

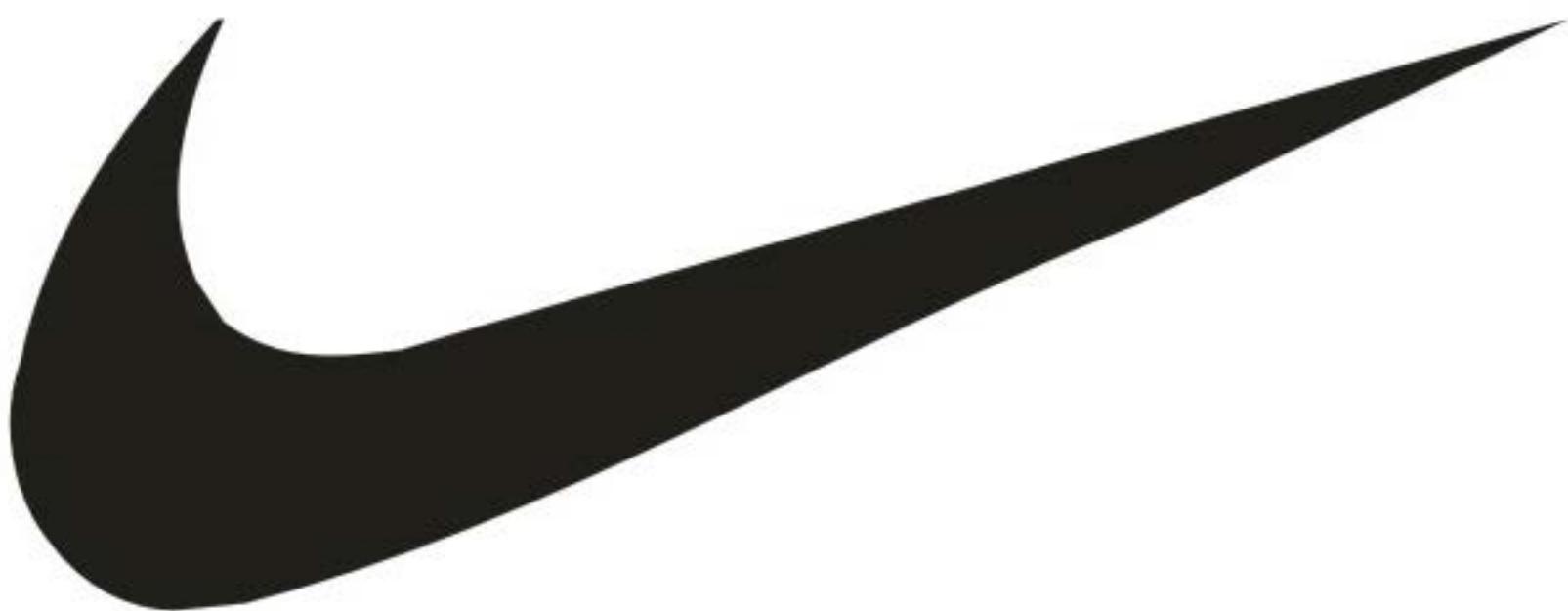
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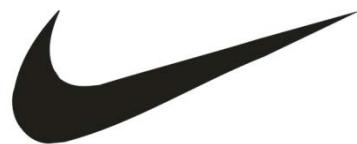
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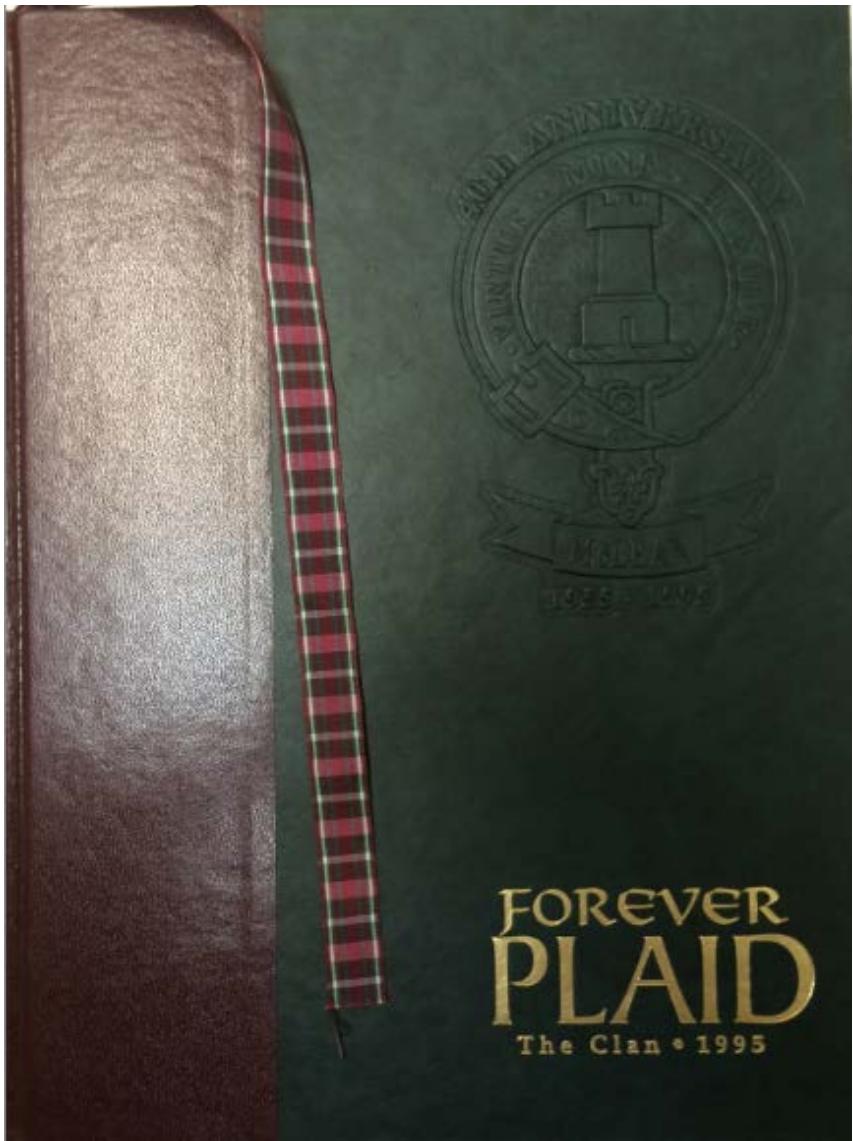
