

Creating your **Theme**
from start to finish

Exercise:

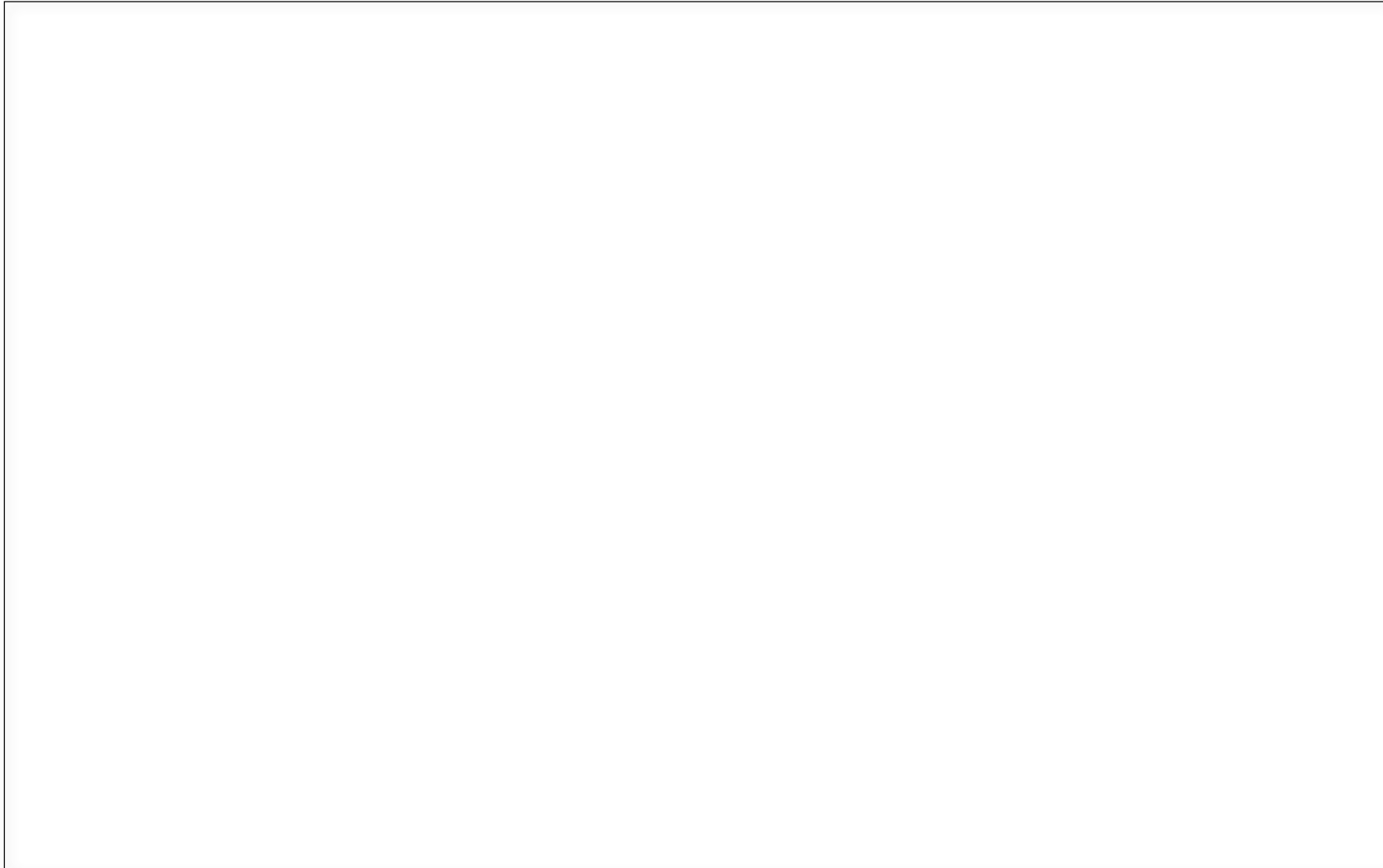
Sketch a cover design in the space below. Design a logo to reflect your theme concept and include it on the front part of the cover. Also include the book's title and year. On the spine, include the following: School name, city, state, book's title, year and volume number. If space permits on the spine, you may also include your theme logo.

Your cover idea

Exercise:

Print two copies of this page. If you plan to print on the front endsheet, sketch it on one of the pages. Add your theme logo and design the table of contents using theme-related phrases or words to tie each section to the theme. Add the section content and beginning page numbers in smaller type. You may also add photos to represent each section in the book. On the other page, sketch a similar design for the back endsheet, eliminating the table of contents.

