

Uniquely Yours: Finding a Theme that Fits

Carrie Faust, MJE
Erinn Harris, CJE

What is a theme?

- A theme is the unifying element of your yearbook.
- A theme is both verbal and visual.
- A theme creates coverage options for your content.
- All decisions in your book should be driven by your theme.

**We believe:
Finding your
theme is the most
important decision
you make all year.**

Where is theme?



IT'S PART OF US: CONSTRUCTION

The school undergoes construction to gain better facilities and

The construction that has taken place this year has created the opportunity for both internal and external improvements in the school. As the construction will eventually be completed in its entirety, the buildings and facilities that have been completed this year only mark the beginning.

So far, a few of the new sports facilities have already been completed, such as the football field, the track, and the tennis courts.

"Everyone is extremely happy with the outcomes. It has made hosting events much more advantageous," Athletic Director Les Congelore said.

The facilities that still need to be completed are the field house, aquatics center, the practice fields, and the new gym, for which Congelore foresees completion by the end of the summer.

With the construction prevalent throughout the schools, many sports have had to face hassles.

"There have been major sacrifices by all, but the aquatics sports have suffered most. They have had to travel for everything, including practice. They have accepted it gracefully," he said.

Senior Tyler Cape played on the varsity boys' water polo team and affirms the advantages and disadvantages that construction had on the program.

"It made things a lot more inconvenient since we had to drive to Costa everyday and gas was a bit of an issue since I paid for my own. It was pretty annoying always having away games but it kind of made us closer as a team," Cape said.

Adjustments that were made this year to accommodate sports teams included all aquatics games and practices occurring off campus. Fresh-soph level soccer games at Pomis, football playing away for the first two weeks of the season, indoor sports having to juggle

practice times, and the temporary "IT" building.

"Everyone has been and parents have had to have sacrificed the most.

With construction of the next year, there are more prospective students.

"We have already in North Redondo, parks, Grade Parent Night, the retrofitted Park and buildings," Newman said.

Though the school past years because of temptations during the year new and returning.

"Every student who ing on or in-band new chance, enjoyment, and classrooms benefit by a clean and beautiful environment."

Though seniors have prospect for its benefit both Newman and Congelore when completed, great transformation. "It is in the South Bay and a

REDONDO IT'S PART OF UNION



631 Vincent Park
REDONDO Beach, CA 90277
(310) 798-8665
REDONDOUNION.org
Staff 168
Total Students 2,391
Freshmen 642
Sophomores 615
Juniors 565
Seniors 569
Principal Mary Little



1. REDONDO IS UNDERGOING a series of changes that will bring the students new fields, a new pool, a new gym, and a new administration building. 2. MICHAEL LUNNY '10, leads the football team out onto the field against North. "When we run through the banner it gets us really pumped up and when the flag comes it looks really awesome," Lunny said. 3. SPENDING HIS MORNING at the Hermosa Beach Pier, Jeremy Gross, 12, looks forward to a new view. "I don't think of anything else more than bodyboarding and seeing the sun rise over Redondo," Gross said. 4. THE METAL SEA HARBOR by Noble Place was built by former RCHS art teacher, Jack McClain, in 1969 and moved to its current location in 1972. Photos by David Fisher

TITLE PAGE 1



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FIVE CRISMS

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There is a difference between a theme and a tagline ...

- A theme is the general idea you want to get across
- A tagline is a catchy phrase for the cover
- A tagline drives secondary coverage opportunities
- A tagline gives direction to extended coverage (interruptors, jump coverage, multi-spread magazines)

