

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. _____

b. Basic format

c. Headline Package

i. _____

d. Literacy Devices

i. _____

2. Five suggestions for writing a great headline are:

a. _____

b. _____

c. _____

- d. _____
- e. _____

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.

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: _____.
2. Is an example of: _____.
3. Is an example of: _____.
4. Is an example of: _____.

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: _____.



This spread is an example of: _____.

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: _____

B: Basic Information: _____

C: Complimentary Information: _____

D: Direct Quote: _____
