

Headline and Caption Writing

Mod 7 PowerPoint and Video

Part 2

Student's Name: _____

Take notes from the Mod 7 Headline and Caption Writing PowerPoint and Video.

1. Give examples of four things to always remember when writing headlines in your yearbook.

a. Ask yourself

i. What story I am trying to tell?

Do these words fit the story?

b. Basic format

Headlines 72 point or less; secondary headline 4 lines or less

sans serif font

c. Headline Package

i. Headline and secondary headline together as a package

Kicker, Wicket, Hammer, Tripod

d. Literacy Devices

i. Pun, Rhyme, Alliteration Allusion, Irony, Diction

2. Five suggestions for writing a great headline are:

a. Write several version of the headline

b. Use no more than two fonts in the headline

c. Active voice

- d. Do not use a question in a headline
 - e. Omit a, an, the-replace with comma
3. There are four styles for writing headlines. We call these headline packages because they include a headline and a secondary headline. They are:
- a. KICKER: A one-line secondary headline that is placed above the primary headline. Sometimes the kicker leads into the primary headline verbally, not required.
 - b. WICKET: A multi-line secondary headline set above the primary headline.
 - c. HAMMER: A secondary headline that comes after the primary headline. Most common.
 - d. TRIPOD: The primary and secondary headlines work together and are set side-by-side. Don't start the headline with a verb

1.

POTENTIAL HEADLINE PACKAGES FOR THE STORY OF THE THREE LITTLE PIGS

WOLF VOWS TO NEVER AGAIN EAT

BACON

2.

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

3.

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

4.

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

NO MEAT DEFENSE

1. Is an example of: Kicker.
2. Is an example of: Wicket.
3. Is an example of: Hammer.
4. Is an example of: Tripod.

4. You can create an interest in the story when clever use of literary devices is applied. Do not be cheesy though. Three such devices are pun, rhyme, and alliteration.



This spread is an example of: Pun.



This spread is an example of: Rhyme.

TEAM COMMEMORATES CHALLENGING SEASON

WHAT HAPPENED?
Varsity volleyball had an overall record of 23-12. Laine Ridge defeated them in the final game of the season keeping the team from advancing to playoffs.

WHAT IS ONE THING THAT STAYED TRUE ABOUT YOUR TEAM THIS SEASON? NO MATTER WIN OR LOSE?
What stayed the same was how close we all were as a team and how we treated each other. We treated each other like family. If someone wasn't on their game, someone else would tell them and find a way to get better or fix the problem. We were all in there we were able to be honest and helpful towards each other."
COURTNEY MILLER, 12

WHAT WAS THE MOST IMPORTANT PART OF THE SEASON?
The most important part of the season was being able to bond on and off the court with all of the new players. We had so many new and young faces on varsity like sophomores, Karla Rivas, Quiana Madison, Maggie Brutsche and Mikenna Flowers and freshmen Kierana Svinger."
MELLY KROGER, 12

WHAT WAS YOUR FAVORITE PART OF THE SEASON?
I did not have a favorite part of the season. I feel like every part of the season was great just knowing that I was with my team and the accomplishments we made together.
KELLYNNE, 12

HEAD HELD High

LEAD AND INSPIRE
On the sidelines, seniors Karly Madson, Karina Rivas and Laine Ridge inspire their teammates to play hard. "I hope every player will be inspired as hard as I could," Rivas said.

READY TO PLAY
During the game against the Eagles, Kierana Svinger, 12, gets a penalty in the opponent's backcourt and gets the ball back into play. Miller said.

SHOOTING THE BALL
Courtney Miller, 12, blocks on the net during the game against the Eagles. "I feel like every player is motivated to play hard and win," Miller said.

READY TO PLAY
During the game against the Eagles, Kierana Svinger, 12, gets a penalty in the opponent's backcourt and gets the ball back into play. Miller said.

what's the TRUTH?

17 **ACES**
TO HOME GAMES IN A ROW
22 **95%**
VICTORIES
LOSSES: MURDER
37 **KILLS**
BY VICTORY
LEGACY VOLLEYBALL

PRE-GAME PROP
During a pep rally, Karla Rivas, 12, and Quiana Madison, 12, from the team, Shantel, "Usually her prop talks were funny, but they inspired me to play harder and work harder," Fitzgerald said.

MAKING A CONNECTION
On the sidelines, Karla Rivas, Quiana Madison, 12, are ready to cheer. "The only thing we could do was cheer," Fitzgerald said. "This game was a team win. Legacy won against Arlington."

POINT POWER
A young player, Kierana Svinger, 12, scores a point. "I was motivated about the ball and got 'Point' said. 'I earned my point' said."

STAYING FOCUSED
Back to back, Maggie Brutsche, 12, makes the ball during the game. "I know we needed to focus because we had a tough opponent," Brutsche said.

True DAT
Volleyball was a sport that some might have believed - proved by our success that we could. During practice, Maggie Brutsche, 12, was hit with a ball by Janel Fitzgerald, 12. "I was uncomfortable at first because I got hit," Brutsche said. "I ended up going to the doctor and they said we had a concussion."

THINK: "This season we had a lot of younger players, but they still bonded well with the older people on the team." Katie Cronch, 11

This spread is an example of: Alliteration.

5. Five suggestions for writing great captions are:

- Do not state the obvious
- Identify students left to right but do not right left to right
- Use story-telling quotes
- do not repeat the information in the story in the caption
- Write present tense for basic information and past tense for background info

6. Writing great captions are as easy as ABCD.

FORMULA

A 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

Break this caption into its part: ABCD.

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

A: Attention Getter: SNIP SNIP

B: Basic Information: During sixth hour, senior Michael Jones cuts junior Jessica Smith's hair after defeating her in a fundraising competition for Red Cross.

C: Complimentary Information: Five other students also experienced a hair cut for raising less money than their opponent during the March 3 annual fundraising pep assembly.

D: Direct Quote: "I never thought I would beat Jessica because she is so good at talking people into things," Jones said. "She was a good competitor and at the end of the day I'm just proud of the amount of money that we both raised for our charity.