YEARBOOKS AT THE BEACH

"We've got ours" **THEME PLAYLIST**

SATURDAY	SUNDAY	MONDAY	TUESDAY
* What is the story that you will tell in your 2022 yearbook? Explain the vibe of your book. * Do one of the following: 　* Create a folder for design inspiration. Include subfolders for color, typography, design elements/graphics, photography, layout, infographics, MODs, coverage 　* Create a Moodboard. You could use Jamboard to create this or try https://miro.com/ (This is a whiteboard website)	If you have students in the beginning theme track, work on your ladder while they work on the opening copy. If you do not have students in the beginning theme track, work on the opening copy and then the ladder. * Describe your school in five adjectives. * What are some iconic events, teachers, places, assignments, experiences at your school that would resonate with your audience? * What is your 2022 book's attitude? If it was a student who would it be? Describe the student. * Search for an ad or a piece of copy and mimic its style. * Begin a draft of your opening copy.	As you are continuing to look for inspiration, begin to curate your ideas into a visual toolkit. This will require some discussion about what you like in each inspiration and whether or not it fits with your theme. * What color palette fits your theme? In one to two sentences explain why. * What design elements will you use? How do those elements add to your verbal message? * What font will you use? Will you use more than one? How does the font/s reflect the theme?	* What mode of coverage do you plan to use in your 2022 book? * What is your strategy to cover PEOPLE and not THINGS (especially those students who are not involved in school activities)? * Describe how each of the following choices you have made this week are inspired by or connected to the theme, story and vibe of your 2022 book (try to keep these each to one sentence): 　* Color Palette 　* Type 　* How we will do profiles 　* Topics we will cover (that we didn't cover last year 　* Repeating elements (either design or coverage