Your ideas for front/back endsheets

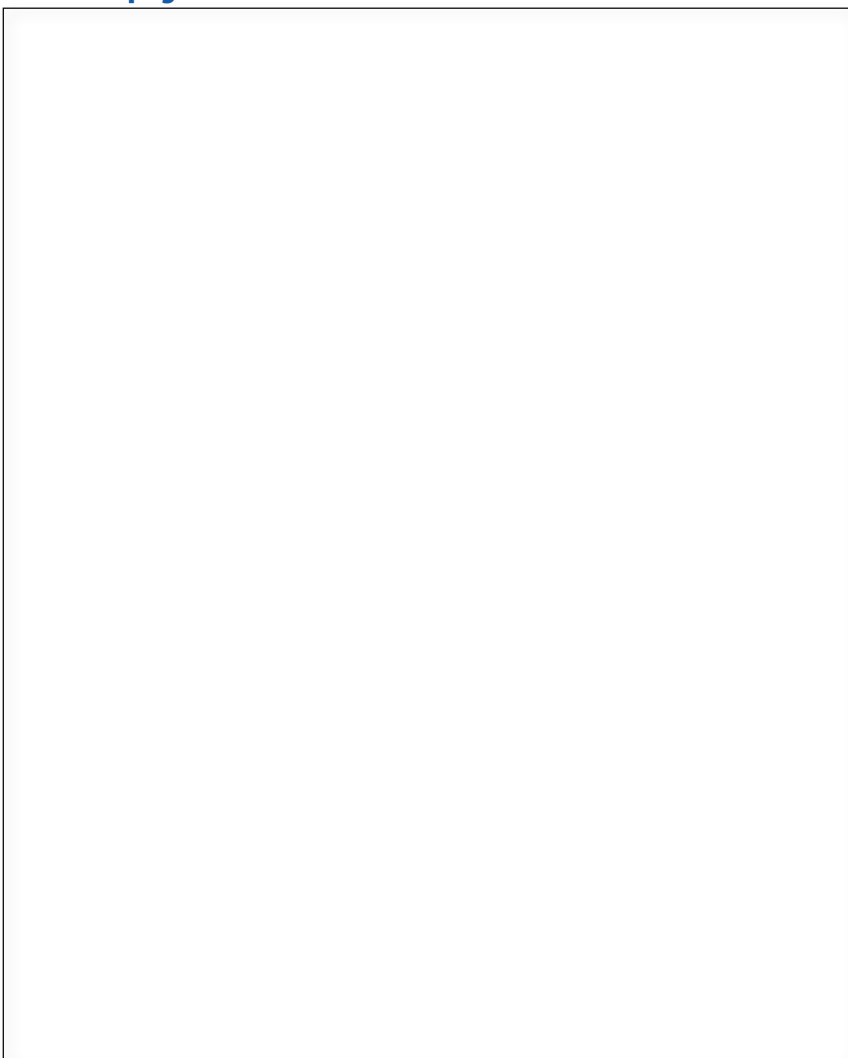


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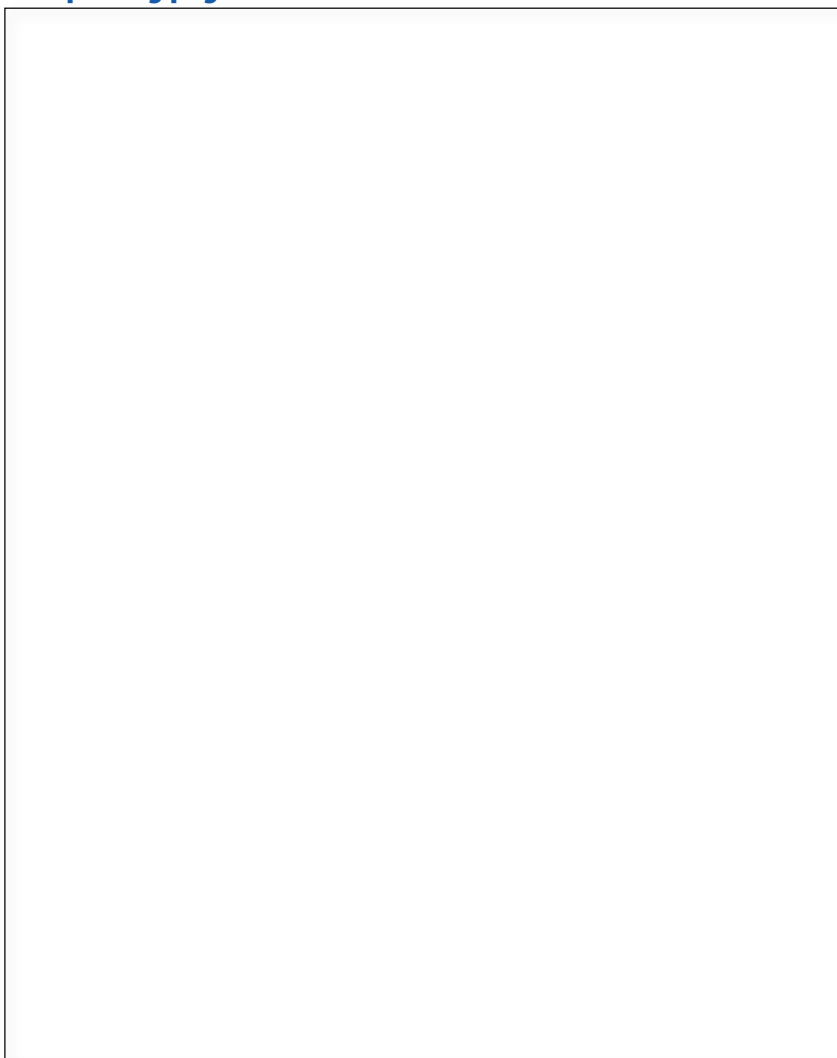
Exercise:

