



# Content guidelines



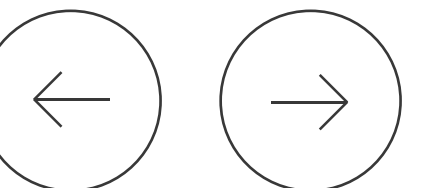
# How to best merchandize your course on Spotify using various image, video and text assets.

Version 1.1. In this version we added a section for materials and updated 'course images - what to avoid' section.

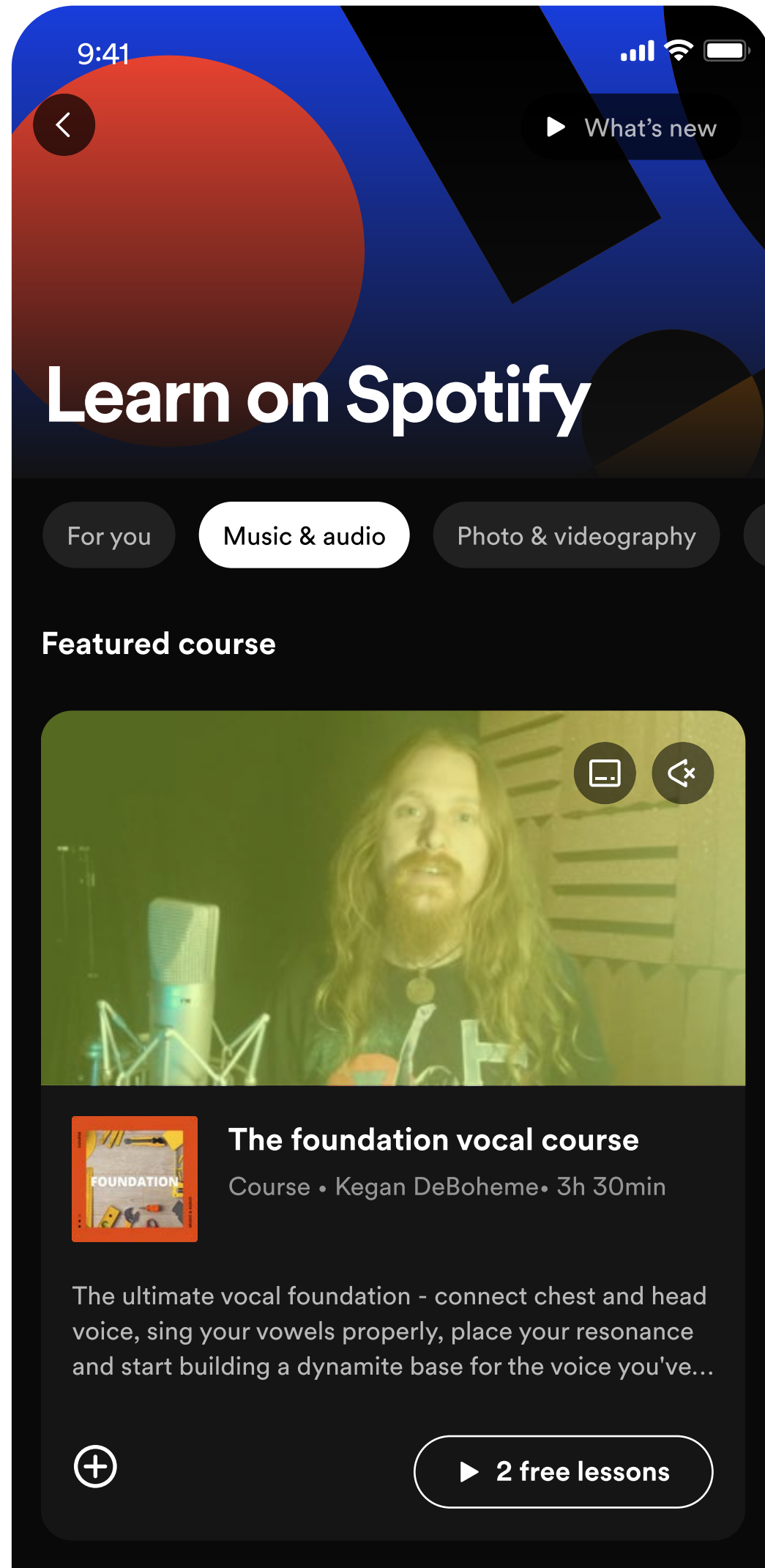


<b>Imagery</b>	<b>4</b>
<b>Trailers</b>	<b>13</b>
<b>Texts</b>	<b>17</b>
<b>Materials</b>	<b>21</b>

# Imagery



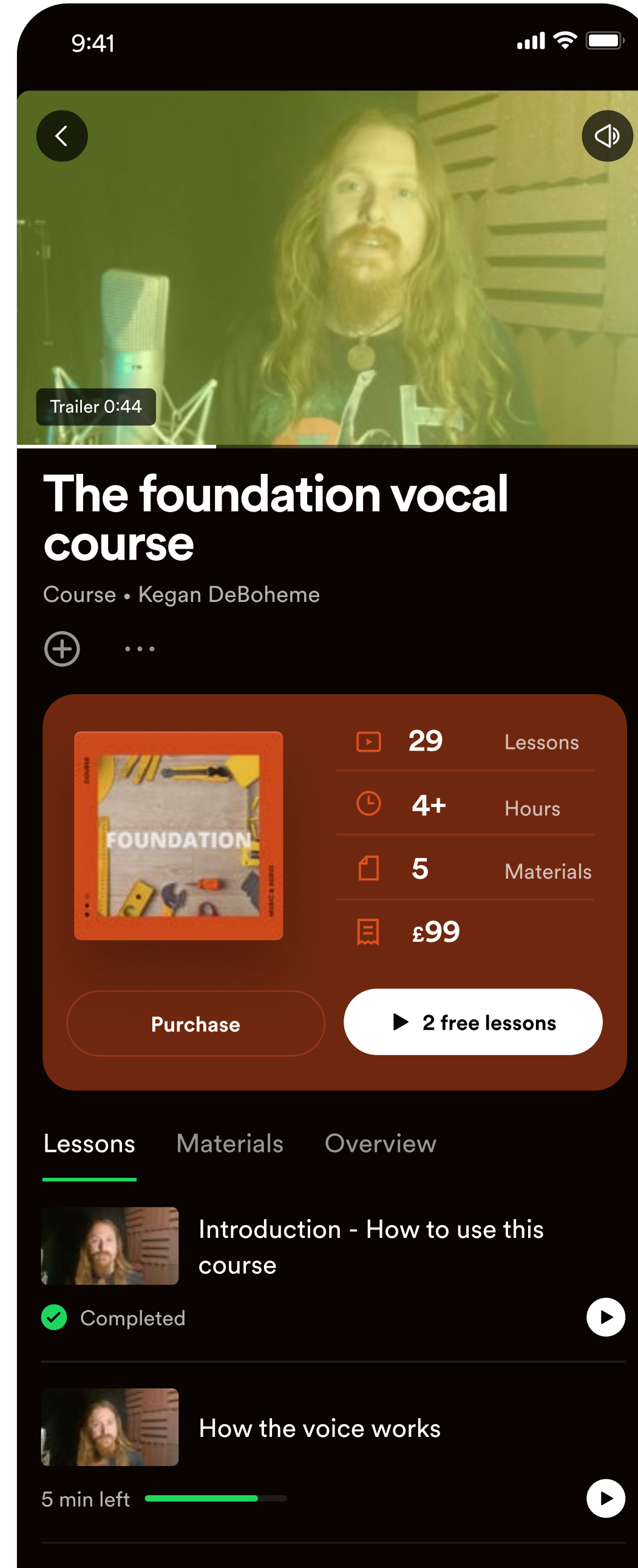
# How imagery shows up on the Spotify app



