

CAPTION WRITING

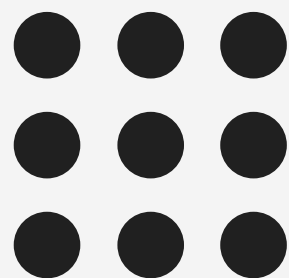
ESSENTIALS: DAY 16

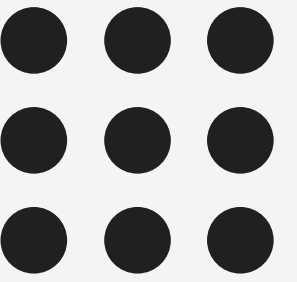


DONOW:

what do you
want to know
about this
picture?

WRITE IT DOWN, BE READY TO SHARE





**LOOKING AT A PICTURE
WITHOUT A CAPTION IS
LIKE WATCHING TV WITH
THE SOUND TURNED OFF.**

- Robert J. Courtemanche, CJE

SHARE YOUR DO NOW RESPONSES

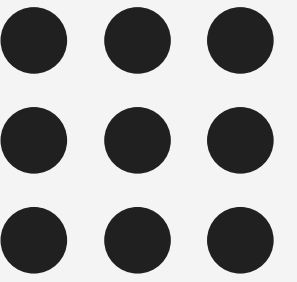


**CAPTIONS NEED TO
EXPLAIN THE BASICS:**

**WHO, WHAT,
WHEN, AND
WHERE...**

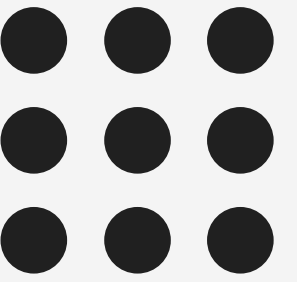
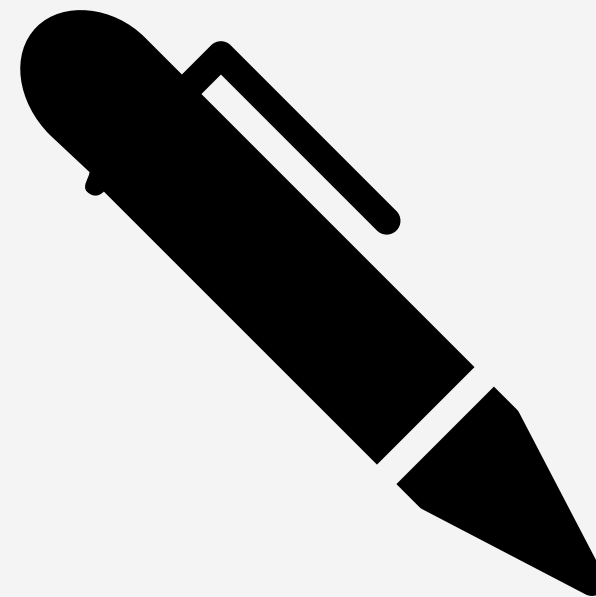
5W'S: WHO WHAT WHEN WHERE WHY AND THE H: HOW

OBJECTIVES:



You will learn about different types of captions and how to write a variety of effective captions including explains the 5 W's and H without repeating what is already said in the photograph.

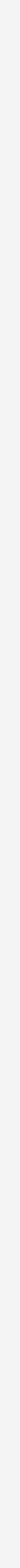
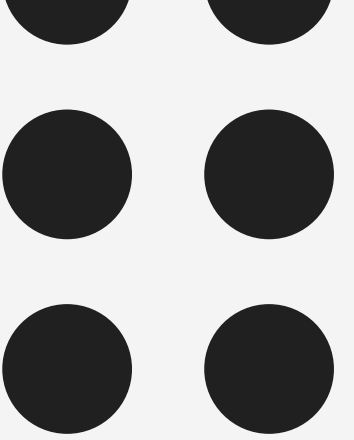
**CAPTIONS
SHOULD NOT
BE AN AFTER
THOUGHT**



**TAKE NOTE
OF WHAT'S
HAPPENING
AS YOU TAKE
PICTURES.**

PHOTOGRAPHERS

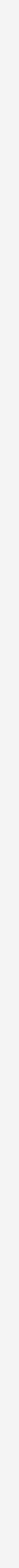
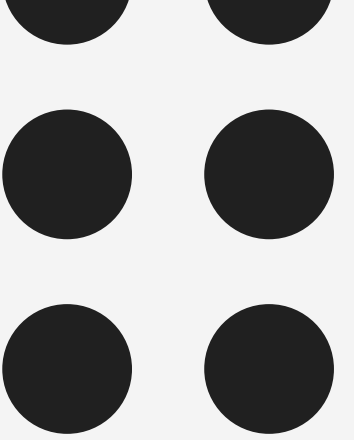
ARE REPORTERS TOO, AND
ARE EXPECTED TO GATHER
INFORMATION AND TALK
TO PEOPLE IN THEIR
PHOTOGRAPHS.



