

# Captions, as easy as A,B, C, D

ABCD: Attention getter, Basic information, Complementary information, Direct quote. You can swap C and D.

A. Lead in, like a mini-headline. Use strong action verbs. Don't state the obvious from the picture.

B. Describe what is happening in the picture. Name the person(s) in the photo, up to seven. This is written in present tense. Avoid name leads and beginning with an article (a, an, the)

**Avoid** backward sentences: "Accepting her plaque for Design of the Year in Kansas City is senior Erin Tachi."

**Instead** write: "In Kansas City, senior Erin Tachi accepts her plaque for Design of the Year."

C. Something the reader cannot tell from the picture alone. At least answer the 5w's and how, but try to go beyond. Final scores, other activities sponsored by the same club, etc... are good things to include.

D. Unique quote from one person in the photo. Try to get something interesting that relates to the event. Use "said" at the end of the attribution.

## Examples:

**Avoid** interpreting what you think is happening:

**I BELIEVE I CAN FLY.** Fighting for first place at Braves Brawl, senior Taylor Moore shows her enthusiasm. "Stunting is different than just cheering," Moore said. The cheerleaders placed third in Braves Brawl.

**Instead (be more precise)**

**I BELIEVE I CAN FLY.** In their Braves Brawl skit, Taylor Moore "dives" into the pool. "[When I'm performing] I feel like all eyes are on me and that I have to put on the best show that I can," Moore said. The cheerleaders placed third in Braves Brawl.



**Blah**

**JUMP.** About to throw the ball, freshman Austin Palmer enjoys all you can jump for \$14.95 at Airheads. "[Airheads] is better than the other places to go on Fridays, and it's a cool place to hang out with people," Palmer said. Palmer went to Airheads every Friday night for almost six months.

**Instead**

**JUMP.** On a Friday night, freshman Austin Palmer jumps on the trampolines at Airheads. "[Airheads] is better than the other places to go on Fridays, and it's a cool place to hang out with people," Palmer said. Airheads was \$14.95 from 9-11 p.m. on Fridays.



**Blah**

**BRRRR.** Almost finished with his Chilly Spoons, freshman Mitchell Capps is thinking about how good the frozen yogurt is. "I only go [to Chilly Spoons] because I like rainbow sprinkles," Capps said. He likes that he could go to Chilly Spoons after he ate at Tijuana Flats.

**Instead**

**BRRRR.** Topped with rainbow sprinkles, freshman Mitchell Capps eats his frozen yogurt. "I only go [to Chilly Spoons] because I like rainbow sprinkles," Capps said. He liked that he could go to Chilly Spoons after eating at Tijuana Flats.