

Name: _____

Date: _____

Choose a yearbook from another school (or a previous edition from your own school) and analyze it in terms of its theme by responding to the following questions. Be prepared to discuss the effectiveness of the theme you examined.

YEARBOOK TITLE / SCHOOL: _____

YEAR: _____

COVER:

What is the theme statement or phrase?

What colors are used?

What are the graphic elements?

What is the "feel" of the font(s) used? (classic, fun, exciting)

Are photographs used? If so, in what ways?

What message or mood does the cover convey?

THE END SHEETS:

Do the endsheets help unify the book?

How do they help develop the theme?

TITLE PAGE:

How is the theme incorporated on this page?

What is included?

Does this page reflect the cover design? For example, does it use similar colors, type style, graphic elements?

OPENING PAGES:

How do the opening pages develop the theme?

Is there copy that further explains the theme?

What about the design elements?

Are they consistent with the cover and title page?

SECTION DIVIDER PAGES:

Look at each divider page. Is there a consistent design idea in all of them?

Is the theme further developed on these pages?

CLOSING PAGES:

Does this book have a closing page or pages?

Is there a colophon?

If so, do these pages bring in the elements of the theme?

THEME ANALYSIS

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THEME

DUFAULT
publishing