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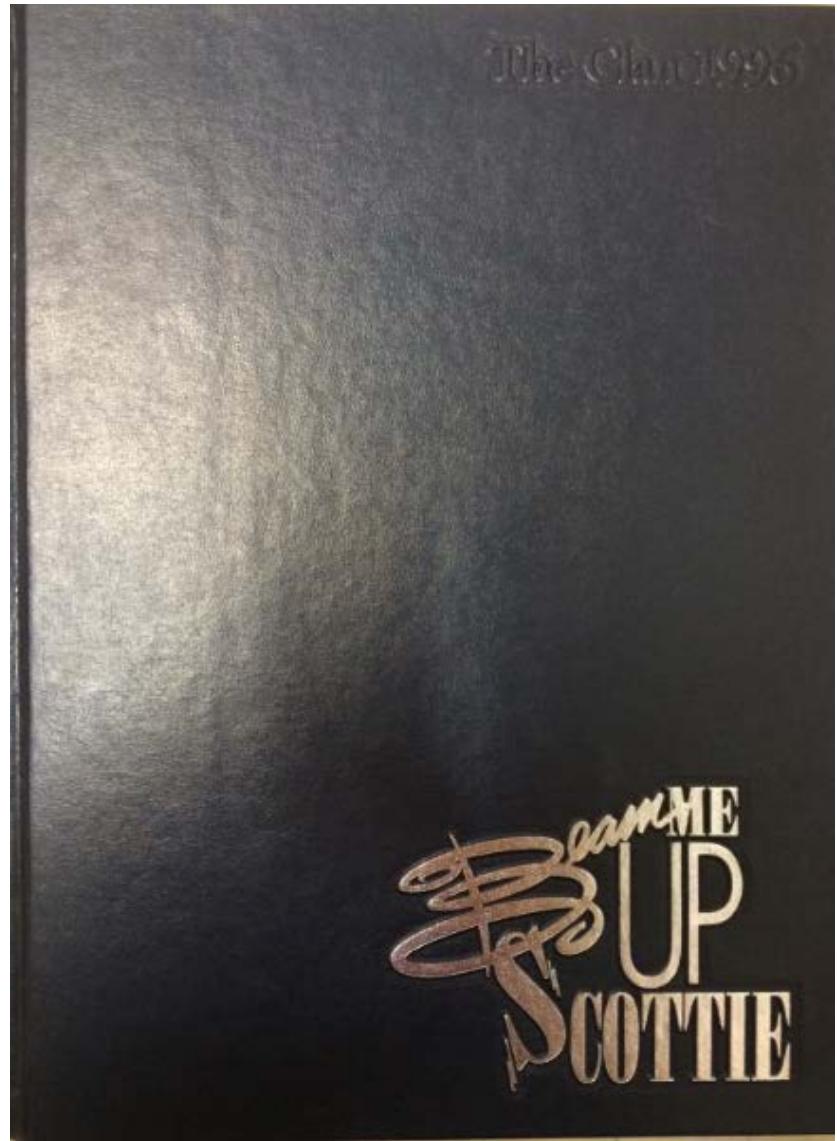
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before we look forward, **LET'S LOOK BACK**

