



KINDS OF THEMES

Choosing different types of unifying ideas

1. Identify, explain and give two clear examples of nine different kinds of themes

Type	Explanation	Examples
1. School colors theme	Phrase includes one or more school colors	Red hot, cool blue Red and black attack
2. Play on the school name	Uses school name as part of the theme phrase	Nothing Basic about it Don't Hyde your feelings
3. Mascot theme	Mascot is integral part of the theme	Who let the Cats out of the bag? A Pirate's life for me
4. Anniversary theme	Based on an anniversary at the school	101 and only Xtravaganza
5. Event theme	Could be based on construction, new schedule or going co-ed	Try, tri again Common threads
6. Double-edged theme	The theme has two sides, usually one serious, the other playful	Context You think you know...
7. Location theme	Based on the physical location of the school	Off Centre Life on the edge
8. Reaction theme	Contains as many voices from the school community as possible	Any way you say it InterViews
9. Fun theme	Involves the use of a contemporary phrase and a less serious tone	You are here It's all good

2. List four different kinds of themes that might not be a possibility for every school and explain why each might not have universal potential.

1. School Name	There's not always a good play on words; some schools just don't have options.
2. Location	It doesn't make sense unless there's a distinctive location.
3. Pride	If school morale is low, the students would not accept a pride theme as true.
4. Anniversary	If it's not a big deal at the school or not a celebrated anniversary year...