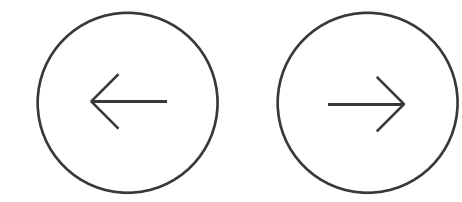
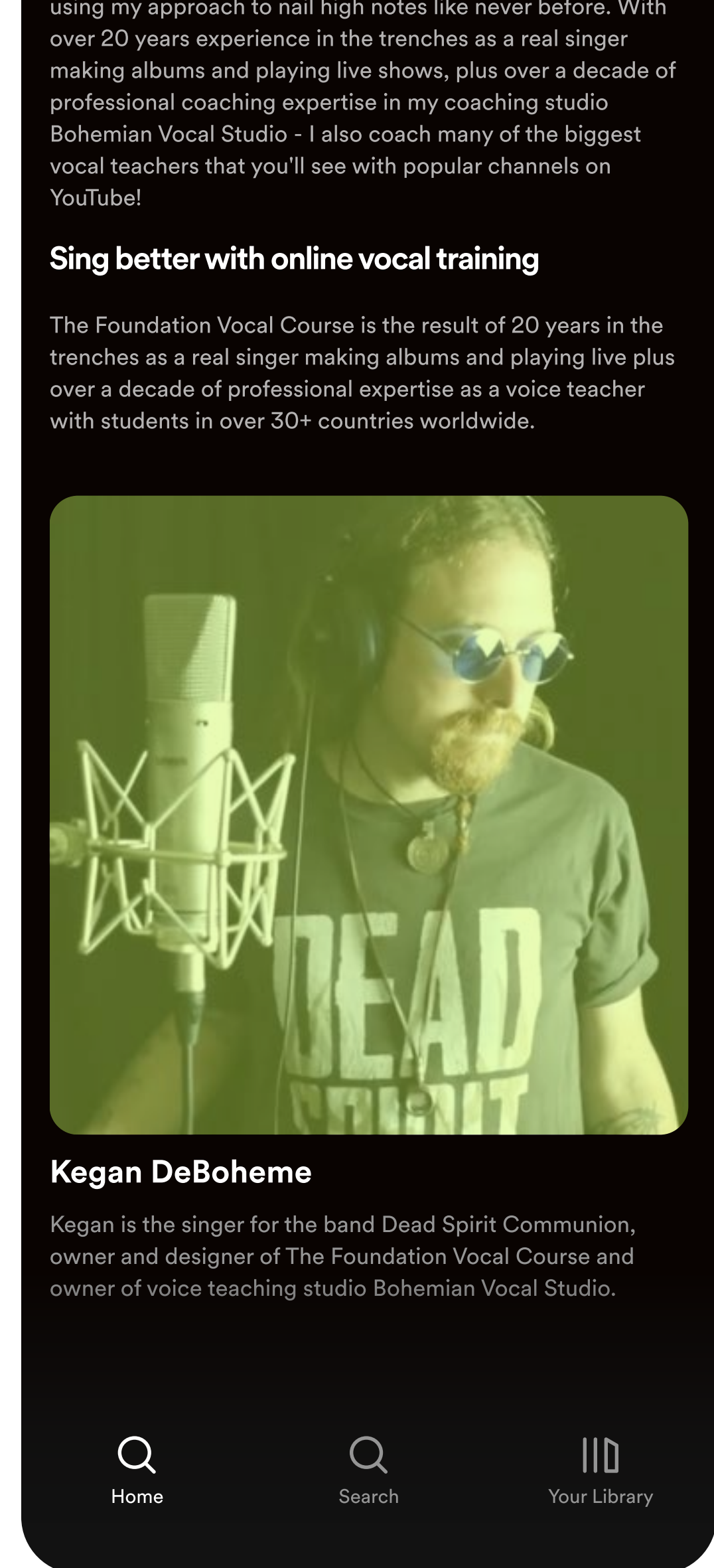
**Trailer placeholder image**  
Shown while trailer loads or when trailer cannot be played. A good still image that can represent the upcoming trailer, no text / branding.

