

# MAKE 'EM SAY WOW!



Create verbal-visual harmony in your yearbook by using identifiers to tie your concept together.

School \_\_\_\_\_ Concept/Theme \_\_\_\_\_

## Words

• Opening headline \_\_\_\_\_

• Section titles

• Section 1 \_\_\_\_\_

• Section 2 \_\_\_\_\_

• Section 3 \_\_\_\_\_

• Section 4 \_\_\_\_\_

• Section 5 \_\_\_\_\_

• Secondary coverage labels

• Whole book \_\_\_\_\_

• Section specific \_\_\_\_\_

• Closing headline \_\_\_\_\_

• Copy/headline treatments/devices \_\_\_\_\_

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• Synonyms/related phrases \_\_\_\_\_

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# Organization

- Section structure

- Section 1 \_\_\_\_\_
  - Content \_\_\_\_\_
  - Related coverage \_\_\_\_\_
- Section 2 \_\_\_\_\_
  - Content \_\_\_\_\_
  - Related coverage \_\_\_\_\_
- Section 3 \_\_\_\_\_
  - Content \_\_\_\_\_
  - Related coverage \_\_\_\_\_
- Section 4 \_\_\_\_\_
  - Content \_\_\_\_\_
  - Related coverage \_\_\_\_\_
- Section 5 \_\_\_\_\_
  - Content \_\_\_\_\_
  - Related coverage \_\_\_\_\_
- Section 6 \_\_\_\_\_
  - Content \_\_\_\_\_
  - Related coverage \_\_\_\_\_
- Section 7 \_\_\_\_\_
  - Content \_\_\_\_\_
  - Related coverage \_\_\_\_\_
- Whole book links \_\_\_\_\_

# Windows

- Fonts \_\_\_\_\_ Why? \_\_\_\_\_
- Colors \_\_\_\_\_ Why? \_\_\_\_\_
- Shapes \_\_\_\_\_ Why? \_\_\_\_\_
- Texture \_\_\_\_\_ Why? \_\_\_\_\_
- Lines \_\_\_\_\_ Why? \_\_\_\_\_
- Photo treatments \_\_\_\_\_  
Why? \_\_\_\_\_