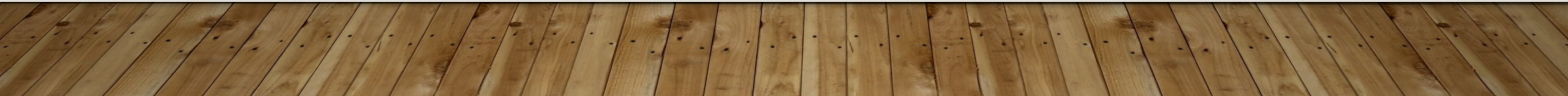


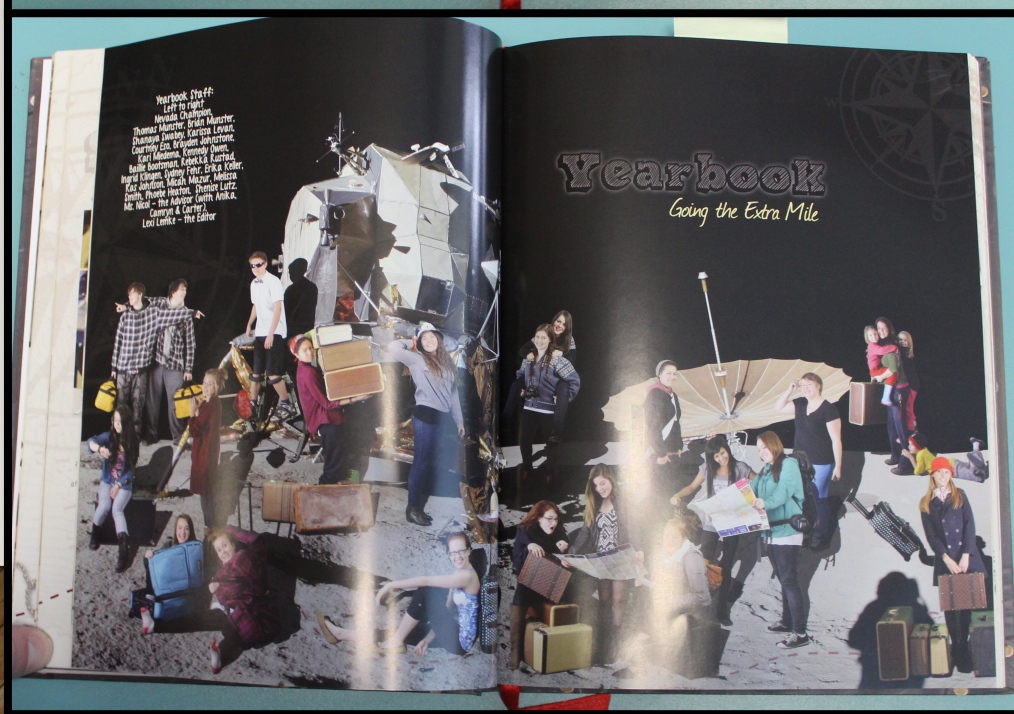
