



1

BRAINSTORM

Make a list of words and phrases that come to mind when you think of the topic of the spread or story.

2

BE CLEVER

Use wordplay and idioms to make your headline fun and attention-grabbing.

Select the best idea as your primary headline:

3

MIX IT UP

List a few things that made the story topic unique to this year.

4

BE DESCRIPTIVE

Use distinct facts about this year to create a thoughtful sub-headline.

Select the best idea as your sub-headline:

5

HEADLINE CHECKLIST

Check your work against the criteria below.

- Do the headlines give the reader a sense of the story content?
- Has an action verb been used?
- Are the headlines specific to this school year?
- Have unnecessary words been removed (the, an, a & and?)

6

DESIGN IN MIND

Create a dynamic headline and sub-headline design treatment on the back of this page.

SAMPLE HEADLINE STYLES

SENTENCE STYLE

Creative headline here

UP STYLE

Creative Headline Here

SMALL CAPS

CREATIVE HEADLINE HERE

LOWERCASE

creative headline here

THICK/THIN

creative**headline**here

LIGHT/DARK

creativeheadlinehere

SAMPLE HEADLINE PACKAGES

primaryheadline

the sub-headline looks nice here

a wicket is two or more lines of a sub-headline stacked above the primary headline

primaryheadline

a kicker is a one line subhead above the headline

PRIMARYHEADLINE

PRIMARY a tripod is a sub-head on the side of the headline

primaryheadline

a read-out is two lines of sub-head stacked below a primary headline

PRIMARY HEADLINE

a hammer headline features one or more lines of primary headline above one or more lines of a sub-headline

REVERSE HEADLINE

white text on a dark background is called reverse type