



Theme Development Resources - Spring 2020

The Yearbook Whys Podcast

@YearbookWhys iteachyearbook@gmail.com

This episode of The Yearbook Whys podcast will help yearbook staffs and advisers develop themes for their 2021 books (and beyond!) with a proven, structured approach. It's short and includes supplemental materials, linked below.

*In just about 25 minutes, Mike and award-winning adviser Carrie Faust, MJE, outline the “**Story, Words, Pretty**” development process in a resource that you can easily use with your students as a distance learning assignment — have them listen to the podcast (linked below) and make use of the [guided notes & brainstorming page linked here](#). Also, you can learn about accessing visual inspiration and resources via [Zinio](#), [RB Digital](#) and/or [Flipster](#), which may be offered by your local libraries.*

Finally, thanks to a network of award-winning advisers nationwide, we're happy to offer you [links to digital versions of 2019 yearbooks](#) to share with your students on the following pages.

Please note: *we hope these resources inspire in-depth discussions about how staffs fully embraced their themes, creating spinoff and coverage opportunities, utilizing color, type and graphics, and more. While we want you to explore and ponder, “Wow - **how** did they do that!?,” and “**Why** did they do that?,” we want to discourage you from copying a staff's theme statement or duplicating their words and look/vibe. Use these resources for discussion, and be inspired, but don't copy.*

Theme in 25 Minutes with Carrie Faust - S3E6 -

[Direct Link \(mp3 audio\)](#)

[Via Apple iTunes Podcasts](#)

[Via Google Play Podcasts](#)

Episode Timestamps:

00:00 - Intro

3:35 - Why Theme?

6:55 - What's the ONE thing?

8:40 - The 3-Part Development: Story, Words, Pretty

9:15 - Story - The Soul

12:40 - Theme as a Person

14:15 - Words and “Just Do It”

19:00 - Pretty - The Look

22:20 - Design inspiration & visual resources

24:30 - Recap - Story, Words, Pretty / Concept, Phrase and Vibe

25:15 - Overtime: Making it real in Spring & Summer 2020 - online collaboration

Additional episode resources:

[Guided notes & brainstorming worksheet](#)

Theme Mood board

- [Mike's Theme Development project from Tesserae](#) - 2022 prep

Theme 101 Deep-Dive Episode - Season 1, Episode 11 - 2018 - 1h 25m - **A GREAT listen for advisers!**

[via Apple iTunes Podcasts](#)

[via Google Play Podcasts](#)

2019 Yearbooks — Digital Resource Library - **Click links or link from picture to see entire book!**

Etruscan

*Glenbrook South HS
Glenview, Illinois*

Editors: Samantha Boas &
Kaelyn Coleman
Adviser: Brenda Field

Theme:

Just You Watch



The Lion

*McKinney HS
McKinney, Texas*

Editors: Sydney Anderson, Lexi
Harris & Kayla Thompson
Advisers: Alyssa Boehringer,
Curtis Christian

Theme:

Ins & Outs



The Scrapbook

Westfield Middle School
Westfield, Indiana

Editors: Ryan Barrett, Kaylee
Roberts & Delainey Wallace
Adviser: Allie Staub

Theme:

**We've Totally
Got This**



Westwind

West Henderson High School
Hendersonville, North Carolina

Editor: Moriah Fender
Adviser: Jason Livingston

Theme:

**But That's
Another Story**



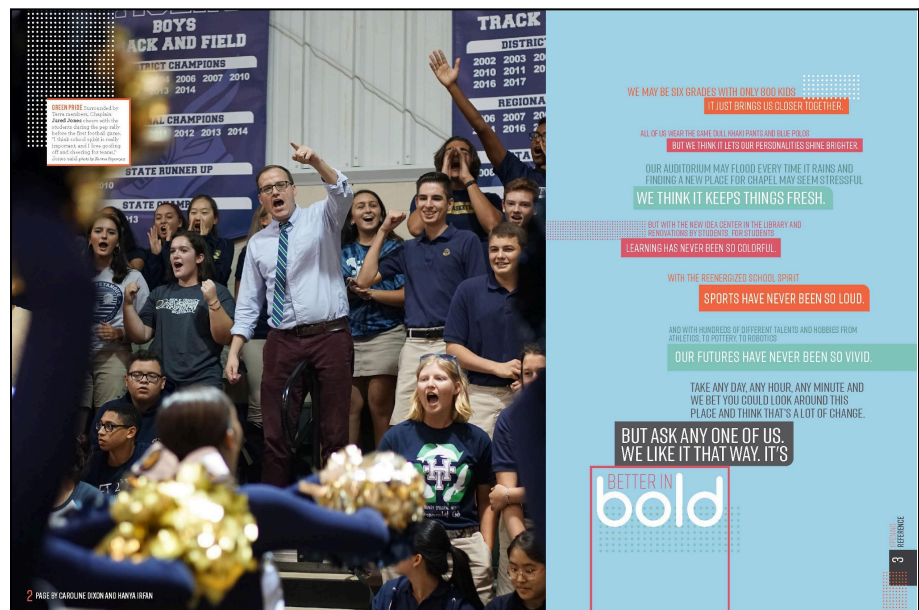
Tigrium

Holy Trinity Episcopal Academy
Melbourne, Florida

Editor: Caroline Dixon
Adviser: Sarah Tricano

Theme:

