

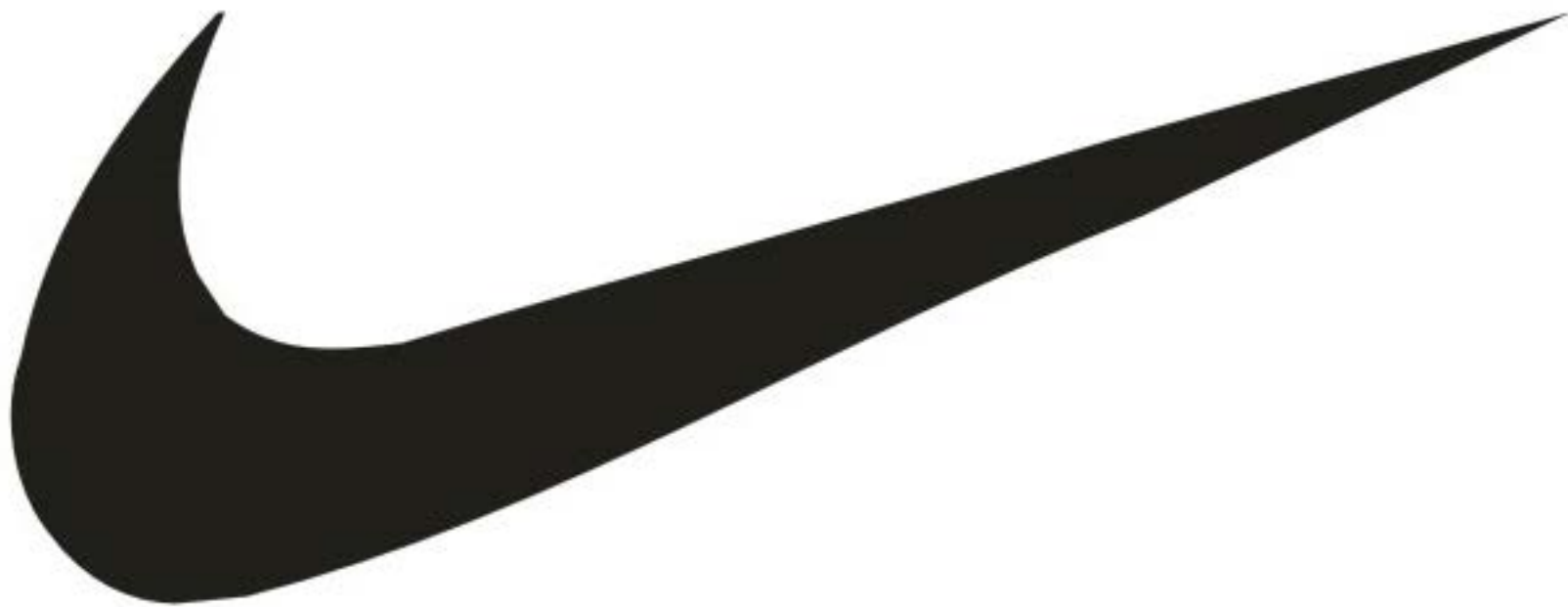
# THEME

**MEGHAN PERCIVAL**

Adviser, McLean High School Yearbook  
McLean, VA

Yearbook NV 2014

name that  
**BRAND!**




# SORRY –

## trick question

The 

is the Nike **LOGO**,  
not their brand.

The   
is **NOT** the reason  
people spend \$100 on  
sneakers.


Nike didn't build the most  
successful athletic wear  
company because of their  
logo... 

---

**RANDOM FUN FACT:**

The designer who created the Nike swoosh was paid \$35 for her logo.  
Mr. Knight, the founder of Nike told her,

**“Well, I don't love it, but maybe it  
will grow on me”**

Nike didn't build the most  
successful athletic wear   
company because of their logo...

... and your YBK staff won't  
create the best yearbook your  
school has ever seen because  
of a design element.

Let's look closer at the Nike

**BRAND**





ALL YOUR LIFE YOU ARE TOLD THE THINGS YOU  
CANNOT DO. ALL YOUR LIFE THEY WILL SAY  
YOU'RE NOT GOOD ENOUGH OR STRONG  
ENOUGH OR TALENTED ENOUGH, THEY'LL  
SAY YOU'RE THE WRONG HEIGHT OR THE  
WRONG WEIGHT OR THE WRONG TYPE TO  
PLAY THIS OR BE THIS OR ACHIEVE THIS.

THEY WILL TELL YOU NO,  
A THOUSAND TIMES NO UNTIL ALL THE NO'S  
BECOME MEANINGLESS. ALL YOUR LIFE THEY  
WILL TELL YOU NO, QUITE FIRMLY AND VERY  
QUICKLY. THEY WILL TELL YOU NO. AND  
YOU WILL TELL THEM YES.



*Marilyn Monroe*

Icons of the 20th Century. Represented by The Agency Partners Agency, Inc., Beverly Hills, CA.

A WOMAN IS OFTEN MEASURED BY THE THINGS SHE CANNOT CONTROL. SHE IS MEASURED BY THE WAY HER BODY CURVES OR DOESN'T CURVE, BY WHERE SHE IS FLAT OR STRAIGHT OR ROUND. SHE IS MEASURED BY 36-24-36 AND INCHES AND AGES AND NUMBERS, BY ALL THE OUTSIDE THINGS THAT DON'T EVER ADD UP TO WHO SHE IS ON THE INSIDE. AND SO IF A WOMAN IS TO BE MEASURED, LET HER BE MEASURED BY THE THINGS SHE CAN CONTROL, BY WHO SHE IS AND WHO SHE IS TRYING TO BECOME. BECAUSE AS EVERY WOMAN KNOWS, MEASUREMENTS ARE ONLY STATISTICS. AND **STATISTICS LIE.**

# FIND YOUR GREATNESS.

SOMEHOW WE'VE  
COME TO BELIEVE THAT  
GREATNESS IS ONLY  
FOR THE CHOSEN FEW,  
FOR THE SUPERSTARS.  
THE TRUTH IS, GREATNESS  
IS FOR US ALL. THIS IS  
NOT ABOUT LOWERING  
EXPECTATIONS; IT'S  
ABOUT RAISING THEM  
FOR EVERY LAST ONE  
OF US. GREATNESS IS  
NOT IN ONE SPECIAL  
PLACE, AND IT'S NOT  
IN ONE SPECIAL  
PERSON. GREATNESS  
IS WHEREVER  
SOMEBODY IS TRYING  
TO FIND IT.

FIND YOUR GREATNESS.





**FIND YOUR GREATNESS.**



**Catchphrase:**

**Graphic:**

**BRAND:**

Nike knows who they are.

They play to their strengths.

They clearly communicate who they are to their audience.



Simon Sinek –

# "How Great Leaders Inspire Action"



**WHAT DO WE DO?**

make  
a yearbook

**WHAT**



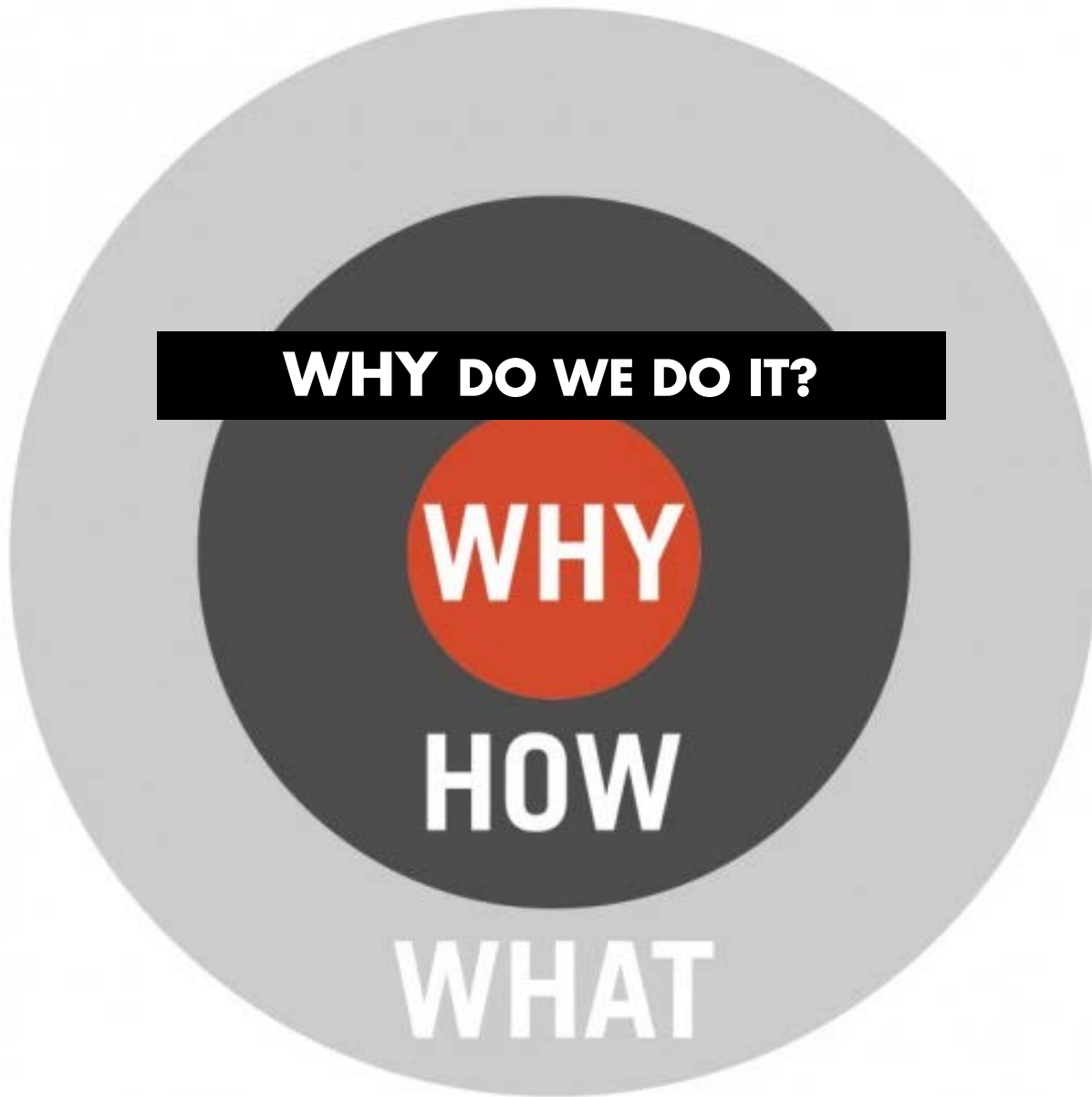
## **HOW DO WE DO IT?**

- look to pros for inspiration
- go to camp to get everything started
- work after school and on weekends to make it the best it can be