**Course image**  
Recognizable icon for your course.

**Lesson image(s).**  
Preview into the lesson, no text / branding.

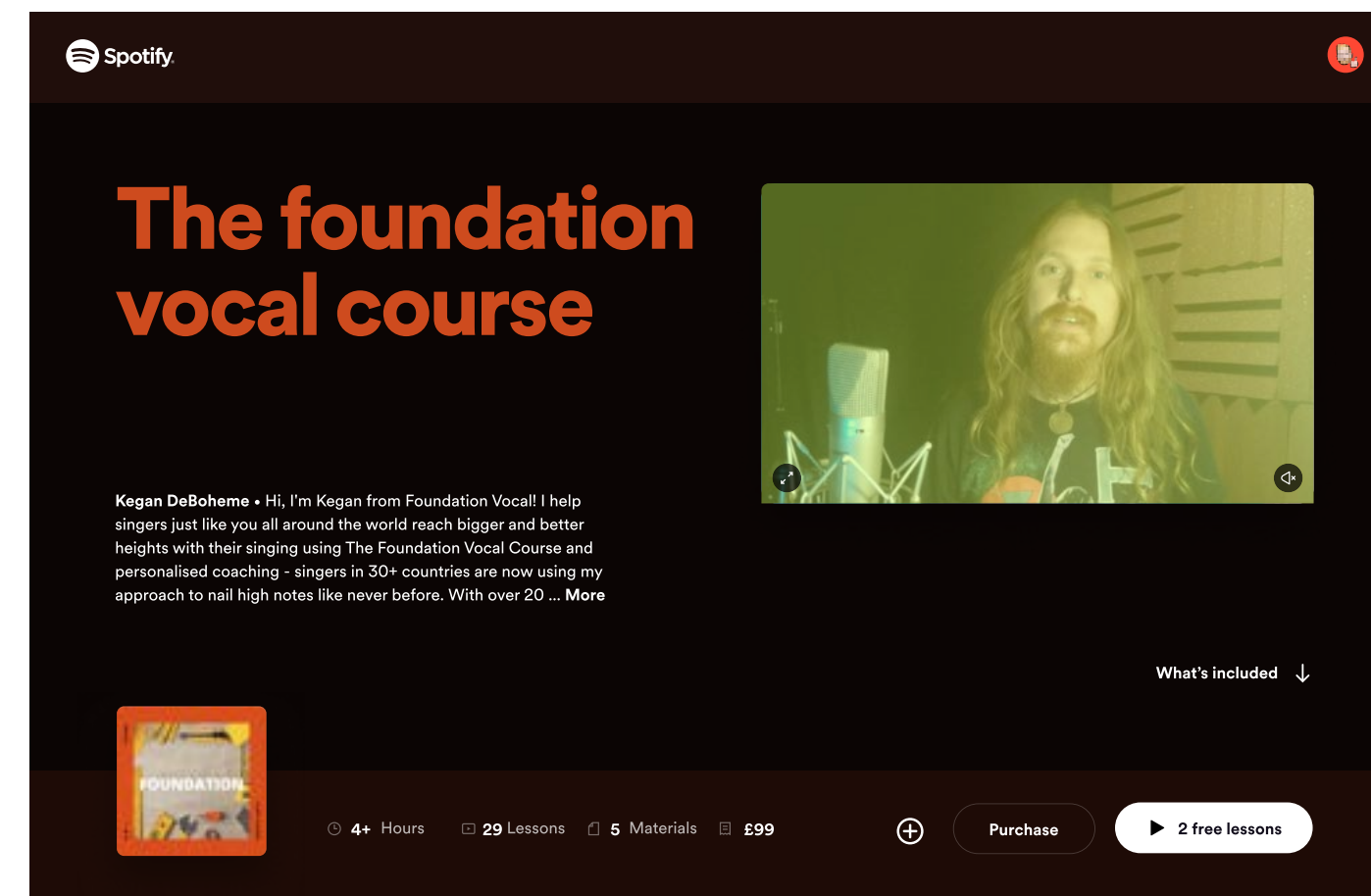


**Creator image**  
To help people learn who you are.

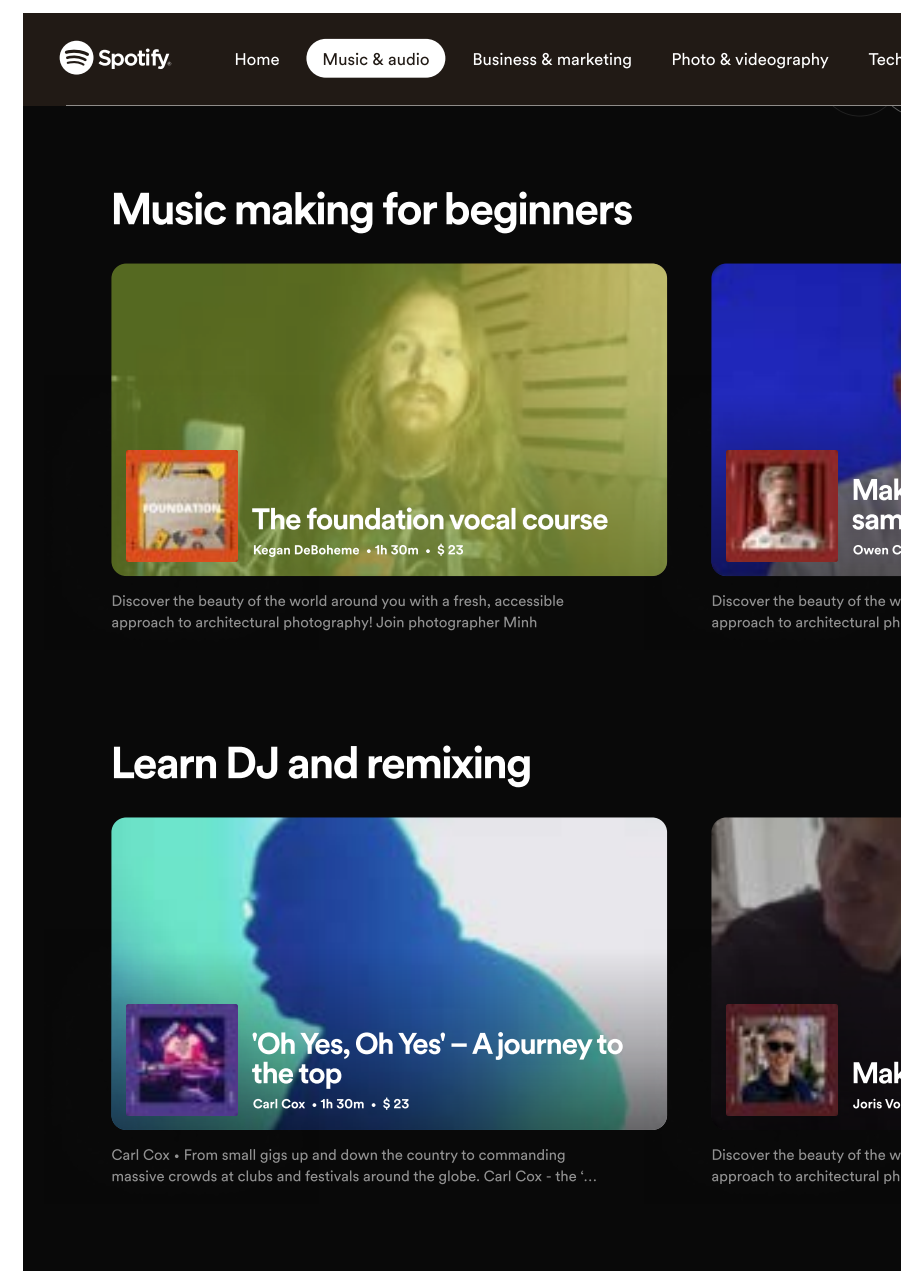


# How imagery shows up on the web

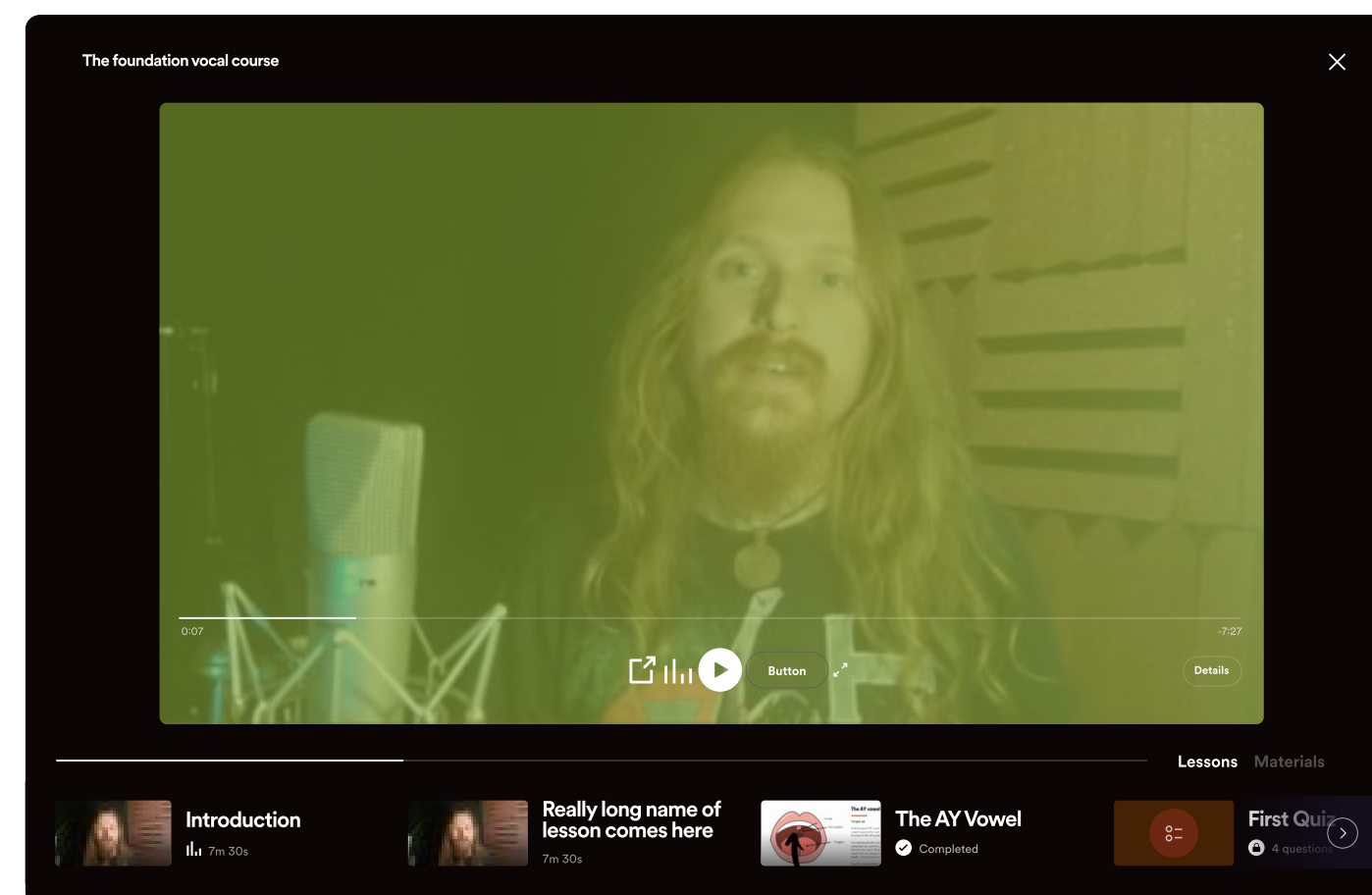
Trailer placeholder image



Course image

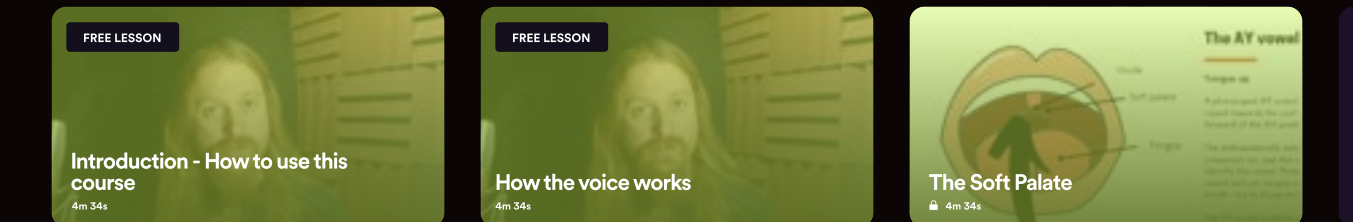


Lesson image(s).



