CAPTION STRUCTURE

A useful caption gives the photo a second layer.

Use this when the image is strong but the caption feels empty. Give the viewer context, not a description of the obvious.

01	**Location**	What should we know about the place?
02	**Emotion**	What did the moment feel like?
03	**Knowledge**	What can the viewer learn?
04	**Restraint**	What does not need explaining?
05	**Action**	What should they save or try?

Quick reminder

Do not caption the obvious.

Final check

Give the image a second layer.