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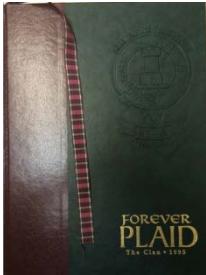


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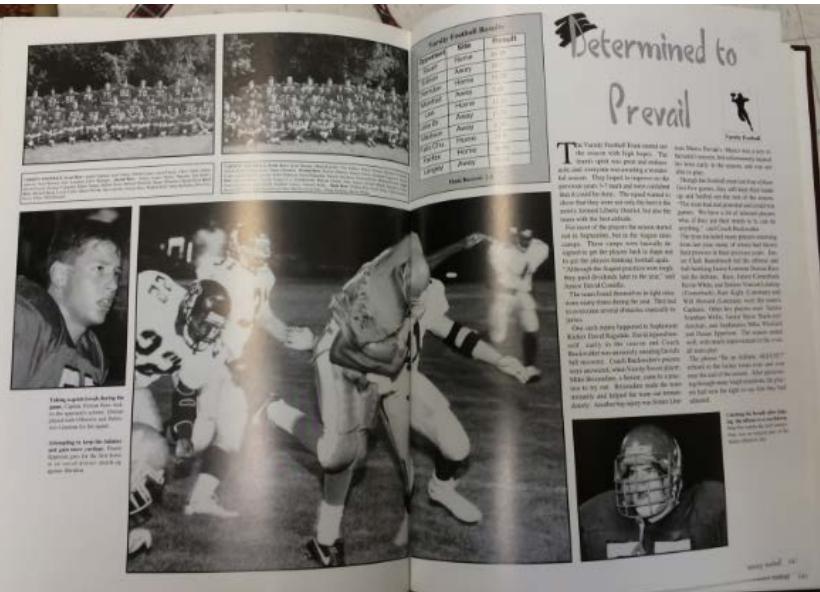




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Keep your

THEME

in mind as you make decisions about

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- the tone you will use
- and the visual & verbal voice your book will have

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STORY

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We celebrate the INDIVIDUAL as part of the group



Line 'em Up
is front of the drum
line, junior Mason Goss,
senior Jordan Deacon and
junior Jaydeen Lee. The
line went through many
drill changes and the students
enjoyed themselves. "That's all
we do," Jordan said. "To
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of the game."

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DETAILS, DETAILS, DETAILS!



JUST YOUR FONTE While marching across the field, Joshua Lemos plays the trombone during the marching band's routine performance of "I'm the Boss" on September 13. "It was raining that day so we were regulars because we didn't want our uniforms to get mouldy. 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 Lemos, 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
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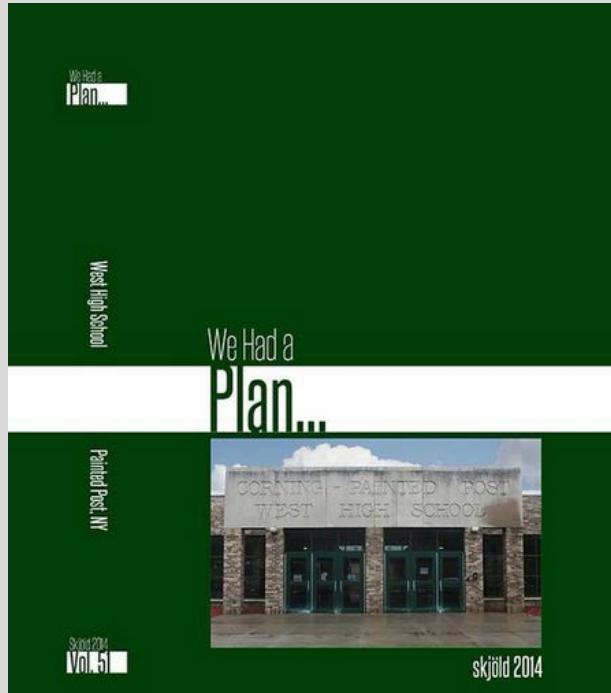


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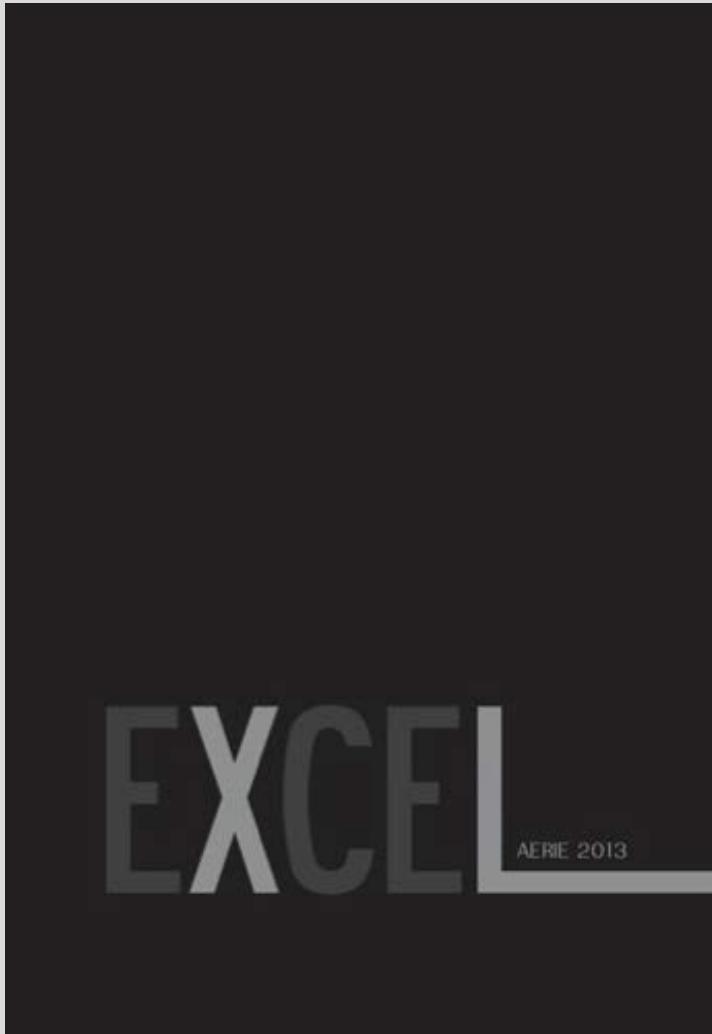


Corning Painted Post West HS– NY.

