

Theme concept project

Eden- Journalism I

Your assignment is to create a prototype for the 2012-13 KHS yearbook. Your team must present the following:

- A theme concept for the yearbook and why your team chose it
- A discussion of how you will implement the theme throughout the book (section breakdown with coverage ideas, folios, headlines, etc.)
- Cover, opening/closing, division page design and endsheets
- A marketing plan

You must choose to demonstrate your ideas by designing everything on the computer:

Cover, Endsheets, Opening/Closing, Divider, Folios, any special concept ideas

Theme concept: Your theme must “tell the story of the year.” It must unify the book and it must create a distinct personality for the book. Use your imagination when creating a theme and think about why it relates to KHS. The internet is a great resource for theme ideas. Balfour, Herff Jones, Jostens, Walsworth all have web sites with examples of theme, design, etc. Also, there are classroom resources available to you to help with your theme development. Finally, don’t forget to look in current magazines for design, font and concept ideas--they are everywhere.

Implementing the Theme: In this part of the presentation, your team will explain to the class how you will create a unified book. Design your cover and do not forget to use the cool tools on the cover inside the book. Mock up possible folio ideas and headline ideas. You may also want to talk about any creative sections you may have come up with such as ideas for special coverage.

Division Page, Endsheets, Opening/Closing Section: Explain how each of your division pages and your opening section relate to the theme of your book (*section spin-offs*).

Marketing Plans: Just like deadlines, every marketing plan must be thought out and organized to optimize profits. The marketing plan answers the questions: How are you going to increase sales? How are you going to improve profits from last year? How much will you charge per book? How can you justify the cost of your book? What audience will you target? How will your advertising and sales promotion reach your desired target audience? Will you include any contests or giveaways? Are you going to offer any new sales opportunities (selling items). How will you use social media?

Remember always that the key to success for any yearbook is creativity. Especially for this assignment, do not be afraid to try something out of the ordinary. Also, practice and do not wait until the last minute to get it together. If you have questions--ASK!