**HOW**

**WHAT**





**The difference between good and great books?  
Great books start with the WHY.**

# THEME

It's not just a catchphrase

It's not a graphic

It's WHY

you do everything

# THEMES

of the past

---

- Pretty covers
- Clever catchphrases
- Section spin-offs

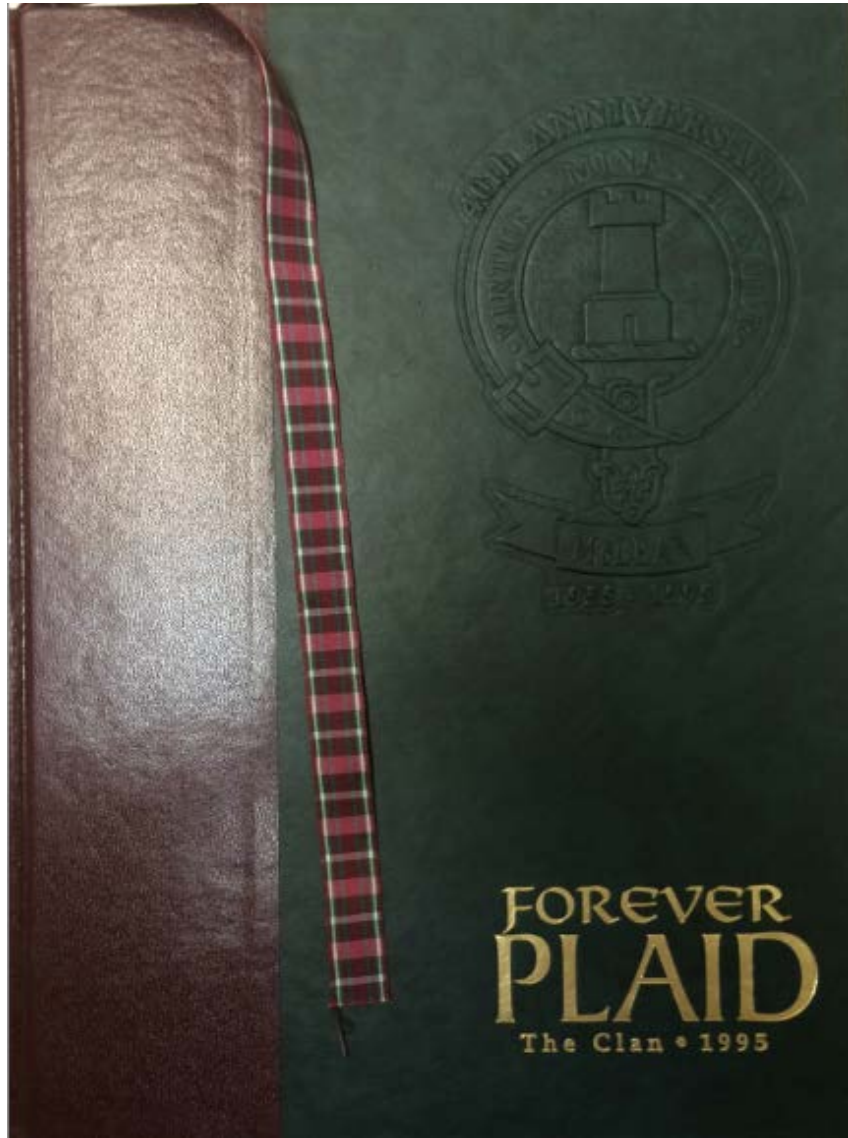
# STRONG CONCEPTS

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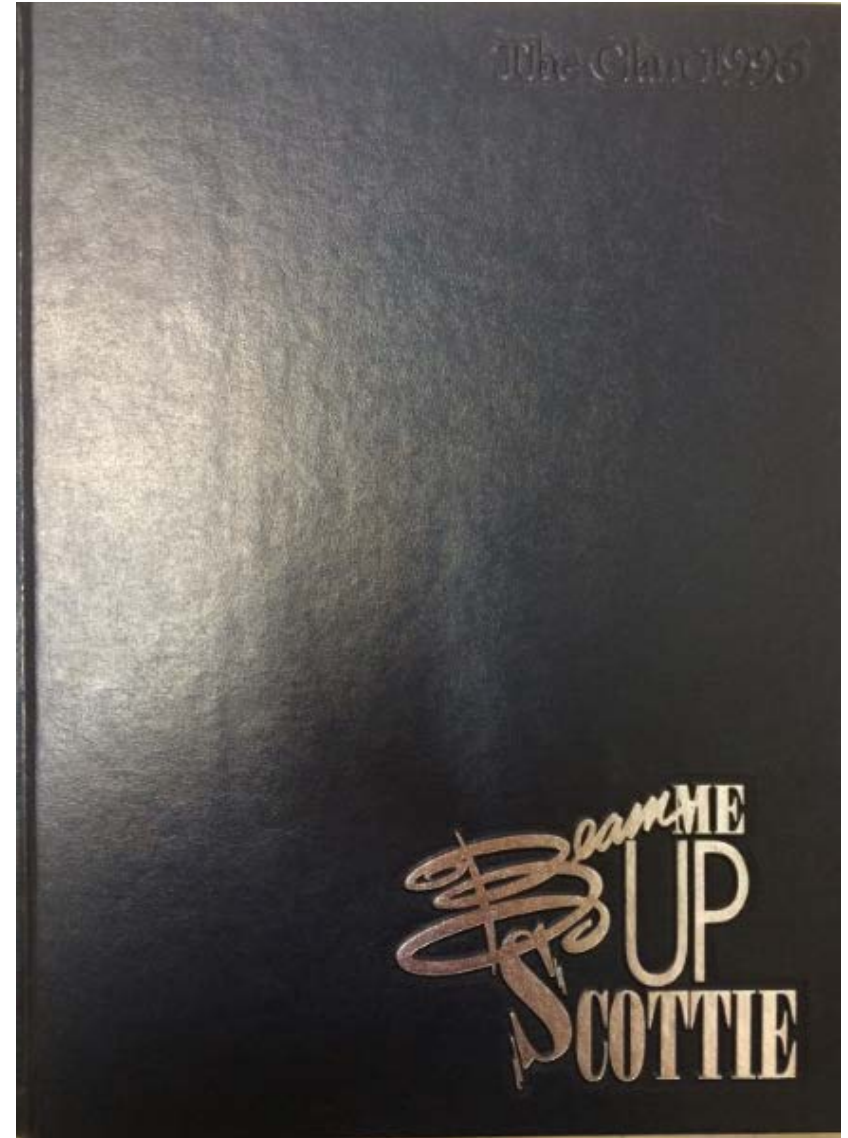
- A **Cover** *you can judge the book by*
- **Organization** *of your book makes sense for your concept*
- **Typography** *that speaks your concepts "voice"*
- **Design** *choices that are consistent with your concept*
- **Writing style** *it's not just what you say - but how you will say it, too*
- **Coverage** *- both HOW and WHAT*
- **All the little details** *- folios, index, reference sections...*

# before we look forward, **LET'S LOOK BACK**

**1995 McLean HS YBK**



**1996 McLean HS YBK**



1995

McLean HS YBK

## "Forever Plaid"



McLean Deluxe <i>Student Life</i> .....	6
Forever Changing <i>Mini-Mag</i> .....	54
High Standards <i>Academics</i> .....	62
Great Scots <i>People</i> .....	88
Forever Dedicated <i>Organizations</i> .....	204
The High and the Mighty <i>Sports</i> .....	236
Forever Remembered <i>Index</i> .....	286

1996

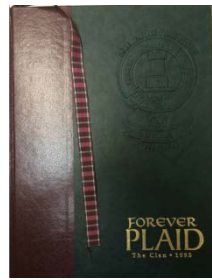
McLean HS YBK

## "Beam Me Up Scottie"



WHAT'S UP?	
<i>Opening</i> .....	2
LIVING IT UP	
<i>Student Life</i> .....	6
UP TO DATE	
<i>Mini-Mag</i> .....	56
IT'S UP TO US	
<i>People</i> .....	64
UPGRADES	
<i>Academics</i> .....	178
UP TO SOMETHING	
<i>Organizations</i> .....	200
ALL FIRED UP	
<i>Sports</i> .....	232
LOOK IT UP	
<i>Index</i> .....	286
TO SUM IT UP	





1995  
McLean HS YBK  
**"Forever Plaid"**



McLean High School  
1633 Davidson Road  
McLean, Virginia 22101  
703-950-0700  
Enrollment: 1370  
*The Clan*



1996  
McLean HS YBK  
**"Beam Me Up Scottie"**



Beam me up, Scottie! McLean's mascot, the Scottie dog, stands alongside the cheerleaders, providing support and spirit for the football team and the fans in the stands.

**THE CLAN 1996**  
McLean High School  
1633 Davidson Road  
McLean, Virginia 22101



# 1995 McLean HS YBK "Forever Plaid"



# 1996 McLean HS YBK "Beam Me Up Scottie"







# 1995 McLean HS YBK "Forever Plaid"



# 1996 McLean HS YBK "Beam Me Up Scottie"





**Keep your**

# **THEME**

**in mind as you make decisions about**

- **the stories you will tell,**
- **the tone you will use**
- **and the visual & verbal voice your book will have**

Your concept tells a  
**STORY**

# We celebrate our GROUP IDENTITY

dedicados fort classic académicos con coraje diffèrent passionné  
park view high school útil tradicional scholars inigualable prac-  
400 w. laurel avenue table donnant volontaire vol. 38 habile  
sterling, va 20164 iderate sportif adaptable polyvalent intercon-  
necté audacious amable kind considerado práctico carismáticos  
united distintos welcoming spontanée inégalable 571.434.4500  
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active community juniors 309 interconectado tenacious generoso  
courageous daring aware aventureux pratique brave communauté  
resistente charismatic complexe hábil sophomores 309 tenace  
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fluyente plein d'entrain con espíritu de volun- bold different  
dédie helpful inovatio familia passionate know generous  
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no courant unrivaled habile espontaneo aimable comunidad humor-  
ous orgullosos innovative the patriot 2014 diverse resilient valiente  
traditionnel enthousiaste audaz edifiant versatile unidos audacieux

We celebrate  
the **INDIVIDUAL**  
as part of the  
group



Line 'em Up  
is back at the stadium  
section, Junior March Lane,  
senior Ted Lee Brown and the  
bandmates lay down the beat.  
They're not just playing  
the game to beat it but  
performance and the stadium  
section's actions. "There are  
no words," Ted Lee said. "It  
describes how it feels to play  
for the first stadium section in  
McKinney."

there's **1**  
**ONLY**  
**McKINNEY**

THE LION 2014  
volume 74  
**McKINNEY HIGH SCHOOL**  
1400 WILSON CREEK PARKWAY  
469-302-5701 (fax)  
469-302-5700  
student population: 2,076  
DISTRICT 10-5A  
[www.manestreamnews.com](http://www.manestreamnews.com)

# LOCATION, LOCATION, LOCATION!



# DETAILS, DETAILS, DETAILS!



**JUST YOUR FORTS** While marching across the field, Joshua Larson plays the trombone during the marching band's halftime performance of "In the Mood" on September 12. "It was raining that day so we wore regular clothes because we didn't want our uniforms to get muddy. Even though it's my first year in marching band, I feel more official wearing the marching band uniform and playing without it wasn't the same," said Larson, junior sophomore.

**It's Friday.** Walking into school, Mr. Croyle says, "What's up, sista?"

**Before** school, Keyettes have an early meeting. **Now**, DECA holds a bake sale. **At the same time**, boys lax sells Gold Out shirts.

**9:00 a.m.** A moment of silence. The pledge. Announcements. And **during the 90-minute block** you take notes or ace a Spanish quiz or present a group marketing project.

**10:31 a.m.** The bell rings. The trek over the bridge to the math wing to Raider Rally takes **four minutes**. Mrs. Garrison announces, "Please begin silent reading."

**12:06 p.m.** Best time of the day. Lunch time. Meet up with friends. Tweets fly. Magic The Gathering games start. Candy is crushed. Instagram.

**2:12 p.m.** Eighth block. At **any moment** a runner could interrupt with a guidance pass. Or Mrs. Cameron could call for early dismissal.

**3:48 p.m.** The bell finally rings. Friends make plans for the night.

**7:22 p.m.** The Raider Riot yells, "Olay!" The football team scores a touchdown. Across town, a friend is working at the outlets.

