



7.3 | Headlines

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STEP 1 – LEARN & PRACTICE

- Look at the following headline examples from yearbooks and magazines and determine the headline strategy used.
- Notice the sub-headlines used to explain the headline in each example.
- Watch the 1, 2, 3 Headlines video on Yearbook Avenue
 - Digital Classroom>Videos>Journalism> 1, 2, 3 Headlines

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HEADLINE STYLES

- Hammer
- Kicker
- Tripod
- Wicket

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We will be looking at samples of these in the next slides.

Most readers look at headlines before any other text on a spread. An effective headline should hook readers' interest, guide them into the verbal-visual story and tell them what the story is about. A headline indicates a story's angle and focuses attention on important highlights.

Headline Strategy: Hammer

Descriptive multi-line secondary headline is below primary headline



Mountain Vista High School [CO]



Note that primary headline is a clever play on words

7 MINUTE STARTER

North Hall High School [GA]

One Time

Dominating the Strings

Remember the Veterans

HORSE FIGURINES

7 MINUTE STARTER

North Hall High School [GA]

Headline Strategy: Kicker

Descriptive single-line secondary headline is above primary headline

Note that primary headline is a clever play on words

360
SECONDS
IT'S ALL
EVERYBODY
WAS
THE
AND
THE
TEAM
EVEN
EVERYONE
WHO DIDN'T
GET
PLAY
WAS
JUMPING
AND
SCREAMING
AS LOUD
AS THEY
COULD
TO WIN
THE
GAME.
VALLEY
COPPOCK

BASBALL
SOFTBALL
TEAMS BRING
HOME STATE
CHAMPIONSHIP
TROPHIES, RINGS

**WINNING
DOLRIF**

THE INFIELD

SOFTBALL/BASEBALL

013

THE INFIELD

TAKE

Headline Strategy: Tripod

Descriptive multi-line secondary headline is next to primary headline



Bryant High School [AR]



Note that primary headline is an alliteration

Note that primary headline is fun

HEADLINE STRATEGIES

- Play on words
- Cliché
- Verbal/visual connection
- Alliteration



We will be looking at samples of these in the next slides.

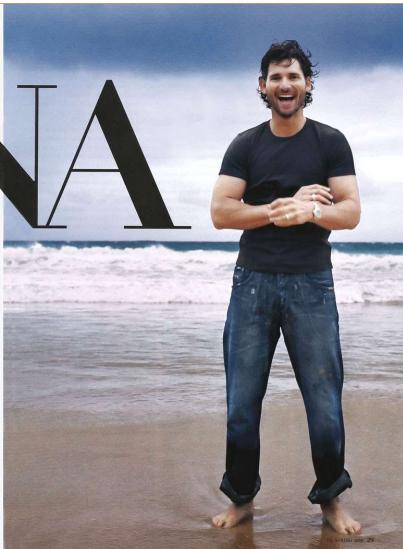
COVER STORY

BAN Year

— If you were Eric Bana,
you'd be smiling too.

BY JAMES MAYFIELD | CH PHOTOS BY RICHARD BAILEY

28 CL SPRING 2000



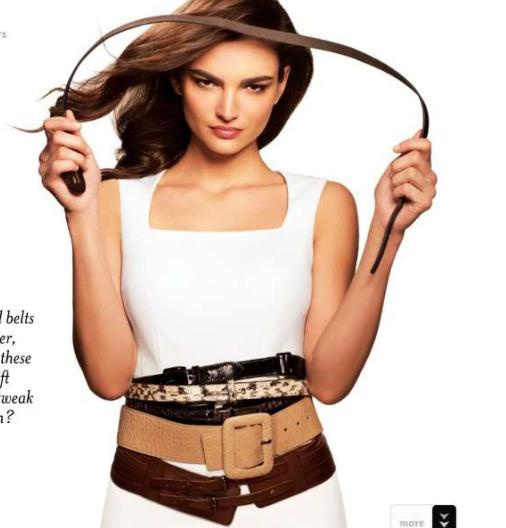
Headline Strategy:

pun

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STYLE *toss or tweak*
TWEAK THEM | UPDATES | NEW BELTS



IT'S A CINCH!
BY SHELLIE LEVITT

If there's a tangle of outdated belts littering your dresser drawer, it's time to catch and release these coils into the hands of thrift shops — or is there a way to tweak them so they're good again?

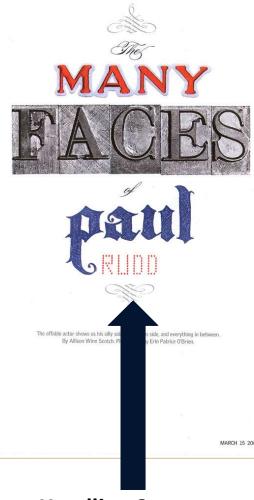
24 VIVIENNE SPRING 2011

more ▾

Headline Strategy:
cliché

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Headline Strategy:
cliché, verbal/visual connection

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**MIX
MATCH
MORPH**

HOW TO BUILD A DOG

Scientists have found the secret recipe behind the spectacular variations in dog sizes, and it could reveal the complexity of human genetic code.

secret recipe behind dog shapes and reveal the complexity

Headline Strategy:
alliteration

7 MINUTE
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Headline Strategy:

pun

Headline Strategy:

rhyming

7 MINUTE STARTER

Glenbrook South High School [IL]

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Headline Strategy:

pun



Edmond Santa Fe High School [OK]



Headline Strategy: play on words

7 MINUTE STARTER

Kirkwood High School [MO]

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STEP 2 - USE

- Use *Start Right Handout 7.3 - Heads Up Headline Writing* to craft headlines using the dominant photo or practice using one of the following photos.
- You may look online for word combinations or use a thesaurus to look for alternate meanings.



Using the *Head's Up* worksheet, brainstorm a headline that would work on a spread on which this is the dominant photo.



7 MINUTE
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Mackenzie Phillips, Texas High School [TX]

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Optional: continue practicing using the *Head's Up* worksheet to brainstorm a headline that would work on a spread on which this is the dominant photo.



7 MINUTE
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Owen Barrett, Sonoma Valley High School [CA]

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Optional: continue practicing using the *Head's Up* worksheet to brainstorm a headline that would work on a spread on which this is the dominant photo.



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Kyle Burnett, Franklin High School [TX]

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