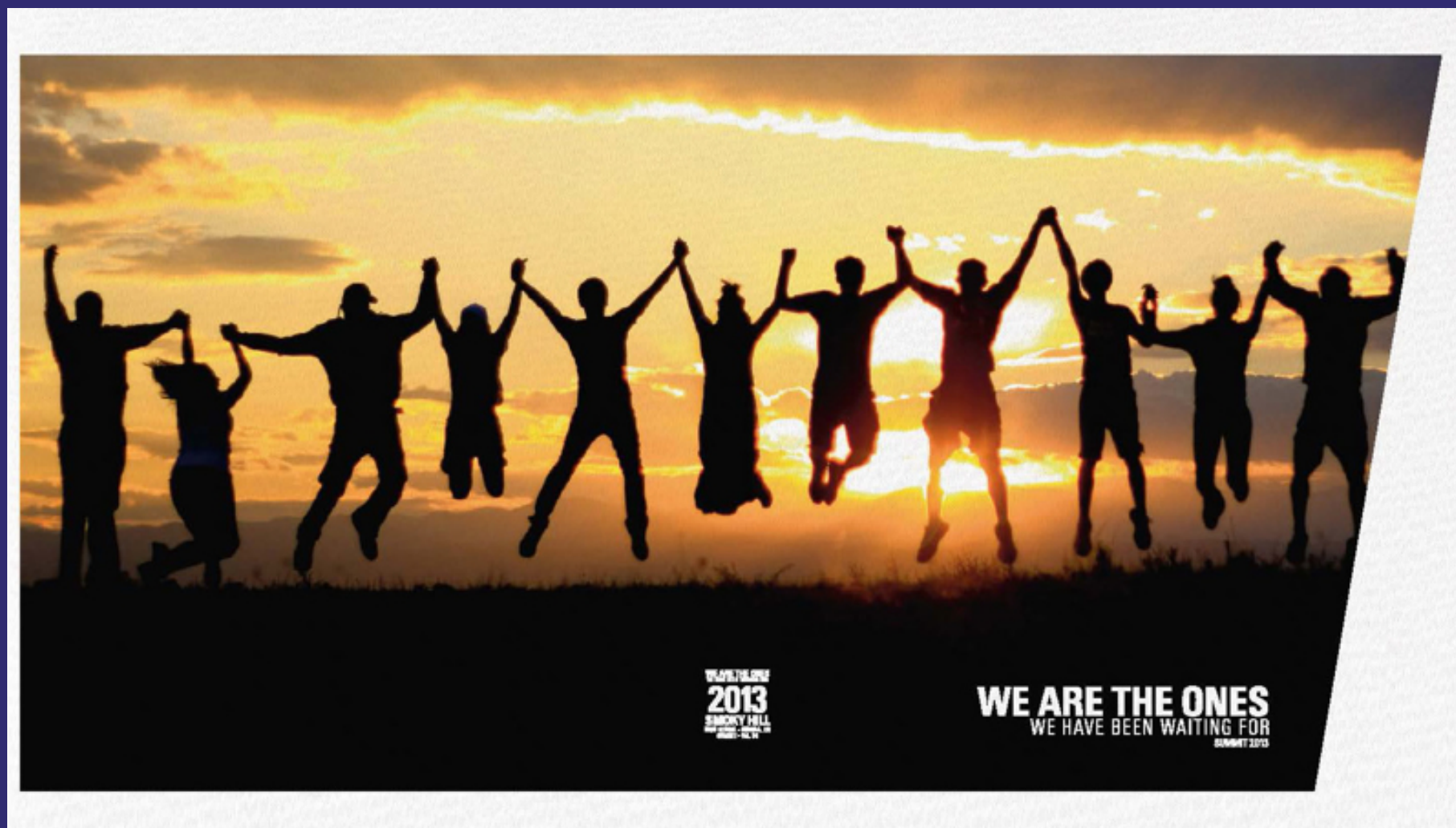
**We believe: Doing
the work now will
ensure you still
love your theme
this time next year.**

So how do we get there?

- Know your school
- How would you describe your school to an outsider?
- If an outsider walked into your school, what would they see?
- What adjectives would you use to describe your school?
- What's new at your school next year? What's different?

