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# Summer Workshop Lesson Plans

## Caption and Headline Writing

### General Session

This lesson plan is designed as a breakout session.

### Amount of Time

- 60 to 80 minutes
- Use as one or two breakout sessions. One session could be on caption writing and the other on headline writing.

### Materials Needed

- PowerPoint Presentation on Caption and Headline Writing
- Captions handout
- Headlines handout
- Books as show and tell

### Objectives

- To show that a great caption should give important information about a photo
- To show how research leads to great caption writing
- To understand the four basic parts of a great caption
- To understand that a headline package introduces the subject of the spread
- To demonstrate that headlines can take different formats and capitalization

### Process

#### Step 1: Warm-up (5 minutes)

Begin by stressing the importance of captions and headlines. This would be a good time to emphasize the point that gag captions aren't funny to everyone and shouldn't be used.

#### How

Ask for examples from students or share some of your stories.



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### Step 2: Background Knowledge (10 minutes)

Briefly review the Captions handout.

#### How

Emphasize the nine points on the Captions handout. Stress to the students:

- The purpose of a caption.
- Some do's and don'ts of caption writing.
- The tense in which captions should be written.
- The main parts of a good caption.

### Step 3: Caption Writing PowerPoint Presentation (10 minutes)

Present and discuss the caption-writing portion of the PowerPoint presentation on Captions and Headlines. Use the headline part later.

### Step 4: Conclusion (20 minutes)

Summarize your presentation. Review the main points discussed. Have students complete part 1 of the Captions handout. Then choose a few students to pretend to be the subjects of the photos. Have the rest of the group "interview" these students to gather information for writing captions. Have students complete part 2 of the Captions handout. If you have time, share answers.

### Step 5: Background Knowledge (10 minutes)

Briefly review the Headlines handout.

#### How

Emphasize the points on the Headlines handout. Stress to the students:

- The purpose of the headline.
- How to create a good headline.
- The first step in writing a headline.
- Some headline guidelines.
- When to create a secondary headline.

### Step 6: Headline Writing PowerPoint Presentation (10 minutes)

Present and discuss the headline-writing portion of the PowerPoint Presentation on Captions and Headlines.

### Step 7: Conclusion (15 minutes)

Summarize your presentation. Review the main points discussed. Then have students complete parts 1 and 2 of the Headlines handout. If you have time, share answers.