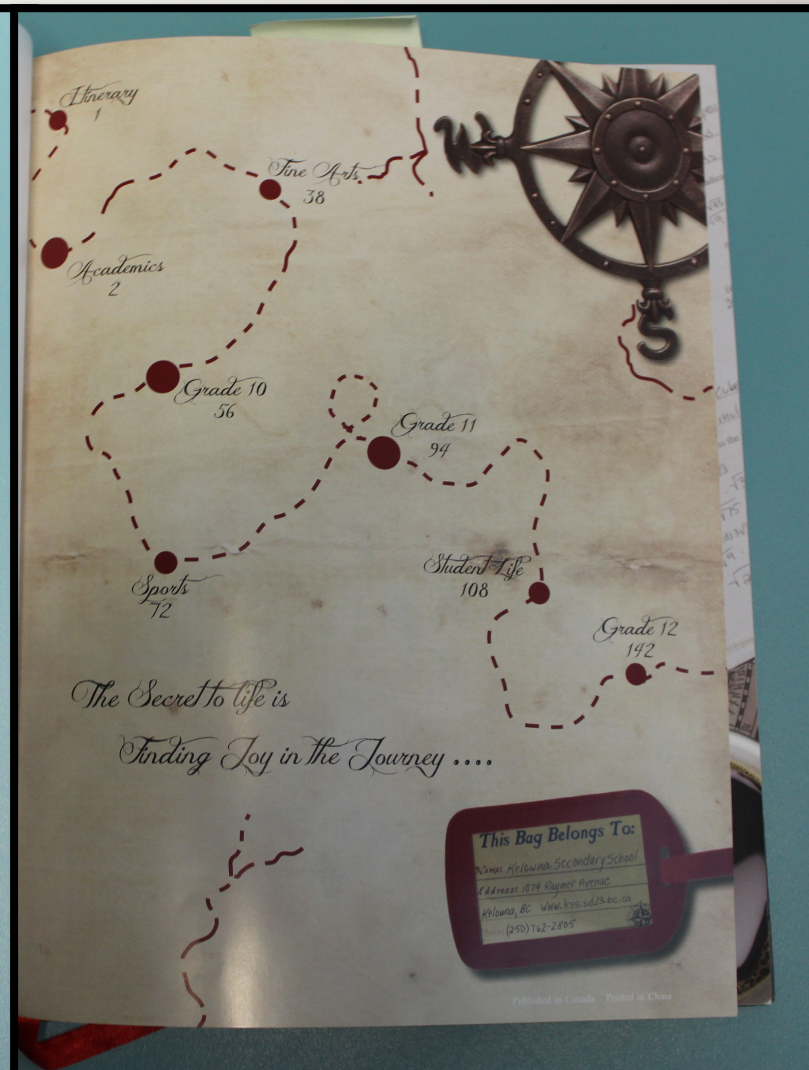
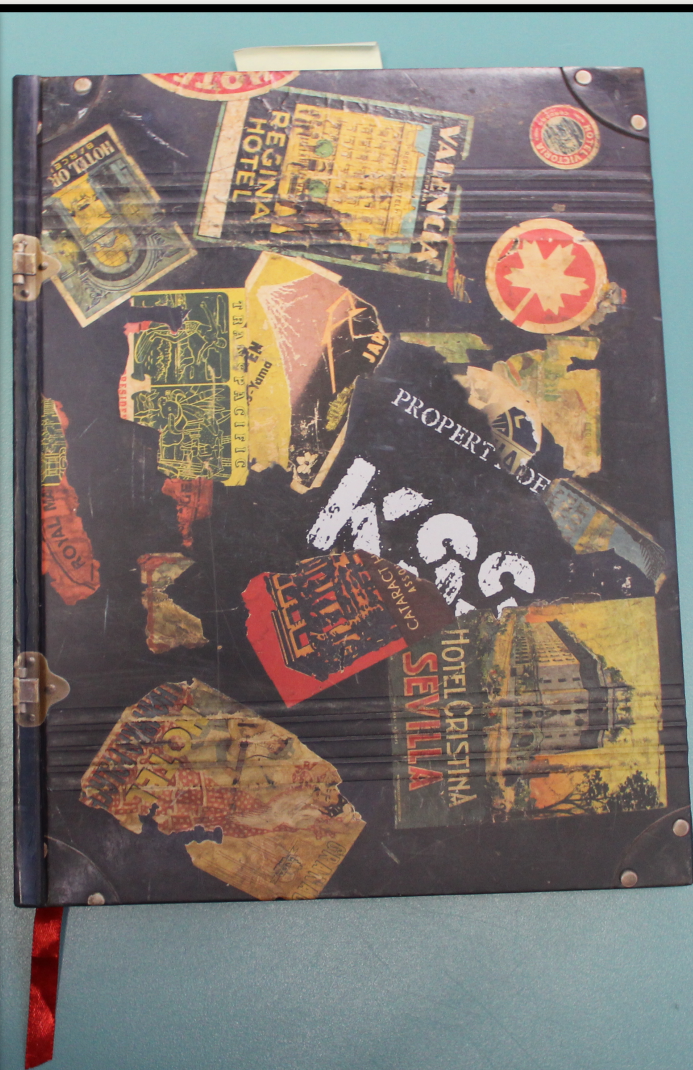
TAG LINES & SLOGANS