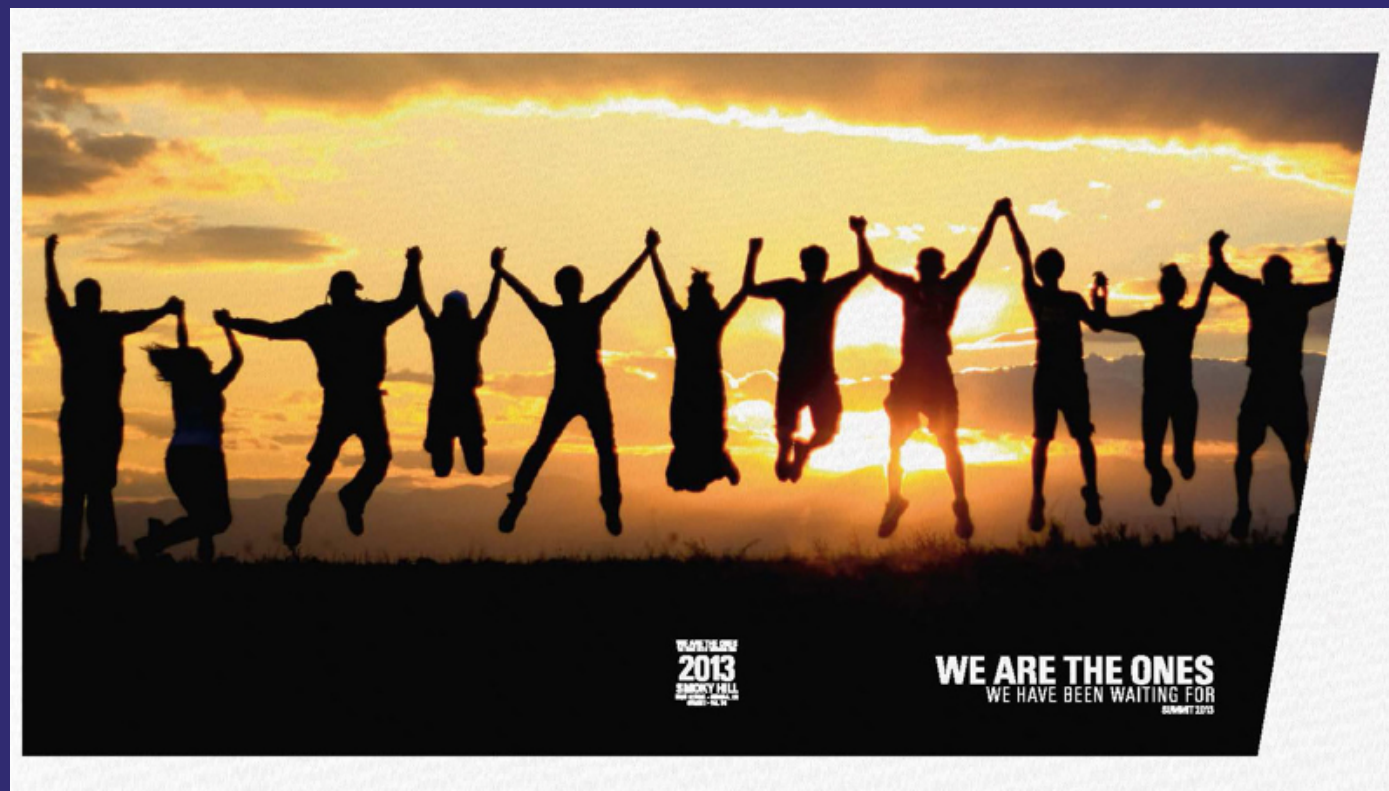
So how do we get there?

- You know your school. Now what?
- Determine what story needs to be told THIS year