WRITERS

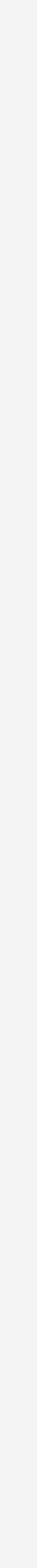
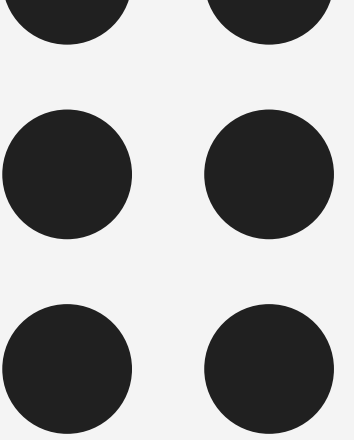
SHOULD NOT LEAVE
PHOTOGRAPHERS
ALONE TO GATHER
INFORMATION.

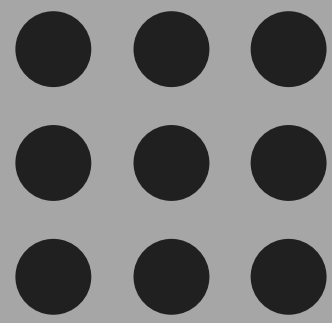
THEY SHOULD BE AT
THE EVENT TOGETHER,
AS A TEAM, HELPING
EACH OTHER.



PHOTOGRAPHERS

WILL BE RESPONSIBLE FOR
WRITING AND SUBMITTING
FINAL CAPTIONS ON A
GOOGLE SHEET ALONG
WITH EACH PHOTOGRAPH.



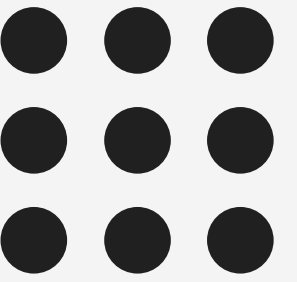


**CAPTIONS
SHOULD SUPPLY VITAL
INFORMATION THAT THE
PICTURE CANNOT.**

CAUTION:

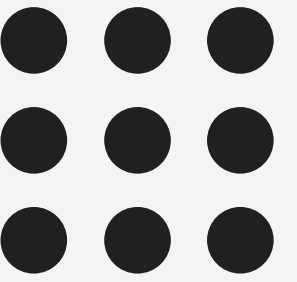
DO NOT REPEAT WHAT YOU ALREADY SEE IN THE PHOTO!
YOU WILL LOSE CREDIT AND RE-DO THE WORK.

DON'T:



- use passive voice or use of phrases such as "is running" and "is playing"
- use directionals, "Pictured above (below, left etc.) are Jim Brown and Jen Brown"
- use "left to right" or "l-r". - this is assumed
- editorialize (express your own opinion)

be consistent as a staff.



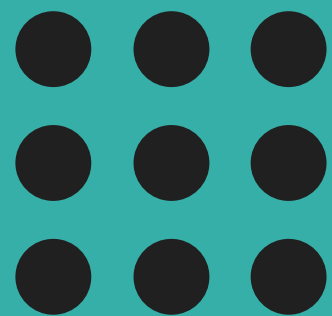
WHAT FORMAT SHOULD WE USE?

Develop a formula
for identifying
people in the photo:

Senior First Last

First Last ('20)

First Last (12)



**A CAPTION SHOULD
INFORM, SURPRISE, DELIGHT,
AND INTRIGUE A READER.**

NORTHWEST SCHOLASTIC PRESS

TYPES OF CAPTIONS

CAPTIONS CAN BE A VARIETY OF LENGTHS DEPENDING ON SPACE AND THE STORY. TALK TO YOUR TEAM. FIND OUT WHAT KIND OF CAPTIONS ARE NEEDED.