**Afterwards**, People meet up at McDonalds or IHOP. Memories are happening at

**any given  
MOMENT**

# We are the QUIRKY





# We are the CHAMPIONS!





# We are in TRANSITION



# We defy STEREOTYPES



# We have a great REPUTATION, a LEGACY



# We're all CONNECTED

Life is complicated, every second of it counts

@DeepikaKumaran Yeah, I am a girl and

I love football @LeahGanssle I am not



not going to college. Apprenticeship here I come

@JaredWeissman Moving me to the front of the

class will not make me talk less @MaryMasterson I wish every week was Spirit Week.

I love footie pajamas @EstellaMassey Friday night football games are the only thing

that get me through the week @ToriDonahue I wasted \$20 on a balance bracelet that

doesn't even work @AnnemarieGalati I think gym is like boot camp. Do the teachers

do those workouts? @AmandaCruley Everyone spends nine months of school waiting

for three months of summer @BryannaAngello The future is still intimidating, but

at the same time, I can't wait for it @HanishMoola Being tall is harder than you

think @StevenEisenhardt The Dog Pound is intense @ElnazSeylaby I have made

a bunch of unforgettable memories @JamalMontia I don't want to hear my bus

driver's children over the intercom @MarissaCassen I spend more time with Brinkley

than I want to admit @LexiLambert This year I actually have to read the book in

my English class @MelissaFlores We should have late buses at least three times a

week because sometimes you have to stay after school and can't because you don't

have a ride @AbeerKhokhar I think the best lunches are when rap battles go down

@EzraSolomon I start every AP outline the night before it is due @TiffanyPark If I

had the chance to redo high school, I wouldn't because there's nothing to change

@CianaGriffin

#tobehonest

#tobehonest  
the guardian 2012

westfield high school  
chantilly, virginia

2012  
the guardian  
vol. 12

You wish you were a bulldog @AmyLayne I love failing at stuff, it gives me a reason

to keep trying until I get it right @VictorDiaz I would rather be at home watching

Glee right now @HannahMarker High school in real life is nothing like high school in

the movies @ChunboHuang Teachers need to chill out with all the homework. Your

class is not the only class I have @MichelleYaDiul I wish I still got stickers on my

tests @MounikaKari My dog really did eat my homework, for some reason no one

believes me @MelissaEging Marching band is a lot of work, but it is awesome to be

a part of it when the show fully comes together @NouraArzaz WE BEAT CHANTILLY

@TaylorChristie I'd rather have no bulldog block and start school 15 minutes later

at this point @GregoryColella I hear 'swag' in the halls more often than I hear hello

@CorrinneWard The line for the bathroom is longer than the line at the DMV

@IndiaBrassingram I got lost in the locker room

@JordanLatham I am amazed that I can find

my bus stop in total darkness @JohnnyPace

Homecoming was on

point @MichaelByrd

School is a bitter-

sweet experiment

@MitchellMcDonald To

be a bulldog is vicious @

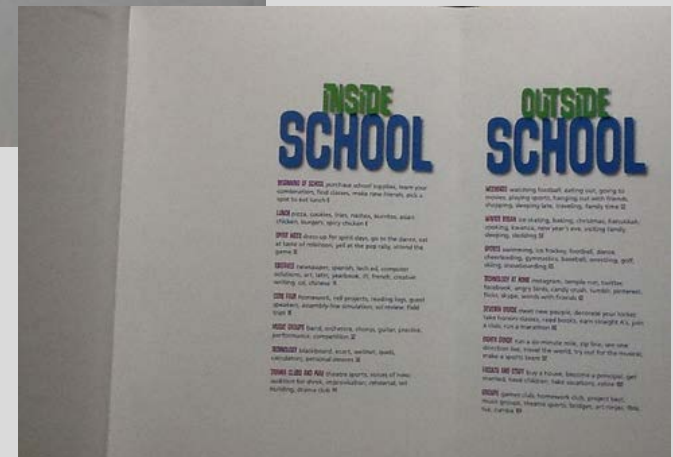
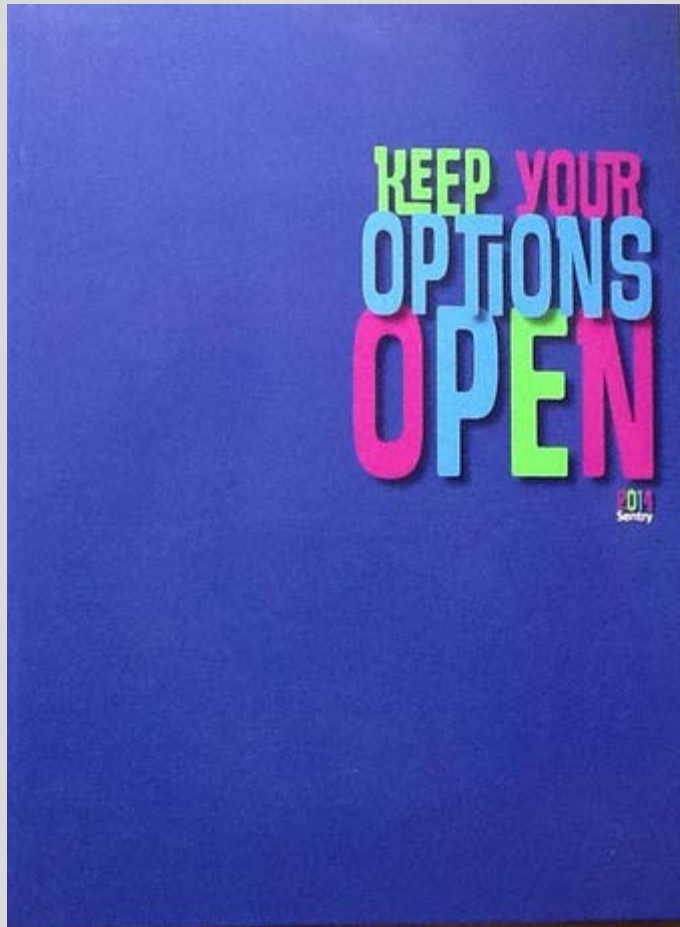
HamidAusat



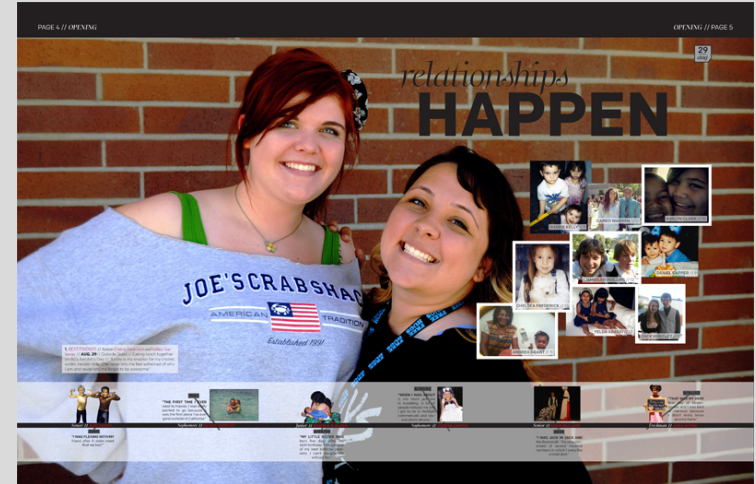
Westfield High School- VA.



# CHOICES



# ENJOY YOUR BURRITO (live in the moment)



it starts with a **CONCEPT**

you may not see it but,  
**yeah,**  
THIS IS HAPPENING

# what a **CONCEPT!**

---

- A **COVER**

*you can judge the  
book by*





# what a **CONCEPT!**

- A **COVER** *you can judge the book by*



- **COLORS:** Bright blue, green, orange & purple will be important
- **DESIGN:** vertical feel, stacked text, larger lowercase mixed with smaller all caps
- **tone:** Sassy, conversational
- **CONTENT:** focus will be on the surprising moments

# what a **CONCEPT!**

- cover

- **ORGANIZATION** of your book that makes sense for your concept



2 / opening theme  
3 / **introductory theme**  
4 / football, football, boys' golf  
5 / locations, place  
6 / **introductory theme**  
7 / **introductory theme**  
8 / **introductory theme**  
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100 / **introductory theme**



# what a **CONCEPT!**

- cover
- organization

# ■ **TYPOGRAPHY** that speaks your concept's "voice"



**SHOUTING FOR VICTORY**

**senior leads varsity softball team in game against Grandview** BY MARQUISE SANFORD

**IT'S NO AT GRANDVIEW**  
**WAZ** cheers on her team from the sidelines. "I don't feel sad about being benched," she said. "I always feel eager to play, but at the same time I understand that there is someone else in the group that can play better." She understands that her coach needs to have the best team out on the field as possible. "We are a team and we have to support each other no matter what," Waz said. [photos: cbsnews](#)

**AFTER BEING THROWN** out at 2nd base, **NIGAN SAPP**, couldn't beat the ball to the base and on her way back to the dugout she talks about how she can get better. "I wish I could be better, I'm going to try by working harder by pushing myself to be the best I can in any way," Sapp said. [photos: cbsnews](#)

**EVERYTHING THE WAY** she enters the team is present before a game. **WACHOWSKI** puts her foot into the group circle on first base. "It's when we talk back on and talk about our past performances, decide what we're going to do better, and have a game plan for what we need to do in order to win," Warner said. [photos: cbsnews](#)

**you may not see both sides**

**STUDENTS' AMBIGUOUS POLITICAL CHOICES IN MEXICAN TRIALS**

**EVERYTHING** **WACHOWSKI** and about 35 other people meet for lunch this week. "I hope we think of both sides of a situation because we are given a situation in a case and we have to defend one of the sides," said Wachowski. "I think the challenge is what makes it fun because you have to defend the side you are given no matter what," said Wachowski. "One of the meetings we had to defend a person case and that to defend you for the situation, but I didn't want to because I was on the side of the situation." Wachowski believes that being in the club will help her later in the future because she wants to be an international lawyer. [photos: cbsnews](#)

**THE WASH STATE** softball game against Grandview, **WACHOWSKI** gets out a player from the opposing team. "I have been playing softball for five or six years and it is a passion of mine," Wachowski said. "We are better today than we were yesterday," she said. [photos: cbsnews](#)

**AT THE BEGINNING** of the Varsity softball game, **WACHOWSKI** warmed up by throwing around the ball with a partner. "When a game starts I am pumped because I am very competitive," Wachowski said. [photos: cbsnews](#)

**you may not see, HOW STUDENTS SEE IT**

**STUDENTS' AMBIGUOUS POLITICAL CHOICES IN MEXICAN TRIALS**

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**YOU TELL US: THIS IS HAPPENING**

**WACHOWSKI** **SEP 9**  
 "The feeling is good to be working for the first time this weekend along with my job, working hard and building up my work ethic and reputation."

**WACHOWSKI** **SEP 9**  
 "I'm looking forward to not class and having time to my friends and family over the weekend and spending time with them."

**WACHOWSKI** **SEP 9**  
 "I've worked for this school year, new teachers, and this weekend so that I can have fun with them throughout the entire year."

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 "I've worked for this school year, new teachers, and this weekend so that I can have fun with them throughout the entire year."

