

Name: _____

Date: _____

Once we think we have the right theme for this year's yearbook we'll want to make sure it's exactly what we need it to be. In your small group, run it through the following questions.

Our working theme/concept for this year is:

It feels like it will really work because:

Now, confirm the impact of the theme we chose by answering the following questions with evidence.

Is it recognizable?

- Does it make sense as the framework for the entire book?

Is it repeatable?

- Will it still have impact if it's used on the opening, dividers, and closing?

Is it relevant?

- Does it reflect the attitudes and opinions of our school and student body?
- Can it be logically linked to each section of the book?

Is it refreshing?

- Is there enough of a difference between this idea and the past three or four books?

Is it realistic?

- Does it relate to our school and the specific coverage year?

A cohesive, high-impact theme does all five of the above.
If you answer NO to any of these questions, we need to keep working.