CAPTION WRITING

ORGANIZED adviser

TYPES OF CAPTIONS

STANDARD

Identifies who is in the photo and what is happening, includes additional details and/or a quote.

MINIHEADLINE

ABOVE I am a sentence in present tense that identifies who is in the photo and explains what is happening. "I am a second sentence in past tense that is either a super interesting quote from someone in the photo or simply another sentence that adds additional details," Firstname Lastname[9] said.

BASIC

Identifies who is in the photo and what is happening.

Preparing to serve next, Firstname Lastname[9] stretches in between sets.

IDENTIFICATION (IDENT)

Just name and grade of who is in the photo.

Firstname Lastname[9]

ANATOMY OF A CAPTION

1 HEADLINE

An engaging phrase intended to draw in the reader.

2 DIRECTIVE

Indicates which photo the caption is about: left, far right, above, middle, etc.

3 FIRST SENTENCE

PRESENT TENSE

Identify who is in the photo (up to 5 people) and explain what is happening. Always include grade level or position/title in a format consistent with your style guide. Common ways to notate grade: class name (freshman, sophomore, junior, senior), grade level or graduation year superscript, etc.

4 SUBSEQUENT SENTENCES

PAST TENSE

Additional details or quote from someone pictured. If referencing someone a second time, only use their last name.

QUOTES

- Content should be engaging - either a reaction or emotion.
- All factual information (score of game, opponent, dates, etc.) should be in the first sentence or a transition sentence before the quote.
- All quotes must be verbatim. *Only stutters and transitional sounds ("um") should be edited out.*
- Quotes are surrounded by quotation marks (").
- The quote ends with a comma - *not a period or exclamation point!*
- The comma ALWAYS goes inside the quotation mark.
- The quote must be attributed to the person who said it.
- The quote attribution is always "said" - *never exclaimed, yelled, shouted, whispered, etc.* Let the reader decide the intended sentiment.

HOW TO GATHER CAPTION INFORMATION

A ACTION LEAD-IN

An engaging phrase intended to draw in the reader.

B BASIC INFORMATION

Information needed for first sentence.

- WHO
- WHAT
- WHEN
- WHERE
- WHY
- HOW

C COMPLEMENTARY INFORMATION

Additional information needed for secondary sentences.

D DIRECT QUOTE

Quote from interview with source (someone in the photo).

EXERCISE

PHOTO VIA BARBAREVA.COM

WHO LEFT: Samantha Smith (12)
RIGHT: Mila Moreno (12)

WHAT students get their heads shaved to raise money for cancer research

WHEN October 12

WHERE competition gym

WHY philanthropy event hosted by Student Council (sponsor's daughter has cancer)

HOW buy-out pep rally

"Even though I didn't trust Samantha with an electric razor, it was worth it because I raised a bunch of money for cancer research," Mila said. "That meant a lot to me because my grandpa passed away from lung cancer recently."

STEP 1
GATHER CONTENT

ACTION LEAD-IN

List words or phrases that come to mind when looking at the picture.

BASIC INFORMATION

Identify everyone in the photo + accurately describe the action in the photo.

COMPLEMENTARY INFORMATION

Dig deeper. Get the inside scoop and appeal to the intelligent, curious reader.

DIRECT QUOTE

Add insight direct from the source with an engaging quote.

STEP 2
WRITE CAPTION

HEADLINE

FIRST SENTENCE

ADDITIONAL SENTENCES OR QUOTE

SAMPLE CAPTION

SHAVING LIVES

ABOVE Listening to the buzz from the razor, Mila Moreno[12] gets her head shaved by cosmetology student Samantha Smith[12]. Students were given the opportunity to bid on more than 30 students who volunteered to have their heads shaved for charity. “Even though I didn’t trust Samantha with an electric razor, it was worth it because I raised a bunch of money for cancer research,” Mila said. "That meant a lot to me because my grandpa passed away from lung cancer recently.”

BONUS

Additional ideas for the caption headline

Close Shave
Hair-razing experience
Clipping for Cancer
Shear Madness
Hair Today, Gone Tomorrow
A Hairy Situation
New Do
Win for a Trim
A Cut Above
The Mane Event
Good Hair (or Bad Hair) Day