**ENG 110**

**Layout Guidelines: Final Research Blog Post**

* **A Two-Part Title**

The title for your blog post should be in two parts. Look at the titles in *Nonstop Metropolis* for guidance. The first part should be catchy and intriguing; it should entice the reader to wonder what your paper is about. The second part should come after a colon and should project the main idea of the paper. The layout should look like this—

**First Part of Title: second part of title**

* **A Customized Map**

Your map should be placed directly below the title and above your essay. Remember that your map must be customized—there must be an element of design that you are bringing to your map, even if you are using a map someone else created. I want to see that you have customized a map in some way to fit your essay—this could mean printing out a map and adding to it with markers. This could mean creating a map from a collage of magazine images. This could mean drawing your own map or creating one using Google Maps.

* **Two Multimedia Sources**

I want to see that your multimedia sources are integrated in your essay. You should use details from your sources as evidence in body paragraphs. The multimedia sources should not simply illustrate your essay or be placed at the bottom with little explanation. Think about the layout of where your multimedia sources will be placed and how their size and placement will affect the reader’s experience when scrolling through your piece.

* + **To add images or other files** that are saved to your computer, click on the “Add Media” button, which appears below the “Add Title” section of the “Edit Post” interface. The “Add Media” dialogue box will pop up. Click on “Upload Files” in the upper left-hand corner. Click on “Select Files” and choose the file from your computer. Click “Open,” then click “Insert Post.”
  + **To add video from YouTube**, simply include the URL for the video on its own line where you would like it to appear.
* **Your Essay**

Your essay is the main element of your layout. Be sure that its paragraphs are separated by a line break (hitting “return” between paragraphs will ensure this). **Make sure your essay is followed by a Works Cited List formatted in MLA style.** Refer to the Purdue Owl MLA website for guidance, or ask me.

* **Hyperlinks**

You should include 2-3 hyperlinks in your essay. Hyperlinks are a means of bringing background information or context into your essay without having to spend precious time explaining it. Remember that not all readers will click on every hyperlink, so any important information should still appear in your essay, but hyperlinks are a means to provide your reader with the option of diving deeper into key concepts or related information.

* + **To add a hyperlink**, highlight the text you would like to serve as your hyperlink. Then, click on the hyperlink icon in the toolbar. Enter in the URL and click enter. Remember that hyperlinks should have meaningful, descriptive text. The hyperlink should not be “here” or “this,” but rather the word that describes what is being linked to.