

# Yearbook Theme Ideas

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2019 - 2020

# Theme sets the stage for the entire process.

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Choosing a theme, is the biggest part of developing a Yearbook.

Not only does it affect the look of the end product, but it helps dictate how we approach all aspect of the book – from advertising to photography to layout development, and so on.

Within this slideshow are 4 potential ideas that we could use for this year's book.

**Please remember, these are concepts...starting points for thinking brainstorming and building towards our piece of history.**

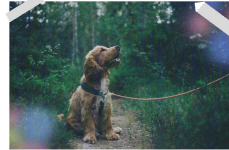
# Design Board

## Journal Theme

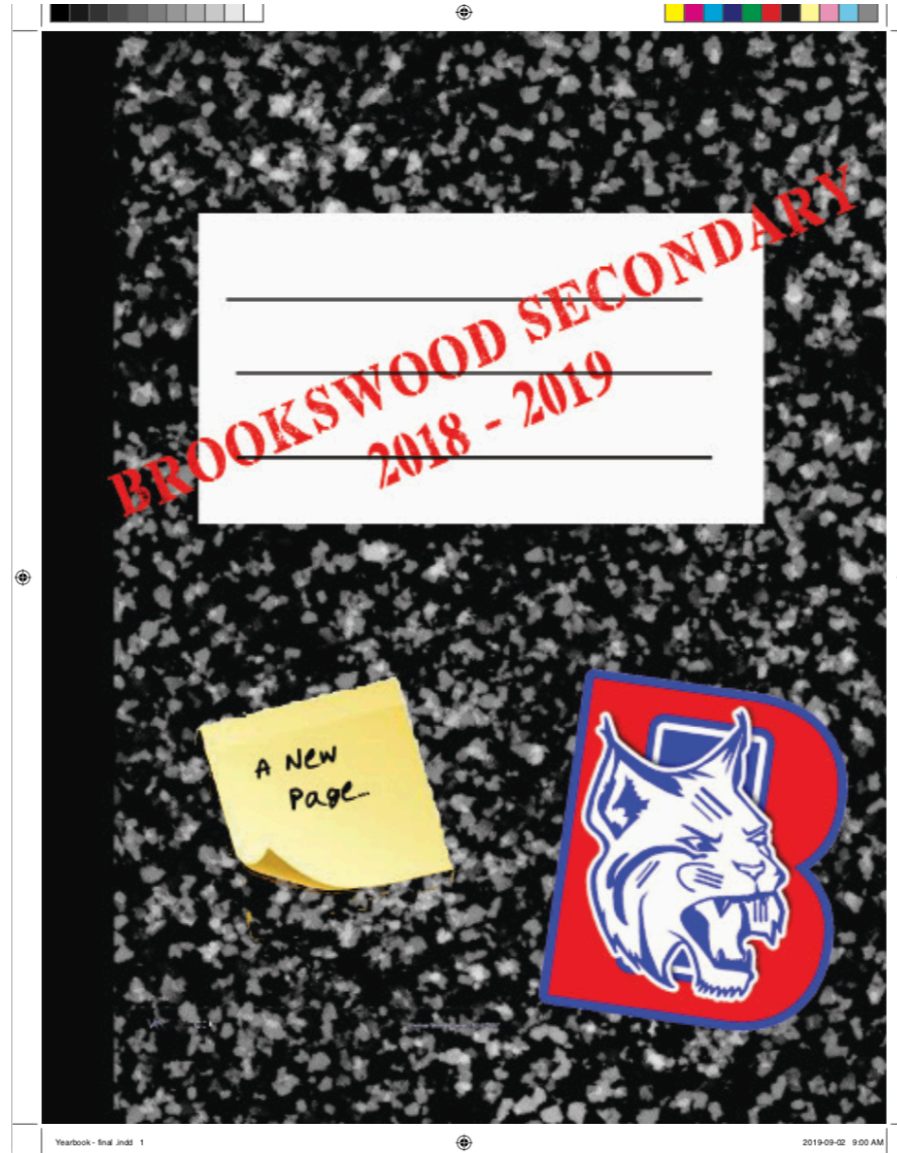
Sarah Wendt

- written words (sharpie / handwriting font)
- tape around the pictures (like theyre taped on the page)
- doodles / scribbles around the pages (like you would in a journal / notebook)
- sticky notes around the pages with notes
- lined paper as the background

