1. You will need to think of a theme for your cereal. The theme should be clear and specific. Be careful to choose a theme that has plenty of imagery associated with it.

   Some possible themes: Las Vegas, winter, zombies, jogging, roller derby, logging/forestry, old people, Egypt, pirates, the farm, volleyball, etc.

   My theme will be: **CHRISTMAS / SANTA**

2. Think of a name for your cereal. It needs to be short and catchy. It should obviously relate to the theme. Rhymes are often good.

   Some possible words to use in the cereal name: crunch, crunchies, pops, flakes, clusters, puffs, bits, bites, munchies, O's, pellets, toasties, bunches, bran, squares, nuggets, grains, pebbles, cubes, morsels, pieces, chunks, minis, dunkies, cats, spheres, loops, krispies, etc.

   The name of my cereal will be: **Ho Ho Ho's**

3. Generate a list of **at least 20** words or phrases that directly relate to your theme. These are non-tangible - things you can't touch. If you can't think of enough then you will need to think of a new theme for which you can list **at least 20**.

   Examples for "old west" theme: howdy, buckaroo, high noon, git outta town by sundown, good bad & ugly, OK corral, six shooter, rough rider, wrangler, posse, chuck wagon, dude, etc.

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   **MERRY / CHEER**
   **PEACE ON EARTH**
   **CAROLS**
   **PINE TREE SCENT**
   **GOOD TIDINGS**
   **WAKING UP CHRISTMAS MORNING**
   **COLD / FREEZING**
   **DECEMBER 25TH**
   **BIRTH OF CHRIST**
   **FELIZ NAVIDAD**
   **SITTING ON SANTA'S LAP**
   **NIGHT BEFORE CHRISTMAS**
   **JOY TO THE WORLD**
   **JOLLY**
   **CHRISTMAS EVE**
   **TRADITION**
   **GIVING**
   **NAUGHTY OR NICE**
   **OPENING PRESENTS**
   **SILENT NIGHT**
   **RED AND GREEN**
   **AFTER CHRISTMAS SALE**
   **ST. NICK**
4. You will also need to generate a list of **at least 40** physical traits that directly relate to your theme. If you can’t think of enough then you will need to think of a new theme for which you can list at least 30.

Examples for “old west” theme: cowboy hat, rope, lasso, cactus, pistol & holster, horseshoe, corral, saloon, sherrif’s badge, vest & chaps, spurs, longhorn bull, wanted poster, hangman’s tree, hitching post, Billy the Kid, Tombstone, wagon, Indians, rifle, high noon, those hinged doors in the saloon, campfire,

**Santa Claus**
**Mrs. Claus**
**Santa’s Costume**
**Candy Cane**
**Fruit Cake (Yuk!)**
**Sleigh Bells**
**Chimney**
**Santa’s Workshop**
**Toys**
**Toy Soldier / Nutcracker**
**Egg Nog**
**To: From: Tags**
**Advent Calendar**
**Santa Hat**
**Stockings**
**Mistletoe**
**Holly**
**Santa’s List / Naughty**
**Snow Globe**
**Charlie Brown’s Tree**
**Christmas Cards**

**Elf**
**North Pole**
**Bells - Jingle Bells**
**Snow / Snow Flakes**
**Santa’s Sleigh**
**Reindeer**
**Rudolph**
**Frosty / Snowman**
**Christmas Tree**
**Ornaments**
**Presents**
**Wrapping / Bow**
**Jesus**
**Nativity / Joseph & Mary**
**Magi / Wise Men**
**Bethlehem**
**Wreath**
**Tinsel**
**Lights on House / Icicle**