On the left, sketch the title page in a style that represents your theme. On the right, sketch a parting page in a similar style. Include photos that reflect the theme with one image obviously larger than all others. Include captions or identifications for each photo. On the title page, include following essential information: School name, address, phone number, fax number, website, theme logo and volume number. Optional items might include school population, school's honors or awards, and number of faculty and staff and other facts that showcase the school. For the parting page, include, photos, captions and a theme-related headline representing the end of the school year.

Your title page idea



Your parting page idea



Exercise:

Print two copies of this page. On one, design the opening section to reflect your theme. You may include your theme logo and/or theme-related headline. Add photos that represent the opening of school. If your theme were “One Hot Number,” for example, you might include a photo of people standing in front of a bonfire taken during a pep rally, or an athlete practicing in the sweltering summer heat. Add smaller photos for contrast. Each picture should represent the school’s opening and the theme. Add captions for each image. Also include space for copy to introduce the theme. On the second page, design the closing section. Include theme-related images, captions, copy and a headline to represent the year’s end.

Your opening/closing section ideas

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Exercise:

Design your division page in a style that reflects your theme. Include a theme-related headline that applies to the section. This should be the same headline as the title used in the table of contents. Include photos that represent section content and relate to the theme. Add smaller photos for contrast. Include captions for each image. Also include space for theme-related copy that introduces the section.