We defy STEREOTYPES



We have a great REPUTATION, a LEGACY



Forty years ago, we were rookies. Beginners. Fleetylegs. We pushed our own limits to play the game. We wanted to win the championship. We worked hard to do it.

The game has definitely changed.

TO PLAY THE GAME. YOU HAVE TO EXCEL.

Eating in the Roaring 20s. Gagging. C2. Regular English. Bad dog. C+ B+. Average. Appeal. April. Common Cold. Cramping. AP. Week. Deadlines. Speeches. Meetings. Perfect process.

TO PLAY THE GAME. YOU HAVE TO EXCEL.

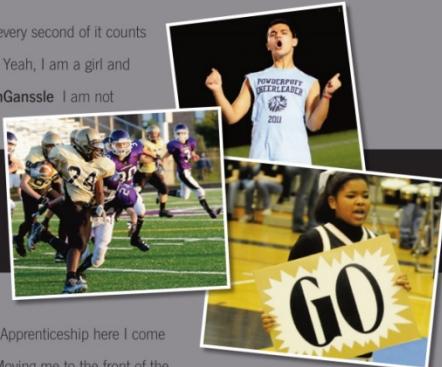
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Life is complicated, every second of it counts

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I love football @LeahGanssle I am not



not going to college. Apprenticeship here I come

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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

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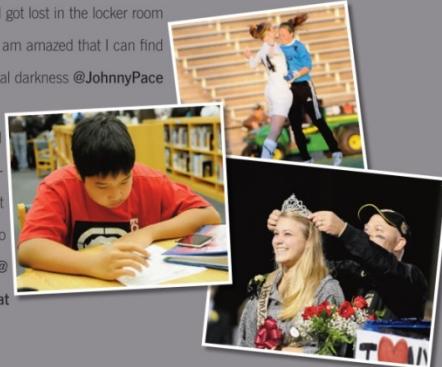
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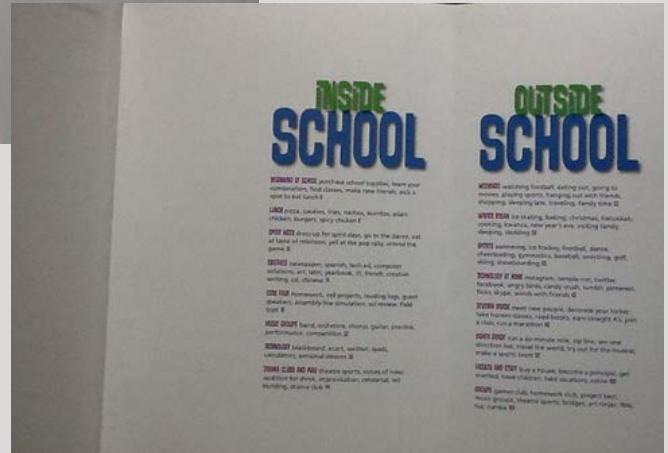
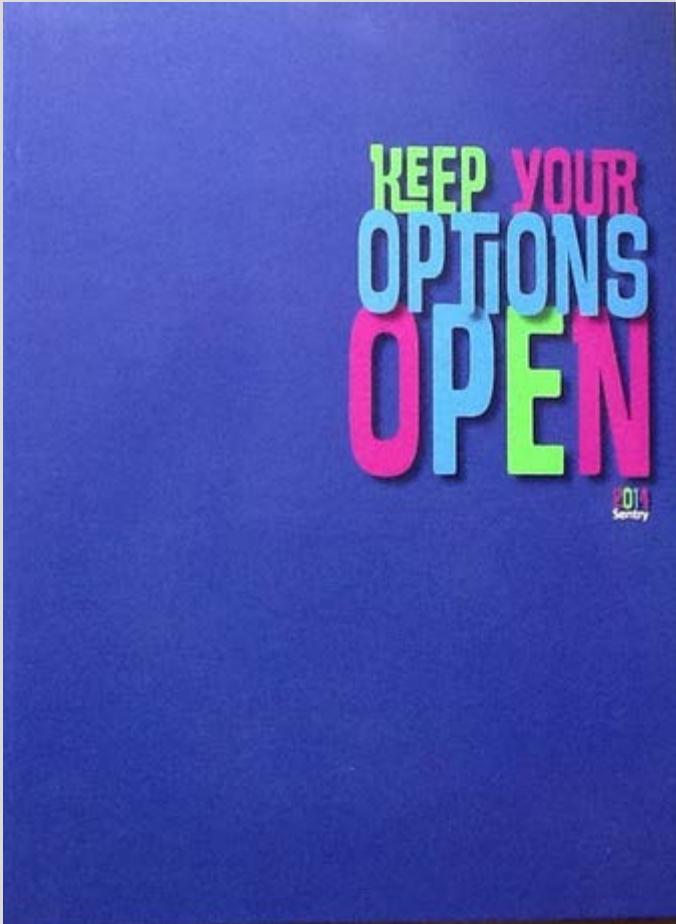
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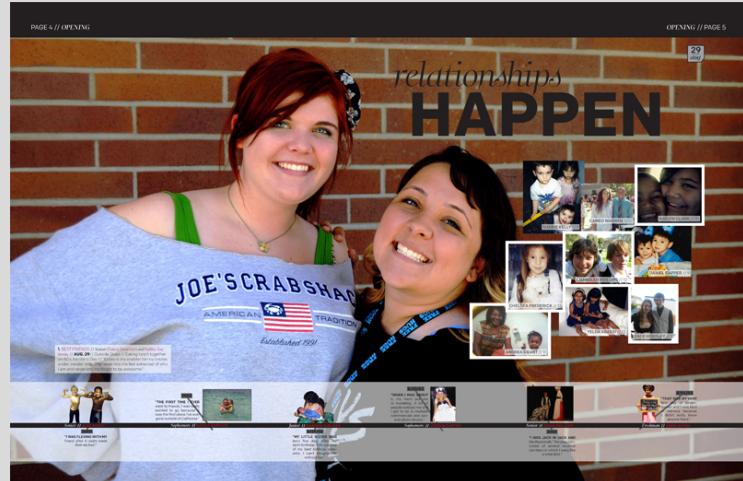
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- **DESIGN**: vertical feel, stacked text, larger lowercase mixed with smaller all caps
- **TONE**: Sassy, conversational
- **CONTENT**: focus will be on the surprising moments