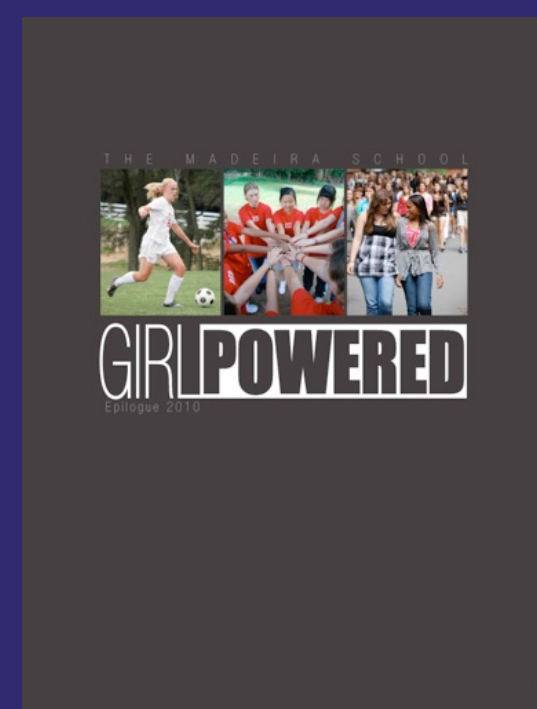
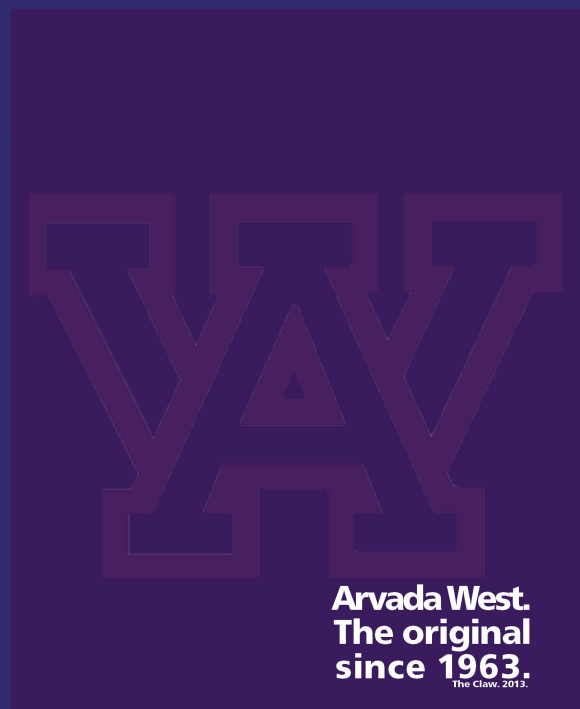
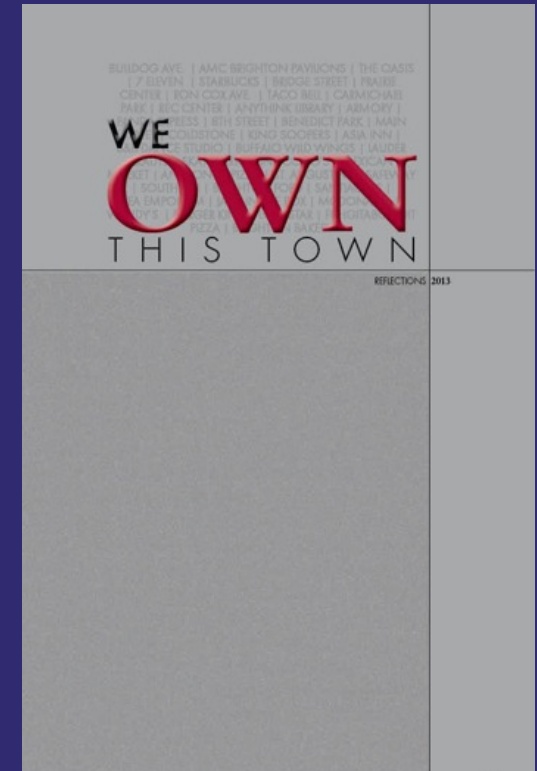
So how do we get there?

- Why is that story important?
- Is it universal?
- Can everyone relate to the story?



**We believe: You
must develop
the verbal
before the
visual.**

Some recent taglines we LOVE ...



Think about a longer tagline.

Longer taglines open doors for coverage.

What are our options with a one word theme like "Next"?

Next

Next time

Next door

Better luck next time

Next to nothing

Next question

Next of kin

From one moment to the next

In next to no time

Girl next door

Boy next door

Think about a longer tagline.

Longer taglines open doors for coverage.

You can do more with "You May Not See It But, Yeah, This is Happening."

Yeah

We're winning
We study on our off periods
We like to run in the rain
We're applying to college
Sometimes English can be fun

Happening

Science bowl
Experiments
Relationships
Jobs

See

Did you see who took the crown?
You may not have seen our new teachers
You may not know about DECA

DID YOU SEE WHO TOOK THE CROWN
STUDENTS COMPETE IN MR. SMOKY HILL

A person in a green and red costume with a large green barrel-like body piece, holding a mask above their head.

A male athlete in a red and white uniform is in a starting crouch on a track. He is wearing a red cap and has his hands on the ground, ready to start a race.



"We were baking cookies and decorating them and making trail mix. Then we put them in little bags and gave them away to people who wanted them, we did it just to be nice."