YEARBOOK DESIGN



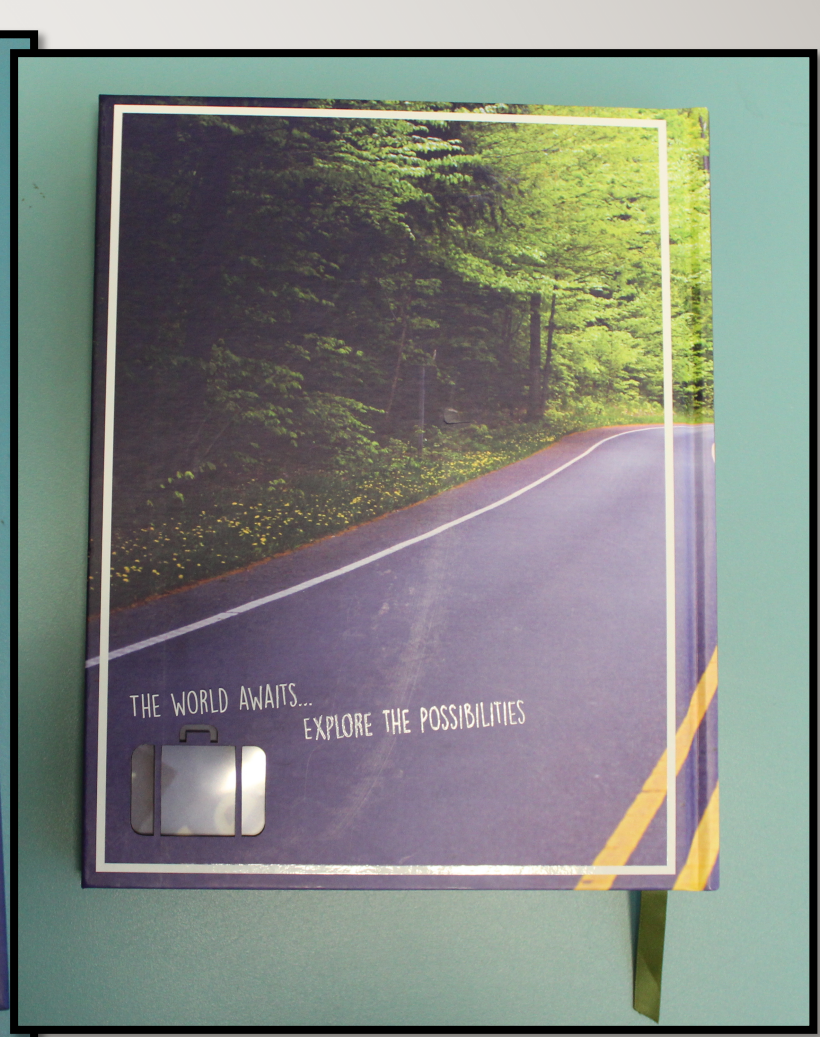
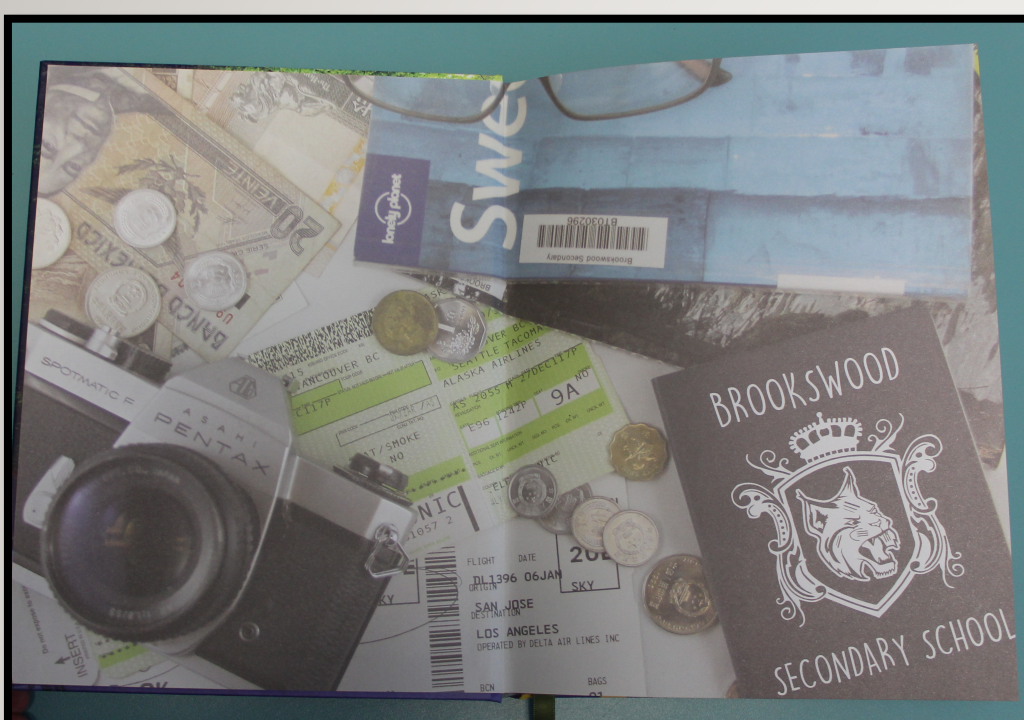
WHAT? & WHY?