# what a **CONCEPT!**

- cover
- organization
- typography
- **DESIGN** choices that are consistent with your concept





you may not see it but,

**yeah,**

THIS IS HAPPENING

- [illegible]

# what a CONCEPT!

- cover
- organization
- typography

## DESIGN choices that are consistent with your concept



### WISHING A HAPPY BIRTHDAY

**CONNOR VISITS STUDIO FOR HIS BIRTHDAY**  
by JEWELL BROWN

ON THE DAY of his birthday, Activities Director **STEVE COHEN** brings Connor to the floor of the STUDIO class as they sing happy birthday to him. "Originally he was going to come around the time of the 80s, but he got sick and had to go to the hospital the day he was supposed to come in," Cohen said. "So we put it together so that my birthday and his birthday were one day apart, and we turned it into a birthday party for him."

Since they were unable to meet Connor on the planned day, this was Cohen's surprise to them. "I know my class was really disappointed when he wasn't able to come in the first time because that's a part of the experience is meeting the kid who we're working to support," Cohen said. "So I kind of just played it off like it was my birthday party, but the class and Connor don't know that it was all my surprise for everyone. They were really excited to see the face that they've been

working towards!" Cohen said. Walking into a room full of high school kids was a surprise for Connor. "He was really shy at the beginning," Cohen said. "Then slowly he opened up, and he was a really sweet and over-joyed kid. By the time he left he was running up and down the halls having a great time, and he knew our Classroom's the Future."

The Smoky Hill student body teamed up much earlier than usual to help greet Connor's wish. "He lives in our reader area, and he was in a situation where they wanted to send him sooner rather than later," Cohen said. Connor is in a battle against leukemia and the foundation, as well as Cohen, both hope to send him to Disney World. "Our goal is to help him forget about all of the things he's battling through and that's what this is all about is giving them this joy or sense of hope to fight whatever they are fighting," Cohen said.



CONNOR SHOWS OFF pictures from his fourth birthday party to **ABIGAIL ROYER**. "His birthday was the day before, and he was flipping through all of the pictures from his Mom's Inc. party on his mom's phone and showing us," Royer said. "When he came in he was kind of shy, but when we got started taking he was such a sweet kid." STUDIO EVENT TIME with Connor for his fourth birthday. "It's great to create a sense of us for the student body to work toward one kid's wish because we're changing his life," **KIRSTEN TUCKER** said. "We went around individually and sold our favorite movies, so he could connect with us." photo by sarah godine



you may not have seen it, but, **WE HAVE A NIGHT CLASS** students say it's weird at TUK what?

Theory of knowledge studies controversial issues, general forms of morals, and practice principles behind ethical thinking.

Room 1-38  
6:00 p.m. - 8:00 p.m.  
Mandatory for all students.

"I have always thought of myself as a critical thinker, and it is helping develop those skills more. Some people have to develop throughout it and figure out the critical thinking piece to it, but it is helping create their skills for them." — **JACOB REYER** photo by sarah godine

#### YOU TELL US: THIS IS HAPPENING

##### RYANNE DRING OCT 7

"I am really looking forward to basketball season starting because I have really been enjoying to improve my skills for the upcoming season this year."



##### ASHLEIGH BROWN OCT 7

"I am really ready to start improving my voice when I sing in choir because I want to do much better and greater things with the gift of singing that I was given."



##### TWE TUFF OCT 8

"I am looking forward to lunch time because I get to go see my boyfriend. He is so sweet."

My class is a grade 10 class. I am also happy because I do not have to eat school lunch."



##### HALEY SIMON OCT 8

"I've started for my little hockey game against Grandview because I want to play the whole game and be a goalie. Usually, I play the forward but since we're other goals, I'm playing the whole game today."



##### ESTHER OJINMOLA OCT 8

"I am not that homecoming is over, and I don't have much to look forward to. Although I am going camping in the mountains so I am looking forward to that."



##### ANDREW MITCHELL OCT 8

"I do homework in the library because it's quiet, and me and my friend are."

During my homework during my off at school, I have a lot of time to relax at home."



##### JORGE LAGOS OCT 9

"Latter Leadership is a different experience, something you don't get to experience in any other club. It helps us to focus on future goals and make ourselves better."



##### MICHAEL ADAMS OCT 9

"I am excited for early Halloween shopping because I am going to spend it with my friends. We are going to go out and we are going to do a lot of stuff."



### you may not have seen it, but, THIS IS HOW WE MAKE POTS

clay club works on their projects after school



"The more time you spend in the clay room working on your stuff the better you'll get. It's almost like a sport. I like to roll it clay those. The more time they spend on their pots the better they'll be and the better it will come." — **JOHN TOPOLSKY**

"We are making large pots, and we are doing that by building coils and slowly adding more to increase the size of the pot. The time it takes really depends on the size. If it's the size where it's 3-4 feet it takes many weeks, up to a month in time, but if you have a small model about the size of a foot it can take about 3 classes. If you focus and stay on track." — **JAKE RYAN**

"We are making pots right now, and you are supposed to make it about 10, 15, 20, 30, 40, 50, 60, 70, 80, 90, 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260, 270, 280, 290, 300, 310, 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, 480, 490, 500, 510, 520, 530, 540, 550, 560, 570, 580, 590, 600, 610, 620, 630, 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 790, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 910, 920, 930, 940, 950, 960, 970, 980, 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1150, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1230, 1240, 1250, 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1340, 1350, 1360, 1370, 1380, 1390, 1400, 1410, 1420, 1430, 1440, 1450, 1460, 1470, 1480, 1490, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, 1580, 1590, 1600, 1610, 1620, 1630, 1640, 1650, 1660, 1670, 1680, 1690, 1700, 1710, 1720, 1730, 1740, 1750, 1760, 1770, 1780, 1790, 1800, 1810, 1820, 1830, 1840, 1850, 1860, 1870, 1880, 1890, 1900, 1910, 1920, 1930, 1940, 1950, 1960, 1970, 1980, 1990, 2000, 2010, 2020, 2030, 2040, 2050, 2060, 2070, 2080, 2090, 2100, 2110, 2120, 2130, 2140, 2150, 2160, 2170, 2180, 2190, 2200, 2210, 2220, 2230, 2240, 2250, 2260, 2270, 2280, 2290, 2300, 2310, 2320, 2330, 2340, 2350, 2360, 2370, 2380, 2390, 2400, 2410, 2420, 2430, 2440, 2450, 2460, 2470, 2480, 2490, 2500, 2510, 2520, 2530, 2540, 2550, 2560, 2570, 2580, 2590, 2600, 2610, 2620, 2630, 2640, 2650, 2660, 2670, 2680, 2690, 2700, 2710, 2720, 2730, 2740, 2750, 2760, 2770, 2780, 2790, 2800, 2810, 2820, 2830, 2840, 2850, 2860, 2870, 2880, 2890, 2900, 2910, 2920, 2930, 2940, 2950, 2960, 2970, 2980, 2990, 3000, 3010, 3020, 3030, 3040, 3050, 3060, 3070, 3080, 3090, 3100, 3110, 3120, 3130, 3140, 3150, 3160, 3170, 3180, 3190, 3200, 3210, 3220, 3230, 3240, 3250, 3260, 3270, 3280, 3290, 3300, 3310, 3320, 3330, 3340, 3350, 3360, 3370, 3380, 3390, 3400, 3410, 3420, 3430, 3440, 3450, 3460, 3470, 3480, 3490, 3500, 3510, 3520, 3530, 3540, 3550, 3560, 3570, 3580, 3590, 3600, 3610, 3620, 3630, 3640, 3650, 3660, 3670, 3680, 3690, 3700, 3710, 3720, 3730, 3740, 3750, 3760, 3770, 3780, 3790, 3800, 3810, 3820, 3830, 3840, 3850, 3860, 3870, 3880, 3890, 3900, 3910, 3920, 3930, 3940, 3950, 3960, 3970, 3980, 3990, 4000, 4010, 4020, 4030, 4040, 4050, 4060, 4070, 4080, 4090, 4100, 4110, 4120, 4130, 4140, 4150, 4160, 4170, 4180, 4190, 4200, 4210, 4220, 4230, 4240, 4250, 4260, 4270, 4280, 4290, 4300, 4310, 4320, 4330, 4340, 4350, 4360, 4370, 4380, 4390, 4400, 4410, 4420, 4430, 4440, 4450, 4460, 4470, 4480, 4490, 4500, 4510, 4520, 4530, 4540, 4550, 4560, 4570, 4580, 4590, 4600, 4610, 4620, 4630, 4640, 4650, 4660, 4670, 4680, 4690, 4700, 4710, 4720, 4730, 4740, 4750, 4760, 4770, 4780, 4790, 4800, 4810, 4820, 4830, 4840, 4850, 4860, 4870, 4880, 4890, 4900, 4910, 4920, 4930, 4940, 4950, 4960, 4970, 4980, 4990, 5000, 5010, 5020, 5030, 5040, 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# what a **CONCEPT!**

- cover
- organization
- typography
- design



- **WRITING STYLE** it's not just what you say
  - but how you will say it, too



# what a **CONCEPT!**

- cover
- organization
- typography
- design
- writing style

## ■ **COVERAGE** - *both HOW and WHAT*



## yeah, **THIS IS DUCT TAPE**

taking time to create things made out of duct tape



"[For my shoe] I just molded around my regular shoe with newspaper, and then I just taped it up. I used like a fourth of the roll for my shoe. It just seemed creative and we were doing a fashion thing anyway." — **EITHAN PHILLIPE**



"We were making Duct Tape bracelets, and one of the ones I made you have to braid it, and another one you just take a piece of tape and wrap it around your wrist. It only takes 10 minutes to do." — **SYDNEY YOUNG**  
photos ■ brittany fields

MOD Coverage



# what a **CONCEPT!**

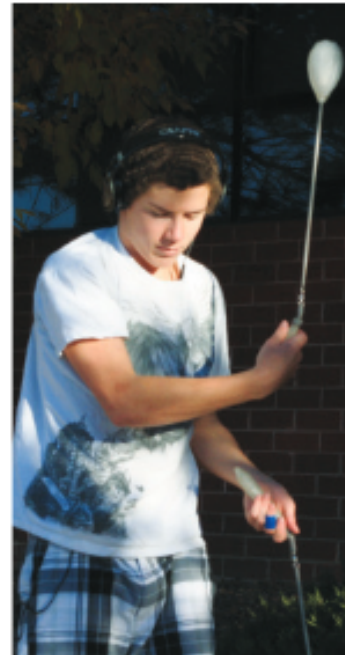
- cover
- organization
- typography
- design



## ▪ **COVERAGE** - *both HOW and WHAT*

student does  
exotic light dance  
YOU MAY  
NOT HAVE SEEN **POI**

**OUTSIDE BY THE** Performing Arts doors, MICHAEL POOLE performs poi. "I can't explain what is it, but when I'm poi-ing perfectly on beat to the music, I feel as if I am meditating," Poole said. Poole has been practicing poi for four years, and it is a big part of his daily routine. He feels as if poi gets him away from the world, and he clears his mind. Poole has performed in front of a crowd that had 500 plus people and plans on bigger things. photo ■ ari miller



MOD Coverage

# what a **CONCEPT!**

- cover
- organization
- typography
- design

## ▪ **COVERAGE** - both *HOW* and *WHAT*



**did you see RYAN MITCHELL?**

"Jumping off the cliff was an amazing feeling. Being able to do this with my friends was a really great experience that I will never forget."

**DO YOU SEE THE FRESHMAN FRENZY?**

LINK LEADERS ORIENT CLASS OF 2017

Exploring the next step in his school career, Nathan Link led the class of 2017 Freshman Orientation. He was more about the activities before the first day. "It was nice that they provided that for the freshmen, so they can figure out how school works," Link said.

