

# Henninger Helpful Hint



## Where readers look for captions

Wanna place a caption where you know readers will find it?

Go below the photo first. Over the millenia, readers have learned to look at a visual element and then go below it for a title and/or details.

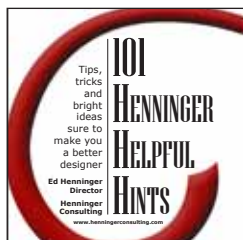
But what if there's no space there—because you've squeezed the photo in at the top of the page, above that 18" deep ad? Then, place the caption to the right of the photo:

We read from left to right and it seems only natural to look to the right if the caption is not below the photo.

OK, so the photo had to be placed at the right edge of the page because the person in the photo is looking to the left.

Then, place the caption to the left.

The last place readers look for a caption? That's right: above the photo. Let's not.



### '101 HENNINGER HELPFUL HINTS

is filled with so many good ideas. You'll find yourself asking: "Why didn't I think of that?"

Kevin Slimp, Director  
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