

They're Just Captions . . .

Captions are the most read text on a spread and usually the first.

Take all captions to the 'Banquet.'

Background

Afterwards

Names

Quotes

Unique

Extra Info

Teaser

Remember

- List all people that can be seen in the picture – people love to see their name in print (but only if it is spelled correctly!)
- Teaser/Title is required for every picture and is in **bold**
- Use creative present tense verbs to tell what is going on in the photo – use past tense verbs for all other material
- Captions should be in complete sentences
- Use classifications with all names, set off by commas: Mark Johnson, 10, serves food to the...
- Know if it's freshmen, freshman, freshman team, etc . . .
- Proof read, proof read, have a peer proof read
- Don't use a comma to separate people with titles and dash with the title:
 - Jessie McGee- President; Marissa Plumblee- Vice President; Jennifer Nolan- Historian and Mark Lyle- Representative
- Use parenthesis to designate location in the photo
 - (front) Mr. Mallett, Jennifer Adams, Jessie Marks and Ron Howard
 - (middle) Stacie Williams, Janice Roberts and Cami Jenkins
 - Notice- words within the parenthesis are not capitalized
 - Avoid "row" – it's understood by the reader
 - Avoid "left to right" – it's understood by the reader

Avoid

- ALL CAPS AND EXCLAMATION POINTS!!!!
- "Pose for a picture" or "Smile at the Camera"
- Your mascot

Example

Yearbook Soap Opera- John Black, 10, Sami Brady, 9, and Lucas Roberts, 12, argue about which caption in the yearbook would be best on a band page. The 2006 yearbook was showcased in Taylor Publishing's Yearbook Yearbook. To end the argument, staff members let editor Marilyn Scoggins decide. "I am proud of last year's yearbook," Scoggins said, "and I think students will like this year's even more."