**YOU MAY NOT KNOW THE NUMBERS**

CARS WASHED	DOGS WASHED	MONEY RAISED	22 OF 32 PLAYERS
17	43	\$ 860	

**FIELD HOCKEY TEAM SPENDS TIME AT LOCAL BUSINESS TO RAISE MONEY FOR THEIR PROGRAM**

by HUNTER KENNEDY

**SUDSING UP FOR BUCKS**

**HANDS COVERED IN SOAP, JENA STAMEROSE** and her fellow field hockey teammates, held a fundraiser for their team over the summer. "We raised over \$700 and we plan on using the money for our field hockey sweats and the end of the season banquet," Stamerose said. The girls spent the day washing cars at the Park 'n Wash. "There was quite a few people who came to get their car washed and it was a lot of fun playing with the soap and hanging out with my team," Stamerose said.

Bake sale items were also being sold to contribute to the fund-raiser. "We had a good amount of people come in and we were also running a bake sale so that raised a lot of money as well," Stamerose said. "Since Stamerose was an incoming freshman, she got to spend time getting to know her teammates," she said. "There was quite a few people who came to get their car washed and it was a lot of fun playing with the soap and hanging out with my team," Stamerose said.

**YOU TELL US THIS IS HAPPENING**

**ALYSSA JOHNSON JULY 23**  
"This summer I went to the All-Star Hockey and the All-Star concert. It was one of my best summer memories and I was such a great experience."

**BROOKE DYAN STANLEY JULY 21**  
"I was excited to bring home this summer with my year because I got to see a lot of friends. To me getting my friends don't want to depend on other people to get me where I want to go."

**BUNDINA NATHAN JULY 2**  
"I went camping in Montana over the summer and I had a lot of fun with my family. We went hiking and fishing and it was a really good trip."

**MIKAYLA HERNANDEZ JULY 9**  
"I was going to my friend's house for a family dinner. I was looking forward to all of the delicious food and spending time with my family."

**DAVID DASHMAN JULY 13**  
"I got a job and I made a video on YouTube for my girlfriend. I'm trying to get my name out there so I can do what I really love to do."

**SHREY LESANE JULY 12**  
"This was my first trip to California. I was really excited to go back and spend time in my favorite place. I was really happy spending time in a different place."

**BROOKE NATHAN JULY 17**  
"I had a great time at the summer with my mom. We always have fun together. She went to the Summer Day because the weather was nice and we were making some memories."

**TAMARA MILLER JULY 17**  
"I know I have made the best decisions along the way but sometimes the best decisions aren't supposed to be made. Maybe for the better, for the worse."

012 | spread by | hunter kennedy | field hockey, vacations, freshman orientation | June 6 - Aug 18 | 013

## All Coverage Device (ACD)

# what a **CONCEPT!**

- cover
- organization
- typography
- design

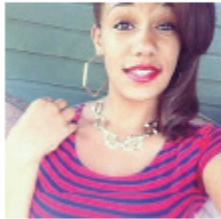


## ▪ **COVERAGE** - *both HOW and WHAT*

### YOU TELL US: THIS IS HAPPENING

#### **ALAYNAH JOHNSON** JULY 23

"This summer I went to the A\$AP Rocky and Wiz Khalifa concert. It was one of my best summer memories and it was such a great experience."



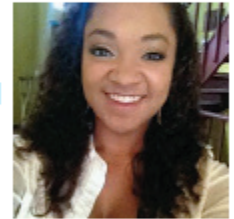
#### **BROOKE LYNN STANLEY** JULY 31

"I was excited for driving school this summer with my mom because it got me a lot closer to me getting my license. I don't want to depend on other people to get me where I want to go."



#### **DIANDRA BALDWIN** AUG 3

"I went camping in Montana over the summer and I had a lot of fun with my family. We went boating and hiking and it was a really good trip."



012

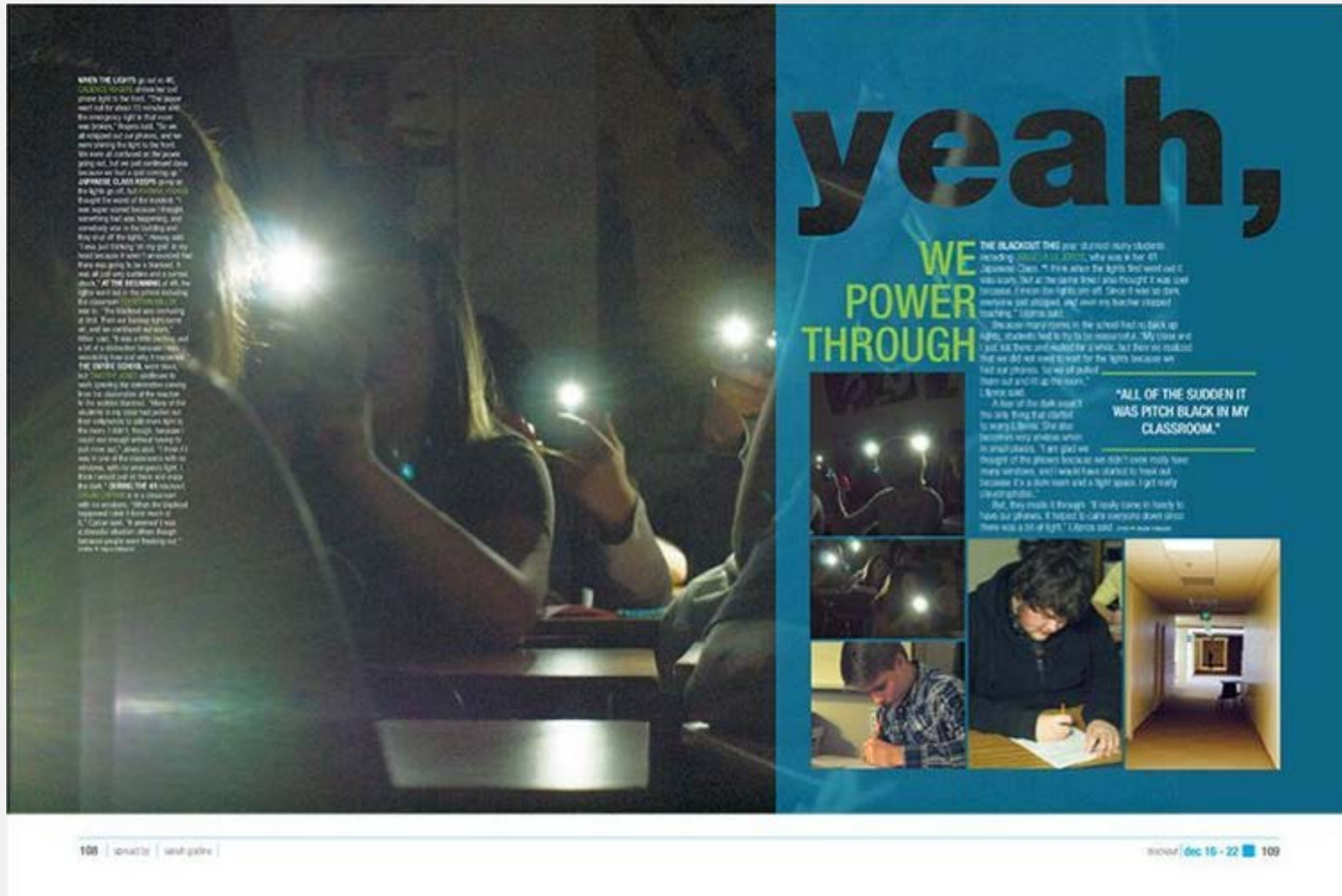
| spread by | hunter kennah |

All Coverage Device (ACD)

# what a **CONCEPT!**

- cover
- organization
- typography
- design

## ▪ **COVERAGE** - *both HOW and WHAT*



Coverage of the UNEXPECTED



# what a **CONCEPT!**

- cover
- organization
- typography
- design
- coverage

**ALL THE LITTLE DETAILS** - folios, index, reference sections...



# it starts with a **CONCEPT**

## **LONG STORY SHORT. I'M AN**

**SHORT STORY LONG.** I grew up in Cedar Rapids, Iowa - the second largest city in the corn state, with my twin brother and

## **INTERACTION DESIGNER**

two awesome sisters. In my early years I spent more time playing NBA Jam than I did with toying around with a computer, let

## **LIVING IN THE BAY AREA**

alone design or art. I actually didn't go to school for design either. I spent my college years as a Computer Science Major at

## **WITH MY FAMILY. I READ**

the University of Iowa After a couple years of Mathematical Induction and Big-O Notation (which was actually kind of

## **BATMAN GRAPHIC NOVELS**

interesting as it applies today), I wanted to pursue a career in Game Design. I started illustrating fantasy-like characters,

## **AND YOU'LL SOMETIMES**

crafting a Suikoden-like story, and looking for schools that could make this dream of mine come true. I researched for

## **SEE ME CRUISING THE BAY**

months for what it's like to be a designer in the gaming industry, and I was less than intrigued. So I started getting into Flash,

## **ON A BLACK MATTE FIXIE**

as a way to somewhat tap into my desire to do something 'Interactive'. Fast forward 10 years. I still practice Interaction design

## **WITH PINK RIMS.**

today, and I'm more than blessed to be able to work with some substantially talented people.

Source: [www.nineliondesign.com/about](http://www.nineliondesign.com/about)

# what a **CONCEPT!**

■ A **COVER**  
*you can judge the  
book by*

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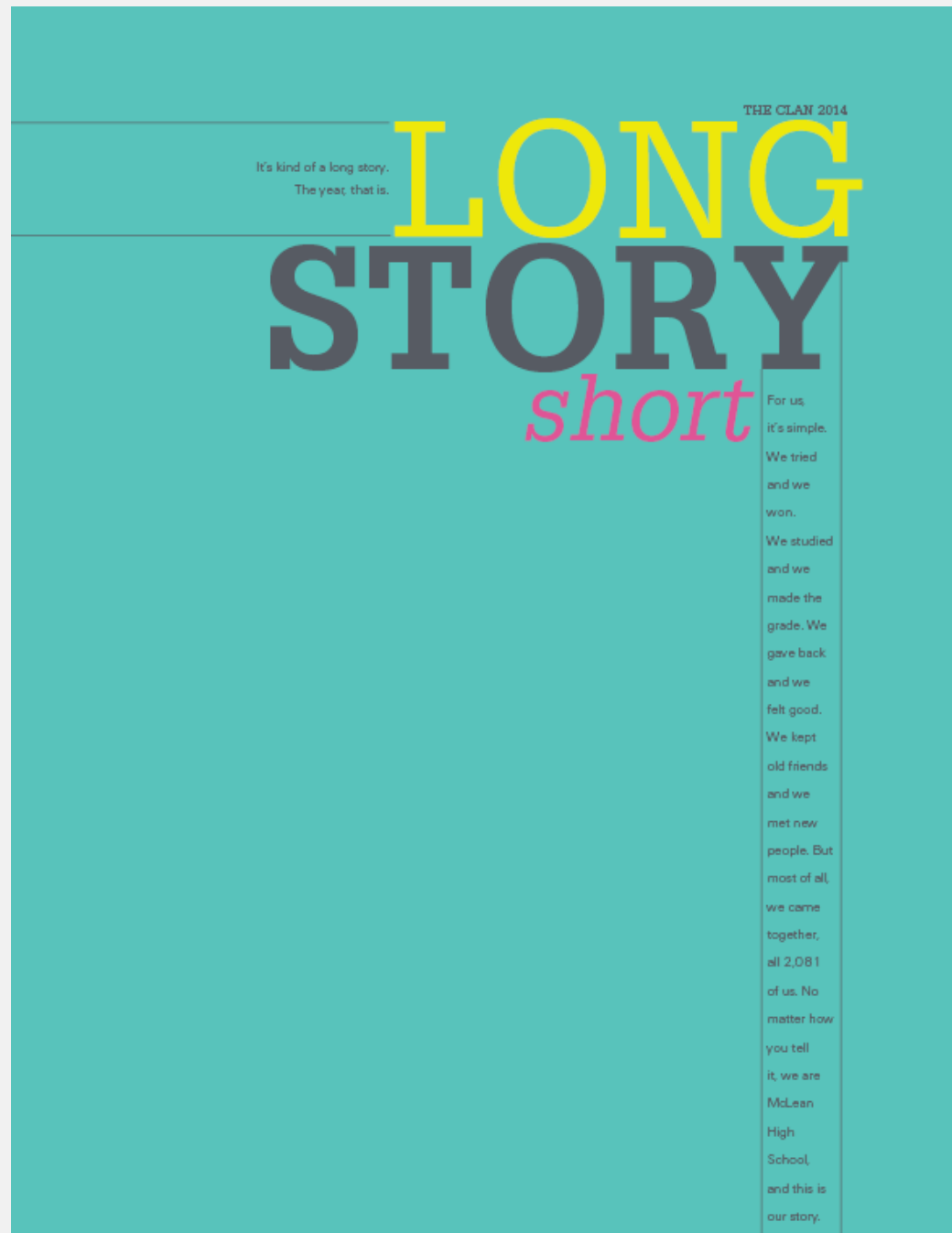
## **BATMAN GRAPHIC NOVELS**

