

# All About Titles

## Capitalize:

- ✓ First word
- ✓ Last Word
- ✓ All principal words
  - Nouns (e.g., *flowers*, as in *The Flowers of Europe*)
  - Pronouns (e.g., *our*, as in *Save Our Children*; *that*, as in *The Mouse That Roared*)
  - Verbs (e.g., *watches*, as in *America Watches Television*; *is*, as in *What Is Literature?*)
  - Adjectives (e.g., *ugly*, as in *The Ugly Duckling*; *that*, as in *Who Said That Phrase?*)
  - Adverbs (e.g., *slightly*, as in *Only Slightly Corrupt*; *down*, as in *Go Down, Moses*)
  - Subordinating conjunctions (e.g., *after*, *although*, *as if*, *as soon as*, *because*, *before*, *if*, *that*, *unless*, *until*, *when*, *where*, *while*, as in *One If by Land and Anywhere That Chance Leads*)

**Do not capitalize the following** parts of speech when they fall in the middle of a title:

- Articles (*a*, *an*, *the*, as in *Under the Bamboo Tree*)
- Prepositions (e.g., *against*, *as*, *between*, *in*, *of*, *to*, as in *The Merchant of Venice* and “A Dialogue between the Soul and Body”)
- Coordinating conjunctions (*and*, *but*, *for*, *nor*, *or*, *so*, *yet*, as in *Romeo and Juliet*)
- The *to* in infinitives (as in *How to Play Chess*)

## Punctuation

Use a colon and a space to separate a title from a subtitle unless the title ends in a question mark or an exclamation point. Include other punctuation only if it is part of the title or subtitle.

(Source: <https://uaccm.libguides.com/c.php?g=601884&p=4168336>)

## Crafting a Title

*It's a little bit like a teaser, movie trailer, or hook. It's a process to find one. Don't give up!*

1. List important words, quotes, or phrases in your writing.
2. Think about your audience.
3. Hint at your content.
4. Help your audience feel your tone or slant.
5. Catch interest.
6. Generate as many ideas and words as you can, and try different combinations,
7. Be clear.
8. Word choice counts!