

# Creating your Theme

from start to finish

## Exercise:

Based on your discussion of the questions about your school, choose three possible theme ideas. Work with your group to select the best idea and justify it in the spaces below. Then begin developing your theme/concept using the information on this page as a starting point.

### Your theme/concept:

#### Three possible theme ideas:

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

#### Your choice:

\_\_\_\_\_

#### Spin-off section titles:

Opening: \_\_\_\_\_

Student Life: \_\_\_\_\_

Sports: \_\_\_\_\_

Academics: \_\_\_\_\_

Organizations: \_\_\_\_\_

People: \_\_\_\_\_

Closing: \_\_\_\_\_

#### Design strategies:

- Colors: \_\_\_\_\_
- Graphics: \_\_\_\_\_
- Typography: \_\_\_\_\_
- Special effects: \_\_\_\_\_

#### Photo strategies:

- Opening photos: \_\_\_\_\_
- Student life divider photos: \_\_\_\_\_  
\_\_\_\_\_
- Sports divider photos: \_\_\_\_\_  
\_\_\_\_\_
- Academics divider photos: \_\_\_\_\_  
\_\_\_\_\_
- Organizations divider photos: \_\_\_\_\_  
\_\_\_\_\_
- People divider photos: \_\_\_\_\_  
\_\_\_\_\_
- Closing photos: \_\_\_\_\_

#### Copy strategies:

- Related words for secondary coverage titles: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Thematic words to use in copy and captions: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Embedded words for clever titles or headlines: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Synonyms for copy, headlines or captions: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- How we will emphasize thematic words in copy: \_\_\_\_\_  
\_\_\_\_\_