

## Lesson 3 – Theme Inspirations

**Theme Inspiration Assignment** – look for commercials, advertisements, or any advertising campaign for theme inspirations for a yearbook. Themes are commonly taken from advertising campaigns, such as Nike (Just Do It), McDonalds (I'm Lovin' It), or Apple (Dear Apple). You can Google search for commercials. Try a variety of searches like "inspirational commercials" or "popular commercials."

### **VOCABULARY:**

**THEME** - A **yearbook theme** is the central concept or idea around which the coverage and **design** of the **yearbook** are built upon. It is essentially a visual and verbal statement that helps highlight the memorable experiences throughout the school year as well as the many students who contribute to the character of the school. For example, the theme might be "YOUR YEAR," that's the verbal part, it's the name of the book that year. Verbal elements relating to the theme would be featured throughout the book in mods, headlines and captions, such as through phrases or a play on words of the theme. The visual part would be how you show "YOUR YEAR." That might be the way things are grouped together or highlighted, the fonts that are chosen to express the 'voice,' 'personality,' or 'attitude' of the theme, as well as the graphics and layout design.

**REQUIRED:** At least one commercial or advertisement or other professional marketing campaign or piece of marketing that contains a verbal and visual theme. Gather these things:

- Company or organization name
- Verbal tagline or title of the campaign (EX: Just Do It)
- Description of what the ad is about
- URL where you found it, photo of a print ad, company name for the commercial and where you saw it, whatever explains or takes us to where you found the inspiration
- Written explanation of how you think it can be used or is fitting for a theme (see WHAT I'M LOOKING FOR, below)

**WHAT I'M LOOKING FOR:** Something that could fit the theme for a school, a specific year, a student learning community, a generation.

**WHAT YOU'RE TURNING IN:** See REQUIRED, above.

**RESOURCES:** The internet, commercials you see online or on TV, magazine ads, wherever you find advertising.

Video explaining theme: <https://herffjones.wistia.com/medias/uo2noahn18>