

WRITING THE ACTUAL CAPTIONS IS EASY

Here's a quick and easy way to actually write the content of the captions. See the article at right for the best way to keep them together with the photos.

○ | IDENTIFY THE WHO

Who is in the photo? How can you identify them in a way that relates to the picture?

○ | WHAT IS HAPPENING?

The "what" of a caption is both the action that is going on and what happens after the photo was taken. Make sure to include both.

○ | WHEN DID IT HAPPEN?

You don't need the date and the time but knowing a time context for the photo is important. A game-winning home run in the bottom of the ninth matters more than one in the fifth inning.

○ | WHERE DID IT HAPPEN?

We aren't looking for geography here. You want to tell the reader where it happened if it is important to the story. A five-yard run in football is a lot more important at the goal line.

In the last issue of *YourBook*, we showed you a new way to organize your digital photos digitally using Adobe Bridge. There was some confusion about whether this would work for schools using YearTech Online, and the answer is yes! And in all likelihood you already have Bridge if you have Adobe Photoshop, Photoshop Elements or InDesign so it should not be a problem. If you don't have it, you can get it by purchasing a copy of Adobe Photoshop Elements (which you can use to edit photos), and you will get Bridge when you do. And I just checked, and you can get both these programs for anywhere from \$49 to \$109 depending on where you buy it.

Last issue, I also promised to show you a way to write captions using Bridge, and here it is.

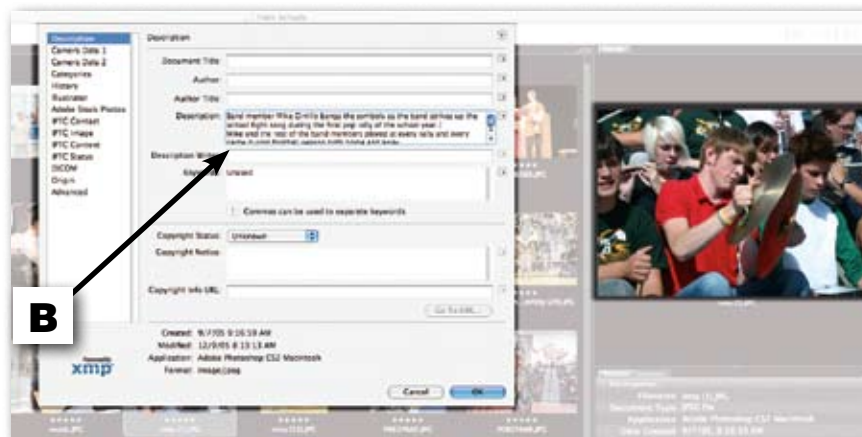
Writing captions in Bridge

Back in the "old" pre-digital photography days, the best way to write captions was with Post-it™ notes. You got a photo, grabbed a note, wrote the caption and stuck it on the back. When you did the layout, you typed the caption on the page.

Now, with digital photography, you don't have that option. Not unless you want to waste a lot of toner and a lot of paper to print every picture. Why do that when you can do it with Adobe Bridge as well? And when you use this method to write captions, you have to type them only once.

Step-by-step to captions

Here's a step-by-step method to writing captions in Bridge. It's easy, and your staff can be doing it in no time whatsoever.



1. Open Bridge and find the picture you want to write a caption for.
2. Right-click on the photo in Bridge. Choose File Info from the menu that appears. (Figure A)



3. When the info dialog box opens, you should still be able to see your photo. Type in the caption in the Description box. (Figure B)
4. When you are done with that caption, click OK to close the dialog box.
5. Do the same thing for a number of photos. When you are done, you can leave Bridge.
6. When you are ready to use the picture and caption in either YearTech Online or in InDesign, just open Bridge.
7. Then again, right-click on the photo and choose File Info.
8. When the box opens, select the caption in the Description field, copy and paste it into either InDesign or YearTech Online.

Is that not the coolest way to keep track of captions, ever? Think of how well this will work when someone tells you, "I don't have anything to do today." Give them a folder of photos and tell them to write the captions. Then when someone is ready

to use them, they are already written and ready to be copied and pasted. Try it, it does work well.