Headline and Caption Writing

Mod 7 PowerPoint and Video

		Part 2
Studen	ıt's Nam	e:
Take n	otes fro	m the Mod 7 Headline and Caption Writing PowerPoint and Video.
1.	Give es	xamples of four things to always remember when writing headlines in your yearbool
	a.	Ask yourself
		i
		-
	b.	Basic format
	c.	Headline Package
		L
	d	Literacy Devices
	-	i
	_	
2.		ggestions for writing a great headline are:
	b.	

Headline and Caption Writing

Mod 7, Part 2: Choose the best words to convey YOUR message.

Hook and Inform the Reader





Ask Yourself

What story am I trying to tell?
Do these words fit the story?



Format Basics

Headlines: 72 point or smaller; body or display font
 Secondary headline one to four sentences; sans serif font

Mod 7, Part 2: Headline Writing Choose the best words!

Headline Package

Headline and secondary headline together are referred as a package: Kicker, Wicket, Hammer, Tripod

Literacy Devices

Create an interest. Pun, Rhyme, Alliteration Allusion, Irony, Diction





HeadlineSuggestions



1. Write several versions of headline and then decide

Different students can write

- 2. Use no more than two fonts in headlines
 Use variation like bold, italic, thin
- 3. Use active voice

Do not use ING words

- 4. Do not use a question as a headline You are telling and not asking
- 5. Omit articles, a, an, the Replace with comma

Mod 7, Part 2: Five suggestions for headline writing



POTENTIAL HEADLINE PACKAGES FOR THE STORY OF THE THREE LITTLE PIGS

WOLF VOWS TO NEVER AGAIN EAT

BACON

HARD WORK OF ONE PIG PAYS OFF WHEN HE AND HIS TWO BROTHERS TAKE SHELTER FROM AN ATTACK BY THE BIG BAD WOLF

BRICK HOUSE

no bacon tonight

one pig's ingenuity and hard work saves his family when his unique home withstands the huffing and puffing of the big bad wolf

Big Bad Wolf claims
he is a vegetarian and
DEFENSE would never harm a pig

Headline

Packages



The headline and the secondary headline together are referred to as a headline package. There are multiple ways they can be used together.

KICKER A one-line secondary headline that is placed above the primary headline. Sometimes the kicker leads into the primary headline verbally, not required.

WICKET A multi-line secondary headline set above the primary headline

HAMMER A secondary headline that comes after the primary headline. Most common.

TRIPOD The primary and secondary headlines work ·Don't start the headline with a verb together and are set side-by-side.

Little Red Riding Hood Three Little Pigs

Walsworth





Headline Writing



- Create an interest in the story when clever use of literary devices is applied. Don't be cheesy though.
- Texture, energy and excitement can be added using these devices.
- Some examples include: Pun-Ben There Before,
 Rhyme-The Wheel Deal, Alliteration-Head Held High





CaptionSuggestions



- 1. Do not state the obvious

 Share with us what will happens next
- 2. Identify students left to right Do not write left to right
- 3. Use story-telling quotes Facts are not quotes
- 4. Do not repeat information that is in the story Tell us one thing that cannot be learned by looking at the photo
- 5. Write in present tense for basic information Write in past tense for background information

Mod 7, Part 1: Six suggestions for a great interview





FORMATTING

- Attention getter: present tense, bold, intriguing
 First sentence: Basic Information in present tense
- Second sentence: Complementary information written in past tense
- Third sentence: Direct quote from a person in photo. May break long quotes up by putting attribution in the middle of the quote. "Quotes are always formatted like this," Gearhart said.
- Photo attribution is included at the end in italics
- Size EIGHT point font is used
- Legible font is used sans serif preferred
- Never center justified
- Free of errors and editorializing

* You may switch the second and third sentences for your staff's formula if desired. Formula must be consistent for the entire book.

