Your Captions Are The Most Read Copy In The Book. Make Them Count.

RA

ARIE/

Walsworth yearbooks

NRIE CAPTIONS RIGHT

Your Captions Are The Most Read Copy In The Book. Make Them Count.



Captions are **NECESSARY**. They are not an **OPTION**.

- People may not read your copy on every spread right away, but they will read captions.
- Captions will tell readers today, and remind them in 20 years, who is in each photo and what happened.



Photo by Caden Rainwater



The **EASIEST WAY** to Write a Caption

- Take engaging, candid photos that have a story to tell and make people want to read.
- Lame, posed photos will lead to lame captions.



Photo by



It's as Easy as ABCD

ATTENTION GETTER	BASIC INFO			
An attention getter (A) is like a mini headline. It's a direct link from the caption to the photo it is describing.			Б	
COMPLIMENTARY INFO				
Complimentary int a past-tense sente reader something from the photo itse money was raised or who won the go	ence telling the he cannot see elf, like how much I in the fundraiser	A Direct quote (D) should be a unique quote from someone in the photo discussing an aspect of the event in the photo. This should not be a fact. Get quotable quotes. How did the person FEEL?		U
Complimentary int a past-tense sente reader something from the photo itse money was raised	AENTARY FO formation (C) is ence telling the he cannot see elf, like how much in the fundraiser	A Direct quote (unique quote fro photo discussing event in the pho be a fact. Get a	DIRECT QUOTE uote (D) should be a uote from someone in the cussing an aspect of the he photo. This should not . Get quotable quotes.	

Walsworth yearbooks

ATTENTION GETTER

- Two or three-word mini headline.
- Helps viewer get caption/photo connection.
- Uses colorful/lively action verbs.

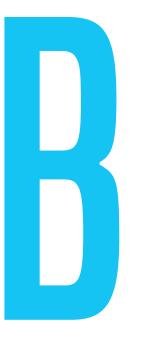


BASIC INFORMATION

- First line: complete sentence, present tense and active voice.
- Identifies who and what is happening in the photo without stating obvious.



BASIC INFORMATION



- Identify all people (up to seven, and then just the main participants).
 - Use title or grade and first and last name.
 - List from left to right, but don't write that as a part of the caption.
- Try to avoid beginning with person's name or title, "during," "pictured above."



COMPLEMENTARY INFO



- Second line: complete sentence in past tense.
- Provides background information that can't be seen. (What happened before or after?)
- This is why note taking is essential.



COMPLEMENTARY INFO



- In sports, tells the result of the game or play, and names of key opposing players.
- For example, take a photo of the scoreboard after a big play to record time of event.



DIRECT QUOTE



- "Get a quote from someone in the photo discussing the event in the photo," journalism teacher Sam Stevens said. "The quote should help tell the story of what happened, not just restate facts. Providing emotion and opinion is encouraged."
- Attribution should always be after first sentence of the quote in this order: "Quote," title name said.





A B C D

PRESSURE At the game against Keller Central, Nov. 3, wide receiver senior Jacob Martinez, #12, runs away from the tackle made by defensive end senior Austin Gaither, #18. The team lost 28-34. "There's so many feelings that rush through my head when I play honestly," Martinez said. "I learned to control the emotions of the game and tune them out when I had to so we could meet our goals as a team." *Photo by Ashley Harrison*

Walsworth yearbooks

Flipping C & D

- It is common today to see the complimentary information follow the direct quote.
- Direct quotes often elaborate on the action described in Step B (Basic Information), so it makes sense to end with Step C (Complimentary Information).





HANDS ON With the Oak Ridge receiver running to gain yards, senior Henry Johnson goes for the tackle. "The energy I give in practice and games is motivating and helps [with] team spirit," Johnson said. The team beat Oak Ridge, 20-7. **NO ENTRY** On a short pass play, senior Zachary Huddleston blocks a rusher. "Football [is] all I've really done in high school. It'll be hard to walk off the campus after that last bell rings and [I] don't have practice," Huddleston said. The team beat Edgewater, 44-0.

Boone High School, Orlando, Florida

Walsworth yearbooks

GOOD VIBES

During the halftime show of both the "Pink Out" game and "Middle School Night," senior Annessa Hernandez plays "I Want You Back" by the Jackson 5 on the vibraphone. "None of the middle schoolers were in the pit, so I couldn't really associate with them," she said. "I was sad because it would've been cool for them to experience it. Whether it's 'Pink Out' or 'Senior Night,' being able to perform every Friday night, doing what I love, with people I love is amazing." The band played "I Want You Back" and "Shout It Out" from the movie "The Drumline" with the Ross and MacArthur bands. (photo by genesis barraza)

CAPTIONS: Let's Break it Down

Burges High School, El Paso, Texas



CAPTION WRITING MUST DO'S

Keep these considerations in mind when you write any caption.



Caption Writing - Must Do's

- Be a journalist. Take notes when covering events and speak to people in person to gather information.
- Keep captions factual to what is actually happening. Avoid interpreting what you think is happening.
- Include the five Ws and H.



Caption Writing - Must Do's

- Use complete sentences in a variety of sentence patterns.
- Write the caption as soon as possible after the photo is taken.
- Each caption on a spread should begin differently (use a variety of caption lead techniques).



CAPTION WRITING AVOID THIS

Avoid these common caption mistakes.



Caption Writing – AVOID THIS

- Do not rely on social media to seek out information after an event occurred.
- Do not state the obvious. "Duh!" captions are weak.
- Do not use label leads (girls' basketball, swimmers, players etc.).
- Avoid beginning with names.



