



Content Formats:

Verbal...

- **headlines**
 - primary & secondary
 - sub-headlines & labels
- **showcased lead**
- **news feature story**
 - lead/conclusion & quotes/transitions
- **captions**
 - ident/summary/expanded/
 - collection/quote/group
- **voice boxes/callouts**
 - quickie/summary quotes & anecdotes
- **factoids**
- **narratives**
- **advice/how-tos/calls to action**
- **summary list/checklist**
- **questions & answers**
- **quizzes/tests**
- **chart infographic**
 - pie chart, bar or line graph, table & ratings
- **art infographic**
 - map & diagram
- **schedule/timeline/calendar**
- **definitions/glossary**
- **“for more information” box**
- **scoreboard/stats box**
- **index**

Visual...

- **dominant photograph(s)**
- **secondary photographs**
- **types of photos**
 - action/reaction photo-journalistic story
 - reference: group shots, portraits
 - illustration/icon: staged to show something specific
 - scrapbook: show people in a posed situation, looking at the camera
- **photo treatments**
 - subjects: single subject, small group, large group
 - shapes: vertical, horizontal, square, odd-shaped
 - special techniques: cut-out background, silhouette, mortise
 - single shot story
 - collections: montage/collage/series
- **typographic/art logo**
- **art illustration**

Interview Questions (2-3 focused on each of the 5Ws & H):

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Poll/Survey Question (multiple choice with probable answers provided for all respondents):

Photo Possibilities (action/reaction/snapshot photos detailed with image-evoking specifics):

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Module Ideas (based on the verbal/visual content formats suggested):

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