1. **Identification** (who)
2. **Brief** (who, and the other W's as that aren't included in the story)
3. **Quote** (who, and quote explaining 5 W's)
4. **Mini-Story** (title, lead, who, what, when, where, why, how, quote)

IDENTIFICATION (who)



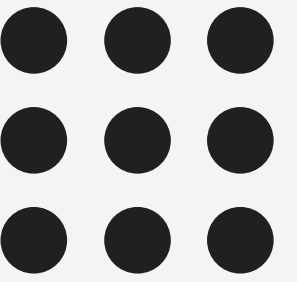
Sune Lane (12)

or expand a bit

Leading scorer, Sune Lane (12)

Andy Abeyta, Quad-City Times

GROUP IDENTIFICATION



Begin with group name then use FRONT (bottom) to Row 2, Row 3, BACK (top) row
DO NOT SAY:

Left to right

FRONT ROW: Taray Farnsworth, 12 | Terence Triplett, 12 | Kaine Weatherspoon, 12 | Rian Smith, 12 | Bennie Lewis IV, 12 **BACK ROW:** Darryl Williams, 9 | Tracey Thomas, 9 | Reuben Jones, 10 | Lee Allen, 9 | Jadin Wells, 11 | Gabe Howell, 11 | Isaac Vazquez, 11 | Ariel Segura, 11



Andy Abeyta, Quad-City Times

BRIEF

(who, what, where)

one sentence for when space is tight
and details are covered in the story.

**Sune Lane (12) reaches for
the final dunk during the
Senior All Star Contest.**

QUOTE



Andy Abeyta, Quad-City Times

(title, quote from person in photo explaining 5 W's)

DUNK CHAMP: "I took a few dribbles underneath and brought it down below my knees for a reverse dunk. I practiced a lot and coach said I would be the one to win if I could get it in. He was right and it feels good," said Sune Lane (25) after winning the Senior All-Star Contest on March 27.

mini-story CAPTION FORMULA

EVERY CAPTION SHOULD TELL A STORY

Title: Mini headline for the photo, visually different

Lead: A hook to draw the reader in the first sentence

Sentence 1: Present tense: 5 W's/H with action verb

Sentence 2: Past tense: background info

Sentence 3: Concluding quote from person in photo

With the help of Senior Anthony Ralph, Junior Travis Durst paints the engine compartment of his 1983 Chevrolet Camaro. Durst's interest in mechanics sparked at a young age due to his father and uncle's careers in engineering. "I wanted to go with them everywhere," said Durst. "I asked so many questions about everything and really wanted to know how it all worked." *Photo by Kayla Ronnie*



MINI-STORY CAPTION EXAMPLE

WHAT'S MISSING?

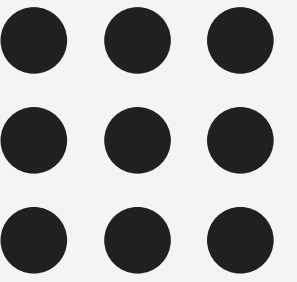
LET'S PRACTICE TOGETHER

CAPTION THIS USING A MINI-STORY:

we will make up info to practice.
we never do this, so enjoy.



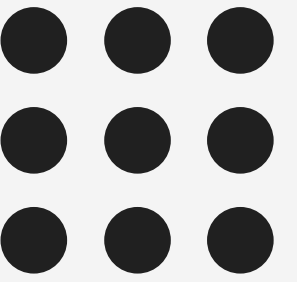
REMEMBER



- Captions are required for every image
- Answer as many of the 5 W's and H as necessary
- First sentence - present tense
- Second/Third sentence - past tense
- Clarify the content of the photo, do not be repetitive
- Each caption on a spread should have a different lead

Write quality captions following the guidelines you learned today for 5 of the photos you took of your partner. At least one should be a mini-story.

YOUR TURN



STUCK? answer these questions:

What can't the viewer see?

What's the backstory?

What's going to happen next?

Why should someone care about this photograph?

What interesting details are in the photograph?

What do you want someone to notice?

CAPTION WRITING REQUIREMENTS

TITLE: Clever and verbally linked to the photo. All caps and bold.



ID: People correctly identified. Names and grades are accurately spelled and indexed.



FORMULA: Strong/varied leads. First sentence includes action verb and is in present tense. All others are in past tense.



QUOTE: Adds the feeling of being there. Uses feelings and opinion.



QUALITY: Avoids stating the obvious. Engaging to reader. Gives interesting details not visible in the photograph. No spelling or grammatical errors.

