the reader.) Make sure your theme is solid. Think of **quick reads** and **whole book links** that could be used. Think of phrases that are plays off of your main theme.

Step 3

What will your theme look like? Look through magazines for design ideas that would represent your theme. **Design** your **cover** and use elements of your cover on the **division pages** and throughout the book. You may use the color printer for the final print of your cover.

Step 4

Dummy up some **sample pages**. Use the grid sheets to bring the book to life. Select **fonts** that show your theme. (4 fonts at the most.)

Step 5

Finalize your **theme copy** and begin working on **division page copy**. Each theme will be different as to how many sections there are, so be sure to make clear to the reader what is in each section. Color or paste in photos in your mock pages to bring them to life and to make them more interesting for your presentation.

Step 6

Prepare for your **presentation**. It's best to have posters showing your cover, layouts, font and color selections. You will also decide who is giving what part of the presentation. Finish up any loose ends of the project.

Step 7

Presentation. You will be graded on your whole package and how creative it is. High marks will be given to groups excited about their theme and obviously spent a lot of time on the project.

Notes-

- No projects will be accepted after the deadline
- This project counts as two test grades and a project grade
- You will work on your own most of the time. Mallett can help, but can't be there for every little step of the process.
- Don't steal your theme. Be original. You're goal is for next year's yearbook staff to use your theme!
- Don't waste time. Mallett will not baby sit you to get every little detail done.
- Ask friends what they think.

2010 Legacy Theme _____

Sections _____

Quick Read Ideas _____

RUBRIC

Designed Items:

- Cover _____ 20
- Endsheets _____ 5
- Table of Contents _____ 5
- Student Life Page _____ 1
- Sports Page _____ 1
- Division Page _____ 1
- Class Section Page _____ 1
- Whole Book Links (3) _____ 5
- Quick Read Designs (3) _____ 5

Members in Group

Ideas for:

- Colors & Fonts _____ 5

Written Elements:

- Theme Copy _____ 20
- 10 Student Life Story Ideas _____ 5
- Marketing Plan _____ 10

Poster Design _____ 16

_____ TOTAL

RUBRIC

Designed Items:

- Cover _____ 20
- Endsheets _____ 5
- Table of Contents _____ 5
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- Sports Page _____ 1
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- Quick Read Designs (3) _____ 5

Members in Group

Ideas for:

- Colors & Fonts _____ 5

Written Elements:

- Theme Copy _____ 20
- 10 Student Life Story Ideas _____ 5
- Marketing Plan _____ 10

Poster Design _____ 16

_____ TOTAL