Write & design photo captions that captivate

Captions communicate details of the story including those not obvious in the photo. Depending on the coverage need, prioritize and include the relevant 5Ws and H.

- **Ident**: Name of the individual(s) in the photo and an optional three-to-five word description of content.
- **Summary**: A presentation of the most important of the 5Ws and H.
- **Expanded**: Two or three sentences that give a most detailed account of the action/reaction including the outcome or consequences of the photo action.
- **Quote**: First person account of the action and reaction of the photo story.
- **Collective**: A cluster of captions for a photo grouping with unmistakable, logical identification and description of each photo.
- **Group**: Member identification by first and last names and by row in order of appearance.

For this photo, follow the three-step process for writing an expanded caption. All other candid photo captions (ident, summary, quote, collective) can be pulled from an expanded caption.

1. Compile a list of questions that will answer all of the 5Ws and H. Be sure to ask about the before, during and after aspects of the photo.
2. Brainstorm logical answers to all your questions.
3. Write a summary sentence followed by a second sentence that focuses on outcome or consequence. Finish the expanded caption with an insightful quote that answers “how” or “why”.

Creative captions

Caption design can be as innovative as the designer chooses. However, captions are usually set in 8 point type with 10 or 12 point lead-ins. Using a condensed font will allow space for more complete caption writing.

**LOUD & PROUD**
Holding nothing back, juniors Dillon Hanson and Clay Sands scream the cheer section of the school fight song, Pride, as the pep band supports the boys’ basketball team at the State finals on January 22, 2006. A first for the pep band, members expanded their support from football to basketball performances. “It’s cool to perform the fight song at football games, but nothing beats playing in the field house and hearing the sound reverberate.”—Dillon Hanson

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• LOUD & PROUD •
**Who?** Dillon Hanson and Clay Sands (11)
**What?** Support boys’ basketball team
**When?** January 22, 2006
**Where?** The State finals
**Why?** “It’s cool to perform the fight song at football games, but nothing beats playing in the field house and hearing the sound reverberate.”—Dillon Hanson

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