



prime time.
quality work.

georgia
yearbook
expo

july 13 & 14
2023

theme packet

Set goals. – p. 1

1. Relationships
2. Productivity
3. Book
4. Business

Brainstorm ideas for verbals. – pp. 2-5

Finalize your verbals. – p. 6

1. Language on your cover
2. Titles on all dividers

Finalize your visuals. – p. 7

1. Color
2. Typography
3. Graphic devices

Plan coverage ideas. – p. 7

1. Ladder considerations
2. Mods topics and designs
3. Layers of coverage

Design your cover.

- Design it in eDesign, or
- Ask your rep if you would be able to book a session with an HJ cover

Design your endsheets.

Design your title page.

Design your opening and closing spreads.

Design your dividers.

Brainstorm, plan, and design other thematic elements for your book:

- folio
- coverage
- mods
- portraits
- index

In addition to the resources accessible via the QR code below, loads of theme ideas are posted at YearbookDiscoveries.com.

view
all the
expo
resources
here!



ARTICULATE YOUR GOALS

GOALS FOR OUR RELATIONSHIPS

Define ways you will treat each other, communicate with one another, and celebrate together. Also, list behaviors to avoid that could fracture your relationships.

GOALS FOR OUR PRODUCTIVITY

Define ways you can be the most productive. List procedures that will enable you to meet deadlines, work well together, and reduce stress as well as behaviors to avoid that disorganize, frustrate, and add stress.

GOALS FOR OUR YEARBOOK

List goals for the content and appearance of your book. This will help you not only here at EXPO while you work on your theme, but also all year long as you make content and design decisions.

GOALS FOR OUR BUSINESS

Think about the financial aspects of yearbook. List goals for your finances (yearbook sales, if included, ad sales, fund-raisers, etc.).

BRAINSTORM VERBALS – WHAT YOU SAY

Ideas You Already Have Percolating	Ideas that Relate to This School Year	Ideas that Relate to Your School Colors	Ideas that Relate to Your School Name	Ideas that Relate to Your School Mascot	Ideas that Relate to Current Culture	Ideas that Relate to Important Messages	Ideas that Are Just Plain Fun	Other Ideas

NOW CHOOSE ONE OF YOUR VERBAL IDEAS TO SPIN

Now select up to three ideas to spin further.

See what clever ways you can use language to weave your it from the title page to the closing.

Use the chart on this page and the two following to develop three theme if you'd like.

You don't have to spin all three themes, but doing so will help you feel confident you've chosen the best verbal for your theme.

Verbal #1

Ideas for the Cover	
Ideas for Opening/Closing	
Ideas for Divider Pages	
Ideas for Student Life	
Ideas for Sports Pages	
Ideas for Clubs Pages	
Ideas for People Pages	
Ideas for Academic Pages	
Ideas for Index	

NOW SPIN A SECOND ONE. THE MORE THE MERRIER!

Verbal #2	Ideas for the Cover	Ideas for Opening/Closing	Ideas for Divider Pages	Ideas for Student Life	Ideas for Sports Pages	Ideas for Clubs Pages	Ideas for People Pages	Ideas for Academic Pages	Ideas for Index

THIRD TIME'S A CHARM, SO SPINE ANOTHER VERBAL!

Verbal #3

Ideas for the Cover	Ideas for Opening/Closing	Ideas for Divider Pages	Ideas for Student Life	Ideas for Sports Pages	Ideas for Clubs Pages	Ideas for People Pages	Ideas for Academic Pages	Ideas for Index

AND THE WINNING THEME IS . . .

MAKE A DECISION

Now that you've brainstormed three potential themes, select one: _____.

WRITE YOUR THEME/CONCEPT COPY

The best way to really get a handle on what your theme means BEFORE you design it is to write the theme copy. It will make a BIG difference on how you interpret your theme and how you incorporate it throughout the book.

Opening Copy

Closing Copy

If you want to maximize your progress here at EXPO, go ahead and write the copy for each division spread.

BRAINSTORM WAYS TO INCORPORATE YOUR CONCEPT INTO YOUR COVERAGE

Think of titles for alternative coverage mods that you could use throughout the book to take your theme to the next level:

Quote box (talking heads) _____

Survey or Poll _____

He Said/She Said _____

Captain's Corner or Coach's Corner _____

Scoreboards _____

Sidebar Stories _____

Other _____

Other _____

Other _____

NOW ENVISION ITS VISUAL COUNTERPARTS

CHOOSE YOUR COLORS

Use the Colors Poster to choose CMYK blends (If you plan to use Canva, note their accompanying HEX values for graphics you create). Give your colors fun names that go with your theme. This is fun for you to see in eDesign all year, but it's also fun to include these names in your Colophon!

CHOOSE YOUR FONTS

Look over the Fonts booklet. Select a few you want to use:

Primary Font Family: _____ Secondary Font Family: _____

Tertiary Font: _____ Other (if applicable): _____

As you make these selections, consider how you can adjust the fonts for multiple purposes in your book (size, leading, style, kerning, stroke, etc).

Copy _____

Captions _____

Headlines _____

Secondary Headlines _____

Tertiary Headlines _____

Caption Leads _____

By-lines _____

Index Letters _____

Index Entries _____

Folio _____

Portrait Names _____

DESIGN YOUR COVER, ENDSHEETS, AND THEME PAGES

Submit a hard-copies of your designs. You may submit a cover mock-up you create by hand or one designed on the computer. If you create it on the computer, save your work as a PDF and print it on in the Mac lab in the Swanson Center.

Cover Endsheets Title Page Opening/Closing Dividers Other (folio, mods, index, portraits, etc.)