

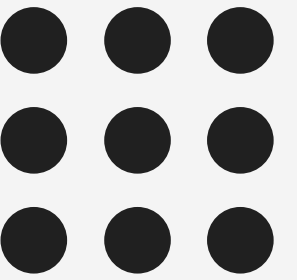
# THEME PROPOSAL

**PROPOSAL:** A PLAN PUT FORWARD FOR  
CONSIDERATION OR DISCUSSION BY OTHERS.

**ESSENTIALS: DAY 7**



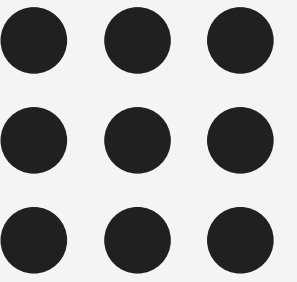
**DO NOW:**



GET BACK IN YOUR THEME  
GROUPS AND REVIEW  
EVERYONE'S DESIGN FILES

**CHOOSE YOUR FAVORITE IDEAS**

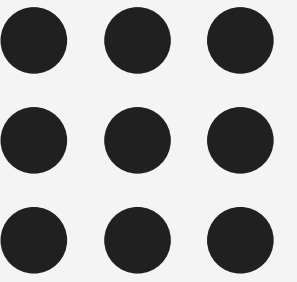
# OBJECTIVES:



You'll understand the importance of creating a relevant, realistic, recognizable, repeatable, and refreshing yearbook theme.

You'll collaborate with peers to create a theme proposal to be shared with the staff for voting.

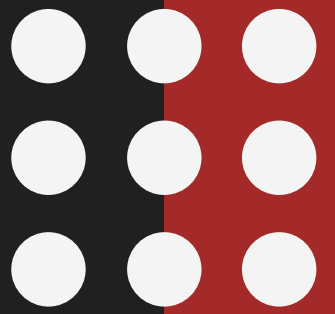
# DIRECTIONS



Using your Theme Development plan and design files, create a 7-10 minute proposal for your theme and present it to the class for voting.

Assign team members to present and create slides on the Theme Proposal Worksheet.

# requirements



CREATE A PRESENTATION FOR YOUR PROPOSAL

**7-10  
mins.**

**TITLE & COVER SKETCH**

**THEME RATIONALE**

**CHOLOR SCHEME**

**FONT PAIRINGS**

**LAYOUTS**

**GRAPHICS**

**OPENING**

**ACADEMICS**

**SPORTS**

**ORGANIZATIONS**

**STUDENT LIVE**

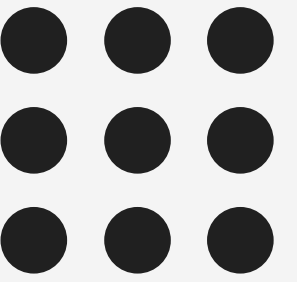
**PEOPLE PAGES**

**CLOSING**

**13  
slides**



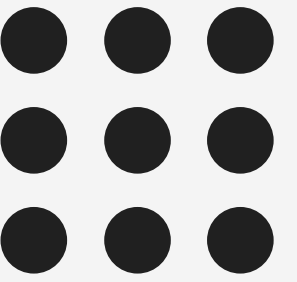
# DIRECTIONS



**One person** from the team should create a presentation using Canva or Google Slides. Share the presentation with everyone on your team.

**Make sure all team members can access and edit the file.**

# DIRECTIONS



Each slide should **visually** and **verbally** reflect the theme and topic. Use your **color scheme** and **font pairings** throughout the presentation to keep a cohesive look like a yearbook.

**FOLLOW CRITERIA ON THE HANDOUT CAREFULLY.**

A background network diagram consisting of a complex web of thin grey lines connecting various grey circular nodes of different sizes. The nodes are scattered across the white background, with a higher density of connections in the lower right quadrant. A solid grey vertical bar is positioned on the far left side of the image.

**EXAMPLE**



**title+cover sketch**

# A BRIGHTER PATH

**COVER SKETCH HERE**  
Back / Front

(can be a digital mockup or a hand drawn sketch that's scanned and uploaded.)

*some high school*  
**2020**

#98DBC6

Aquamarine

#5BC8AC

Turquoise

#E6D72A

Canary  
Yellow

#F18D9E

Pink Tulip

# color scheme

**Mood Statement:** brief description of the mood your colors convey. Explain how this tone is connected to "A Brighter Path"

Include a photo with school colors to make sure it works



# *Headline*



**Knewave**

## SECONDARY HEADLINE



**Montserrat - All Caps**

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed do  
eiusmod tempor incididunt ut labore  
et dolore magna aliqua. Dolor sed



**BODY COPY:  
Montserrat Light**

viverra ipsum nunc aliquet bibendum  
enim. In massa tempor nec feugiat.  
Nunc aliquet bibendum enim facilisis  
gravida. Nisl nunc mi ipsum

faucibus vitae aliquet nec ullamcorper.  
Amet luctus venenatis lectus magna  
fringilla. Volutpat maecenas volutpat  
blandit aliquam etiam erat velit  
scelerisque in. Egestas egestas fringi.

