

# Story Starter

## 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**

Module Topic \_\_\_\_\_ Spread \_\_\_\_\_

### Interview Questions:

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### Poll/Survey Question:

### Photo Possibilities:

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### Module Ideas:

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Creator \_\_\_\_\_