Tape



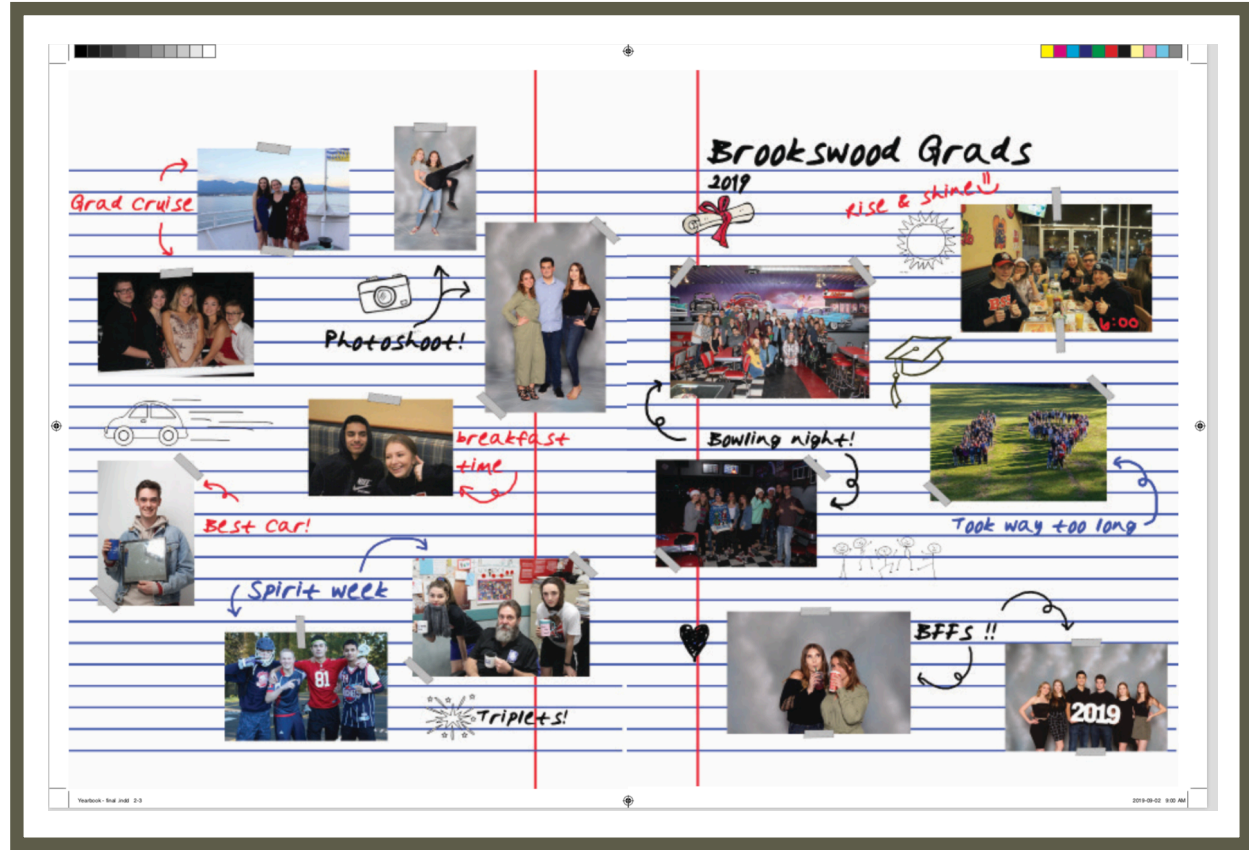
cover? 😊

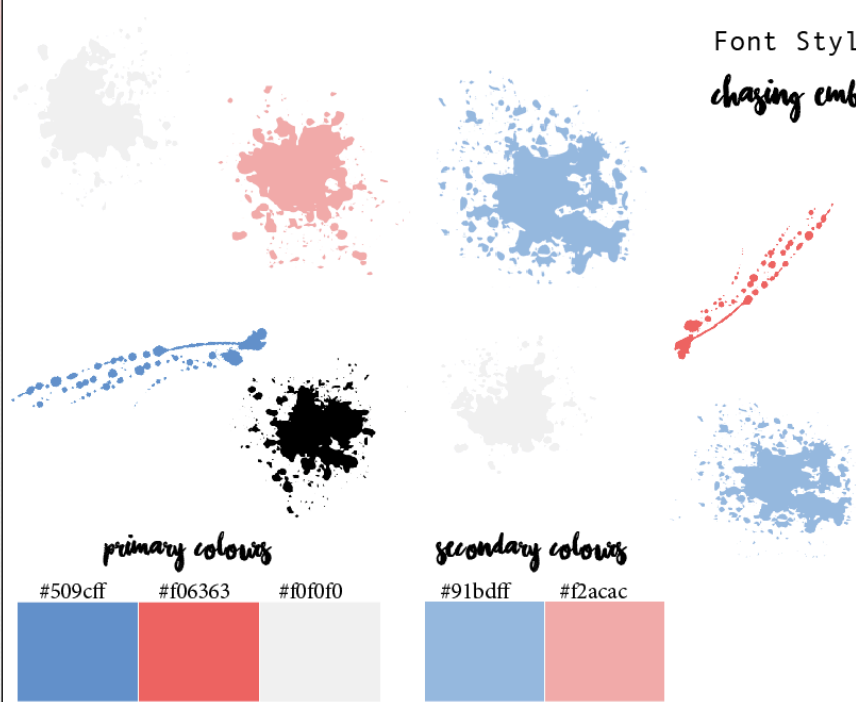


# Journal

Also known as the Notebook style.

