

Uniquely Yours: Finding a Theme that Fits

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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

By Austin Lyle The school undergoes construction to gain better facilities and more room for students.

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 Congelione said.

The facilities that still need to be completed are the field house, aquatics center, the practice fields, and the new gym, for which Congelione 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 graciously," he said.

Senior Tyler Cope 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 it paid for my car. It was pretty annoying always having away games but it kind of made us closer as a team," Cope 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 Palos, football playing away for the first two weeks of the season, indoor sports having to juggle

practice times, and the temporary "T" building.

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

With construction coming up for the next year, Avenir more prospective students.

"We have already had North Redondo parent Grade Parent Night for the remodeled Performing Arts buildings," Newman said.

Though the school has had to deal with the past years because of the disruptions during the summer, the school is now and returning year after year.

"Every student who is a part of the aquatics program or in band now has more fun, enjoyment, and classrooms benefit by the new and beautiful environment," Congelione said.

Though seniors have been inconvenienced, they prospect for its benefit.

"Both Newman and Congelione are looking forward to the great transformation. The school is in the South Bay and people

REDONDO IT'S PART OF UNION

631 Vincent Park
REDONDO Beach, CA 90277
(310) 799-8665
REDONDOUNION.org
Staff 462
Total Students 2,391
Freshmen 642
Sophomores 615
Juniors 565
Seniors 569
Principal Mary Little

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 LUNYI, 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," Luny said. **3. SPENDING HIS MORNINGS** at the beach, senior Jeremy Gross, 12, bodyboards alone or with friends. "I can't think of anything more fun than bodyboarding and seeing the sun set over Redondo," Gross said. **4. THE METAL SEA HORSE** by Noddy Holder was built by former RHS art teacher, Jack McColl, in 1989 and moved to its current location in 1992. Photo by Gerald Foker

