

# EXTRA CREDIT: THE CANVAS BLOG



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MAR 1, 2017  
By Jay Jackson

## Designing Course Content with the (K-12) Student in Mind

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Example text: Consider a high school student named Trevor. He has missed the last three days of school for a baseball tournament. Trevor is a conscientious student concerned about his grades, and he knows that his teachers have posted all relevant learning materials in Canvas, plus he is up late preparing for his math exam. What will he find in his Canvas course?

**“Canvas makes it easy for teachers to start flipping their classroom, with content online before class or as a reminder after class is over.”**

**1. Begin with the student in mind.** K-12 students today are citizens of an on-demand culture. From streaming TV to audio apps, Generation Z is used to what they want with minimum wait-time. If they struggle to navigate, or don't readily find resources you provide, they likely will not look deep into your course to find said resources, no matter how important they are. [See more here.](#)

Keep Learning,  
Blog Contributor

# CANVAS BLOG STYLE GUIDE

Please make sure that the Canvas Blog stays awesome by aligning your post with the style guide and visual reference below.

## 1. Character counts

- **Title character count:** < 70 characters (or approximately 400 pixels)
- **Description character count:** < 156 characters (or approximately 920 pixels)

## 2. Text hierarchy

- **Body Text:** 15-point light text with 18-pixel line spacing
- **Headlines and Callouts:** Bold with body text dropped to the next line
- **Links:** Canvas BLUE (#57C8E7) 15-point light text with an underline
- **Keep Learning Tag:** Canvas RED (#E53C2E) 15-point light text

## 3. Image Guide

- 2:1 aspect ratio (a good size would be about around 615x330 pixels)
- Minimal or no text
- Leave 'breathing' room for anything you want to make sure is in the image (without proper spacing, logos, text, or important images may get cut off)
- No white backgrounds (light gray or pastel is totally fine)
- Stay away from things that are too stock photo-esque or seem unnatural
- Don't steal images from the internet (for real)
- Visit Unsplash.com for inspiration or stock photography that you may use (for free!)

Good Blog Images



Bad Blog Image

