

## Activity 4.2



# Shopping for ideas

Individually, or as a staff, take a field trip to the mall. Retail stores spend millions of dollars to verbally and visually attract you and your friends into their stores and to wear and use their products and services. Borrow the ideas from these retailing wizards — you paid for them! Collect theme, headline, story, photo and graphic design ideas that can be readily transferred to your yearbook.

Don't hunt in packs. Scavenge the mall in groups of one or two. Take a notebook for sketching and note taking. You'll want to share your findings with the staff.

When the hunt is over, gather in a central location to enjoy an ice cream treat, pizza, a movie, video games or some other staff bonding activity.

### Store up the ideas:

- **All Stores:** study in-store displays such as posters, displays, signage and shopping bags
- **Clothing and Department Stores:** color combinations, textures, logos, story ideas
- **Sports and Athletic Stores:** sports story ideas, catchy headlines
- **Cosmetic Counters:** logos galore, terrific use of type and colors (great smells, too)
- **Card and Gift Stores:** themes, catchy headlines, story ideas, embossing and foil stamping ideas
- **Book Stores:** cover ideas (don't forget to look at the book covers under all those dazzling dust jackets), theme ideas, photo and art ideas, typographic ideas, graphic and story ideas
- **Candy Stores:** story ideas, a sweet treat for energy
- **Music Stores:** cover and theme ideas, photo and art ideas, typographic and color treatments
- **Nutrition Centers:** story ideas, headline ideas
- **Furniture Stores and Home Centers:** textures, patterns, colors in furniture, wallpaper and tiles
- **Your Favorite Store:** Purchase a little something for yourself!

While roaming the mall, be aware that you will need to turn in a journal from your visit to share with the staff.

Record the following in your notebook:

- **Theme:** five potential theme ideas inspired during the trip
- **Stories:** 15 story angles that could be used in your yearbook
- **Photos:** using your eye as the viewfinder for a pretend camera, list 10 great photo ideas
- **Graphics:** start or add to your graphics notebooks by recording 10 adaptable ideas including lines, tints, art/illustrations, logos, colors and typographic treatments.