# fonts



# layouts

**health kick**  
**YOU OUGHTA KNOW**

## fast and furious

It's noon, and all you want to eat is a value meal. But could your appetite be killing you?

**Let's be honest:** Fast food is good. And all the news about how bad it is for us is kind of annoying, and it's starting to get boring. For every 250-pound girl you know who eats fast food, there's probably another one who eats a Whopper and fries every day of the week, without gaining an ounce. But don't let locks deceive you: The ingredients in fast food can wreak havoc on the way your internal organs function—and on your life. In recent years, the number of kids under 19 diagnosed with type 2 diabetes (a condition that used to mainly affect adults over 30) has skyrocketed. Why? Because it's a fat-related illness, and 15 percent of teens (that's 4.8 million of your peers) are overweight—which is triple the rate it was in 1980. And that's why this is something you need to know.

**This Big Mac has more than just the fat you should eat in a day.**

clogging fats and refined sugars, which our bodies use up so quickly that we end up eating way too much. And according to Jaime Rodriguez, M.D., a clinical nutritionist in New York City, people can become addicted to fast food. "People start

## DON'T PLAY TENNIS?

EVER MANAGED?

WINNERS

1998

1999

2000

2001

2002

2003

2004

2005

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2007

2008

2009

2010

2011

2012

2013

2014

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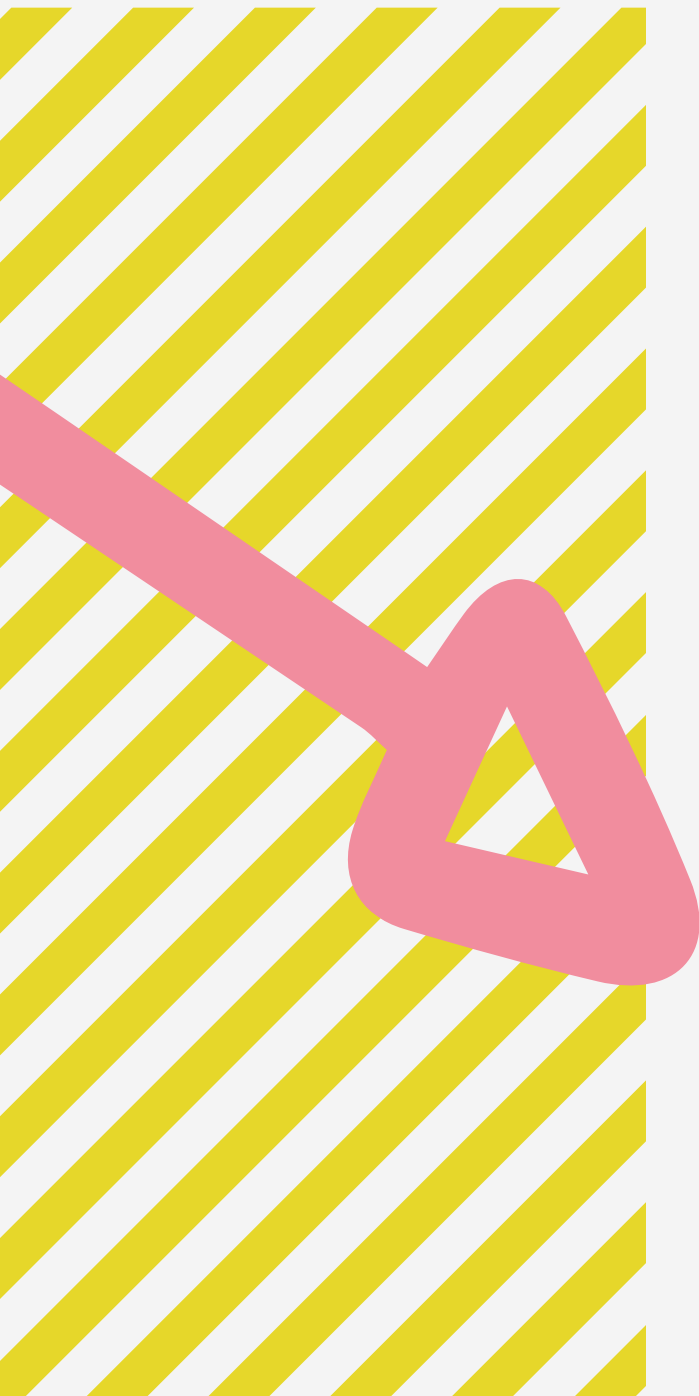


# graphics

## *GRAPHICS RATIONALE:*

A MIX OF GEOMETRIC AND  
HAND DRAWN LINES AND  
ARROWS TO REFERENCE  
"PATH" IN THE TITLE

SOFT CURVED BOXES  
TO REFERENCE ROUNDED  
LETTERS IN HEADLINE FONT



# *opening*

**A FRESH START**  
**YOUR SCHOOL NAME**

Brief description of opening body copy:  
How will you introduce the theme?