"We made the cookies where we just rolled out normal sugar cookie dough, and made hearts and designed them with all these different frosting colors," photo © weinstock

yeah,

WE
KNOW
YOU'RE
HELLO-US

"**HERE'S THE STORY**, so when I first went up the record was 20 seconds. I beat the record easily and got 11 seconds. Then I got 10 seconds!


I left to go get a panini and then someone else came up and beat my record while I was gone. So I tried again and beat their record!

That was when I got really excited. I think the record is now 3 seconds because **JADUTHYA MOHAN** and **JOSIAH NEUMAN** broke it.

I almost threw up a couple times. At first I used the slurp technique and then to stay in the competition I had to change to the bite technique. Don't offend anyone, please! But we talked a lot.

My time was 9 seconds I kept trying to beat my record. I kept doing it because the judges

my record. I kept doing it because the winner got a \$25 gift card to Chipotle. Adi and Josiah kept trying just because they wanted to beat my record." photo: [get the photo](#) - **MATTHEW STEPHENS**




extreme test | sep 30 - c

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HOW MANY

48



HOW MANY BOYS DID YOU MEET?

48%

HOW MANY DAYS

30



HOW MANY GIRLS DO
21%

What?	No-Shave November, a fad that a majority of high school students participate in.
When?	The whole month of November.
Why?	"It's a manly thing to do." — SAMSON KNODEL

"I'm participating because I'm pretty sure I grow the best beard in the school, so it'd be a shame if I didn't do No-Shave November" — **SAMSON KNODEL**
photo: **Jewell Brown**

ALWAYS ON.
slightly
off

ALWAYS ON.
slightly
off



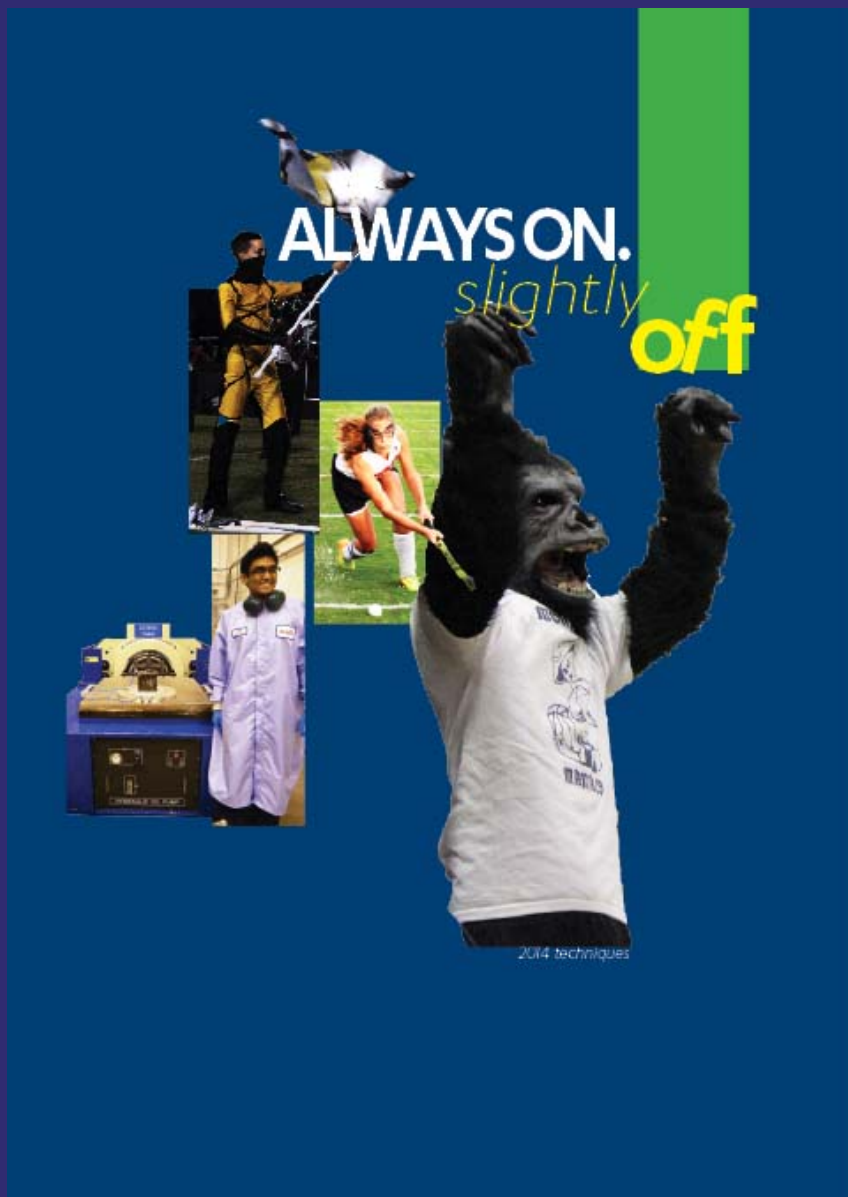
THOMAS
JEFFERSON
high
school
FOR
SCIENCE
AND
TECHNOLOGY



