

# IMAGES OF RESEARCH

Tips for writing the copy

# Need some inspiration?

Check out any issue of National Geographic.

Their two-page photographs are always accompanied by a caption.

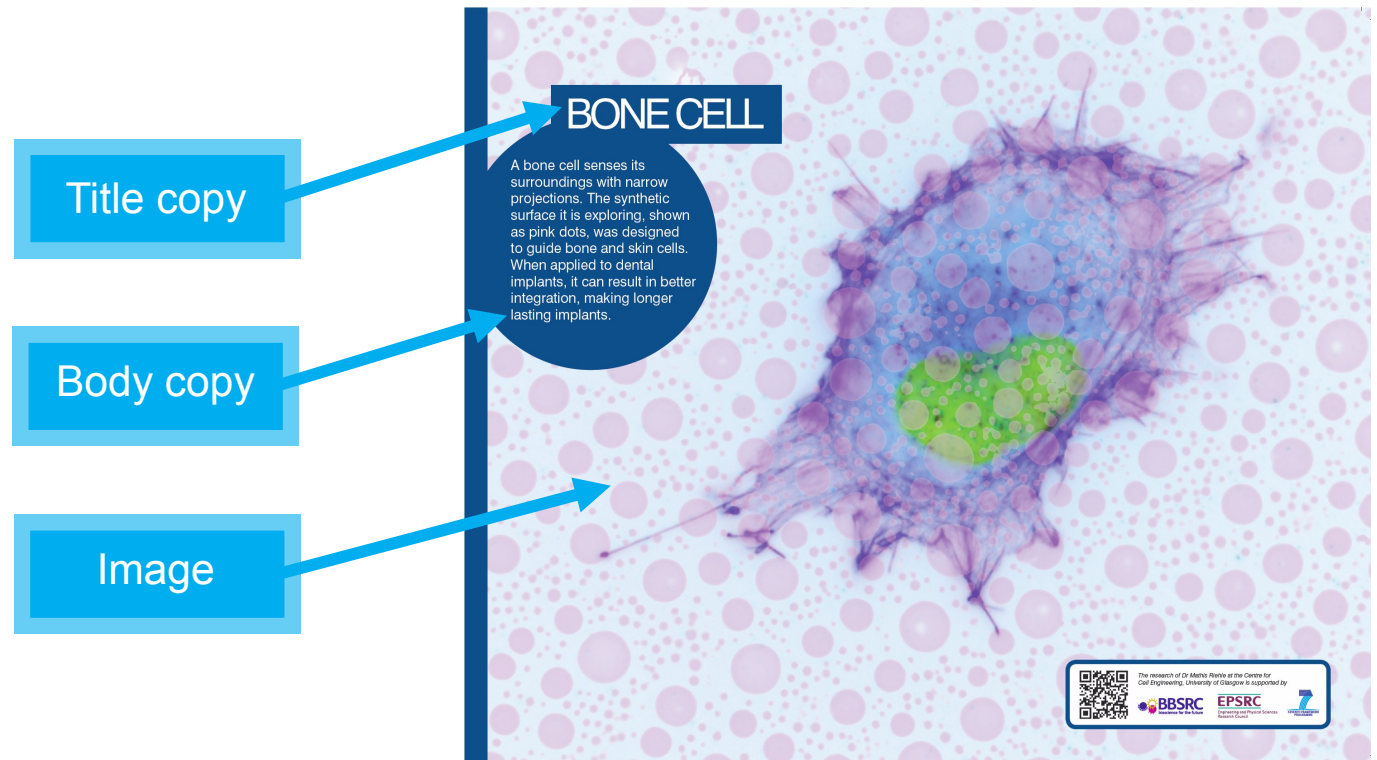
The captions use a really engaging style that allows the reader to fully appreciate the image as well as telling a story. The captions are ideal examples of the 'less is more' approach.



*These wind turbines whirring above the clouds in Vantage, Washington are just part of the Pacific Northwest's renewable energy boom. To manage a surplus of intermittent power, U.S. scientists propose underground compressed air storage in porous volcanic rock.*

# Elements

When writing your copy, there are three elements you need to consider. They all work together to tell your story.



# Giving it a title

Your title could give a simple description of your image or your research, such as 'wildebeest migration' or 'heart drugs'. Or it might describe the research in broad terms, such as 'increasing people's wellbeing', 'unlocking the secrets of the photon' or 'tackling myths about self-harm'.

