HEADLINES THE 1-2-3 APPROACH

1 Your attention please

List attention-catching words or phrases that come to mind when discussing the subject of the page or spread.

And your primary headline is…

2 A unique *slant*

Research. What happened this year that made this event, season, etc. distinctively different?

Write a headline that emphasizes the unique aspects of the year.

Headline Checklist:

- ❑ Does the headline identify the spread?
- ❑ Is the headline specific to this school year and your school?
- ❑ Is the headline written in present tense?
- ❑ Have unnecessary words been eliminated (the, an, a, and)?
- ❑ Has an action verb been used?

And your revised secondary headline is…

3 Distinctive design

Combine step one and step two to create a headline style for a section or subsection in your book. Draw your headline on the back of this paper?

Sentence Style:
Now read this

Up Style:
Now Read This

Small Caps:
NOW READ THIS

Lowercase:
now read this

Thick & thin/Light & dark:
now**read**this

Primary Head
secondary headline secondary headline

Wicket:
secondary headline
secondary headline
secondary headline
Primary Head

Kicker:
secondary headline
Primary Head

Tripod:
Primary *secondary headline*
secondary headline

Tripod:
secondary headline
secondary headline
Primary

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