TITLE PAGE 1

CONSTRUCTION 5

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



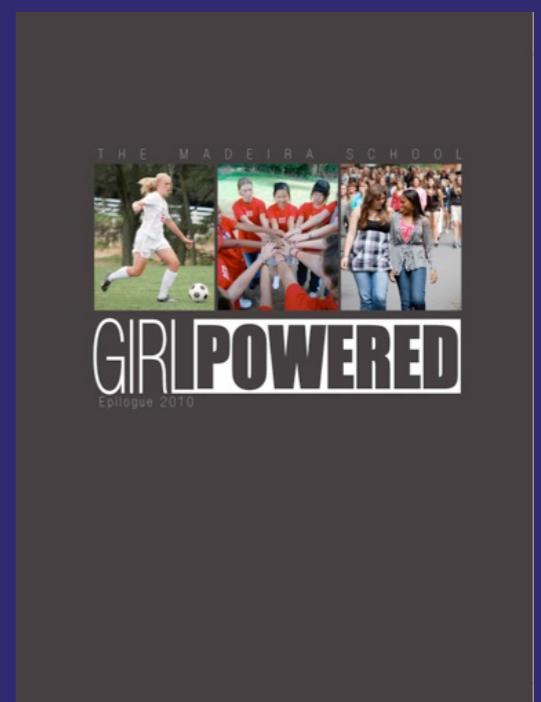
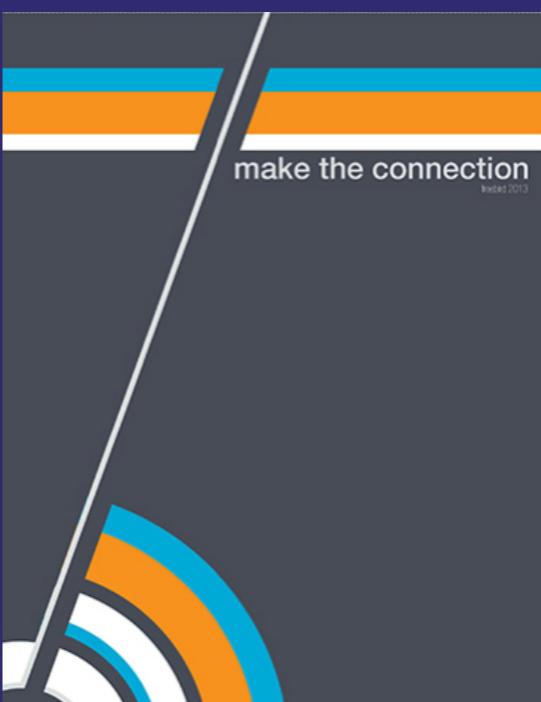
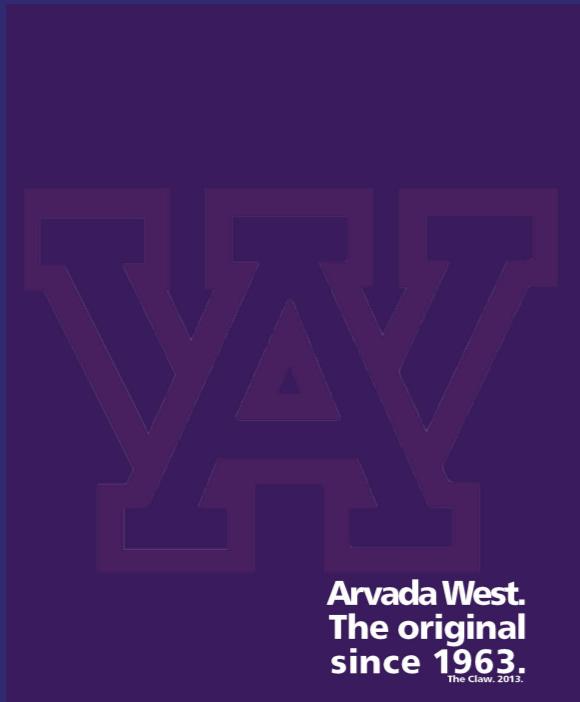
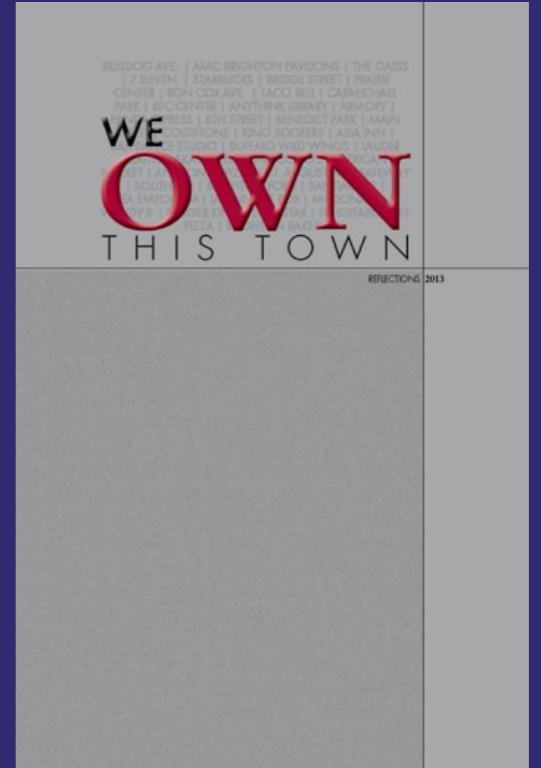
So how do we get there?

- 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

Here's what that looks like:

DID YOU SEE THE CROWN

STUDENTS COMPETE IN MR. SMOKY HILL

BEAU LANDSDOWN
MR. SMOKY HILL
ACTIVITIES: football, lacrosse, AVID, and the unified basketball team.

SPIRIT WEAR: Barrel TRMA: What year was Smoky Hill founded. He was wrong.

UP SYNC SONG: "Roar" by Katy Perry with his stomach. QUESTIONNAIRE: "I wanted to be Mr. Smoky Hill to represent my school in a good way and be remembered at Smoky long after I leave."

ABOUT HIS COMPETITION: "Mr. Smoky Hill was a lot of fun and the guys I competed with were some of my best friends and it could not have gone any better."



ADRI AHRAM
SECOND RUNNER UP

ACTIVITIES: StuGo, IB, NHS, and swimming.

LIP SYNC SONG: "It's Raining Men" by The Weather Girls. **ABOUT HIS COMPETITION:** "Mr. Smoky Hill was filled with a bunch of funny and talented guys."