## What's included

29 lessons



How Carl came to craft his signature sound. How Carl first made a name for himself. The amazing story behind Carl Cox and Friends at Ultra

Overview ↓

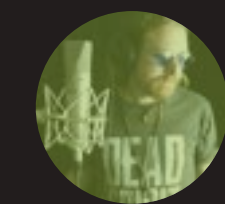
## Overview

What's this course about.

Hi, I'm Kegan from Foundation Vocal! I help singers just like you all around the world reach bigger and better heights with their singing using The Foundation Vocal Course and personalised coaching - singers in 30+ countries are now using my approach to nail high notes like never before. With over 20 years experience in the trenches as a real singer making albums and playing live shows, plus over a decade of professional coaching expertise in my coaching studio Bohemian Vocal Studio - I also coach many of the biggest vocal teachers that you'll see with popular channels on YouTube!

Sing better with online vocal training

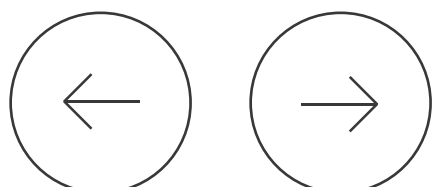
The Foundation Vocal Course is the result of 20 years in the trenches as a real singer making albums and playing live plus over a decade of professional expertise as a voice teacher with students in over 30+ countries worldwide.



Kegan De Boheme

Kegan is the singer for the band Dead Spirit Communion, owner and designer of The Foundation Vocal Course and owner of voice teaching studio Bohemian Vocal Studio.

Creator image

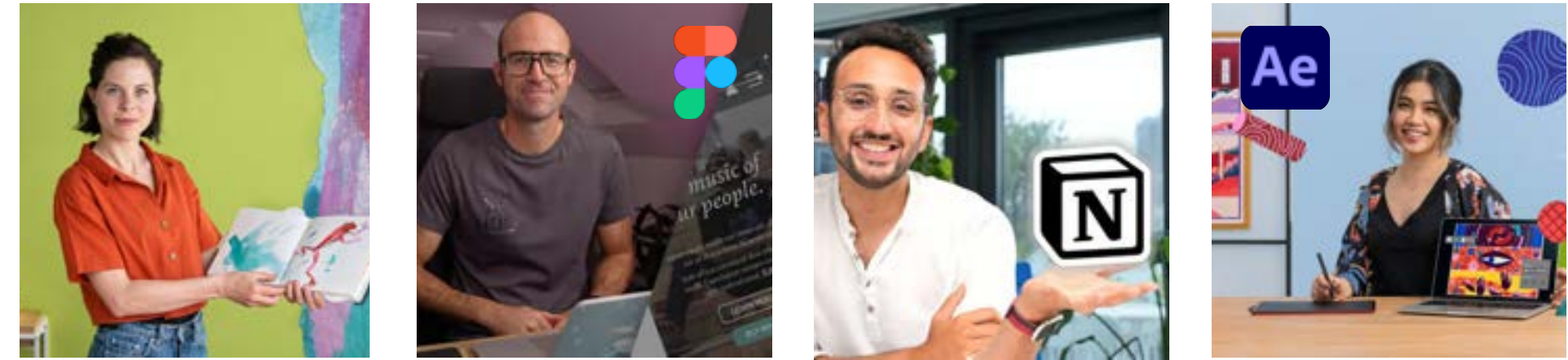


## Course Image - what good looks like



### Lead with the creator

Human faces create trust and a strong point of interest. If you compare two courses one with the creator and one with just the image you'll clearly see yourself gravitating towards the one with the human.



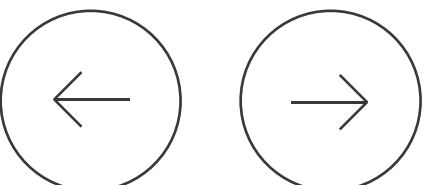
### Show the outcome.

Wherever possible, show visually what the course is about - the central theme of learning.

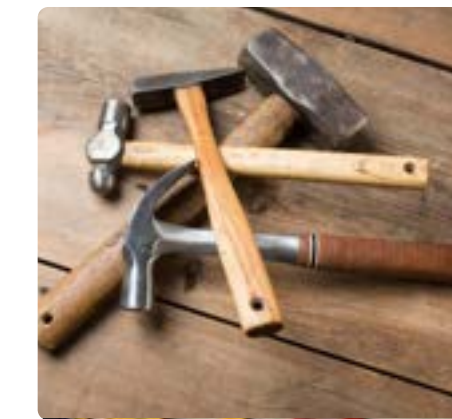
Here, even without any text it is clear that the courses are about:

- Learning to paint
- Figma
- Notion
- After effects graphics/animation etc.

This is especially important for creative skills type courses.



## Course Image - what to avoid



## Too much text & branding

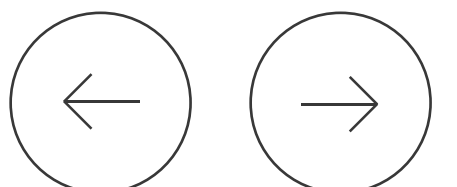
- Creator branding is fine, but repetition of the course name, creator name etc. creates unnecessary visual clutter.
- Small font sizes makes it hard to read on small screens
- Spotify always shows the name of your course next to it, so you don't have to repeat it in the cover

## Incorrect Aspect Ratio

- Course images are in a non-square aspect ratio. eg. 16:9, 4:3 etc.
- This will lead to cropping of important elements when rendered in the product.

## Abstract/Stock imagery

- Lowers perceived quality of content on our platform
- Less engaging on pages with multiples courses





## Course Image - Design do's and don't

A few examples from Podcast artwork guidelines on Spotify that also apply to Courses

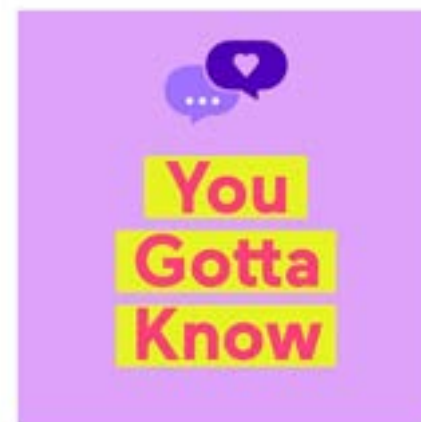
**Do** - Use 1 or max 2 fonts in your title