**FOLIO:** 

a brighter path | 2020 

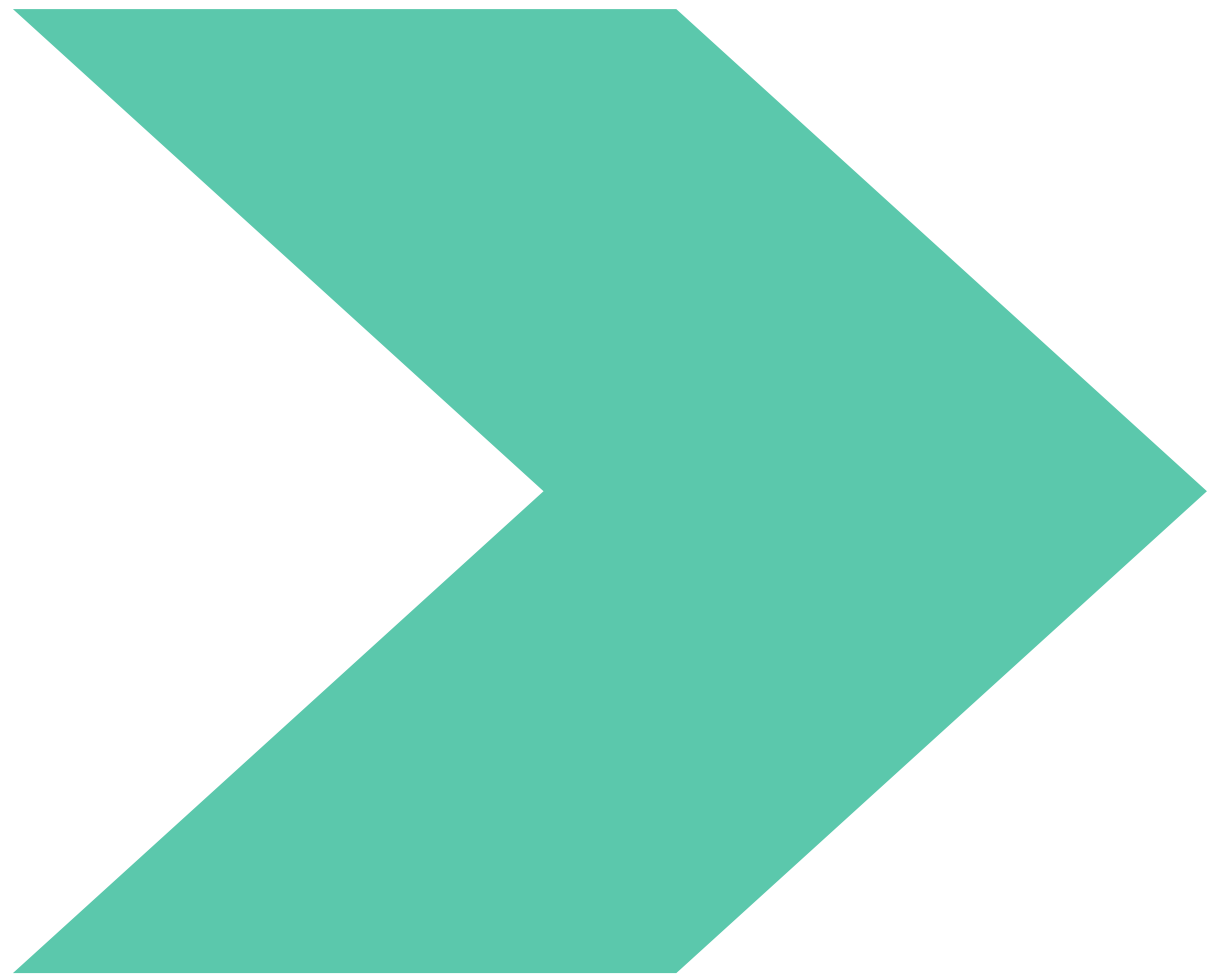
*organizations*



**FINDING YOUR PATH**

a brighter path | 2020 

# people pages



**Seniors:** SECTION TITLE  
**9th - 11th:** SECTION TITLE  
**Staff:** SECTION TITLE



**FOLLOW THE  
DIRECTIONS ON  
THE HANDOUT.**

**ASK FOR HELP IF  
YOU NEED IT.**

**practice** presenting

**TIP: Duplicate completed slides and  
modify them to keep it consistent.**