Caption Writing – AVOID THIS

- Don't use too many –ing verbs or to be verbs.
- Avoid jokes, clichés and opinions.
- Don't use first-person pronouns "I, me, we, our, us."
- Don't repeat information.



Caption Writing – MORE DETAILS

- Avoid the following phrases:
 - "During..."
 - "Pictured above"
 - "From left to right" (This is obvious since this is how we read.)
 - "Seems/attempts to..."
 - "This year"
 - "Name of your school"
 - "Many, some, most, few"
- You can even create a word cemetery in your staff room and "bury" these phrases for good.



Caption Writing – MORE DETAILS

CAPITALIZATION: Consider using your headline style (ALL-CAPS, SMALL-CAPS or all-lower case and sentence-style)

ARRANGEMENT: Always try to place your caption next to the photo you are describing or as close you possibly can.



CAPTION DESIGN

Captions need to be designed with color and time, but keep the look consistent.



Caption Design – TYPE and COLOR

Use the same principles from headline design – they are a design element – not an afterthought. **TYPOGRAPHY:** Use a font from your headline style. **COLOR:** Shades of gray and color add emphasis to key content words are often used to help differentiate captions when clustered.



CAPTION **DESIGN CONTROVERSY**

Is there a correct way to align your captions – Flush left? Flush right. Justified? Aligned to photo?



CAPTION DESIGN – The Controversy - Alignment

OPTION 1: ALL captions must be/ should be

FLUSH LEFT / RAGGED RIGHT.





CAPTION DESIGN – The Controversy - Alignment

OPTION 2: All captions on the left of a spread must be/should be FLUSH **RIGHT to the photo** each is describing. and – ALL captions on the right of a spread must b/should be FLUSH LEFT to the photo each is describing.



Walsworth yearbooks

CAPTION DESIGN – The Controversy – Alignment

OPTION 3: Either option is acceptable.







CAPTION DESIGN – The Controversy – Alignment

OPTION 1: ALL captions must be/ should be

The same width.



In spite of the pandemic and restrictions on of fun to have this year."

school events, Friday night football games remained a spirit-filled routine. At the Red Out game against Eaton High School on Oct. 2, 2020, students filled the bleachers in anticipation of the game. Senior Grace Richardson joined the crowd in preparation for

the Varsity football game. "At the Red Out game, my friends and I went and joined in with everyone in the stands to cheer for our team," Richarson said. "My friends and I like to go and get really into things,"

up for football games and indulge in the spirit weeks as part of the festivities before games.

"I like school spirit, I think it is fun to get into the dress up-days," Richardson said. "Although this year everything seems cut short, and I understand why but I kinda wish we had a bit more passion going into it, but there is still a lot

"I was really excited for football season this year because it's my last year and my last goaround," Richardson said. "We just had to try and enjoy as much as we can because it feels like our last hurrah." Story by SEMBREE YEAR'





What students enjoy most about cheering for football games,

"Cheering at the games is exciting becaus you are watching the game and having a good time with friends, I love being able to watch people I know and support them." --Kanrah Huddleston, 9

"Going to games was exciting because I ge to hang out and cheer for people I don't normally see at school, but less people go and we all have to wear masks." -Walker Ballard, 10

"What I like most about cheering at the football games is the fun atmosphere it produces, it's also fun to watch my friends play on the field." -Bavid Markovich, I

"I enjoy cheering at the games because i is my last year here and so I want to make memories that will last, I love being able to spend time with my friends." -Ahty Hall 12













the time they had left.



Despite the conditions of the year, students continued their traditional activities in support of the school and focused on making the best of

CAPTION DESIGN – The Controversy - Alignment

OPTION 2: Captions can be as wide as the design needs them to be.

Usually aligned to photo width.





NOW, IT'S **VOUR TURN**

Practice writing great captions with your staff.



It's Your Turn

MUSICAL CHAIRS

- Juniors Jessica Peterson (left) and Mary Lopez (right)
- Participate in blindfolded musical chairs at the first pep rally of the year
- It was 97 degrees outside and two people suffered from heat exhaustion
- This was a competition between the classes
- Occurred on Sept. 6
- "I couldn't see so I sat really quickly on someone and when I looked, it was Mary [my best friend], so it was the perfect person to sit on. It just stunk I was still out," Peterson said.
- "The music ended so quickly. I just sat as quickly as I could. I thought it was so funny that Jessica ended up on my lap," Lopez said.
- The seniors won this event.

NOW, USE THE ABCDs to write a caption.







Switch your caption with a partner and use this checklist:

__(A) Makes a creative caption/photo connection (Attention getter)

(B) Present tense sentence identifies everyone in photo and describes what is happening in each photo. (Basic info)

- (C) Past tense sentence takes reader beyond moment of photos. (Complimentary info)
- __ (D) Quotes are interesting and not just facts. (Direct quote)
- __ Caption is factual.
- ____ Avoids editorializing, school name, and terms like: this year, apparently, seemingly.
- ___ Written in third person (no you, us, we, our).
- __ In active, not passive voice verb.
- __ Spelling, grammar and punctuation are correct.
- __ Doesn't begin with name or -ing word.
- __ Overall caption is positive and interesting.



GREAT CAPTIONS TAKE TIME AND EFFORT

Make them the best writing and reporting in the book.



Simple Approach to Great Captions

with Renee Burke

a Walsworth Yearbooks video resource