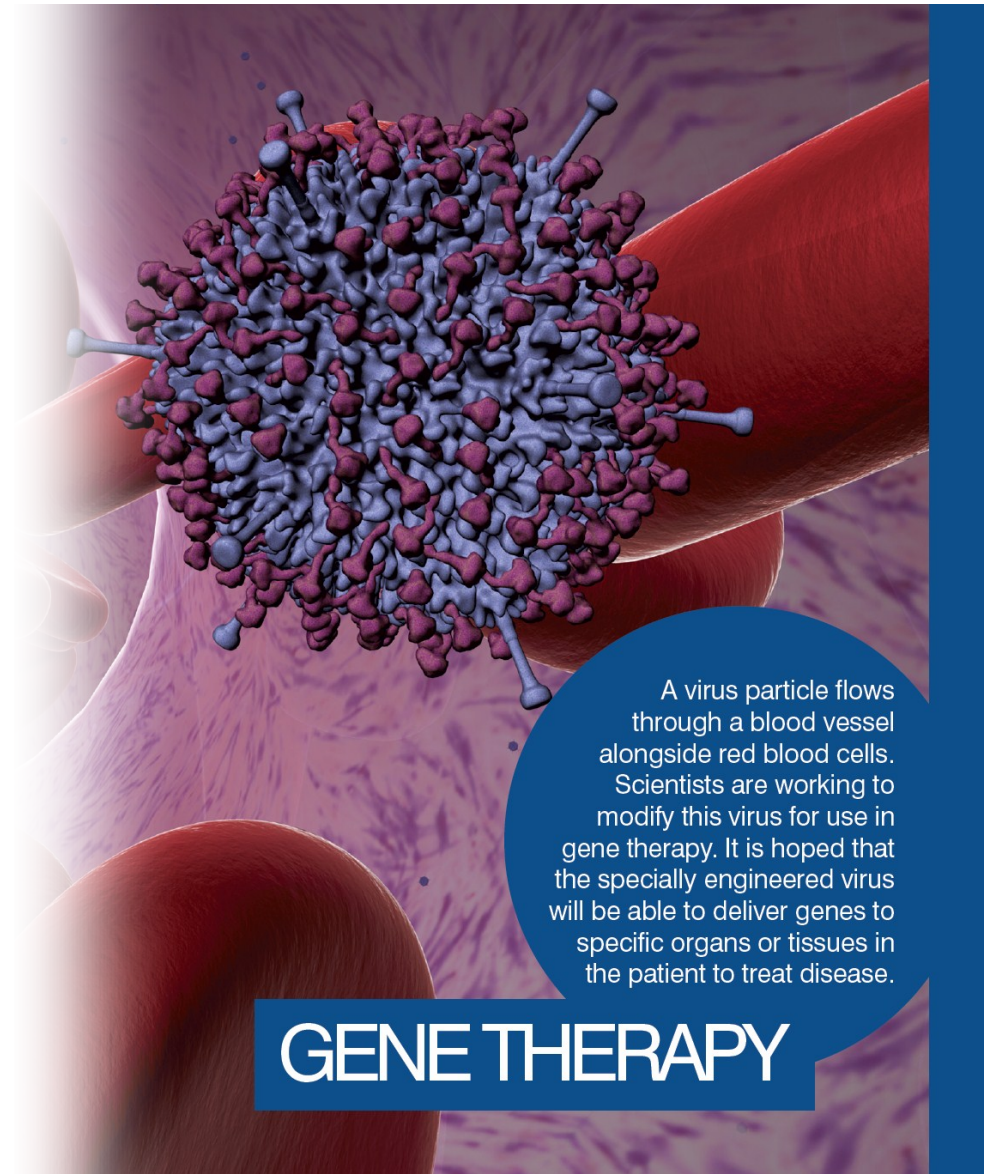




# What's the story?

You only have three or four sentences to tell your story. You're not going to fit in everything you want, so try to focus on one important aspect that you think non-experts would find interesting. Why is your research important? What challenges do you face?

When the reader approaches the panel, they will probably look at the image first. Your copy should take advantage of this by explaining the image first (the specifics) before describing why your research is important (the general).



# Top tips

- Try out a draft with people unfamiliar with your research.
- Write with a conversational tone. Use warm, friendly and enthusiastic language.
- Use active verbs.
- Keep your title short and simple. Anything over seven words is probably too long.
- Keep your body copy snappy; your reader will probably be standing as they read it. Aim for 50 to 70 words.



# Where to start?

Try writing a sentence for each of these questions then redraft:

- What does the image show?
- What is interesting about this?
- Why is research into this important?

**Good luck!**