2014 techniques

Start brainstorming.

Take your theme and tinker with the words.



off putting
off center
sound off
off the cuff
cut off
off and running
take off
off the wall
walk it off

What is **ALWAYS** on?

innovation
computers
yearly events
cell phones
your brain
deadlines

What is ***slightly*** off?

schedules
some of the people
I-Nite
expectation vs. reality
renovation

You can go abstract, too.

Always On. Slightly Off.

Interrupters

Renovation

Senior vs. Junior Rivalry

Schedules

Innovation

Fashion

On Stroke

Deadlines

Only at TJ

Science Fair

Stress

We Came for the Sports



ALWAYS ON.

STUDENT LIFE
BACK TO SCHOOL BASH 014
ASKING WEEK 020
HOMECOMING 023
DRAMA PRODUCTIONS 125
V-NITE 164
ACADEMICS
PHYSICS 030
IBET 035
FRENCH 044
MATH 063
HISTORY 079
MENTORSHIP 103
CHEMISTRY 128
ENGLISH 136
PROTOTYPING 152

ON THE FIRST DAY OF IBET, freshman Stephanie Do stacks textbooks on top of a tower made of paper cylinders. The Roseblum IBET was divided into teams that built and designed towers using only paper, straws and tape, and then tested the towers to see how much weight they could hold. "We got twenty mini textbooks and seven biology textbooks [on top of the tower]. It could have held more weight but the tower drifted and it finally collapsed," Do said. Photo by E. Harris

SPORTS
MARCHING BAND AND COLOR GUARD 010
FOOTBALL 016
GOLF 018
VOLLEYBALL 034
CHEER 044
FIELD HOCKEY 057
CROSS COUNTRY 065
WRESTLING 082
GYMNASTICS 103
DANCE 105
WINTER TRACK 115
SWIM AND DIVE 120
BASKETBALL 128
CLUBS
STUDENT GOVERNMENT 011
DEBATE 024
SHOW CHOR 037
ACTIVE MINDS 044
MODEL UNITED NATIONS 120
NAMASTE 134
PEOPLE
SENIORS 160
JUNIORS 180
SOPHOMORES 192
FRESHMEN 204
FACULTY 216



AS PART OF A PROJECT FOR AUTOMATION AND ROBOTICS, sophomore Antonio Chan tests his robot with an LED light. The robot had to be able to find a light source and turn toward it. "The fine-tuning of the coding to make sure the robot could read a light value at each point of its rotation was challenging. That took about two hours, and the finished product was a relief," Chan said. Photo by M. Phillips



DURING THE FIRST JAPANESE NATIONAL HONOR SOCIETY PRACTICE for its New Year Calligraphy Performance, senior Emily Zhou leans over to finish writing a Japanese character. As part of the performance, Zhou and her teammates printed calligraphy on paper that was 18 by 16 feet. "We tried to show something representative of Japanese culture to the rest of the school. This year's message was 'The shining dream inside of our hearts will turn sadness into kindness with your strength and change.' [The message] was a reflection of the Tokyo 2020 Olympics," Zhou said. Photo by M. Phillips



AT THE HOMECOMING PEP RALLY, junior Kaito Morikawa dances to "Wings" by Little Mix with the varsity dance team. Dance team was the only sport spanning two seasons, and was busied during the winter when the team juggled halftime basketball performances and dance competitions. "The performance went even better than expected! Pep rallies can be a bit nerve-racking because the dances are performed in front of the entire student body," Morikawa said. Photo by T. Kettler, photo illustration by E. Harris



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Still got pages?