Better in Bold



Highlander

Highland Park High School
Dallas, Texas

Editors: Allie Anthony, Brittany
Cooksey, Halley Ray
Adviser: Margie Raper

Theme:

Through These Arches



MEETING POINT Where the community enters for pep rallies, Carolyn greets you with a smile, and we're welcomed to the dance.

It's why "meet me at the arches" is a common phrase. With a central location to the building and city, the arches offer solidarity among the chess.

TRADITION & TRANSITION Where a traditional piece of architecture stands guard over a town built on history and an entrance serves as an emblem of transition.

Built in 1965, renovated in 2003, and set for demolition in 2019, the entrance welcomed generations before us. Yet new buildings and US, redistricting remind us how our community evolves as we grow.

SUPPORT SYSTEM Where hundreds gather for state semifinals, early morning chats brighten up a Monday, and final guest locks are offered before exams.

Brick by brick and person by person, our school is built around us. Much like the arch, without each other our community cannot stand.

MEET ME AT THE arches

TO LEAD THE TEAM Junior Peter Zeller heads down the steps of the arches as part of the drumline during the tennis state semifinal. Two days later, he'll be on the state championship.

OPENING

Techniques

Thomas Jefferson High School for
Science and Technology
Alexandria, Virginia

Editors: Elizabeth Ling and
Thea Wang
Adviser: Erinn Harris

Theme:

Impossible? Try Me.



I WAS LATE TO THE RACE Junior Thomas Zeller was on making a hole in the wall from school. He's climbing against the odds to be the first to reach the top of the wall. He's not just a student, he's a leader. He's not just a student, he's a leader. He's not just a student, he's a leader.

THE FRESHMAN Junior Thomas Zeller was on making a hole in the wall from school. He's climbing against the odds to be the first to reach the top of the wall. He's not just a student, he's a leader. He's not just a student, he's a leader. He's not just a student, he's a leader.

LOOKS REALLY HAPPY WHEN I GET HER ADVICE Junior Thomas Zeller was on making a hole in the wall from school. He's climbing against the odds to be the first to reach the top of the wall. He's not just a student, he's a leader. He's not just a student, he's a leader. He's not just a student, he's a leader.

AND I ALWAYS WHEN I MAKE STUPID JOKES Junior Thomas Zeller was on making a hole in the wall from school. He's climbing against the odds to be the first to reach the top of the wall. He's not just a student, he's a leader. He's not just a student, he's a leader. He's not just a student, he's a leader.

I'LL GET MY FRIENDS TO COME WITH ME TO CHINESE NEW SOCIETY FRIDAY Junior Thomas Zeller was on making a hole in the wall from school. He's climbing against the odds to be the first to reach the top of the wall. He's not just a student, he's a leader. He's not just a student, he's a leader. He's not just a student, he's a leader.

SO THAT I'M NOT ALONE Junior Thomas Zeller was on making a hole in the wall from school. He's climbing against the odds to be the first to reach the top of the wall. He's not just a student, he's a leader. He's not just a student, he's a leader. He's not just a student, he's a leader.

IT DOESN'T MATTER IF I HAVE TWO LEFT FEET I'LL KEEP PRACTICING UNTIL I CAN DO IT Junior Thomas Zeller was on making a hole in the wall from school. He's climbing against the odds to be the first to reach the top of the wall. He's not just a student, he's a leader. He's not just a student, he's a leader. He's not just a student, he's a leader.

WHO KNOWS? MAYBE I'LL EVEN END UP WRITING A BOOK BEFORE I GRADUATE Junior Thomas Zeller was on making a hole in the wall from school. He's climbing against the odds to be the first to reach the top of the wall. He's not just a student, he's a leader. He's not just a student, he's a leader. He's not just a student, he's a leader.

I'LL GET THERE SOMEHOW. JUST WATCH ME. I MIGHT NOT BE GETTING ANY SLEEP. BUT I'M WORKING ON IT. I CAN DO IT. Junior Thomas Zeller was on making a hole in the wall from school. He's climbing against the odds to be the first to reach the top of the wall. He's not just a student, he's a leader. He's not just a student, he's a leader. He's not just a student, he's a leader.

IMPOSSIBLE? TRY ME.

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