**Don't** - Use too many fonts styles and colors.



**Do** - Text is readable across different sizes of the image

**Don't** - Design for one size fits all



**Do** - Pick colors that work well together

**Don't** - Pick colors at random.



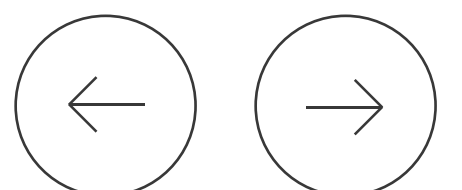
**Do** - Use high res images

**Don't** - Stretch photos that are too small.



**Do** - Ensure text and typography are clear, prominent, and minimal

**Don't** - Apply too many details and effects



## Dimensions



**Trailer placeholder image**

Aspect ratio - 16:9

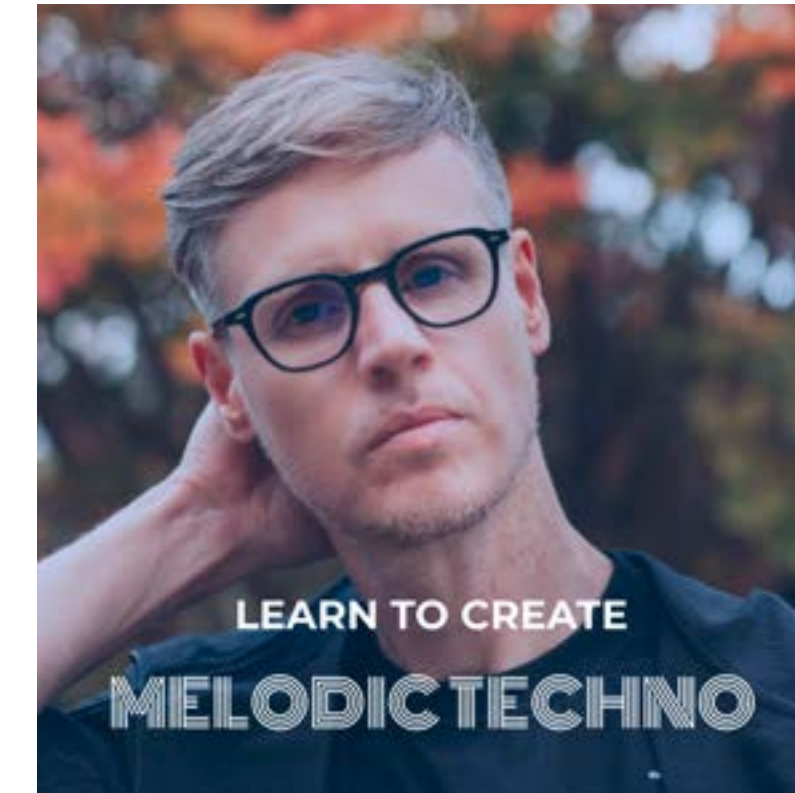
Size - 1920 × 1080p



**Lesson image(s)**

Aspect ratio - 16:9

Size - 1920 × 1080p



**Course Image**

Aspect ratio - 1:1

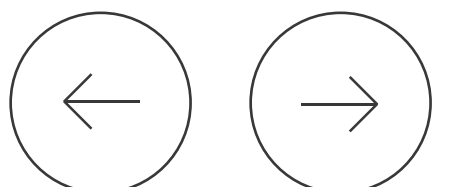
Size - min 1080 × 1080p



**Creator Image**

Aspect ratio - 1:1

Size - min 1080 × 1080p



## How it all comes together - web



As one of the modern greats of melodic dance music, Joris demonstrates how to craft melodies that will move your audience and shape the natur...



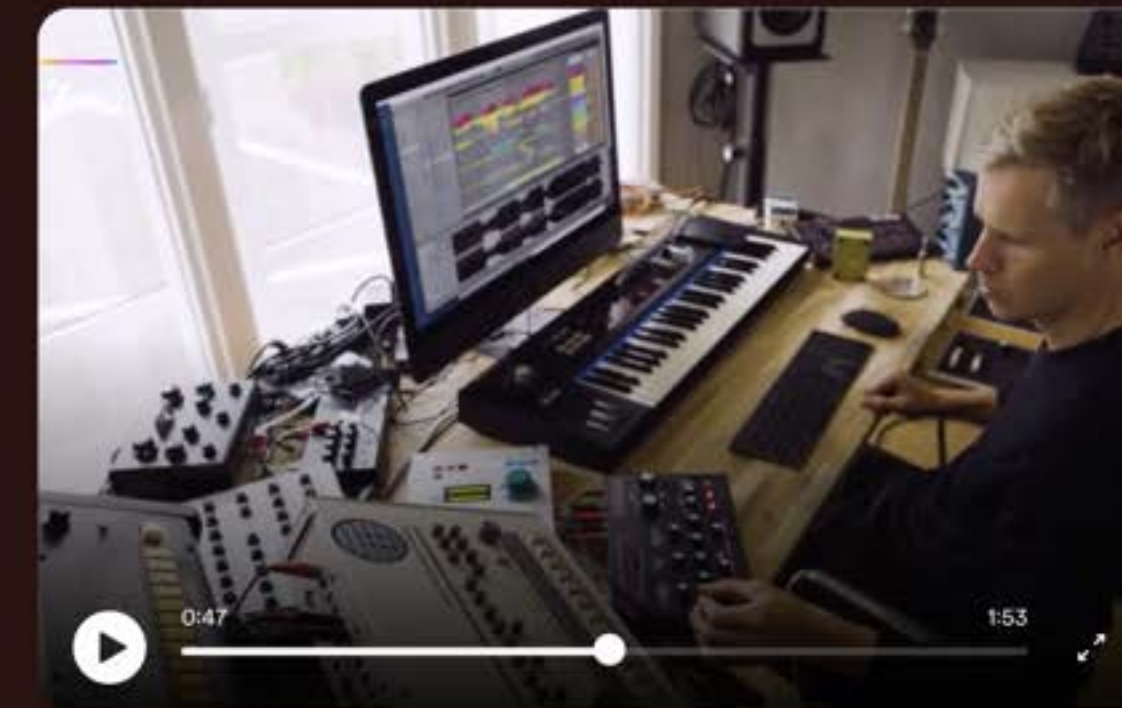
Joris Voorn

Joris Voorn is an icon of the techno scene. Deftly weaving melody into his productions, Joris has not only released 4 solo albums but collaborated with and remixed everyone from Underworld to Dua Lipa. His performance style is equally unique – remixing every track in his mixes live to create collages of sound, best demonstrated by his stunning GU:43 Rotterdam compilation album.



# Learn to create Melodic Techno

Joris Voorn • In this course, you'll learn how to craft moving melodies that provide narrative and structure to your tracks, how to develop your melodies throughout the course of a project to keep them engaging, and how to use humanisation to take your music out of the computerised space and into a world of free creation...



What's includ



How Joris came to craft his signature sound.



How Joris first made a name for himself.



Starting to lay down the basics of a track



3+ Hours

12 Videos

4 Materials

£23.90



Purchase

2 free less



# How it all comes together- mobile



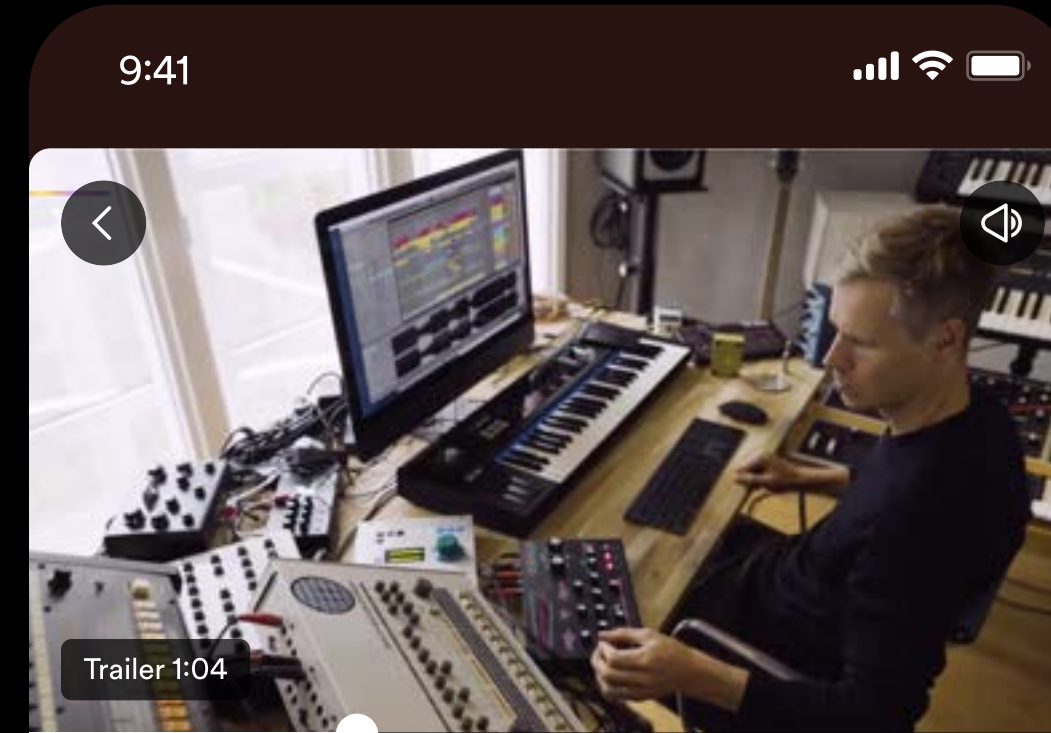
## Learn to make Melodic Techno

Course • Joris Voorn • 1h 30min

As one of the modern greats of melodic dance music, Joris demonstrates how to craft melodies that will move your audience and shape the nature of your track.



