Content

Content writing and images must be original and plagiarism free. Various tools will be used to detect such issues.

It also cannot be used by yourself, or anyone else anywhere else (online or otherwise). Once the article is submitted, it is owned by 12071711 Canada Inc.

Writing Style

Articles should be written in the second person point of view (using you & your pronouns).

Images

Screen Resolution

Set your **screen resolution to 1920 x 1080** for all screenshots. No 4k as the images are too big!

Image Dimensions

Try to keep images under **900 x 600** px (width x height). This may not always be possible.

Design your examples with this in mind.

Smaller images are easier to see on mobile devices and will have a smaller file size and help the website load faster.

Guidelines for images.

- Capture the image so that it looks "complete".
- Should be as small as possible while still providing full context.
- Try to keep images under 900 px width and 600 px height.

Screen Capture Software

Image screenshots should be generated and annotated using TechSmith's Snagit.

You can download the trial version for your first article here:

https://www.techsmith.com/download/snagit/

Thereafter, I will provide a license code for use.

You can learn more about how to use Snagit here https://youtu.be/-fBPV_nI55Q?t=152

Windows Only

All screen shots on a desktop must be taken with a **Windows device** as the snag files produced by Snagit on a Mac are not compatible with Windows.

Annotations

Annotate screen shots when needed to make clear what the corresponding text is about.

For this, the above annotations will likely serve well.

- Rectangle shape
- Numbered circle or pointer
- Straight or curved arrows (solid line)

All should be a **#F7AC08** colour with **no drop shadow**.

Use a **size**, **thickness** and/or **width** that suits the image size. Usually something in the **3 to 5 point** range will look good.

Use a blur annotation to hide any sensitive information like an email address etc.

See the example blog posts for examples of these in use.

File Types

Save each image as both **snag** and **png** file types.

The **png** file will be used in the blog post as the image and the **snag** file is kept as backup and can be used if the image needs to be edited further.

The **png** and **snag** files should be saved with a descriptive file name like below.

- Add Strikethrough Format from Toolbar.png
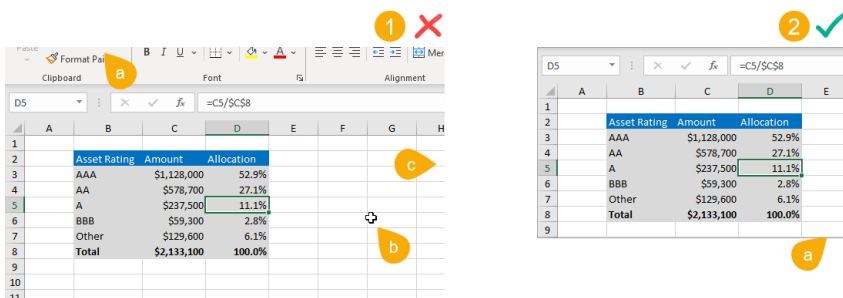- Add Strikethrough Format from Toolbar.snag

Examples
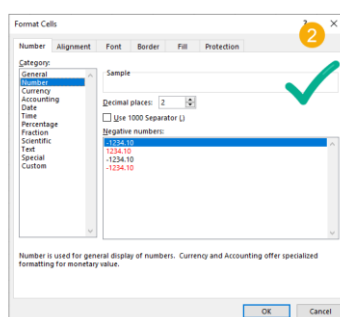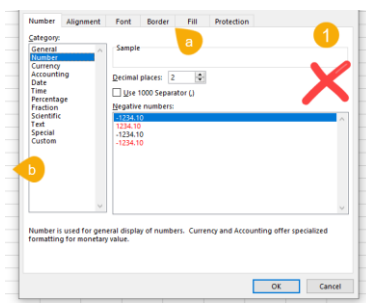
1. **Not Acceptable**
   a. Image has been cropped and the menu shown is incomplete.
   b. Image contains unnecessary background which is not needed for context.
2. **Acceptable** Image contains the full menu and nothing else.

In this example the blog post might mention some sample data in Excel. In this case the only context needed is the data.

1. **Not Acceptable**
   a. Part of the Excel ribbon has been captured and makes the image look incomplete.
   b. Floating cursor should be removed as it doesn't add any information to the screen shot.
   c. Image has been cropped on part of the cells making it look incomplete.
2. **Acceptable**
   a. Only the data and formula bar is show.
   b. Single full cell border is around the data, no empty space, which helps make it look complete.

Image Positioning

Images should be placed **<u>above any text that references them</u>** and left aligned in WordPress. WordPress left aligns images by default when you upload them.

GIF's

GIF's can be a great way to demonstrate something in a blog, but they are very large files usually.

Only use a GIF when a static image just can't convey the thing you need to show.

Keep the dimensions as small as possible and the length as short as possible for any GIF's.

Compress the GIF here https://compressor.io/ using **Lossy** compression before uploading to WordPress.

Example Blog Posts

Here are a couple example blog posts in the required style. Please read through them for image and style reference.

- https://www.oksheets.com/clear-format/
- https://www.oksheets.com/insert-images/
- https://www.oksheets.com/random-numbers/
- https://www.oksheets.com/align-format/

Microsoft Word

For your initial sample writing assignment and the first few paid articles, you will need to use Microsoft Word.

In the Other Info section of the application form, insert the word "Cromulent" so I know you've read this document.

Use **h2** and **h3 heading** styles, **bold** font for keywords, **ordered** and **unordered lists** when needed,

Screenshot images should be included inside the Word document. No need to include snag files with the sample tip writing assignment.

No Google docs, only Microsoft Word documents.