

Expanded Caption Rubric

Journalist's Name: _____

Section of yearbook: _____

Page numbers: _____

Date due: _____

Evaluated by: _____

5 = outstanding

4 = very good (a revision would make it even better)

3 = acceptable (needs a revision)

1 or 2 = not yet acceptable (revise thoroughly)

SKILL	DESCRIPTION	SCORES AND REMARKS
Reporting	<p>Accurately answers the 5W's and H: who, what, when, where, why, how.</p> <p>Second sentence provides background information, insights not obvious in the photo.</p> <p>Direct quotes may be included; people in photo have been interviewed.</p> <p>Gag captions are always avoided.</p>	5 4 3 2 1
Word choice	<p>Employs active verbs.</p> <p>Uses descriptive nouns.</p> <p>Strong, specific words match the action of the photo.</p> <p>Generalities are omitted; every word counts.</p> <p>Captions begin with phrases, adjectives or adverbs rather than names.</p>	5 4 3 2 1
Lead-in	<p>Serves as a mini-headline for the caption.</p> <p>Draws readers' attention and verbally links the caption and the photo.</p> <p>Typographic style is consistent with section design.</p>	5 4 3 2 1
Style and grammar	<p>Names are spelled correctly.</p> <p>Spelling is checked and grammar is correct.</p> <p>The summary sentence is written in present tense.</p> <p>Sentences reporting background information employ past tense.</p> <p>Font and size are consistent with section style.</p> <p>Caption width conforms to column plan for the section.</p>	5 4 3 2 1

Total score: _____