- Let's make a list.
- What's your verbal tag?
- What words can you play off of?
- What phrases come from those words? (Idiom dictionaries are your friends.)
- What are some story ideas that come from your verbal?

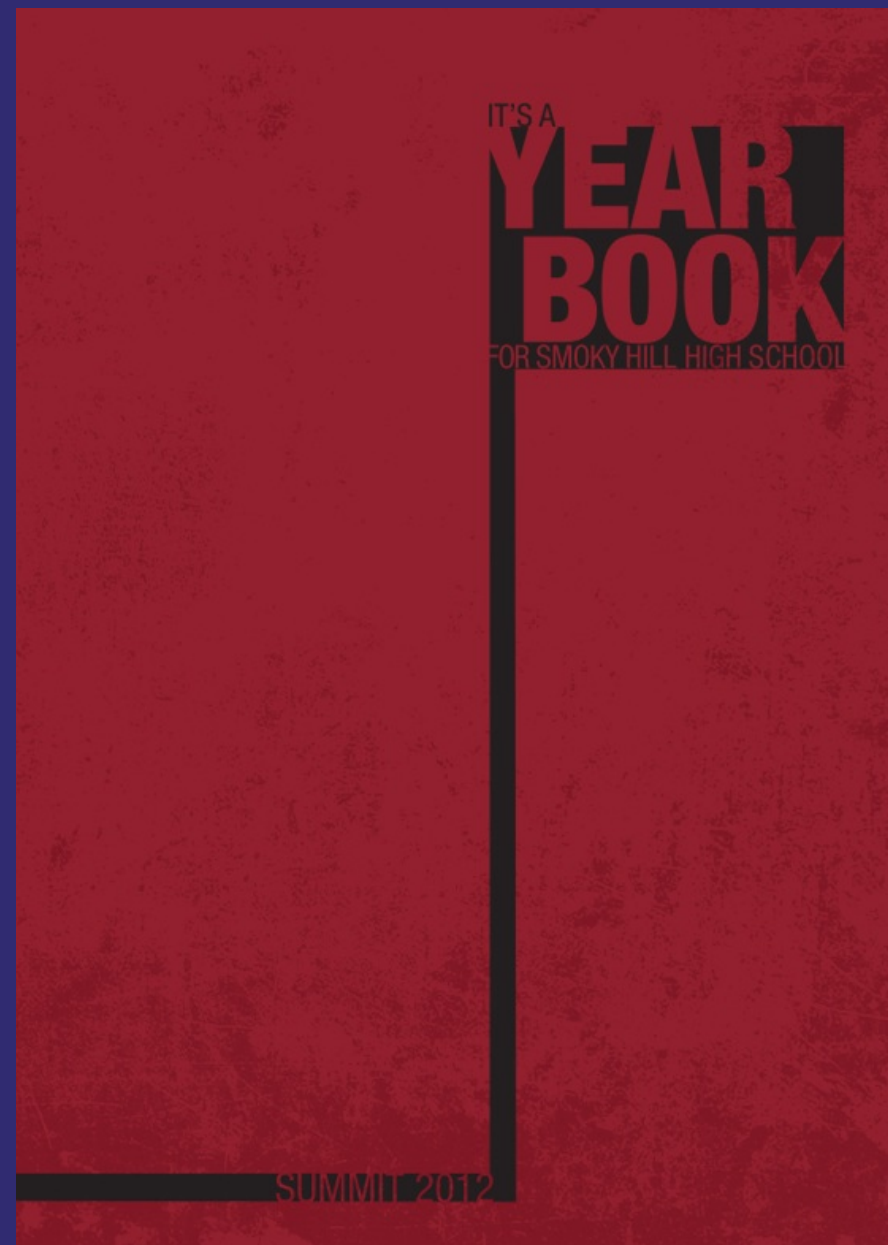
**We believe: All
decisions, both
verbal and
visual, should be
driven by theme.**

But what about the method?