CaptionWriting



FORMULA



ATTENTION GETTER

one to three words that captures reader attention

B

BASIC INFORMATION

identify who, what, where, when, why, how *first sentence

C

COMPLEMENTARY INFORMATION

show us something that happens next that we can't see *second sentence

D

DIRECT QUOTE

a story telling quote from someone in the photo about what what is happening

Walsworth yearbooks



THE COMPLETED AND FORMATTED CAPTION



SNIP SNIP. During sixth hour, senior Michael Jones cuts junior Jessica Smith's hair after defeating her in a fundraising competition for Red Cross. Five other students also experienced a hair cut for raising less money than their opponent during the March 3 annual fundraising pep assembly. "I never thought I would beat Jessica because she is so good at talking people into things," Jones said. "She was a great competitor and at the end of the day I'm just proud of the amount of money that we both raised for our charity." *Photo by Tamara Simms*

Photo courtesy of Tamara Simms from 2017 Walsworth Photo Contest

Walsworth yearbooks

CaptionWriting



FORMULA

ATTENTION GETTER
one to three words that captures reader attention

BASIC INFORMATION identify who, what, where, when, why, how *first sentence

COMPLEMENTARY INFORMATION show us something that happens next that we can't see *second sentence

DIRECT QUOTE
a story telling quote from someone in the photo about what what is happening

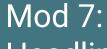
Mod 7 Possibilities

It is a Mod: Do the items that is best for your staff!

- Video/PowerPoint of Headline and Caption Writing, Part 2 with Follow-up handouts and discussion.
- Eight activities (Handouts) on Headline and Caption Writing, (Five activities on Headline writing and Three
 activities on Caption Writing,
- Resources-Walsworth's Headline Handout (Mod 7 Part 9) and Walsworth's Caption Handout (Mod 7, Part 13)
- Evaluation of Mod 7, Part 2 (Quiz) (Headline and Captions), and Assessment



Known That!



Headline and Caption Writing, Part 2

Walsworth yearbooks



Blaze Bucks

Known That!



Blaze Bucks

- Each Mod Lesson I will begin with a challenging, fun question.
- At end of lesson, I will give you the answer.
- Each week, two winners of \$5.00 Starbucks
 Gift Card.
- Staffs will be on different Mods, but no problem!
- Let's have some fun!

Known That!

- a. drink coffee.
- b. eat apples.
- c. exercise.
- d. drink hot tea.
- e. skip breakfast.



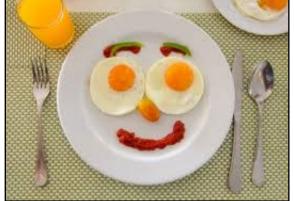
Minnesota, New York and Washington Reps:

Christina Berrell-Washington Alicia Carlson-Washington Jessica Crokos-New York Matt Holmes- Washington Hannah Olson-Minnesota Katie Smith-New York John St. Pierre-New York

- •The word **breakfast** comes from breaking your fast from the night before and it was the first meal of the day.
- •The average person sits down to **breakfast** at 7.31am during the week and 8.28 am at the weekend.



The more efficient way to wake up in the morning is to:



Known That!

a. drink coffee.

b. eat apples.

c. exercise.

d. drink hot tea.

e. skip breakfast.

Eat Apples

Minnesota, New York and Washington Reps:

Christina Berrell-Washington Alicia Carlson-Washington Jessica Crokos-New York Matt Holmes- Washington Hannah Olson-Minnesota Katie Smith-New York John St. Pierre-New York •In colonial times, apples were called winter banana or melt-in-the-mouth.

The more efficient way to wake up in the morning is to:

- •Most apples can be grown farther north than most other fruits, because they blossom late in spring, minimizing frost damage.
- •Do not peel the apple. Two-thirds of the fiber and lots of antioxidants are found in the peel.
- •The apple is also the state fruit of Minnesota, New York, Vermont, Washington and West Virginia.