▶ 2 free lessons



## Learn to make Melodic Techno

Course • Joris Voorn



▶ 12 Lessons

🕒 3+ Hours

📄 4 Materials

🏷️ £23.90

Purchase

▶ 2 free lessons

Lessons Materials Overview



### Introduction

Coming from a musical family, Joris was always destined to work in music. Find out how it all unfolded after he entered...

✔ Completed



### Lesson 1

Joris Voorn shows us his technical software and hardware set up for producing in the studio and on the road...



## Joris Voorn

Joris Voorn is an icon of the techno scene. Deftly weaving melody into his productions, Joris has not only released 4 solo albums but collaborated with and remixed everyone from Underworld to Dua Lipa. His performance style is equally unique – remixing every track in his mixes live to create collages of sound, best demonstrated by his stunning GU:43 Rotterdam compilation album.



Home



Search

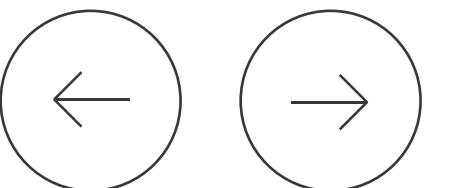


Your Library

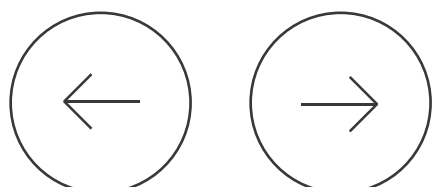
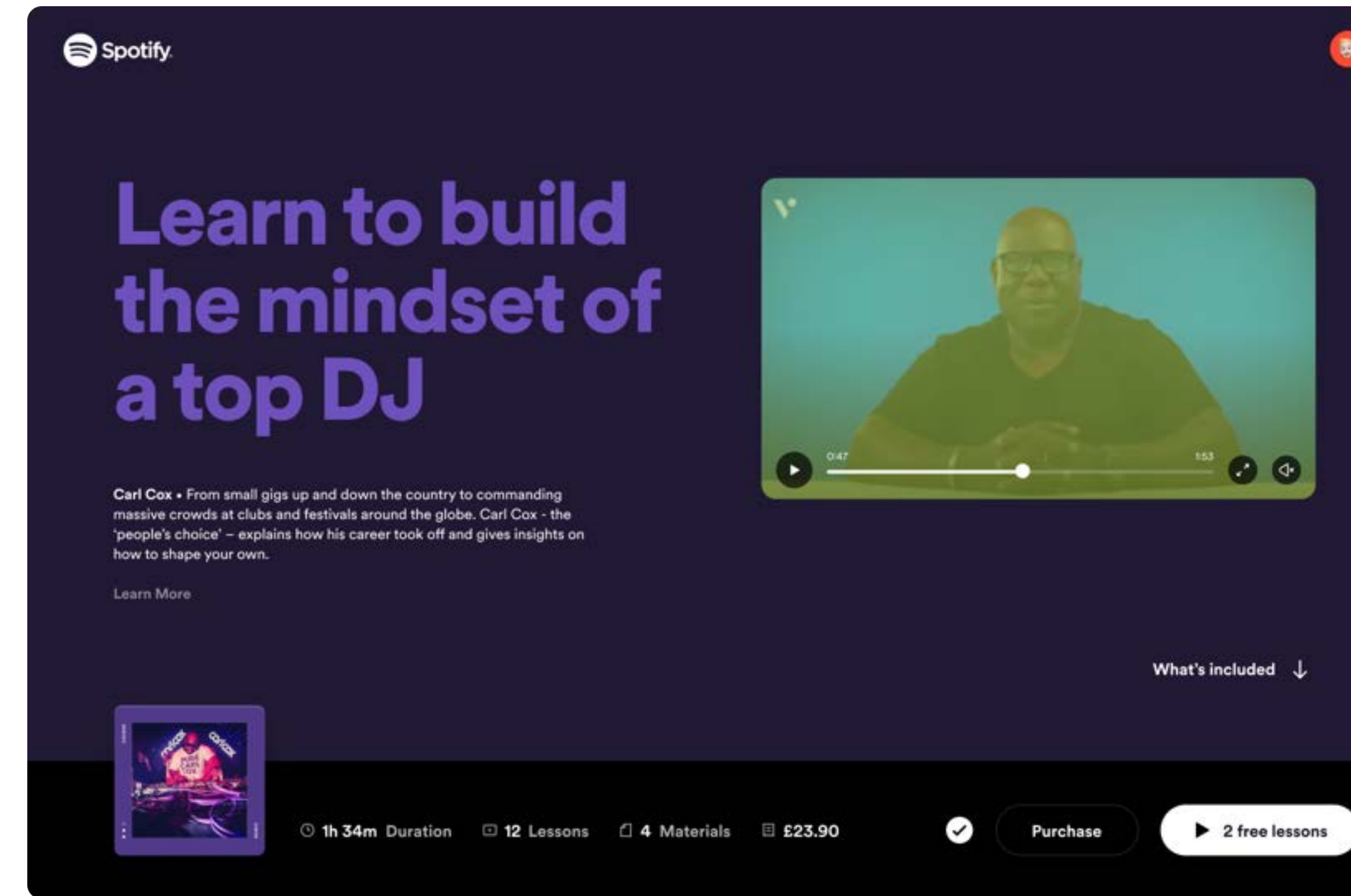
