

If you answer "no" to any, rewrite or use another inspiration approach. Write your next Big Idea draft below.

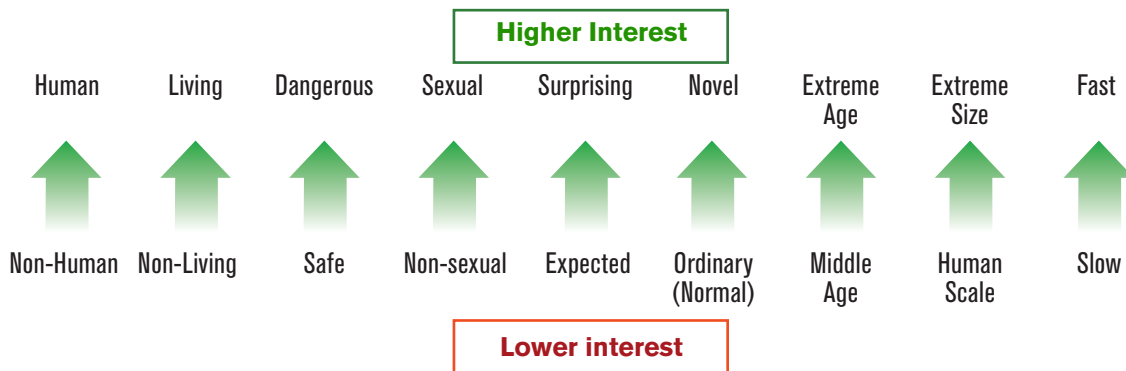
Stop 5 – Vehicle (Theme Statement)

Is your theme...

- Readable? (Use www.read-able.com)
- Crystal clear? Free of ambiguity?
- In third person?
- Increasing impact with experiential imagery?
- Avoiding prohibited words?
- Using strong verbs/nouns?
- Speaking in active voice?
- Providing just enough context or examples?

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
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You may use Knockan's Theory to increase impact. Items higher on the scale will generate more impact and interest.



If you answer no to any of the above, review the Guidelines and redraft your theme.

Adaptation for a Secondary Audience (Stop 2)

Secondary audience description

Program objective(s)

Secondary theme for the secondary audience.

Does the theme match the developmental level of the secondary audience?

If the theme is to be used directly with the audience (sandwich or emergent presentation models), does the theme use language, context, and reading level appropriate to that audience?

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Write another secondary theme if you have more than one secondary audience for the primary theme.