Name(s): Period: Date:

A **controlling theme** is a distinct and unifying idea that connects the different aspects of a publication. For example, if the theme is showing how unique Lakeview is, the title would be “What Makes Lakeview Uniquely Lynx”. If the theme is “Lights, Camera, Action” you would include a lot of pictures of students posing as celebrities and have a spotlight on the front cover.

(1) Brainstorm three ideas for controlling themes with your partner/group

 a.

 b.

 c.

(2) Choose one controlling theme idea and circle it (above).

(3) Write a title that will emphasize this theme

 a.

(4) Describe what the cover would look like

(5) Choose 4-5 fonts that would emphasize this theme (use Word from Microsoft to choose fonts)

 a.

 b.

 c.

 d.