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560 pdf
561 pdf
562 pdf
563 pdf
564 pdf
565 pdf
566 pdf
567 pdf
568 pdf
569 pdf
570 pdf
571 pdf
572 pdf
573 pdf
574 pdf
575 pdf
576 pdf
577 pdf
578 pdf
579 pdf
580 pdf
581 pdf
582 pdf
583 pdf
584 pdf
585 pdf
586 pdf
587 pdf
588 pdf
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595 pdf
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597 pdf
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you may not see it but,
yeah,
THIS IS HAPPENING



what a CONCEPT!

- cover
- organization

▪ TYPOGRAPHY that speaks your concept's "voice"



BY THE BOOK senior, **JORDAN SPERNER** checks on her team from the side lines. "I could have been doing better," she said. "I was trying to play, but at the same time I understand that there is someone else in the group that can play better." Yazz understood that her coaches were on the best team on the field as possible. "We are a team and we have to support each other no matter what," Yazz said. [yazz@aurora](#)

SHOUTING FOR VICTORY
senior leads varsity softball team in game against Grandview

AS THE NEW team leader of the varsity softball team, **NICOLE SPARACO** visited her team to do well this year. "I want to have a better record than last year and I want them to have fun, but I also want them to be about winning," it's about getting better," N. Sparaco said.

Sparaco was the only senior on the team this season, and that was unusual compared to past seasons. "It's a little weird, I'm not going to lie. When I was a freshman there were a lot of freshmen on my team, and as the years went on everyone left. This year I got to play for myself and I got to play with my little sister **LINDSEY SPARACO** and it makes her better and it makes her better," N. Sparaco said.

Being able to lead her team N. Sparaco said, "It's important because every team needs a leader. Not everyone knows how to be a good

leader and it's cool that I get to be one, especially for the younger girls on my team," N. Sparaco said. "We sat along with just some of the younger girls and we talked about what we have to say out of that, the theme words, and start winning," L. Sparaco said. "Our attitude is a lot better this year because people want to be there, people want to get better, and this part there just isn't that. I really been the attitude, I like it being a team leader because she takes everything into leader mode and tells us if we do something wrong or when we did a good job," L. Sparaco said. [nsparaco@aurora](#)

Having a new team leader this year, everybody is working together. "We sat along with just some of the younger girls and we talked about what we have to say out of that, the theme words, and start winning," L. Sparaco said. "Our attitude is a lot better this year because people want to be there, people want to get better, and this part there just isn't that. I really been the attitude, I like it being a team leader because she takes everything into leader mode and tells us if we do something wrong or when we did a good job," L. Sparaco said.

Being able to lead her team N. Sparaco said, "It's important because every team needs a leader. Not everyone knows how to be a good

AFTER BEING THROWN out of 2nd base, **MICAH SAMP**, decided to break the ball as the team and on her way back to the dugout she thought about how she can get better. "I wish I could be faster, I'm going to try by working harder by pushing myself to be the best I can in any way," Samp said. [micah.samp@aurora](#)

GYM CLASS THE WAY THE ENTIRE TEAM IS WORKING OUT IS THE WAY **MADDISON SCHMIDT** puts it. "Just like in the group you are on first base, 'it's time to go back on and talk about our weaknesses, decide what we're going to do better, and have a game plan for what we need to do in order to win,'" Schmid said. [maddison.schmidt@aurora](#)

CYCLIST MEMBER **YASMIN AL-ABDULKARIM** and about 50 other people travel for **MAPS** (Mountain Adventure Project) to ride 100 miles of a mountain because we are given a situation or a case and we have to defend one of the sides," said Al-abdulkarim. "It's a great way to learn about what makes it fun because you have to defend the side you are given no

you may not see both sides
STUDENTS ARGUE POLITICAL CASES IN MARCH TRIALS

matter what," said Al-abdulkarim. "One of the meetings we had to defend a case was about the president's policies for his situation, but I didn't want to because I was on the one side of the situation." Al-abdulkarim believed that the students will learn a lot from this because it's fun because you have to defend the side you are given no

DURING THE VARSITY softball game against Grandview, **WILLIAM KENNEDY** was the only one from the opposing team. "I have been playing softball for the 4th year and it is a passion of mine," Kennedy said. "We are better today than we were yesterday," Kennedy said.

