

## Exercise:

Divide the class into groups of three or four students each. Write the name of a fictitious school and answer the questions about the school in the blank spaces below. Write three theme ideas for this school and select the best theme for that year. Discuss theme spin-off titles for each section in the book and design strategies to reflect the concept.

### Example:

School's name: \_\_\_\_\_

City, State: \_\_\_\_\_

Describe location: \_\_\_\_\_

Mascot: \_\_\_\_\_

School colors: \_\_\_\_\_

### Traditions:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### School's pride factors:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### How your school differs from other schools:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Changes/challenges for this year:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Honors/awards:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Three possible theme ideas:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Our choice:

\_\_\_\_\_

### Spin-off section titles:

Student Life: \_\_\_\_\_  
Sports: \_\_\_\_\_  
Academics: \_\_\_\_\_  
Organizations: \_\_\_\_\_  
People: \_\_\_\_\_

### Design/copy strategies:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Group Members: \_\_\_\_\_