ISAIAH ALEXANDER
SECOND RUNNER UP

ACTIVITIES: football, track, DECA, and NHS.

LIP SYNC SONG: "Love On Top" by Beyoncé. **ABOUT HIS COMPETITION:** "I had the best lip sync dances in Mr. Smoky Hill history."



TYLER GLENN
THIRD RUNNER UP

ACTIVITIES: soccer, football, lacrosse, and student leadership.

LIP SYNC SONG: "We Can't Stop" by Miley Cyrus. **ABOUT HIS COMPETITION:** "I love Smoky Hill, so I was happy to be involved."



VICTOR SWEENEY
FOURTH RUNNER UP

ACTIVITIES: football, track, and DECA.

LIP SYNC SONG: "Super Human" by Chris Brown. **ABOUT HIS COMPETITION:** "I love Smoky Hill and competing, so I had fun doing this." photo ■ leslie landson

yeah, WE COOK UP LOVE

fccla bakes valentine's day cookies



"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."

- GABRIELLE ROSARIO

"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 ■ alyssa hall

- MADISON CRIST



yeah, WE KNOW YOU'RE JELLO-US



you may not understand
the concept
directions help the process with chemical reactions



1. Take all safety precautions: "I didn't really like this lab because I don't like playing with fire. I was afraid of getting burnt," SHALEESA NARCISSE said.

2. Follow Directions: "We were burning metal, I like the labs we do in this class," PETER RIVERA said.

3. Concentrate on the task at hand: "I feel like it's important to wear your goggles and not mess around," CYRUS OSCARS said.

YOU TELL US: THIS IS HAPPENING

NICHOLE SPARACIO NOV 13

"The project was pretty fun, we worked on it for three days. We needed to memorize the bones, so it was a fun and easy way to memorize them."



SHANIA GARNES NOV 13

"I look forward to taking my ASVAP, which is Armed Services Vocational Aptitude Battery, testing for the Army. It plays a huge part in my future which is very important to me."



080 | spread by | sarah godine |

yeah, WE DIDN'T SHAVE

HOW MANY BOYS DID
48%

T HOW MANY DAYS
30

HOW MANY GIRLS DID
21%



yeah,
YOU SAW MY BEARD
students participate in no-shave november

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

extreme fest | sep 30 - oct 5 049

ALWAYS ON.
slightly
off



2014 techniques



THOMAS
JEFFERSON
high
school
FOR
SCIENCE
AND
TECHNOLOGY

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
I-NITE 146

ACADEMICS
PHYSICS 030
IBET 035
FRENCH 044
MATH 063
HISTORY 079
MENTORSHIP 103
CHEMISTRY 108
ENGLISH 136
PROTOTYPING 152

STUDENT GOVERNMENT 011
DEBATE 004
SHOW CHOIR 037
ACTIVE MINDS 044
MODEL UNITED NATIONS 120
NAMASTE 134

PEOPLE
SENIORS 140
JUNIORS 180
SOPHOMORES 192
FRESHMEN 204
FACULTY 216

SPORTS
MARCHING BAND AND COLOR GUARD 010
FOOTBALL 016
GOLF 018
VOLLEYBALL 034
CHEER 044
FIELD HOCKEY 057
CROSS COUNTRY 065
WATER POLO 082
GYMNASTICS 103
DANCE 105
WINTER TRACK 115
SWIM AND DIVE 120
BASKETBALL 128

CLUBS
AS PART OF A PROJECT FOR PROTOTYPING AND ROBOTICS, sophomore Anelisse Chan tests her robot with an LED light. The robot had to be able to find a light source and turn towards it. "The fine-tuning of the coding to make sure the robot could read a light source and turn towards it was the most challenging part of the project," Chan said. *Photo by M. Phillips*

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DURING THE 100TH JAPANESE NATIONAL HOROR 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 wrote her team's printed calligraphy on paper that was 11 by 14 feet. "We tried to show something representative of Japanese culture to the rest of the school. This year I wanted to show the diversity of our horor team and spread across kindness and your strength and change." [The message] was a reflection of the Tokyo 2020 Olympics," Zhou said. *Photo by M. Phillips*