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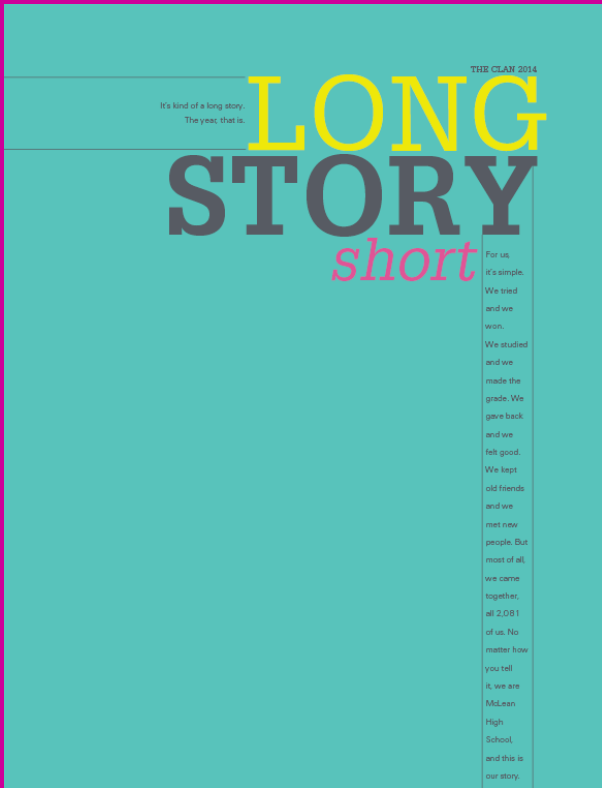
## **SEE ME CRUISING THE BAY**





# what a **CONCEPT!**

- A **COVER** *you can judge the book by*



- **COLORS:** Bright aqua, yellow and pink will be important
- **DESIGN:** horizontal and vertical lines, stacked text – not aligned, mixed fonts (all caps, all lowercase, bold, italic...)
- **TONE:** To the point
- **CONTENT:** focus on the short STORIES that make up a long year

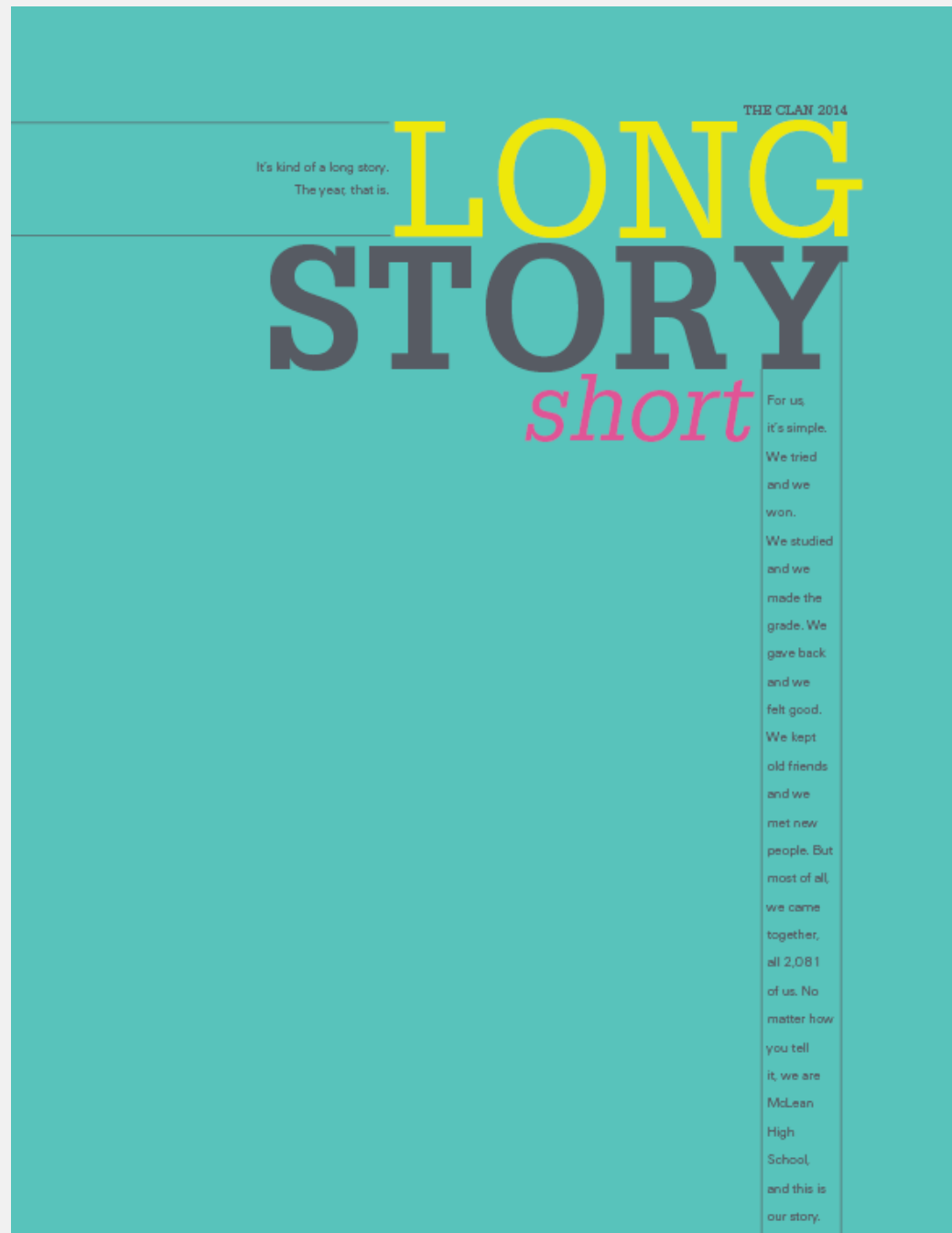
- **ORGANIZATION** of your book that makes sense for your concept



# what a **CONCEPT!**

- cover
- organization

## ■ **TYPOGRAPHY** *that speaks your concepts "voice"*



# what a **CONCEPT!**

- cover
- organization
- typography

▪ **DESIGN** choices that are consistent with your concept



We're not like any other school, that's for sure. We freak out over beating Langley... at anything. We figure out shortcuts to get through crowded halls and to the trainers. We're obsessed with our mascot and his kill and we've pretty much got an opinion about everything.

## LONG STORY short



"IT'S AWESOME TO HAVE A MASCOT THAT WEARS A SKIRT."  
-ELLIE DUVALL, 12

**McLean-isms**  
WORD  
AMIGO  
JANX/JANX-TY  
OOH, KILL 'EM

I am a **Highlander** what does it mean to be a Highlander?  
**OUTGOING**  
**PRIDE**  
**SUCCESSFUL**  
**LOVE**  
**UNPREDICTABLE**

OF THE **400** POLLED...  
36% think **JAY-Z & BEYONCÉ** should name their next child **BEY-Z**  
59% **WANNA LET MILEY BE MILEY**  
41% **DON'T AGREE**  
20% spent more than **3 HOURS** on **SOCIAL MEDIA** per night  
272 people got **5-7 Z's** a night  
**#BEAT LANGLEY** is the most popular hashtag for **180** people  
was **122** people's fave emoji, but **👉** was a close second  
**"BLURRED LINES"** was the worst song of 2013, according to **227** people  
55% of people do not know how to **TWERK**

### academic trivia

take the quiz on academics and check your answers on the scantron

1. What percent of seniors didn't have a first period?  
2. What percent of sophomores took AP World?  
3. How many juniors took a foreign language class?  
4. What percent of freshmen participated in the science fair?  
5. Which was the largest grade?

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2. What percent of sophomores took AP World?  
3. How many juniors took a foreign language class?  
4. What percent of freshmen participated in the science fair?  
5. Which was the largest grade?



give me the **money**

**district division**  
64% **McLEAN**  
36% **FALLS CHURCH**



"My bus driver is really nice and always greets me despite the early hour. It's nice that he's so cheerful when no one wants to be awake."  
-Allison Moskum, 10

### best buddies barbecue

Best Buddy members celebrate the first home football game together



Daniel Pedraza, 9

**trailer to trig**  
with 10 trailers most students had to head outside for at least one of their classes  
"It's so annoying how the doors are constantly locked, because it's hard to get in."  
"The trailers are sweet because the teacher can control the cooling and heating ventilation."  
-Shannon Belcher, 11  
-Adam Jebeli, 11

# what a **CONCEPT!**

- cover
- organization
- typography
- **DESIGN** choices that are consistent with your concept



## *short* **STORY** *LONG*



Adding's  
bridge  
falling



Dean Howarth teaches  
hands-on physics with  
**GLUE,  
and a CLOSED  
TEXTBOOK**

Throughout the year, physics classes participated in hands-on activities to learn and understand real-life applications of physics. The second week of school brought a challenge: to build a durable bridge out of uncooked spaghetti that could hold a seven-pound

textbook. "The project was a really good introduction to physics. I think it was a fun and playful way to learn," said junior Katie McGinn. "I was really scared to put the textbook on our structure, though, so I tried to put it on as delicately as possible. It didn't really work, so I asked

Mr. Howarth to put it on for me," she added. Junior Maggie Stanton said that the project was difficult, but that it helped her understand important concepts: "It was nice to participate in a really interesting and hands-on activity."





# what a **CONCEPT!**

- cover
- organization
- typography
- **DESIGN** choices that are consistent with your concept



# what a **CONCEPT!**

- cover
- organization
- Typography

## ■ **DESIGN**

choices that are  
consistent with  
your concept





# spread PLANNER

team \_\_\_\_\_

deadline \_\_\_\_\_

page #s \_\_\_\_\_

must cover \_\_\_\_\_

## GOT IT COVERED?

What are all the things that are happening this week? Make sure to cover student life and academics as well as sports and clubs. WRITE THE NAME OF THE TEAM MEMBERS WHO WILL BE COVERING EACH EVENT - all team members must contribute to your coverage week.

Monday Tuesday Wednesday Thursday Friday Sat. & Sun.

