

# STORY

WHAT STORY WILL YOUR STAFF TELL ABOUT YOUR SCHOOL IN 2016?

## FIRST, ANSWER THESE QUESTIONS:

1. What's one word or phrase used to describe your school?
2. How would you describe your school to an outsider?
3. If an outsider walked into your school, what would they see?

## THEME OR CONCEPT AS STORYLINE

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 to deemphasize others. It helps you pick and choose the stories that are critical to the story of this specific year and school. I am still working to refine this theme as storyline concept, but here's a list of the storylines I've identified so far.

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**

### THINK ABOUT YOUR SCHOOL

ARE THERE ANY STORYLINES THAT ABSOLUTELY WILL NOT WORK? Go ahead and cross out the storylines that do not fit your school.

ARE THERE ANY STORYLINES THAT ARE BEGGING TO BE TOLD? Circle the storylines that seem to fit your school.

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

2012: \_\_\_\_\_

2013: \_\_\_\_\_

2014: \_\_\_\_\_

# TONE

HOW WILL YOUR STAFF TELL THE STORY OF YOUR SCHOOL IN 2016?

## ASK YOURSELF THESE QUESTIONS:

1. What are three adjectives that describe your school? Do these apply to 2016?
2. Think about storylines. Which options could help you tell the story of your school in 2015?

## TONE LIST:

admiring	proud	joyful	self-assured	affectionate	passionate	reflective	determined
amused	reverent	lively	straightforward	bouncy	gushy	lively	hopeful
calm	serious	nostalgic	whimsical	cheerful	mischievous	elated	joyful
comforting	welcoming	passionate	happy	confident	uncertain	introspective	light-hearted
contemplative	adoring	questioning	hyper	dignified	sentimental	optimistic	questioning
direct	appreciative	self-assured	joyous	empowered	nostalgic	hopeful	optimistic
energetic	celebratory	straightforward	loving	exhilarated	excited	playful	whimsical
friendly	commanding						

WHICH TONES WILL HELP YOU TELL THE STORY OF 2016? Circle them.

## WHAT DOES THAT LOOK LIKE?

SKETCH EXAMPLES, START A PINTEREST BOARD OR A GOOGLE DOC, START AN IDEA FILE, MAKE A TRELLO BOARD.

FONTS

PHOTO PACKAGES

COLORS

MOD IDEAS