Nine Dates with Content and Coffee

Date 6
18 June 2015
Photo captions

Headlines

Management of Freelancers
What is a caption?

- A caption is the explanatory material that appears outside (usually below) an illustration.
- It is not a key, a label or a legend.
- Punctuations?
- Locators (*above, below, top, bottom, left, right, clockwise*) in italic or bold.
ISO Style Guide on Photo Captions

- may be a word or more, a complete or incomplete sentence, or several sentences
- no period required if the caption consists solely of an incomplete sentence
- the sentence in a caption should normally be in the present tense
An example from *Time*
An example from *Time*

**A man, a machete, a meal**

*In the rain forest outside Sao Paulo, Atala harvests the tuber manioc*
An example from *The Economist*

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**Barbarians at the gate**

The capital’s wealthy closed neighbourhoods face a heavy new tax

Residents of the Martín Fierro Club, a gated community in the municipality of Buenos Aires that boasts tennis courts, a polo field and a private restaurant, often carp about the Pinamar river, which runs through four holes of their wedding-hole golf course. If one were to chart carefully, the river, which is bordered by sweeping willows and navigable by small boats, would have been a feature of the club for years. 

“Who could have anticipated that the river would create so much trouble,” says a resident. 

The residents’ troubles continue.

A few miles downstream, residents of Casilda, an informal settlement that has sprung up along the overseas, have very little to see in common with the residents of the club. 

A few days ago, the government announced a new tax on wealthy closed neighbourhoods which will affect the residents of the club. 

The government’s new tax is expected to raise significant revenue, and it is hoped that the tax will help to reduce the wealth gap between the rich and the poor in Buenos Aires.

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**In areas where guerrillas are no longer active, farmers continue to favour crops that do not require a great deal of labour, such as peanuts or corn, which are easy to store and transport. The government has introduced a tax on these crops, but it has not been enforced effectively.**

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**Hong Kong Chinese University**

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An example from *The Economist*

Pedal harder, mum, it’s the plebs!
Examples from *Time* Book
Examples from *Time* Book

Carrying On

Stepping in as surrogate father, Ted gives a piggyback ride to John Jr. during a ski trip to Stowe, Vt., just four months after his brother’s assassination.
Heartache

Kennedy returns from the July 22, 1999, dispersal at sea of the ashes of John Jr., his wife Carolyn and her sister Lauren Bessette. They died in a plane crash off the coast of Martha’s Vineyard.
Examples from *Time* Book
Examples from *Time* Book

Kennedy arrives at the Capitol for the swearing-in ceremony of President Barack Obama. His impassioned endorsement of Obama early in the 2008 campaign was seen by many as a passing of the Kennedy torch.
Some observations

- caption not necessarily outside photo
- no end period, but other marks OK
- present tense the norm
- heading within caption
Chinese Captions?: an example from Ming Pao Monthly
Chinese Captions?: an example from *Ming Pao Monthly*

聲粗見稱的紐約愛樂，能把蕭斯達高維契的作品奏得有聲有色。圖為蕭氏。
Chinese Captions?: an example from
《天下雜誌》
Chinese Captions?: an example from《天下雜誌》

證嚴法師與在澳洲奉獻60年的安琪拉修女牽手而行，儘管語言、宗教不同，對人群的愛卻是相通的。
Observation

- Distinction between caption and text blurry
Our Challenges

- Chinese caption style to follow English?
- Full names and titles

  (Titles are not necessary in headings or captions, although surnames are – *The Economist Style Guide*, p. 142)
- Photos and captions to tell a story
Headlines

Sentence style

- CUHK geophysicist explains the science of earthquakes
Headline style

- CUHK Geophysicist Explains the Science of Earthquakes
Headline Style

Chicago recommends:

- Always capitalize the first and last words and all other major words (nouns, pronouns, verbs, adjectives, adverbs)
- Lowercase articles (a, an, the)
- Lowercase prepositions (some exceptions)
- Lowercase conjunctions
- Lowercase to and as
- Lowercase second word in a species name, e.g., Homo sapiens
Avoid long headlines or headings

**Example:** University X received donations from Mr. Y and Z Foundation to boost study on Asian family business and international business cases

**Rewrite to:** Asian family business studies boosted by generous donations
Alliterative Headings

- ‘Still Harping on the Higgs?’, *CUHK Newsletter*, 3 September 2012
Use familiar, attractive headlines (from well-known phrases, songs, books and movies)

- ‘When the Going Gets Global, the Global Gets Going’

(CUHK web article, Feb. 2010)
‘Streets of London’

(CUHK web article, Oct. 2011)
Who are the Freelancers?

- Writers
- Translators
- Photographers
- Designers
- Printers?
- Student helpers?
How are they engaged?

- By the hour
- By the job
- By retainer
PROS

- Affordable
- Flexible
- Added resource
- Industry standards (e.g., photography, design, IT trends and practices)
CONS

- Busy or choosy
- Mercenary or artsy
- Not so competent / quality control
- Companies have their own rules and/or contracts
A Few Protocol Tips

- Lists of freelancers / contractors
- Referral and declaration of interest
- Standard contract (deliverable, deadline, deposit, revisions, payment, termination, credit, copyright, etc.)
A Few Management Tips

- Know their strengths and weaknesses
- Keep them alive (refer other jobs at times)
- Grow them or learn from them
- Give clear instructions and timeline
- Check progress from time to time
- Style edit them
- Allow enough lead time (avoid last-minute job)