

WHICH STORY WILL YOU TELL IN 2019?

Your yearbook's theme or concept is a storyline. You know, think . . . Boy meets girl. Girl hates boy. Girl has change of heart. Boy and girl live happily ever after. As a yearbook concept, a storyline helps you highlight some important events or people and it puts a fresh spin on those stories you must tell year after year.

1. We have a great REPUTATION, LEGACY
2. We are the CHAMPIONS
3. We celebrate our GROUP IDENTITY
4. Ours is a school in TRANSITION
5. Our school and our students DEFY STEREOTYPES
6. Location. Location. LOCATION.
7. Details! Details! DETAILS!
8. So many CHOICES!
9. We celebrate the INDIVIDUAL
10. We celebrate the INDIVIDUAL AS PART OF A LARGER GROUP
11. We're all CONNECTED by social media/technology, by relationships
12. Enjoy your burrito/LIVE IN THE MOMENT
13. We're QUIRKY AND WEIRD

CAVEAT We readily acknowledge that some storylines will not work at a given school. For example, school in transition only works if your school is in transition. Go ahead and cross out the storylines that will not fit your school and its culture.

THINK ABOUT YOUR LAST THREE BOOKS. WHAT STORY DID YOU TELL?

2016: _____

2017: _____

2018: _____

HOW WILL YOU TELL YOUR STORY IN 2019?

Some people refer to the “how” as your visual and verbal voice. Other people will call it the book’s attitude. For today, we are going to use the term TONE. The tone is how your book feels, how it conveys its storyline, how it connects with the readers. The tone is typically an adjective. Will any of the adjectives below work for your storyline in 2018?

admiring
amused
appreciative
calm
celebratory
cheerful
confident
comforting
commanding
contemplative
determined

dignified
direct
elated
energetic
empowered
excited
exhilarated
friendly
gushy
happy
hopeful

hyper
introspective
joyful
light-hearted
lively
nostalgic
optimistic
passionate
playful
proud
questioning

reflective
reverent
self-assured
sentimental
serious
straightforward
uncertain
welcoming
whimsical

THINK ABOUT YOUR LAST THREE BOOKS. WHAT TONE DID YOU USE?

2016: _____

2017: _____

2018: _____

WHICH CONTRASTING TONE WOULD YOU LIKE TO USE IN 2019?

WHAT WOULD THAT TONE LOOK LIKE? FEEL LIKE? SOUND LIKE?

Possible font choices? Color palette? What sort of mod coverage would you use? Would infographics help you tell the story with this tone? Or would contrasting photo packages work better?