

# HEADLINES

Your goal is to hook the reader in just a few words and compel them to continue reading your entire story.

## CHOOSE THE BEST WORDS AND TYPOGRAPHY TO CONVEY YOUR MESSAGE

### AS YOU WORK, ASK YOURSELF...

What emotion am I trying to convey?  
What story am I trying to tell?  
Do these words fit the story and the dominant photo?  
Which designs fit into the provided space?  
Is my headline easy to understand?  
Does my subhead have enough supporting info?  
Will they want to read my story based on my headline?  
Have I designed the headline the best that I can?

### FORMATTING BASICS

**HEADLINE** Use 72pt or smaller. It should be 2/3 larger than any text on the page. May choose a body font or a display font as long as it is easily legible. Present tense

**SUBHEADLINE** 1-4 lines providing more detailed information about the story. You may use commas but no other punctuation. Typically choose a sans-serif body font - not a display font or script font. Past tense

You can choose from sentence case, all caps, small caps, all lower case - but remain consistent throughout the entire book.

Emphasize words with color, size or placement

### HEADLINE PACKAGE FORMATS

The headline and the subheadline 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 in to 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 together and are set side-by-side.

### USE LITERARY DEVICES

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          | • DICTION         |
| • RHYME        | • METAPHOR/SIMILE |
| • ALLITERATION | • JUXTAPOSITION   |
| • ALLUSION     | • SYMBOLISM       |
| • ONOMATOPOEIA | • IRONY           |

### 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 would never harm a pig

## NO MEAT DEFENSE

### QUICK TIPS

- Do not repeat words in the subhead from the headline
- Put each headline word in a separate text-box
- Your wording should not elicit an eye-roll
- Write several versions of the headline then decide
- Avoid drop-shadow on thin fonts
- Use multiple variations of a font, bold, italic, thin, etc.
- Use no more than two fonts in your book for headlines
- Vary the type of headline to increase interest
- Use active voice
- Omit articles - replace and with a comma
- Don't use a question as a headline
- Don't start the headline with a verb
- Avoid using ING words
- Make certain your words mean what you wanted them to mean and didn't actually say something different.