- Tag Lines and Slogans are a key part of any large-scale print design.
- They come in the form of ***short phrases, quotes, or statements.***
- They help to narrow down (***focus***) ideas and details related to the design style of your work. ***These ideas/details can be obvious or subtle.***
- They also help to tie **all** of the contents of you work together; ***they make the entire thing cohesive...every page, section, portion feels like they belong together.***
- ***It's like icing and decorations on a cake; you know what plain cake is, but the extras you add take it to another level.***



The secret to life is finding the joy in the journey...





The world awaits...explore the possibilities.

LANGUAGE COUNSELLING

The student's of Mrs. Kim's class got an unexpected treat when Miss Rabuka, of UVIC, came as a student teacher during Term 2.



For most people languages are the only way to communicate. Whether they use Sign Language or just plain English, everyone communicates.

Brookwood offered a wide variety of foreign

languages as well as mandatory English, Spanish, French, Mandarin and German were taught to students who wanted the opportunity to learn about another culture as well as a new language.

A very important part of last year's success was due to our counselors. They put a great amount of effort into helping at

had a question or problem. Whenever students were in need of guidance, they felt secure in turning to any of the counsellors at Brookwood.



LANGUAGE COUNSELLING 31

As part of the exchange program last year, Catherine Gingras and Kim Roy of Quebec, had the opportunity to attend Brookwood during Term 1.



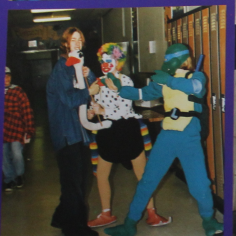
CAUSE & EFFECT

Brookwood Secondary School

1996

HALLOWEEN FUN

Alicia Gibson, Cassin Cameron, and Rebecca Smith were really into black white carving their pumpkins in Halloween Fun night event. Chelsea Chanson and Ross Chisholm were also into carving their pumpkins.



STUDENT LIFE 2

Cause & Effect

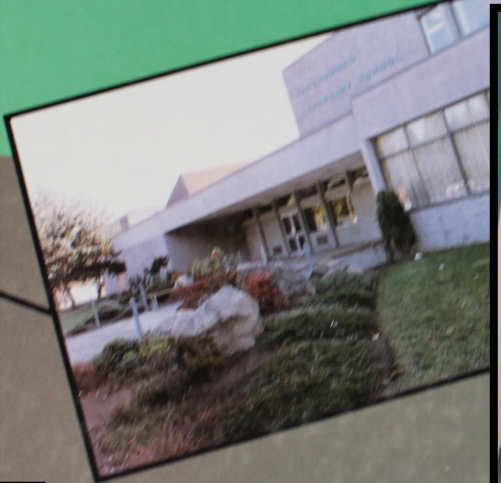


Foundations

...from different

Angles

Looking at BROOKSWOOD...

