

Activity 7.2 **Sounds like a theme to me**

With your theme decision narrowed down to one or two workable ideas, it's time to start the creative planning.

- Work on the design for the cover, endsheets, title page, opening, dividers, closing and parting page. Complete mock-ups with magazine photos pasted onto the layouts. Make the packet as realistic looking as possible using your computers or Practice Layout Sheets.
- Generate a list of specific information that can be used in the stories on the opening, dividers and closing spreads.
- Generate a list of photo ideas to visually report the theme.

Depending on the time and interests of your staff, you might assign small teams of students to each design a theme packet for your selected theme. Other staffs will have just the key editors design the packet. If the editors prepare the theme packet, they should share their work along the way and get plenty of feedback from everyone on the staff!