

Introduction

- Thesis statement** that introduces your overarching argument
- After your thesis, a sentence that **1.) explains why you're an authority on the topic** and **2.) previews the main points you touch on** throughout your article

Article Structure

- Sections are organized and ordered so that ideas flow intuitively from one point to the next
- Each section is identified by a **header label** that describes the main point of the section
- Every section begins with a **topic sentence** that introduces the main idea of the section

Images, Examples, Sources

- All terms, concepts, and steps are explained and defined clearly, using examples, images, and/or outside resources
- Includes **2 relevant images** in PNG or JPEG form
- Introduces and follows-up ("sandwiches") all images with context
- Introduces and follows-up ("sandwiches") all quotes with context
- All references to people and companies include a description of what they do and/or why they're a relevant authority on the topic
- Alt text describes the source you link out to

Sandwiching Images & Quotes with Context

[Sentence Before Image/Quote]

Say what the image/interviewee represent/says in your own words



[Image/Quote]



[Sentence After Image/Quote]

Explain why the image/quote is significant to the point you make in your article

Word Choice

- Does not include any form of passive voice, like "have been," "can," "would," "could," etc.
- Avoids using "to be" verbs, like "is going," "was going," etc.

Conclusion

- Conclusion that **1.) restates your thesis**, **2.) explains why the information you present is reliable**, and **3.) re-emphasizes the main points** in your article