

The Yearbook Concept 09/10

Most yearbooks feature a theme, a unifying concept developed throughout the book. These themes can be through word use or conception, or both.

Many times, themes are a play on words or a play off of something in popular culture. For example:

- What happens at NC stays at NC
- North Central, 46240
- True NC Story

Sometimes, themes are popular phrases or terms:

- And your point is?
- Great expectations
- The in crowd
- People are talking

Themes can also be one-word concepts:

- Bound
- Destinations
- Renaissance

Themes like "Yourbook" are really concept themes, modeling the book after something that is popular.

The best themes are typically relevant to this school year and this school exclusively.

For instance, when North Central renovated after the fires, the theme was "Renaissance." For the 50th anniversary book the theme was "Central Time," a play on the time zone and that the book was covering time at NC.

For class discussion:

- What makes NC unique? What separates NC from Carmel, Pike, Ben Davis and so on? What does it mean to be a Panther?
- What is unique about the 2009-2010 school year? What will make this year different from last year?
- What is popular right now? What are students at North Central talking about?
- What would the student body find cool? What would be fun to build an entire book around?
- Does the theme need to be stated through words? Design? Both?
- Where can we draw theme inspiration from?