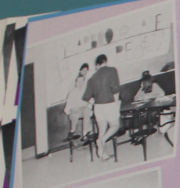


Brookswood Secondary 1990

ASSORTED ANGLES

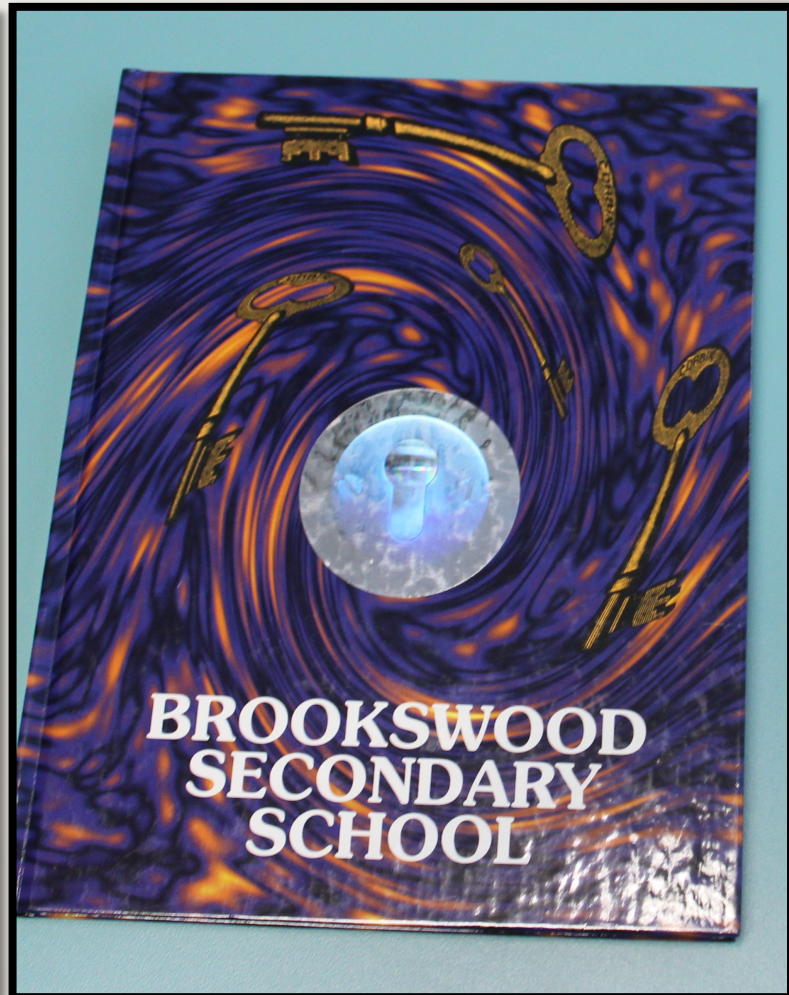
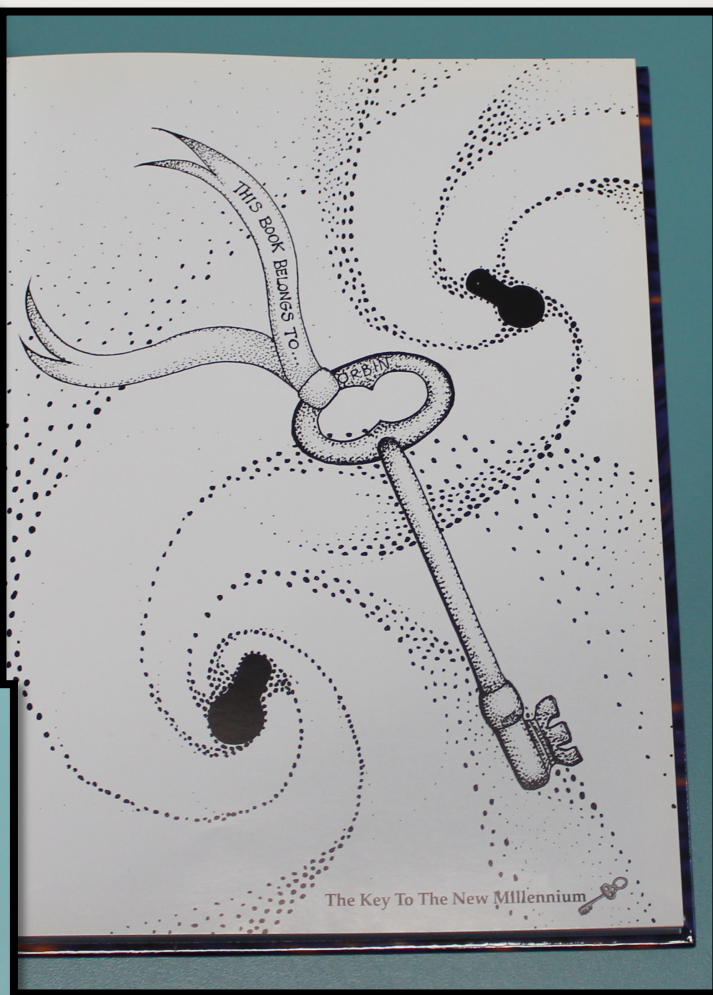
WHEN I LEAVE HIGH SCHOOL I WILL MISS...

