

TIMELY TIPS

Marketing

Photo Contest Caption Writing

OBJECTIVE

Students will practice writing engaging and informative captions for their selected Photo Contest submissions to effectively convey the story and subject behind their pictures.

MATERIALS NEEDED

- Computer and projector for class
- Walsworth's PowerPoint covering captioning tips and examples found [here](#)
- Pen/pencil and paper
- Student's five selected photos for contest submission

PART 1

INTRODUCTION

Begin by discussing the importance of captions in photography. Ask:

- Why do we use captions?
- What information should a good caption provide?
- How can a caption enhance or detract from a photograph?

Open [Walsworth's PowerPoint on Caption Writing](#). Go through the exercise with your yearbook staff to create a strong caption.

PART 2

PRACTICE CAPTIONS (20 MINUTES)

Have students **select their five favorite photos** from this school year. Allow time for them to write their first draft of each caption.

PART 3

PEER REVIEW AND REFINEMENT (15 MINUTES)

Peer Review: Pair up students to exchange their captions for each photo. Encourage them to provide constructive feedback to each other.

Refinement: Students will revise their captions based on the feedback received. Recommend experimenting with different wording and approaches.

PART 4

CONCLUSION

Students will finalize their captions for the Photo Contest submission. **The contest runs from Feb. 24 – March 28.** Evaluate the student's captions based on engagement and appeal while staying within the story and subject.