

## 5.7 THE PHOTO CREDIT AND BYLINE

**DIRECTIONS:** One of the best motivators for a photographer is the photo credit. Having their name attached to a photo motivates a photographer to get good photos published, and to avoid getting bad photos published. People do notice those credits. Similarly, bylines serve to give credit where credit is due for stories, and they can be effective graphic elements on the page. Plus, they let readers know who to contact when they really enjoy reading a story or looking at a photo. Design a story byline and photo credit that fits the design of your publication. Write the specs for your credits including the font, size, leading and spacing requirements.



PHOTO BY MATT MOORE / BUGLE-BEACON

**Participants jump into Lake Raleigh during the second annual Polar Plunge. The event helped the Campus Police Department raise money for the Special Olympics.**

**By Rebecca Heslin**

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*The photo credit is Myriad Pro Light, 6/7.2 pt., aligned to the right. It has 3 points of spacing above and below it. The caption is in Myriad Pro Bold, 9/10.8 pt., justified.*

*The byline is Myriad Pro Bold, 10/12 pt., aligned center. The e-mail address is Myriad Pro Regular 6/7.2 pt., also centered. There's 3 points of space below the e-mail address.*