PUBLISHING SUPPORT

A caption should add meaning, not explain the obvious.

Use this when a caption repeats what the viewer can already see. The audit pushes the text toward context, feeling, knowledge, and useful decision-making.

01	**Context**	What does the image not show?
02	**Feeling**	What should remain?
03	**Knowledge**	What helps the viewer see?
04	**Sequence**	Why this image here?
05	**Action**	What should they do next?

Quick reminder

The image opens attention; the caption should deepen it.

Final check

Do not spend words describing what the viewer already understands.