Simple in it's presentation, but has the potential to hold a lot of smaller details.





Font Style:  
*chasing embers*

# Water Colour

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Softer colour palette.

Provides the sense of texture.

Provides opportunities for artistic details throughout.

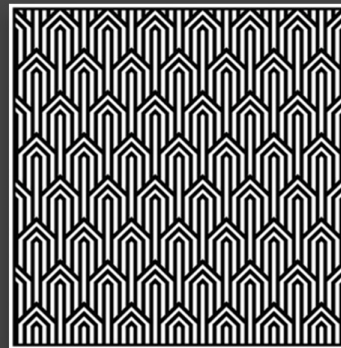
header

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# AMERICAN ART DECO

- CLEAN, GEOMETRIC SHAPES
- LOTS OF REPETITION OF ELEMENTS AND SHAPES
- USES EXPENSIVE MAN-MADE MATERIALS
- STRIKING AND BOLD COLOURS



## American Art Deco

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# Other Ideas: Minimalist or 2020 Focus

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**BROOKSWOOD**

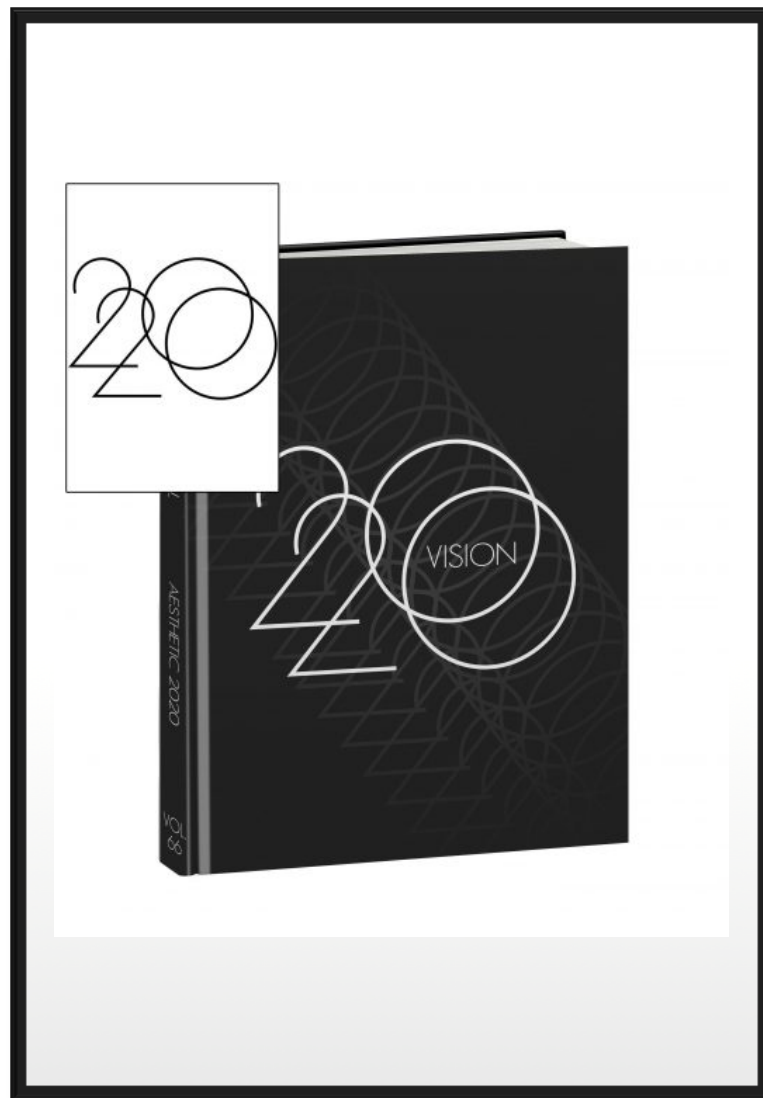
**BSS**



New school branding this year.



Could be used as focal point with a clean, complementary background.



Simple, flat designs. Strong use of colour. Straight-forward look.

**Please remember that the ideas and concepts that you have seen here are starting points.**

**You are strongly encouraged to do your own research either through old yearbooks or online.**

**The more ideas and thoughts we can generate, will not only help this process out immensely, but will allow you to add your own details the end product.**