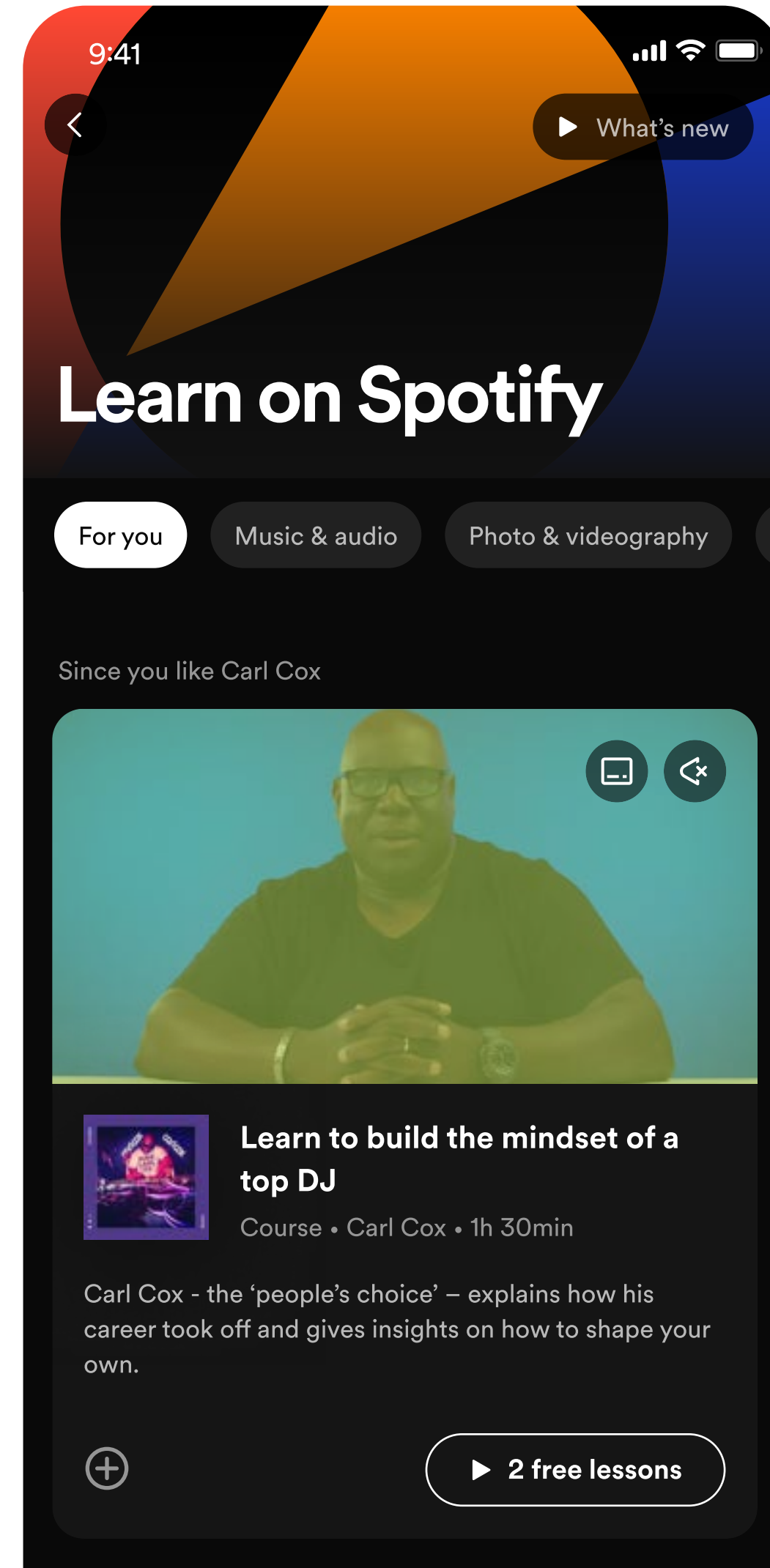
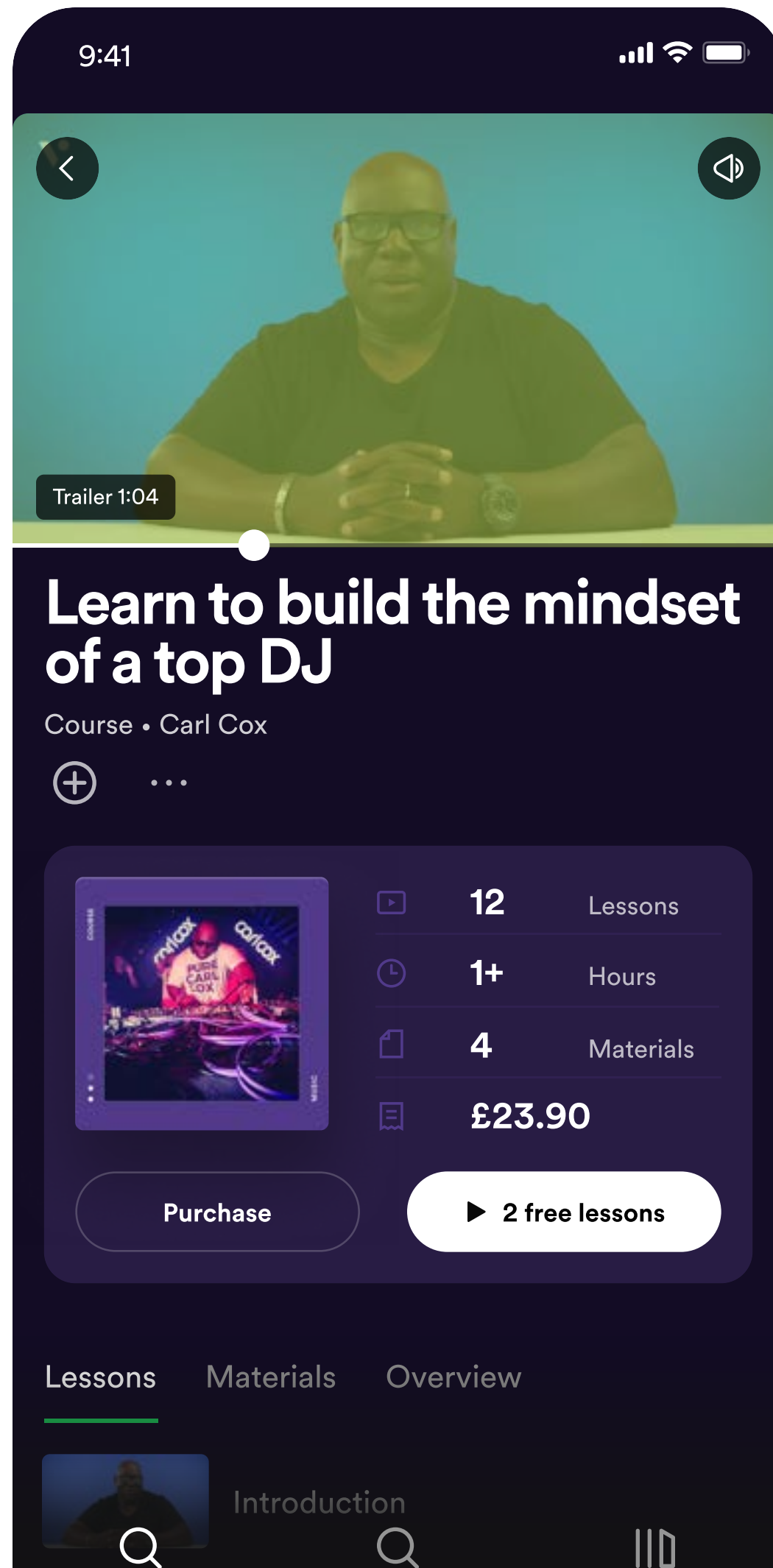


Content guidelines

# Trailers



# How trailers shows up on the app and the web



## Trailers - what is a good trailer

10 seconds



### Capture Attention

- **Hook the Audience:** Let them know who you are and use a compelling visual or statement that instantly grabs viewers' attention.
- **Tease Content:** Provide a brief glimpse of the course content to generate curiosity.
- **Highlight Benefits:** Clearly convey the value or skills learners will gain from the course within the first few seconds.

30 seconds

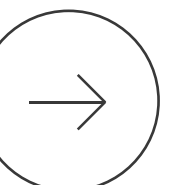
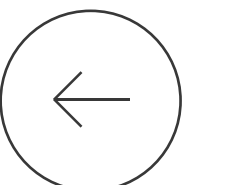
### Generate interest

- **Expand on Benefits:** Elaborate on the key benefits and outcomes of the course to engage the audience.
- **Showcase Content Variety:** Display snippets from different sections to showcase the course's diverse content.
- **Include Testimonials/Success Stories:** Integrate brief testimonials or success stories to build credibility and trust.