## ISO RAIL

This is our space for theme-related coverage. Make sure whatever goes in here tells a STORY - an anecdote!

list secondary topics & method of coverage

## STUDENT LIFE

## CLUBS

## ACADEMICS

## SPORTS

Must cover practices as well as games.

list names of people quoted or pictured

## GUYS

## GIRLS

9

10

11

12

## methods for COVERAGE

look to magazines and our inspiration folders for design ideas for mods.  
**NO REPEATS** - if you already have a quote mod on one of your spreads this deadline, you can't have another. Get creative!

### QUIZZES

Did You Know?  
Can You Match...?  
Can You Remember?  
Game Shows  
True/False  
Self Appraisals  
Fill in the Blanks  
Multiple Choice

### INFOGRAPHICS

Charts  
Tables  
Ratings  
Diagrams/Piecharts  
Maps  
Timelines  
Calendars  
Breakdowns

### PERSONAL NARRATIVES

Quotes  
Q & A  
Transcript of Conversation  
Tweets  
First Person Story

### LISTS

Glossaries  
Checklists  
By the Numbers  
Dos/Don'ts  
Hot/Not  
Top Ten (or Five or ...)  
How To's  
Pros/Cons  
Fact v. Fiction  
Tips  
Schedules  
Days of the Week  
Where to Go For ...  
Step by Step Guide  
Favorites

# what a **CONCEPT!**

- cover
- organization
- typography

▪ **DESIGN** choices that are consistent with your concept



## GET YOUR **PRIORITIES** IN ORDER

with their busy schedules, students strive to make time for what's important to them

### dress for success

junior Isabel Zapata explains why she chooses to dress up for school



"STICKING TO MY PRINCIPLES ABOUT BEING A VEGETARIAN IS MORE IMPORTANT TO ME THAN GETTING A BIG MAC IN THE DRIVE THRU. BUT NOT THE FRIES."

-NARDOS IYOB, 12



### PIERCING PRINCESS

senior Marjan Wagner works 20 to 30 hours a week to save money

"I PLAY BASKETBALL EVERY DAY WITH A REGIMENT OF WEIGHT-LIFTING."

-JALAL KHAN, 9

### caffeine crazy

how do you take your coffee?



"I TRY TO KEEP GOD IN MY LIFE EVERY DAY."

-ZACH GLENN, 12



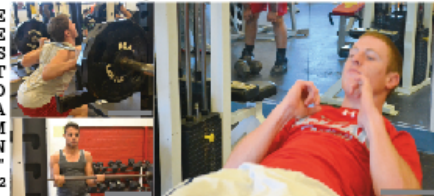
play ball

### fit for life

personal fitness brings strength training to students

"IT'S NICE BECAUSE IT ALLOWS ME TO DO THINGS AT SCHOOL THAT I WOULD HAVE TO GO TO A NORMAL GYM TO DO ON MY OWN TIME."

-JOEY SULLIVAN, 12



### graduation and beyond

seniors share their priorities for after graduation



### good eats

senior Karisa Malavara shares her food inspirations via Instagram



of the **200** PEOPLE POLLED...

**88** people work on **HOMEWORK** as SOON as they get HOME

**6%** go to WORK at a **PART-TIME** **JOB**

after the **7th** period bell rings **29%** go to a **SPORTS** practice

**21%** SLEEP after school

### solve the case

students share why their phone case suits them



### four by four

CHARACTER  
LEADERSHIP  
SERVICE  
SCHOLARSHIP

# what a **CONCEPT!**

- cover
- organization
- typography
- **DESIGN** choices that are consistent with your concept



sophomores Mogen Leimkuhler and Caitlin Pyne discuss a few of their favorite moments from the cross country season

**PYNE:** When I got asked to homecoming it was during practice and most of the team was in on it.  
**LEIMKUHLER:** Yeah, I brought her out of the locker rooms and to where Ben (Gallo) was going to ask her. A big group of people were circled around Ben so Caitlin couldn't see, but when she came out they all parted and he was standing there in the center.  
**P:** He was holding a sign that said "Will you make my heart race as in race like cross country, and go to homecoming with me?" He also had flowers. It was so cute.  
**L:** IT WAS GREAT, SHE LOOKED SO SURPRISED.  
**P:** I WAS! I HAD NO IDEA.  
**L:** There was also the time that David Russell scared us all when we were doing the cross country scavenger hunt.  
**P:** Oh yeah! That was so bad. One of the requirements on the scavenger hunt was to play a scary Halloween prank. So David got face paint and made himself all bloodied up.  
**L:** Then he came to practice and told us all he got hit by a car! We were so freaked out. But once he told us it was a prank it was actually really funny.  
**P:** Needless to say, he team won the scavenger hunt game.  
**L:** Although my team came in second, because we brought a picture of my face to practice and obviously that is almost as scary as a bloodied up car accident victim.

## battle of the seasons





# what a **CONCEPT!**

- cover
- organization
- typography
- design

## ▪ **WRITING STYLE**

it's not just what you say - but how you will say it, too



*Sisters, freshman Elizabeth Gilmer and senior Amelia Gilmer, describe their trip over the summer to Pennsylvania's Lake Gaston, where they went tubing.*

### IN THE **SPLASH** about **STORY** LONG **ZONE**

**ELIZABETH:** I screamed. I mean when you're on the edge of the tube it feels like you might fall off.  
**AMELIA:** You screamed a lot. Like a lot a lot and it wasn't just like "Oh, I'm dying" screams.

**E:** Yeah, it was actually like roller coaster screams. I was scared, but really excited, too.

**A:** So was I, especially because we hadn't gone in a while and we were using a new tube. The scary part is that you have no control over the tube; we nearly hit a dock, like legitimately almost hit a ladder, too.

**E:** Also, if you think about it, you're going at about 20 miles per hour, so if you fall off, then you're basically being propelled into the really choppy water that fast.

**A:** Yeah, tubing is pretty dangerous. I had multiple battle wounds from when my toes rubbed against the side of the tube.

**E: IT WAS FUNNY, THOUGH.**

**A: NO, IT WASN'T.**

**E: YES, IT WAS.**

**A:** Whatever. Afterwards, I went on another tube with our friends Rachel, Kyle and Sam. You just left.

**E:** I didn't even know that you went on that special tube! I would have wanted to go if you had told me.

**A:** We told you!

**E:** No, I would've come if I had known. I was just reading in my room.

**A:** Well, anyway, we were basically lying down flat when we were on the tube.

**E:** Actually, we were sort of sitting up.

**A:** Yeah, and when you're on the tube, your legs tend to pop up when you hit a wave.

**E:** Amelia, you were like, going in-between having your legs straight and being on your knees. And being on your knees hurts so bad.

**A:** And the whole time, I was like, struggling to keep my eyes open.

**E:** I could see the motor and the cord that was attached to the tube which kept bouncing up and down. I always used to be afraid that I would fall forward and land on the cord.

**A:** Me too. Sometimes it's fun to fall off but sometimes it just hurts.

**E:** But you can also see the waves and the white foam that goes out into them, which is nice.



# what a CONCEPT!

## LONG STORY SHORT. I'M AN INTERACTION DESIGNER

SHORT STORY LONG. I grew up in Cedar Rapids, Iowa, the second largest city in the corn state, with my twin brother and three awesome sisters. In my early years I spent more time playing NBA Jamb than I did with hanging around with a computer, let alone design or art. I actually didn't go to school for design either. I spent my college years as a Computer Science Major at

## LIVING IN THE BAY AREA

the University of Iowa. After a couple years of Mathematical Induction and Big O Notation which was actually kind of

## WITH MY FAMILY. I READ

## BATMAN GRAPHIC NOVELS

inspiring as it was in high school, I wanted to pursue a career in Game Design. I started studying games like chessmen, crafting a Suburban idea story, and looking for schools that could make this dream of mine come true. I researched for

## AND YOU'LL SOMETIMES

## SEE ME CRUISING THE BAY

- cover
- organization
- typography
- design

# ■ WRITING STYLE it's not just what you say - but how you will say it, too

*Sisters, freshman Elizabeth Gilmer and senior Amelia Gilmer, describe their trip over the summer to Pennsylvania's Lake Gaston, where they went tubing.*

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## INTERACTION DESIGNER

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## AND YOU'LL SOMETIMES

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## SEE ME CRUISING THE BAY

*sophomores Megan Leimkuhler and Caitlin Pyne discuss a few of their favorite moments from the cross country season*

**PYNE:** When I got asked to homecoming it was during practice and most of the team was in on it.

**LEIMKUHLER:** Yeah, I brought her out of the locker rooms and to where Ben [Galdo] was going to ask her. A big group of people were circled around Ben so Caitlin couldn't see, but when she came out they all parted and he was standing there in the center.

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- cover
- organization
- typography
- design

■ **WRITING**  
**STYLE** it's not  
just what you  
say - but how  
you will say it,  
too



# THURSDAY NIGHT LIGHTS

## *longest* kick

*"My longest kick was a 40-yarder that I did in practice. Kicking is all about leg speed and flexibility since you can kick farther if you get a full extension, make good contact and follow through to your target. It's a lot harder to kick in a game because you have 11 guys running at you and it makes it hard to focus on the kick," sophomore Matt Amons said. photo by Shari Doiron*



*different people in the game  
share their point of view*

There are three very distinct experiences to be had at a football game. Whether you're a player, fan, or coach, you all share the same hope: to get a victory. Every player on the field has to focus on their specific contribution to the team, every spectator in the stands has to cheer for the team and every coach has to train and lead their team.

### COACH:

"Everyday I evaluate my players and try to put people in the right positions to best help our team. I also have a tremendous amount of trust in my players that they'll do what's asked of them to help win games." Coach Eric Stokes said.

### PLAYER:

"I always feel a little pressure before games, but once I step out onto the field the adrenaline just starts pumping and I'm confident in our ability to win any game. The best feelings in a game are when you score, make a great block, or crush someone. In contrast, the worst is coming up short or knowing you let your teammates down," sophomore Tom Shue said.

### SPECTATOR:

"Before a football game, I'm always really excited to go hang out with my friends and cheer for the team. When McLean's winning, the stands are always really pumped-up and it's a lot of fun to be a part of it. On the other hand, when they're down, there's a little more pressure, but that just makes everyone cheer more to pump-up the team so that they can play well and pull ahead," sophomore Grace Fabrycky said.





# what a CONCEPT!

- cover
- organization
- typography
- design

■ **WRITING**  
**STYLE** it's not  
just what you  
say - but how  
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too



## TEEN IDOL



*oh, just  
kidding*

"I got called on-stage to be in the finals, but the host said 'Oops! There are seven people up here and there are only supposed to be six...' and then he said 'I'm so sorry, Jennifer Rose, we made a mistake with your vote.' So, I had to walk offstage in front of everyone. Then, ten minutes later, I got a call from them saying that they didn't make a mistake after all. I got to perform as a finalist." -Jennifer Rose, 12, photo by Bianca Rossell

*from day one to the final show, contestants work to place at the finals for McLean Idol*

**THURS. SEPT. 19**

*first auditions*

Delgado prepared his song and readied himself to sing for the judges, starting one month prior to the auditions by practicing with his voice coach three times a week all month. "I sang 'You Raise Me Up' by Josh Groban for the two judges, Ms. [Amy] Poe and Ms. [Linda] Martin," Delgado added. He then had to wait for two days after his audition to find out that he made the cut.

**THURS. OCT. 3 - FRI. OCT. 4**

*first performances*

The eighth performer on Thursday night, Santiago Alfonso Mesa sang "Your Song" by Elton John. Mesa explained, "There are no stage directions to limit your movement while you perform which makes it a lot of fun; and, I don't really care about the results because it's just a friendly competition," he added.

