

## Here's Where You'll Put Your Article Headline

This is where you'll be posting your application article. The details are below, but it should follow this basic format — single spacing within paragraphs/lists and double spacing between.

### **Article Details**

Choose an application article topic that relates to your blog's focus. The 400-500 word feature will include:

- An engaging headline
- Use of at least one of the following layering techniques
  - Lists/bullets (<—like this)
  - Subheads (see “Article Details” above)
- Use of at least one relevant in-text image (something like the one here) and a relevant video
  - [Creative Commons](#) should be used for the photos
  - The photo will have attribution, with the text serving as a clickable link. **The links should open in a new tab or window.**
  - The video should be embedded
- Use of at least three embedded hyperlinks (<—like this) to relevant content that show research/expertise. **The links should open in a new tab or window.**
- A downloadable PDF of the article text (see below). The image and video don't need to be included. **The link should open in a new tab or window.**

It's a good idea to put the PDF and the video at the end of the post. For example, the video should look something like this ...