AT THE FENCE **MICHAEL MURILLO** warms up by throwing around the ball with a partner. "When a game starts I am pumped because I am very competitive," Murillo said. [michael.murillo@aurora](#)

yeah,
THIS IS HAPPENING

THE AURORA SENTINEL TWEETS ABOUT THE PLOODING

A The Aurora Sentinel [@aurora_sentinel](#) National Weather Service: As more heavy rain is expected over the next 24 hours, 3 to 4 more inches expected today. Preparing for tomorrow. [11](#)

A The Aurora Sentinel [@aurora_sentinel](#) Police closing down southbound 4209 Ward-Pk because of flooding and started cars. [10](#)

A The Aurora Sentinel [@aurora_sentinel](#) A joint air strike has dropped 100 liters on Pekka near Mexico. Recovery en route. [10](#)

YOU TELL US: THIS IS HAPPENING

MARAH MAMINE 8GP 9
"I'm looking forward to the weather for this weekend. I think we will have nice, warm weather. I'm excited to go outside and have fun with my friends and family."

MEAGAN CHANDL 8GP 9
"I'm looking forward to the weather and having fun with my friends and family. I'm excited to go outside and have fun with my friends and family."

VI MERYON 8GP 9
"I'm excited for the weather, new teachers, and this weekend so that will make me happy. I'm excited to go outside and have fun with my friends and family."

MICAH SAMP 8GP 9
"I'm excited to be a part of a new school and this weekend so that will make me happy. I'm excited to go outside and have fun with my friends and family."

JONI BLAHN 8GP 10
"I'm looking forward to playing for the varsity team. This is the first time I'll be on the team and I'm excited to play with them. I want to be a very good teammate."

ARMANDO AMONCITO 8GP 10
"This weekend will be a good one. I'm excited to go outside and play with my friends and family. I'm excited to go outside and play with my friends and family."

KAREN YER 8GP 10
"You never know what's coming, that's what I'm most excited for, the unpredictable. I'm excited to go outside and play with my friends and family."

SHONNY DERYCK 8GP 11
"The rain was crazy because it's still wet and they wanted us to move outside. I'm excited to go outside and play with my friends and family."

028 | spruced by | dagnie mitchell, heather mitchell, hunter kennell |

softball, field, girl up, mock trial | page 8-15 | 029

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



what a CONCEPT!

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



WISHING A HAPPY BIRTHDAY

ON THE DAY of his birthday, Activities Director JEWELL COHEN brings Connor to the front of the STUCO class as they sing happy birthday to him. "Originally he was going to come around the time of the BBQ, 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 you'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 didn't know that. It was a fun 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 students 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 energetic kid. By the time he left he was running up and down the halls having a great time, and he loved our Chances the Bunkie."

The Smoky Hill student body teamed up much earlier than usual to help grant Connor's wish. "He lives in our feeder 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 is battling through and that's what this is all about: giving them the joy or sense of hope to fight whatever they are fighting," Cohen said. www.smokyhill.org

CONNOR SHOWS OFF

pictures from his birthday party to

ABIGAIL BOYER.

"He is the cutest baby,"

she said.

She took

his

Mothers

in

party

on his

mom's

phone

and

she

shoved

it

up

and

what a CONCEPT!

- cover
- organization
- typography
- design

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

- **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

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

▪ **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

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

▪ **COVERAGE** - *both HOW and WHAT*

"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."



did you see **RYAN MITCHELL?**

DO YOU SEE THE **FRESHMAN FRENZY?**

CARS WASHED 17

DOGS WASHED 43

MONEY RAISED \$ 860

22 OF 32 PLAYERS

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

SUDSING UP FOR BUCKS

By HILARY KENNEDY

HANDS COVERED IN soaps, **JENA STAVROSKY** 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 sweeps and the end of the season banquet," Stavrosky said.

The girls spent the day washing cars at the Bark '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," Stavrosky 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," Stavrosky said.

Since Stavrosky was an incoming freshman, she got to spend time getting to know her teammates. "It was a good bonding experience and we raised a lot of money for the team," Stavrosky said.

BRONZE LYNN STOLEY BY JULY BY

"I was excited for summer because this summer with my mom because it gave me a lot of time. To me getting my summer is important because I don't want to depend on other people. I want to be the one that I want to go."



BONNIE SALINAS AUG 3

"I went camping in Minnesota over the summer and I had a lot of fun with my family. We went swimming, went to the beach and it was a really good trip."



MICHAELA HERNANDEZ AUG 9

"I was going to my friend's house for a family dinner. We went swimming, went to the beach and it was a really good trip."



DADDY DASHMURY AUG 13

"I play guitar and I made a video on YouTube for my girlfriend. I'm trying to get my name to go viral. I have a lot of fun with my guitar and I like to play with fun people."



SHELBY LESTER AUG 17

"This was right before I left for California. I was really excited to go back and spend time with my family. Disney is my favorite place ever. Disneyland. I really love spending time with my family in a different place."



SHARON BLACK AUG 17

"It was a great time at the orientation with my mom, we always have fun together. We had a great time. I like because the weather was nice and we were able to go to different places."