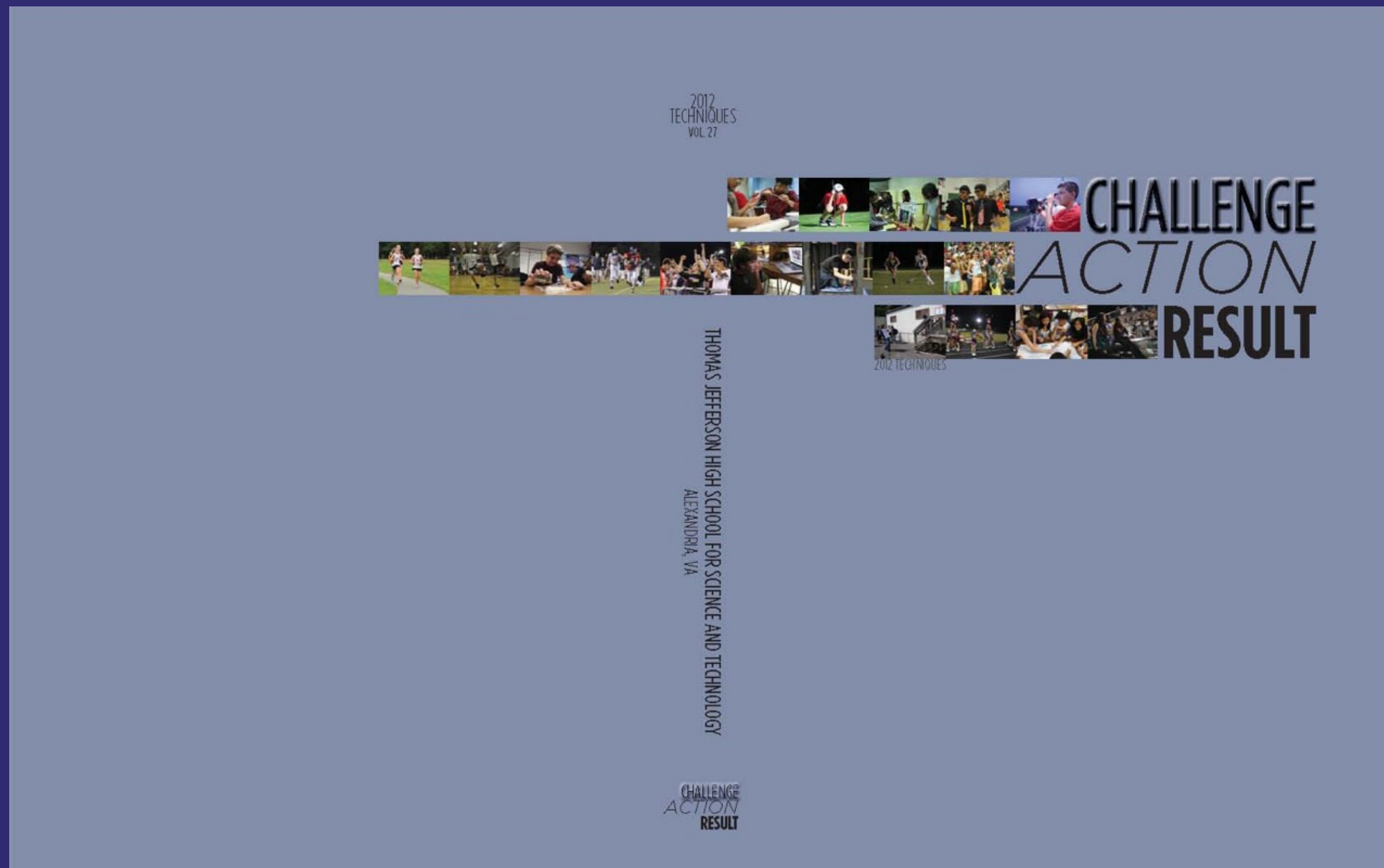


- Umbrella
- Chronological
- Traditional

Sometimes, theme dictates coverage plan ...



Sometimes, theme dictates coverage plan ...



**We believe: There
are no new ideas,
but there are
infinite ways to
make ideas your
own.**

So how do we get there?

- You know your story. What's your voice? Is it bold? Sassy? Sentimental? Serious?



faust.carrie@gmail.com
erinn.harris@gmail.com