

# HOW TO HEADLINE

**Writing yearbook headlines should be something we can all put on our resumes. It's a skill that takes practice to perfect. Good headlines draw the reader's attention to the story or mod without giving away too much. The best ones connect the dominant photo with the dominant story, providing that oh-so-essential visual-verbal connection.**

## **DO:**

- ▶ Use active verbs whenever possible.
- ▶ Link the verbal with the visual of the dominant photo.
- ▶ Use alliteration, pop culture references or replace a word from a common phrase.
- ▶ Get creative.
- ▶ Use subheads to provide extra information and lead into the story.
- ▶ Look at the dominant photo on the spread and brainstorm keywords from that photo.
- ▶ Use a thesaurus or dictionary of idioms, but mainly for inspiration.
- ▶ Take a trip to the magazine section of a bookstore and look at headlines for ideas.

## **DON'T:**

- ▶ Get pinned in by traditional subject-verb-object headlines (Band tours London).
- ▶ Use the same things we see year after year: "Hoop, there it is" for basketball or "Just keep swimming," for swim team.
- ▶ Get offensive, sarcastic or shady.
- ▶ Give away the whole story in the subhead.
- ▶ Use labels, like Volleyball or Chess Club as headlines.
- ▶ Get crazy. Everyone in your school should understand the headline — without a dictionary.
- ▶ Forget how type can emphasize or de-emphasize.

For inspiration, take a look at the online showcase at [herff.ly/bestof](http://herff.ly/bestof).