



**Theme layering questions (no book includes all, so focus on what's realistic and natural):**

- Does your theme have shape (vertical, horizontal, squares, circles/rounded)?
- Does your theme have a number which you can repeat (some are natural like "You are the one, some they are created or chosen to help guide design decisions) ?
- Does your theme have color? (yes, this is your color palette and treatments which creates texture)
- Does your theme have image (photo ideas)?
- Does your theme have graphic unifiers?
- Does your theme influence coverage angles?
- Does your theme have typography style and/or treatments? (see color, yes)
- Does your theme have voice in theme copy and coverage tools?
- Does your theme suggest language arts style? (i.e. alliteration, use of prepositional phrases in headlines)
- Does your theme have inclusive coverage opportunities?
- What kind of specialty copy or coverage is inspired that is different than previous years?

**Great theme development requires that you question every concept, coverage & design decision**

**Layering your theme** is nothing more than starting on the cover and allowing that "just right" theme or concept to influence (or at least be considered in) every decision you make.

Elements of theme layering are both verbal and visual and include any graphic elements incorporated (lines, textures/patterns, color, etc.) fonts, and a number of potential verbal tools.

**ROCKIN' THE ROCKLIN WAY**

Rocklin High School yearbook staff editors, with the adviser's input, work through a series of questions after the verbal theme/concept and basic cover are planned. The process continues and evolves throughout the year. In every decision we, revisit what earlier development has yielded, and then repeat, or better yet, repurpose verbal and visual strategies.

The formula starts with a basic understanding that at least three elements from the cover will carry inside. We then follow a "+ 1" rule as closely as practical. This means on each of the following theme pages we will introduce at least one additional theme element (front endsheet if printed, title page, openers and dividers) which can be repeated oor repurposed within the book.

**CASEY NICHOLS**  
bio