

## TEACHING WITH ePORTFOLIOS: SUPPLEMENT 7

### Image Captioning

Whenever you incorporate an image into your ePortfolio that you didn't create yourself, you need to provide an image credit caption.

#### *Credit/Informational Text:*

Just as you would cite any other source that's not directly your invention as a courtesy to the person whose intellectual property you're incorporating, you need to tip the hat to anyone whose images or videos you include. We call this informational text.

Find out whatever you can about the photographer or video creator, and include their name whenever possible. Sometimes you'll only be able to find the publication that owns the image, or the website where you found out. If that's the case, indicate whatever information you have (in a way that's meaningful—no long, ugly URL's please! No one wants to look at those!).

You may sometimes want to include a description of what the image is—for instance, if you're using a graph, you may want to lay out what the elements of the graph cover, or if you're including a picture of a person you might note who it is, and roughly when the picture was taken.

#### *Interpretive Text:*

Depending on the purpose of the image or video, you may also want to include interpretative text. As with reflective material that includes informational and "didactic" text (a la museum plaquards), you might want to include text that analyzes the image or video you're using, or calls attention to some aspect you particularly want your readers to notice. For an example, see the image below. Which text is descriptive, and which is interpretive?

#### *Consistent Captioning Practice:*

It's best practice to set a pattern for your captions that remains consistent throughout your ePortfolio, so that readers begin to know what information or content to expect where. (This is yet another design factor that influences how your audience reads your work.) One common method is to include the credits in one font, and the interpretive text in another. For instance:



A moment from *Wicked's* opening number. Notice the smoke swirling at the feet of the villagers, who strike aggressive, contorted poses while they celebrate the Wicked Witch of the West's death.  
*image credit: Chicago Theater Beat*