Caption Writing

STRUCTURE
Caption writing, although one of the most dreaded task of yearbook students, has never been so simple. It is literally as easy as A…B…C…D!

A – Attention Grabber!
Depending on what your editors/ staff haave decided, your caption should begin with a mini-headline that ties in with the photograph. (Your editors may want all the captions begin with one word, others two or three.)

B – Basic Information
The first sentence needs to be written in present tense and tell who is in the photo and th action taking place.

C – Complementary Info
The following sentence will be in past tense and will give information that can not be seen in the photo. It can be factual information about the event or the result of the action of the photo.

D – Direct Quote
Most of the captions should also contain a meaningful quote from someone in the photo discussing the event.

Example:
YOU'VE BEEN SERVED. At the Bears Invitational on October 12, junior Candice Jennings focuses on making the final point of the game. The girls won 12-7 against archrival St Augustine High. "It was the one of the most critical moments I've ever faced in a game. I knew it all came down to me and I couldn't wait to prove to everyone that we could do it!"

CONTENT
Every caption should contain the 5 W's and H – Who, What, When, Where, Why, and How.

*Vary the structure of your information and direct quote on the captions within a spread so they don't all appear identical in structure.

CAPTION CHECKLIST

- Caption contains an Attention-Grabber (one to three words).
- The Attention-Grabber makes sense with the photo.
- Action verbs are used.
- First sentence identifies who is in the photo and describes the action.
- All subjects in the photo are identified.
- Following information is past tense and gives additional information.
- Caption lists the Who, What, When, Where, Why, and How.
- Active voice used, as opposed to passive.
- Meaningful direct quote used.
- Spelling, grammar, and punctuation are all correct.