

Bold, bright, engaging images shine a spotlight on the high-quality content in Tools for Teachers and increase the likelihood of users selecting a resource. Use this guide to learn how to create great graphics for your resources, including general considerations, technical requirements, and where to find free, Creative Commons-licensed images and easy tools for styling images and fonts.

INSTRUCTIONAL RESOURCE

[Using Transitions to Create Cohesive Paragraphs](#)

Grade HS • English Language Arts

This resource focuses on identifying transitional words and phrases that a writer uses to connect ideas and sentences into a cohesive paragraph.

Learning activities include an optional Entrance Ticket, a small-group task,

Claim 2: Writing • Target 3b: Revise Brief Explanatory Texts

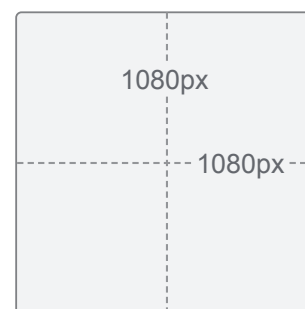
Content Standard W-2c



Example search result with a resource image cards in Tools for Teachers

General Graphics Tips

- **Avoid text.** Resource images will always accompany the title of a resource, so adding text to the image is not necessary. Images will also display at small sizes, like in search results, so text will become too small to be legible. Skip the text and focus on colorful, engaging graphics.
- **Simple is best.** Because the image will be small in some places, keep your design relatively simple and easy to discern at small sizes.
- **Crop, don't skew!** Resource graphics will always display as a square, so be sure to crop your images to a 1:1 aspect ratio to best fit the space. Never skew or squeeze your image to fit into a square!
- **Make it big.** To ensure the image looks sharp at a variety of sizes on different kinds of displays, make your image large. If you're using a program that lets you choose sizes, we recommend 1080 pixels square.



Recommended image dimensions in pixels (px)

Considerations for Image Selection

- Human faces showing emotion are often more engaging than images of objects. However, if using images with people, select photos that reflect **diversity/inclusion** and avoid cultural stereotypes.
- Use a **variety of images** that are **visually engaging** and pull the viewer in: illustrations vs. photography; black/white vs. colorful; patterns vs. solid colors; historic vs. modern. When creating resource card images, mix up your formats, themes, and image types to bring visual variety to the site. Watercolor-style illustrations that match the aesthetic of Tools for Teachers are always a good choice!
- **Don't overthink it!** Get creative with your image selections, but don't think too hard to connect a random object to an abstract concept. If the relationship isn't clear, you're more likely to confuse users with an image that doesn't really connect to the resource content.
- A **screenshot** from resource materials may be a good idea if it's an interesting, eye-catching graphic.
- **Less is more!** A simple, bold image is often more powerful than a complex image.

Where can I find images?

There are many sources for images that are not under copyright and that you can use for free. Just double check that attribution is not required for your selected images. Here are some places to look:

- [Creative Commons search](#)
- [Library of Congress](#)
- [New Old Stock](#)
- [USA Gov](#)
- [Pixaby](#)
- [StockSnap.io](#)
- [UnSplash](#)
- [A list of other free image sites](#)
- Inside the resource itself! Some lessons feature great images that you can reuse as an image card.

What tools can I use to edit great graphics?

[Pablo](#) and [Canva](#) are two free programs that we recommend to produce simple, compelling graphics with different visual treatments—like you would see on Pinterest or Instagram.

Tips for using Canva

- Canva offers many layout options. For Tools for Teachers, the best one to use is the template listed under “Social Graphic Templates” called “Instagram Post” (1080px by 1080px).
- Pay attention to the items in their vast library marked “free”—these are the ones to use, or your image will have a watermark. The only way to remove the watermark is to pay for the image.
- Canva provides a lot of pre-made layouts within each template—these are a great starting point! You can drop in your own image, change colors and graphic elements, and tweak just about every aspect to tailor it to your vision. No need to start from scratch.

Technical Requirements

Resource card images should meet the following format and size requirements:

- **Dimensions:** Use a 1:1 aspect ratio (square)
- **File type:** png, jpg, jpeg
- **File size:** maximum 1 megabyte (mb)

Sample Resource Cards

