

*"We're still looking"* **THEME PLAYLIST**

SATURDAY	SUNDAY	MONDAY	TUESDAY
<ul style="list-style-type: none"> <li>* Does your school have a theme/tagline yet? If not, work on finding your verbal. If so, explain the vibe/mood of the book. This will help you target your visual search.</li> <li>* Use the resources in the "Get Inspired" video (Libby, Dribbble, Zone, Behance, Issuu, Ads of the Word and Google) to find at least two of the following: color, typography, design elements (graphics), photography, layout ideas, MOD or coverage ideas, or infographics.</li> <li>* Ask editors if they have set up inspiration folders in a Google drive. If not, volunteer to set up the folders. OR create a mood board to share with your team. Add to your board each day.</li> </ul>	<ul style="list-style-type: none"> <li>* Describe your school in five adjectives.</li> <li>* What are some iconic events, teachers, places, assignments, experiences at your school that would resonate with your audience?</li> <li>* What is your 2022 book's attitude? If it was a student who would it be? Describe the student.</li> <li>* Search for an ad or a piece of copy and mimic its style.</li> </ul>	<ul style="list-style-type: none"> <li>* Has your school created a brainstorm list of MOD ideas based on your theme? If not, create a list of possible MOD headlines and assign MOD types to each headline.</li> <li>* Once you have that list, pick one of the ideas and go on an inspiration hunt. You are looking for a MOD that you can recreate (see "MOD Like a Pro")</li> <li>* Using the four videos that you watched today, create a MOD. Remember create it exactly like the inspiration and then adjust it to work with your 2022 style guide.</li> </ul>	<ul style="list-style-type: none"> <li>* Describe how each of the following choices you have made this week are inspired by or connected to the theme, story and vibe of your 2022 book (try to keep these each to one sentence):             <ul style="list-style-type: none"> <li>* Color Palette</li> <li>* Type</li> <li>* How we will do profiles</li> <li>* Topics we will cover (that we didn't cover last year)</li> <li>* Repeating elements (either design or coverage)</li> </ul> </li> </ul>