TANNER MILLER AUG 17

"I knew I had to make the best decisions along the way but sometimes it's hard to be made. Making the better, or the best decisions."



YOU TELL US: THIS IS HAPPENING

ALYANNA JOHNSON AUG 21

"This summer I got to go to Disney and McAllister concert. It was one of my best summer experiences and it was such a great experience."



BRONZE LYNN STOLEY AUG 3

"I was excited for summer because this summer with my mom because it gave me a lot of time. To me getting my summer is important because I don't want to depend on other people. I want to be the one that I want to go."



FIELD HOCKEY; VACATIONS, FRESHMAN ORIENTATION

JUNE 6 - AUG 18

SPREAD BY hunter kennedy

All Coverage Device (ACD)

what a CONCEPT!

- cover
- organization
- typography
- design

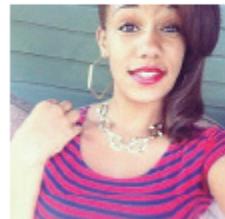


▪ COVERAGE - *both HOW and WHAT*

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."



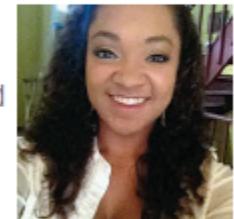
BROOKE LYNN STANLEY JULY 31

"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."



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spread by

hunter kennah

All Coverage Device (ACD)

what a CONCEPT!

- cover
- organization
- typography
- design



▪ COVERAGE - both *HOW* and *WHAT*

The image is a composite of two parts. On the left, a photograph shows students in a classroom during a power outage. The room is dark, but students are using small personal lights (like phones or tablets) to read their work. On the right, a magazine spread from 'yeah, THIS IS HAPPENING' is shown. The title 'yeah,' is at the top in large, bold, black letters. Below it, the word 'WE' is in white, 'POWER' is in green, and 'THROUGH' is in white. To the right of the title is a column of text. Below the title are four small photographs showing students using their phones as lights. The bottom right corner of the spread shows a hallway with a green exit sign.

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

what a **CONCEPT!**

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

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

SEE ME CRUISING THE BAY

THE CLAN 2014

It's kind of a long story.
The year, that is.

LONG STORY short

For us,
it's simple.

We tried
and we
won.

We studied
and we
made the
grade. We
gave back
and we
felt good.

We kept
old friends
and we
met new
people. But

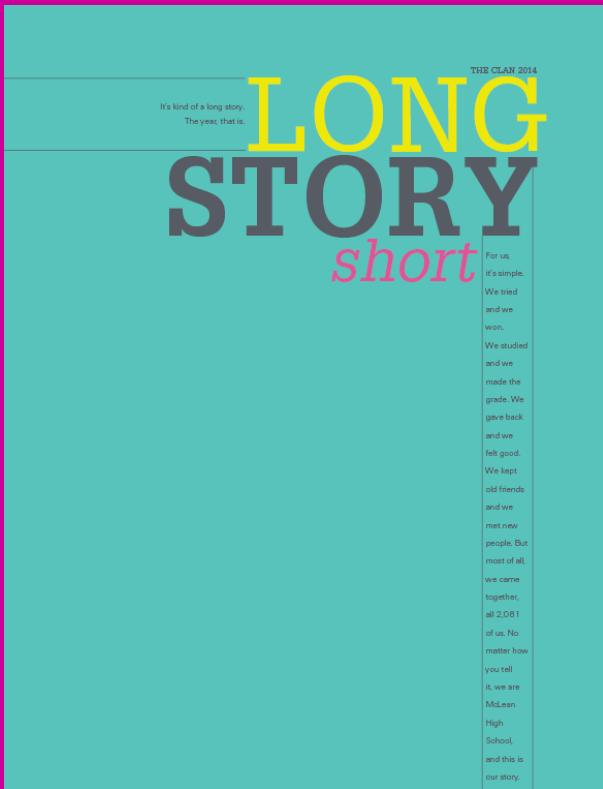
most of all,
we came
together,
all 2,081
of us. No
matter how

you tell
it, we are
McLean
High
School,
and this is

our story.

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

what a CONCEPT!

■ cover

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

what a **CONCEPT!**

- cover
- organization

■ **TYPOGRAPHY**

*that speaks your
concepts “voice”*

It's kind of a long story.
The year, that is.

THE CLAN 2014

LONG STORY *short*

For us,
it's simple.
We tried
and we
won.
We studied
and we
made the
grade. We
gave back
and we
felt good.
We kept
old friends
and we
met new
people. But
most of all,
we came
together,
all 2,081
of us. No
matter how
you tell
it, we are
McLean
High
School,
and this is
our story.

what a CONCEPT!

- cover
- organization
- typography

▪ DESIGN choices that are consistent with your concept



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
McLean-isms
OUTGOING
PRIDE
SUCCESSFUL
LOVE
UNPREDICTABLE

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

play
the
game

OF THE 400 POLLED...

36%
think JAY-Z
& BEYONCE
should name their
next child BEY-Z

59%
WANNA
LET MILEY
BE MILEY
41%
DON'T
AGREE

20%
spent
more than 3 HOURS
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MEDIA
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272 people
get 5-7 hours of
SLEEP
a night

#BEAT
LANGLEY
is the most popular
hashtag
for 180
people

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fave emoji,
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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 this 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?