PARTICIPATING IN THE PEP RALLY, junior Katie Salameda shows her class spirit during Homecoming Week. On Beach Day, Salameda wore goggles, sunglasses, and a blue and white striped shirt with pool noodles. "This year, I decided to go all out. One day I dressed up as a cowgirl and borrowed cowboy boots, but they were a size ten so I wore four pairs of thick socks," Salameda said. *Photo by M. Phillips*

AT THE HOME COMING PEP RALLY, junior Katie Salameda dances to "Wings" by Linkin Park with the rest of the class. Dance team was the main support for the pep rally.

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1. TWIRLING A FLAG IN THE AIR, sophomore Kaitlyn Chaplin dances with the color guard and color guard show "Capture the Flag." "The story that goes along with the show is that color guard has been stealing the band members' instruments and the band members are trying to capture the guard," Chaplin said. *Photo by M. Phillips*

2. BEING CUT WITH HER HOCKEY STICK, freshman Daniel Hwang is a member of the school's first ever freshman field hockey team. "There are a lot of times at practice where you think things like 'How is this drill going to help?,' or 'What's the point of this?,' but when you start playing in games you can see all the hours that you put in practicing pay off," Hwang said. *Photo by M. Phillips*

3. HOME CAME AGAIN, FAIRFAX senior Brian Pangilinan, dressed as a gorilla, cheers on the varsity basketball team as part of the Mountain Day celebration. "We're the sixth man. We're the ones who try to change the game in every way that we can," Pangilinan said. *Photo by M. Phillips*

4. POING HLT TO THE TJSAT, senior Rohan Panose displays his senior research project, which is the first high school student to successfully build a satellite in India. "There are a lot of nerves. If something in the satellite doesn't work there's nothing you can do to fix it; it's all done. It's a very nerve-wracking experience," Panose said. *Photo by M. Phillips*

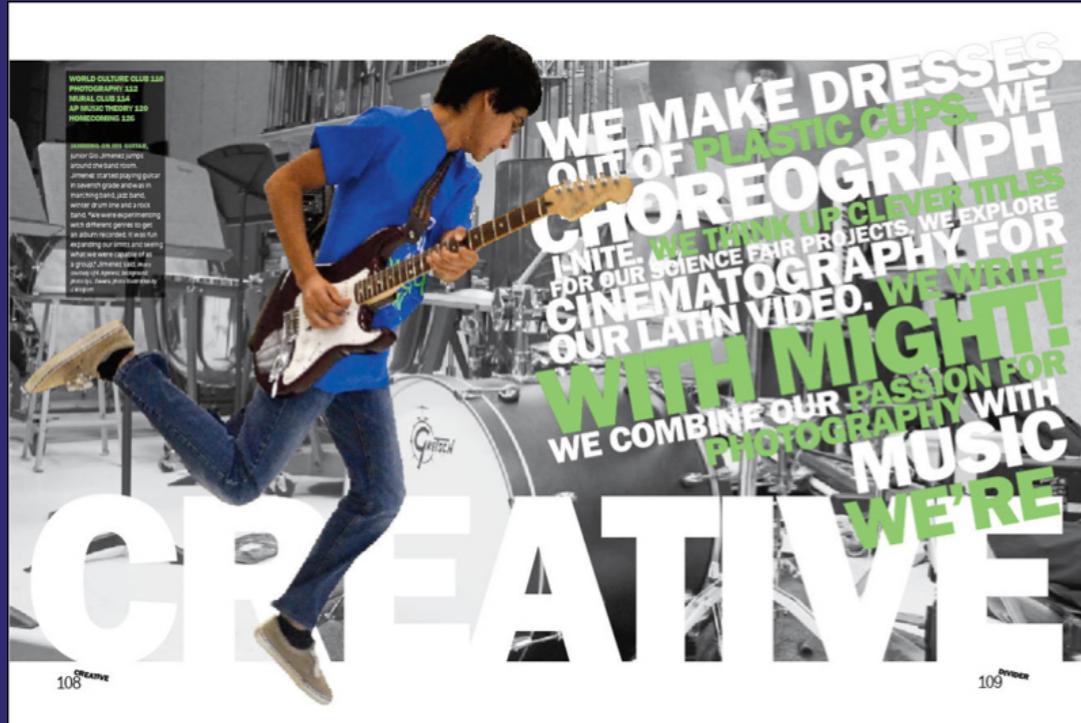
5. WHILE PARTICIPATING IN THE CROSS COUNTRY "CLASSY TRASH" SPOT DAY, senior Anna Butler and her team brought their trash bags to clean off their team spirit. "We forgot to bring our [trash] bags to the girls gave us theirs to put on," Butler said. *Photo by C. Iwao*

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?