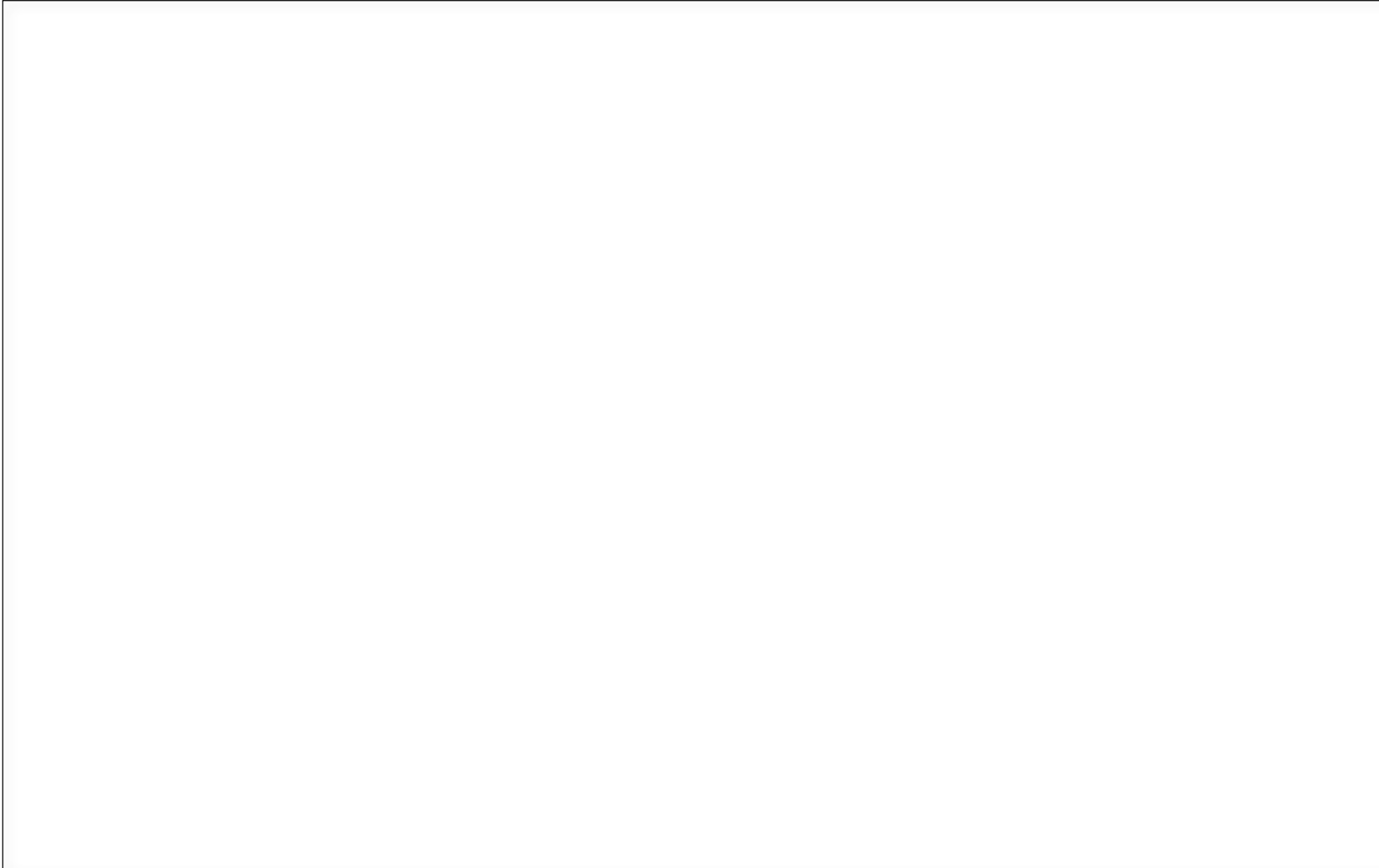
Your division page idea



Exercise:

Print two copies of this page. On one page, sketch a student life design that reflects the design of your theme spreads. On this sketch, start with a dominant **vertical** photo. Design your headline using the same type faces as those used in your theme logo. Include a secondary headline. Add photos that represent the topic you're covering. Add smaller photos for contrast and include captions or identifications for each image. Also include space for a story or photo/quote area to explain the topic. Create secondary modules to add to the story. On the second page, sketch a student life design that begins with a dominant **horizontal** photo. Include the same elements as those used in the vertical design.

Your student life vertical and horizontal dominant spread ideas



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Exercise:

Print two copies of this page. On one, sketch a sports design following the style used on your theme spreads. On one page, start with a dominant **horizontal** photo. Create the headline using type faces in your theme logo. Include a secondary headline. Add photos that represent the topic you're covering. Add smaller photos for contrast and include captions or identifications for each image. Include space for a story or photo/quote module to explain more about the topic. Include secondary coverage modules to help tell the story. On the second page, sketch a sports design with a dominant **vertical** photo. Follow the guidelines you used for the first design on this spread.

Your sports horizontal and vertical dominant spread ideas



Exercise:

Print two copies of this page. On one, sketch an academics design resembling your theme spreads. Start with a dominant **vertical** photo on this sketch. Create a headline similar to your theme logo. Include a secondary headline. Include photos that represent the topic you're covering. Add smaller photos for contrast and include captions or identifications for each image. Also include space for a story or photo/quote module and secondary coverage modules to explain more about the topic. On the second page, sketch an academics design with a dominant **horizontal** photo including the same elements as those used in the vertical design.

Your academics vertical and horizontal dominant spread ideas



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Exercise:

Print two copies of this page. On one, sketch an organizations design resembling your theme spreads. Start with a dominant **horizontal** photo. Design a headline to complement your theme logo. Include a secondary headline and photos reflecting the topic you're covering. Add smaller photos for contrast, adding captions or identifications for each image. You may want to add small group of photos in a series across the bottom or down the side. Include space for a story or photo/quote module and secondary coverage modules to help tell your story. On the second page, design a spread starting with a dominant **vertical** photo and include similar items used in your horizontal spread.

Your organizations horizontal and vertical dominant spread ideas



Exercise:

Print two copies of this page. Sketch a people/portrait design in a manner reflecting your theme spreads. Start with a dominant **horizontal** portrait block on this sketch. Add a headline design similar to your theme logo and include a secondary headline. Create small secondary coverage modules for contrast and include captions or identifications for each image. On the second page, sketch a people/portrait design with a dominant **vertical** portrait block. Include similar elements as those used in your horizontal design.


Your people spreads with horizontal and vertical portrait blocks



Exercise:

Sketch a patron and/or business advertising spread. Use type consistent with the rest of the book. Add graphics that complement the the book's overall style and look.

Your patron/business advertising spread

A large, empty rectangular box with a thin black border, intended for the student to sketch their advertising spread. The box occupies most of the page below the instructions.

Exercise:

Sketch an index spread design. Incorporate photos to add depth to the coverage.

Your index spread