**SAT. OCT. 5**

*finals night*

The second-to-last performer on the final night of the competition, Abby Houston sang "The Broadripple is Burning", a song she "heard a year ago, so I've been working on it for forever." Houston placed second overall and attributed her success to her preparation: "I like feeling prepared to the point where I can space out while still sounding okay." Sophomore Joshua Delgado was announced as the winner on finals night.



# what a **CONCEPT!**

- cover
  - organization
  - typography
  - design
- ## ■ WRITING STYLE
- it's not  
just what you  
say - but how  
you will say it,  
too



*marching band members reminisce about the past season*

### **THE HARDEST INSTRUMENT TO PLAY IS...**

"The sousaphone because it weighs almost as much as the people playing it." -Rebecca Deitch, 10

"The euphonium because its huge, like a trumpet on steroids, and we have to hold it up for really long periods of time." -Sarah Siegel, 10

"The French horn because it's really complicated and hard to play and involves a lot of technique." -Hannah Aronson, 10

### **THE WORST THING THAT COULD HAPPEN DURING PRACTICE IS...**

"Not paying attention to the conductor and messing up."

-Alexander Yuan, 10

"Listening to the woodwinds complain about how hard marching band is when my baritone weighs 15 pounds!" -Frederick Zwirb, 10

"If someone tripped while everyone is marching backwards and causing a massive pile up of injured marchers." -Jack Sahlin, 12

### **THE FUNNIEST THING THAT HAPPENED THIS SEASON WAS...**

"Mr. Weise had a voice crack while yelling at the trombones for not playing loud enough." -Desmond Curran, 11

"When the drum line preformed 'Cymbal Ladies' in the talent show, it was hilarious." -Michelle Ma, 10

"Definitely when a senior from last year came to a rehearsal painted green and made fun of one of the marching band teachers." -Rachel West, 11

# what a CONCEPT!

## LONG STORY SHORT. I'M AN

**INTERACTION DESIGNER**

## LIVING IN THE BAY AREA

## WITH MY FAMILY. I READ

**BATMAN GRAPHIC NOVELS**

## AND YOU'LL SOMETIMES

**SEE ME CRUISING THE BAY**

- cover
- organization
- typography
- design

- **WRITING  
STYLE** it's not  
just what you  
say - but how  
you will say it,  
too



long hair  
don't care

# STICK IT TO 'EM

*varsity field hockey bonds on and off the field*  
LONG STORY SHORT.

VARSITY FIELD HOCKEY.

THEY BONDED OVER THE SUMMER  
AT A VIRGINIA BEACH TOURNAMENT.

THEY WENT TO UNLIMITED WING NIGHT  
AT THE WING FACTORY IN RESTON.

THEY HAD SLEEPOVERS. THEY WON 12 GAMES.

THEY BEAT LANGLEY IN DISTRICTS  
AND WENT TO REGIONALS.

# what a **CONCEPT!**

- cover
- organization
- typography
- design
- writing style

## ■ **COVERAGE** - *both HOW and WHAT*



"I started a blog because I love writing. I write about my life and my different thoughts and ideas."

"I try to make a post a few times a month and I post it to Facebook to get more people to read it."

"Bleeding Out" is about how I feel when I write. I get to express myself by writing everything down and love having a blog to share it."

*my life in a  
**nutshell***  
sophomore Danielle Walker  
shares her passion  
for blogging

"I've always loved writing and a lot of my favorite authors have blogs. I also want to be a writer when I grow up, so this will help me get my work out there. I've been writing for a couple of months, it helps me get out what I want to say. I usually just write about whatever is on my mind at the time. My story with the most hits is the one about homecoming."

# what a **CONCEPT!**

- cover
- organization
- typography
- design
- writing style

## ■ **COVERAGE** - *both HOW and WHAT*



## *near* or *far*

*students describe  
how long it takes  
to get to school*

### **700 ft**

"I live really close so I walk to school. I don't leave my house until 7:05"  
- Daniel Furth, 12

### **1.3 mi**

"I live pretty close so I leave my house around 7. I usually drive and by car it's about five minutes and walking it's about 15 minutes."  
- Alexa Stieg, 11

### **2.9 mi**

"I used to take the bus until I got my license. Now I have more time in the morning to get ready because I don't leave my house until about 6:55"  
- Rochelle Sacks, 11

### **4.5 mi**

"I live in Vienna and I usually take the bus and I have to leave at 6:40 to take the bus. To drive here it takes about 25 minutes because of traffic."  
- Sophia Keilholtz, 9

### **6.0 mi**

"I live past Vienna and I take the bus but I have to wake up at 5:20 so I have time to get ready because my bus comes at 6:30. It's hard to hang-out with friends because most live super close to the school"  
- Sarah Kolyani, 9

# what a **CONCEPT!**

- cover
- organization
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## ■ **COVERAGE** - *both HOW and WHAT*



downthe  
drain



"It wasn't too hard to get the actual paint off itself, but because I had so much on my body it took awhile to get it off every spot. Even after showering for a long time after the run, I still found paint in my ear the next day."

-Daniel

Martinez, 11  
photo courtesy of  
Daniel Martinez



# what a **CONCEPT!**

- cover
- organization
- typography
- design
- writing style



## **ALL THE LITTLE DETAILS** - folios, index, reference sections...



### *run your **heart** out*

Cross country was a good experience for freshman Kate Covington. "Because of cross country I knew some people going into the school year since our season started in August," Covington said. This helped her to adjust to a new school. There are also other positive things about cross country. "It was also a really great way to stay fit," Covington said.

*photo by Segall Majestic*

*after a summer of practices, the cross country team comes together to compete*

# STRIDES<sup>TO</sup> **SUCCESS**

Headline Design

# what a **CONCEPT!**

■ cover ■ organization ■ typography ■ design ■ writing style

## ALL THE LITTLE DETAILS

- folios, index, reference sections...



Sophomore Gwen Gagne gets creative with **fake blood, RIPPED DRESS and PHOTOSHOP**

During an after school photography club meeting, sophomore Gwen Gagne models for sophomore Maya Dutt for a photo shoot assignment. Covered in fake blood and barefooted, Gagne wore a ripped dress that Dutt had cut to fit the theme of their project. The

assignment was equipment-heavy, and the pair used a green screen to combine two different photos digitally on Photoshop, along with other professional paraphernalia like a lightbox which provides more light and a remote that activates the flash in the

lights. "People nowadays don't have much creativity anymore, so we try to be as creative as possible," she said. "As long as we used our imagination as much as possible and the green screen, our pictures can be whatever we want them to be."



Ortiz, Miley 86, 216

### D

D'Amico, Elie 218, 261, 265, 306  
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Index Design & Coverage

# **THEME**

**steps for moving forward**

**THEME:** steps for moving forward

**#1: know the STORY  
you want to tell**

**#2: use your theme to  
make VISUAL, VERBAL &  
COVERAGE decisions**

**THANK  
YOU!**



Why? How? What? This little idea explains why some organizations and some leaders are able to inspire where others aren't. Let me define the terms really quickly. Every single person, every single organization on the planet knows what they do, 100 percent. Some know how they do it, whether you call it your differentiated value proposition or your proprietary process or your USP. But very, very few people or organizations know why they do what they do. And by "why" I don't mean "to make a profit." That's a result. It's always a result. By "why," I mean: What's your purpose? What's your cause? What's your belief? Why does your organization exist? Why do you get out of bed in the morning? And why should anyone care? Well, as a result, the way we think, the way we act, the way we communicate is from the outside in. It's obvious. We go from the clearest thing to the fuzziest thing. But the inspired leaders and the inspired organizations – regardless of their size, regardless of their industry – all think, act and communicate from the inside out.

3:13 Let me give you an example. I use Apple because they're easy to understand and everybody gets it. If Apple were like everyone else, a marketing message from them might sound like this: "We make great computers. They're beautifully designed, simple to use and user friendly. Want to buy one?" "Meh." And that's how most of us communicate. That's how most marketing is done, that's how most sales is done and that's how most of us communicate interpersonally. We say what we do, we say how we're different or how we're better and we expect some sort of a behavior, a purchase, a vote, something like that. Here's our new law firm: We have the best lawyers with the biggest clients, we always perform for our clients who do business with us. Here's our new car: It gets great gas mileage, it has leather seats, buy our car. But it's uninspiring.

4:00 Here's how Apple actually communicates. "Everything we do, we believe in challenging the status quo. We believe in thinking differently. The way we challenge the status quo is by making our products beautifully designed, simple to use and user friendly. We just happen to make great computers. Want to buy one?" Totally different right? You're ready to buy a computer from me. All I did was reverse the order of the information. What it proves to us is that people don't buy what you do; people buy why you do it. People don't buy what you do; they buy why you do it.

4:36 This explains why every single person in this room is perfectly comfortable buying a computer from Apple. But we're also perfectly comfortable buying an MP3 player from Apple, or a phone from Apple, or a DVR from Apple. But, as I said before, Apple's just a computer company. There's nothing that distinguishes them structurally from any of their competitors. Their competitors are all equally qualified to make all of these products. In fact, they tried. A few years ago, Gateway came out with flat screen TVs. They're eminently qualified to make flat screen TVs. They've been making flat screen monitors for years. Nobody bought one. Dell came out with MP3 players and PDAs, and they make great quality products, and they can make perfectly well-designed products – and nobody bought one. In fact, talking about it now, we can't even imagine buying an MP3 player from Dell. Why would you buy an MP3 player from a computer company? But we do it every day. People don't buy what you do; they buy why you do it. The goal is not to do business with everybody who needs what you have. The goal is to do business with people who believe what you believe. Here's the best part:

5:49 None of what I'm telling you is my opinion. It's all grounded in the tenets of biology. Not psychology, biology. If you look at a cross-section of the human brain, looking from the top down, what you see is the human brain is actually broken into three major components that correlate perfectly with the golden circle. Our newest brain, our Homo sapien brain, our neocortex, corresponds with the "what" level. The neocortex is responsible for all of our rational and analytical thought and language. The middle two sections make up our limbic brains, and our limbic brains are responsible for all of our feelings, like trust and loyalty. It's also responsible for all human behavior, all decision-making, and it has no capacity for language.

6:35 In other words, when we communicate from the outside in, yes, people can understand vast amounts of complicated information like features and benefits and facts and figures. It just doesn't drive behavior. When we can communicate from the inside out, we're talking directly to the part of the brain that controls behavior, and then we allow people to rationalize it with the tangible things we say and do. This is where gut decisions come from. You know, sometimes you can give somebody all the facts and figures, and they say, "I know what all the facts and details say, but it just doesn't feel right." Why would we use that verb, it doesn't "feel" right? Because the part of the brain that controls decision-making doesn't control language. And the best we can muster up is, "I don't know. It just doesn't feel right." Or sometimes you say you're leading with your heart, or you're leading with your soul. Well, I hate to break it to you, those aren't other body parts controlling your behavior. It's all happening here in your limbic brain, the part of the brain that controls decision-making and not language.

7:29 But if you don't know why you do what you do, and people respond to why you do what you do, then how will you ever get people to vote for you, or buy something from you, or, more importantly, be loyal and want to be a part of what it is that you do. Again, the goal is not just to sell to people who need what you have; the goal is to sell to people who believe what you believe. The goal is not just to hire people who need a job; it's to hire people who believe what you believe. I always say that, you know, if you hire people just because they can do a job, they'll work for your money, but if you hire people who believe what you believe, they'll work for you with blood and sweat and tears.