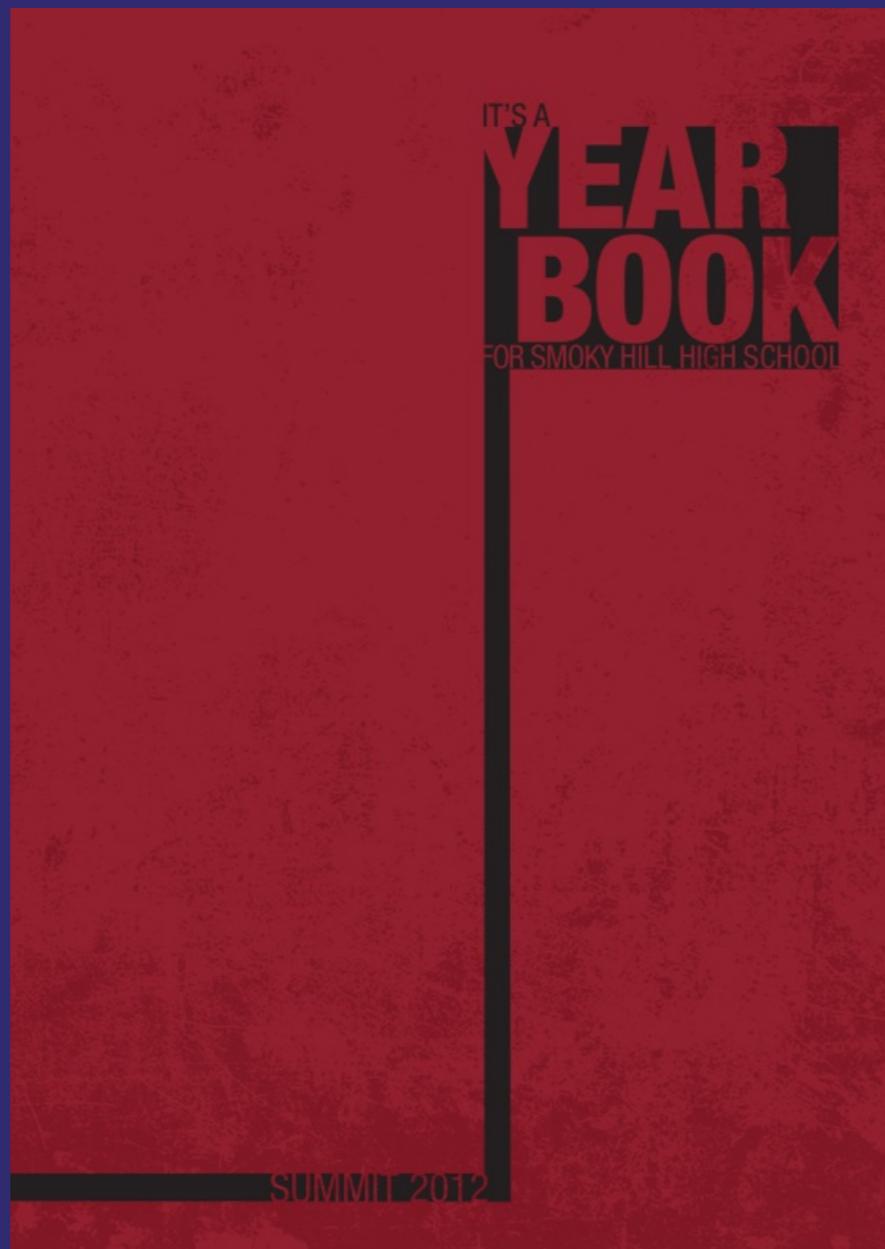
We believe: All decisions, both verbal and visual, should be driven by theme.

