



Simple Rules for Writing Captions

from your Jostens representative, Scott Geesey

THE SIMPLE RULE is to *tell the reader who the person is/people are and what they're doing*. Good descriptive captions in your yearbook are as important as good photos! Both tell the story....

The best captions have these same parts, and they're easy to do:

LEAD-IN: *a headline for the photo, just a few words or a phrase, perhaps even one word, that makes a quick statement. Usually bolded or in a different font style to make it stand out.*

FIRST LINE: *always written in PRESENT tense, as if the photo is happening right now. Give the basics: the FULL names of the people and what is happening. If you wish, add some extra brief details; i.e., senior John Jones, the date of the event, etc.*

SECOND LINE: *always written in PAST tense. Fill in more details about the person in the photo, about what they are doing, or about the event being pictured. This could be more than one sentence if you wish.*

QUOTES: *take just a little time, either during or after the picture taking, to get some comments from the person pictured about themselves or the event. People love to read their quotes, but be sure to be accurate!*

An Example??

BENDING OVER BACKWARDS: Senior Jane Jones shows her flexibility as part of a creative photo experiment at a Jostens workshop in State College. The three-year cheerleader credited her work with the cheer squad for being able to complete the maneuver. "I wasn't sure I could still do it, but I pulled it off," she said.



Simple Rules to Make Your 2007 Yearbook GREAT!!