"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."
Alison Meekem, 10

best buddies barbecue

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 Jebali, 11

LONG
STORY
short

2 Opening

3

what a CONCEPT!

- cover
- organization
- typography

▪ DESIGN choices that are consistent with your concept



short STORY LONG



Appling's bridge falling



Dean Howirth teaches hands-on physics with
**SPAGHETTI,
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. Howirth to put it on for me," she added. Junior Maggie Scranton 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



sky high

Over the summer, senior Sarah Beougher went to an aerial rope park. "When I lived in Germany there was a rope course that I would climb, and so once I learned about a place here I was really excited to go. It's such a workout, but it's so fun," Beougher said. *photo courtesy of Alex Zele*

1. UNDERWAT

Blowing bubbles underwater is a favorite pastime for many students. Genesis Pedraza said, "I love吹 bubbles underwater. The Commons of I had a great time swimming in the pool. It was "an extreme addition to swimming. My friends took pictures of me blowing bubbles and had a waterproof camera to take underwater pictures. I took some pretty cool shots."

photo by Marjan Wag

OF WESTGATI

artistic talents, senior Genesis Pedraza paints a mural for the Commons of Westgate. She designed and painted the mural with fellow seniors Tala Li and Li. "Although it took a long time to finish, we were finished, the students were really happy," said Pedraza. "They even showed their faces to the camera and were really brightened up."

photo courtesy of Amanda

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!

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
- Do's/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

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 *how do you take your coffee?*

Coffee Type	Percentage
\$ (14%)	14%
\$ (21%)	21%
\$ (54%)	54%
\$ (4%)	4%

"I TRY TO KEEP GOD IN MY LIFE EVERY DAY."
-ZACH GLENN, 12

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 Karla Malinva shares her food experiences 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

LONG
STORY
short

58 Priorities

59

what a **CONCEPT!**

- cover
- organization
- typography

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

run your **heart** out

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

STRIDES TO SUCCESS

the big switch

iPhone 5c | iPhone 5s

PRICE

MATERIAL

PROS

CONS



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 [Gallop] 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 she was standing there in the center.

P: He was holding a sign that said "Will you make my 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.
—**EMMA CHAPMAN**

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. So 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, his 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** ZONE

**short
STORY
LONG**

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 "Ow, ow, ow," some-

B: Yeah, I was actually, like, on a 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.

B: And then you're going, like, 10 miles an hour, going at about 2.0 miles
per hour, so if you fall off, then you're basically being
propelled into this 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: We were at Arrowshead, I went on another tube with our
friends, Rachel, liver and Sam. You just left.

B: 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 totally did!

B: 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.

B: 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.

B: Amelia, you were, like, going in-between having your legs
stuck to being on your knees. And being on your

A: knees hurt so bad!

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

B: 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.

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



what a CONCEPT!

- cover
- organization
- typography
- design

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

**LONG STORY SHORT. I'M AN
INTERACTION DESIGNER**
I grew up in Cedar Rapids, Iowa, the second largest city in the corn state, with my hate brother and
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
BATMAN GRAPHIC NOVELS**
the University of Iowa. After a couple years of Mathematical Induction and Big-O Notation (which was actually kind of
interesting as it applies today), I wanted to pursue a career in Game Design. I started illustrating fantasy like characters,
**AND YOU'LL SOMETIMES
SEE ME CRUISING THE BAY**
crafting a Subdien like they, and looking for schools that could make this dream of mine come true. I researched for

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** short 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 bottle 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, Kyler 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.

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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

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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

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

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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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P: I WAS! I HAD NO IDEA.

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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, his 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.

what a CONCEPT!

- cover
- organization
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- design

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



THURSDAY NIGHT LIGHTS

different people in the game share their point of view

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



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 you will say it, 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 get 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 Blanca 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 Alfonzo 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

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- organization
- typography
- design

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

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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*



my life in a nutshell

sophomore Danielle Walker
shares her passion
for blogging

"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."

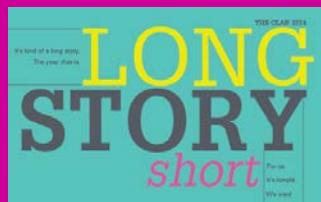


"I've always loved writing and a lot of my favorite authors have blogs. I also want to be a writer when I grow up, so this will help me get my work out there. I've been writing for a couple of months, it helps me get out what I want to say. I usually just write about whatever is on my mind at the time.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

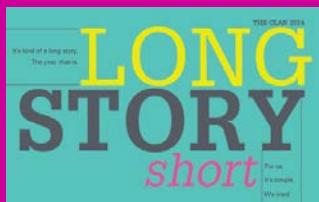
"I live past Vienna and I take the bus but I have to wake up at 5:20 so I have time to get ready because my bus comes at 6:30. It's hard to hang-out with friends because most live super close to the school"

- Sarah Kolyani, 9

what a CONCEPT!

- cover
- organization
- typography
- design
- writing style

■ COVERAGE - *both HOW and WHAT*



down the
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 TO SUCCESS

Headline Design

what a CONCEPT!

- cover ▪ organization ▪ typography ▪ design ▪ writing style

ALL THE LITTLE DETAILS

- folios, index, reference sections...

We kind of a long story
The year: 1994

LONG STORY *short*

For us
it's simple
We used



short **STORY** **LONG**

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

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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.