But what about the method?

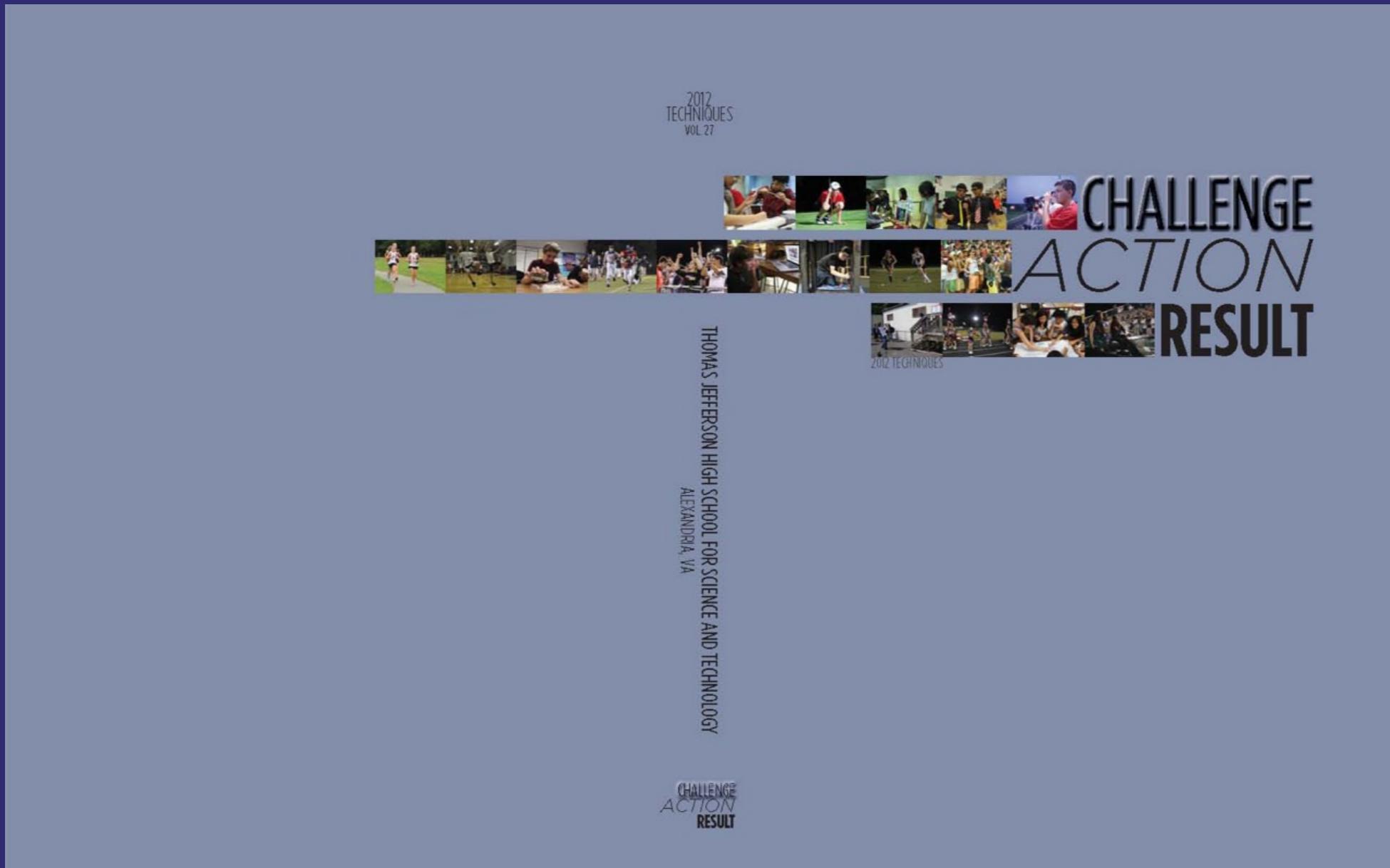


- Umbrella
- Chronological
- Traditional

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?



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