I'll miss all the crazy things you're allowed to do in school... The girl with a locker beside me and seeing her sweet smile... Lunchtime escapades... Not keeping in touch with all of my friends and not seeing them... My massage therapist (Lena) in accounting and going home for lunch... Frustrating the teachers as they try to teach me how to be a student... All the people I know I'll probably lose touch with, but were good friends in the past... The security and my friends... Being the King's favorite girls and postponing tests because of them...

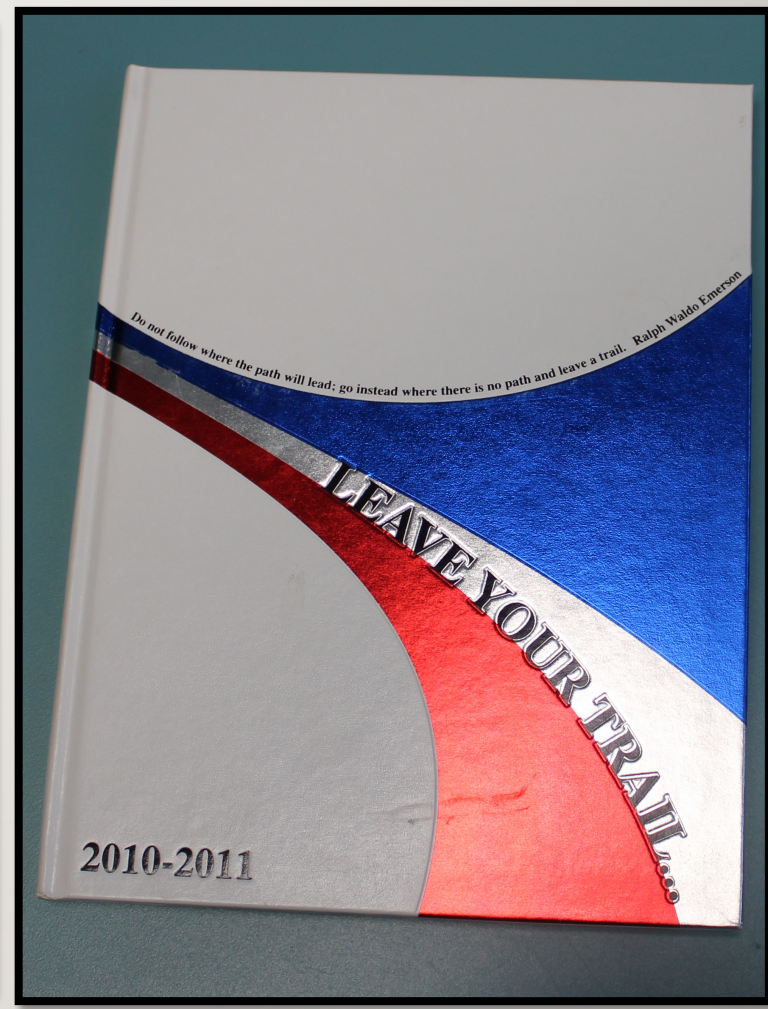


A grid of student portraits with short, handwritten-style captions next to each one, arranged in several rows across two pages.

Looking at Brookswood...from different angles.



The Key to the New Millennium



Leave Your Trail

TIPS FOR TAG LINES AND SLOGANS

- **Keep it short;** *it's meant to be a quick pop with some level of interpretation from the reader. Don't be vague...this is meant to capture attention and not be forgotten.*
- **It can be a reference to current pop culture;** *media quotes, song lyrics, sayings, etc...know who your audience is.*
- **It can influence any part of your work;** *colours, font style, images, layouts, extra quotes, illustrations, icons, etc, can be effected by your choice of words.*

