

Theme/concept development Part A



Name it [the exact word(s)]

Explain it [in 2 sentences or less, why this theme this year?]

Use it [brainstorm visual and verbal ways you will unify the book with this concept]

Extend it [take your theme to deeper layers for Table of Contents, Index, Colophon, etc.]

Theme/concept development Part B

Make theme decisions



Storytelling concept

Unifying graphic options

Book organization

Font strategy & selection

Color strategy & selection

Cover plan & 3+ initial unifying tools

Endsheet/Opening + 1 unifying tool

Dividers + 1 unifying tool