

Activity 4.3

In a flash

Divide into small groups for a 10-minute “Flash Brainstorm” to generate a creative caption lead-in. (If necessary, take a minute and check-out pages 75A and 78B in the *1,2,3 Student Yearbook Guide* to learn about caption lead-ins.) For most productive results, have each group use a photo that you are planning to use in the yearbook. Devote five minutes to generating as many attention-getting impact words as possible — don’t critique them. Use your final minutes to select the best lead-in from your list.

Each group should share its photo with the entire staff along with its lead-in. Place the lead-in on the back of the photo with a sticky note and return the photos to the adviser and editors to be filed in the proper place to be used later in the yearbook.

Repeat this 10-minute “Flash Brainstorm” frequently during a deadline when staff members need a creative jump-start. This technique works especially well for generating headlines. If the creative slump is major, ask the whole staff for help. Otherwise, assemble a small group for a creative thunderstorm.