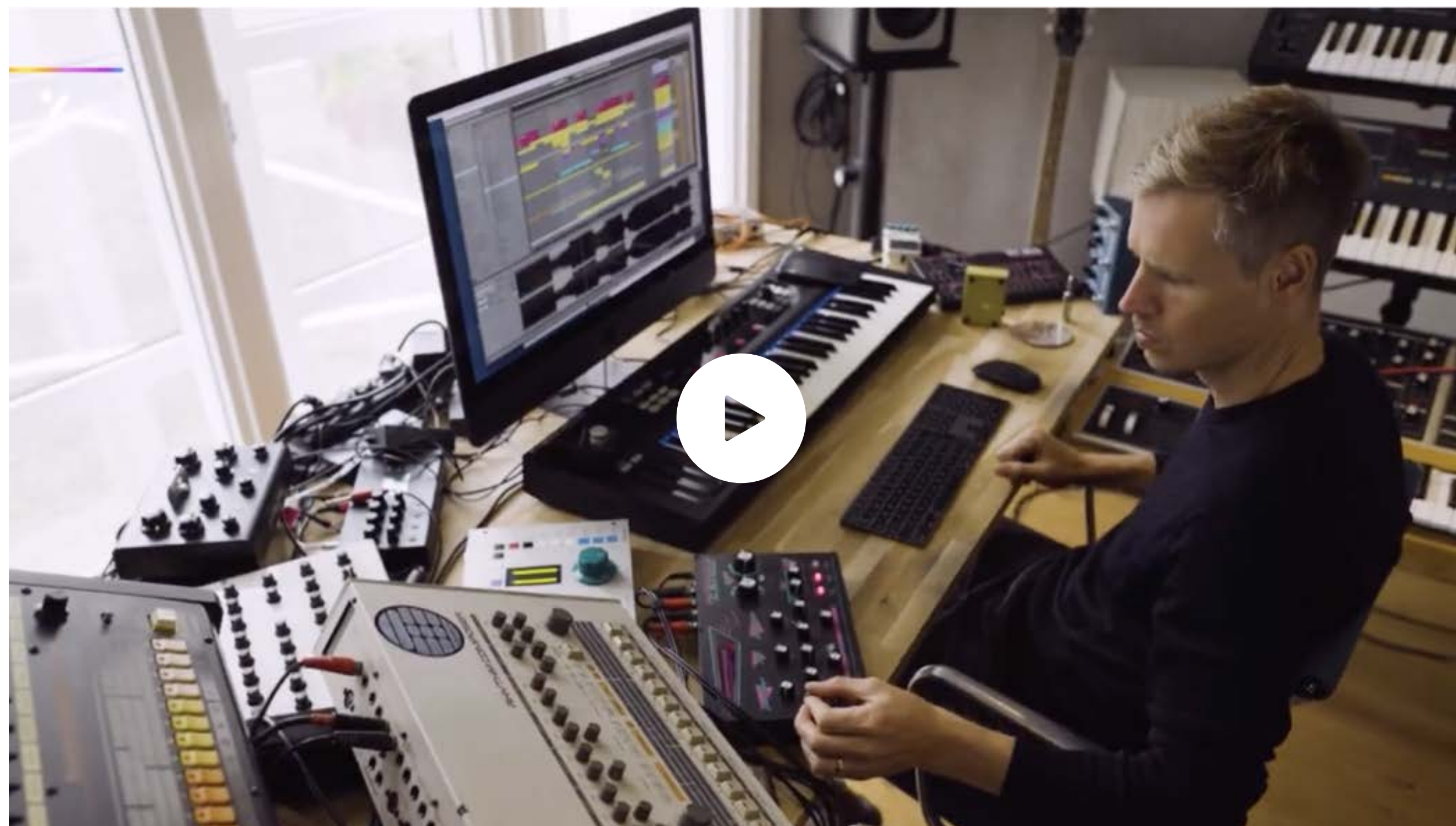
30+ seconds

### Call to Action

- **Detailed Course Overview:** Offer a more in-depth preview of the course structure and specific modules.
- **Instructor Introduction:** Introduce the course instructor, emphasizing their expertise and qualifications.
- **Clear Call to Action:** Clearly direct viewers to enroll and recap the benefits
- **Don't go beyond 60 seconds,** its purpose is to get people curious, not to start the course.



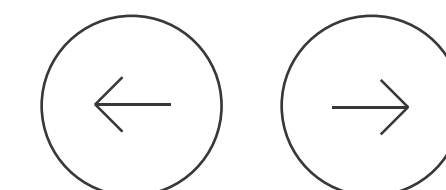
## Dimensions



### Video

Aspect ratio - 16:9

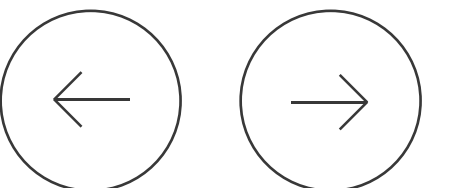
Size - 1920 × 1080p



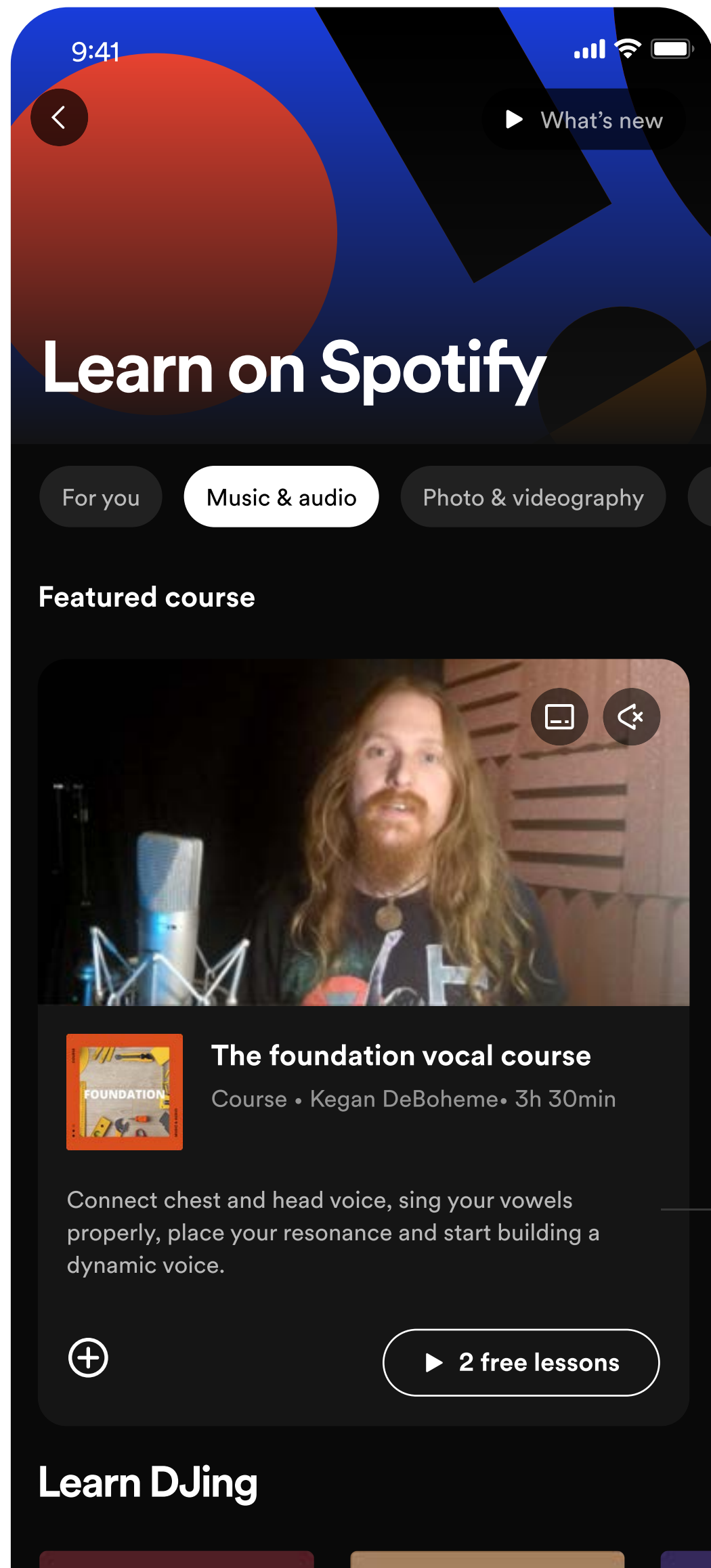


Content guidelines

# Text

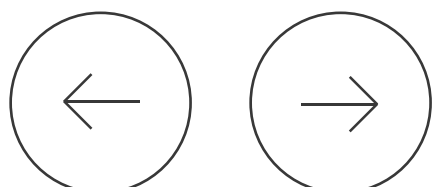
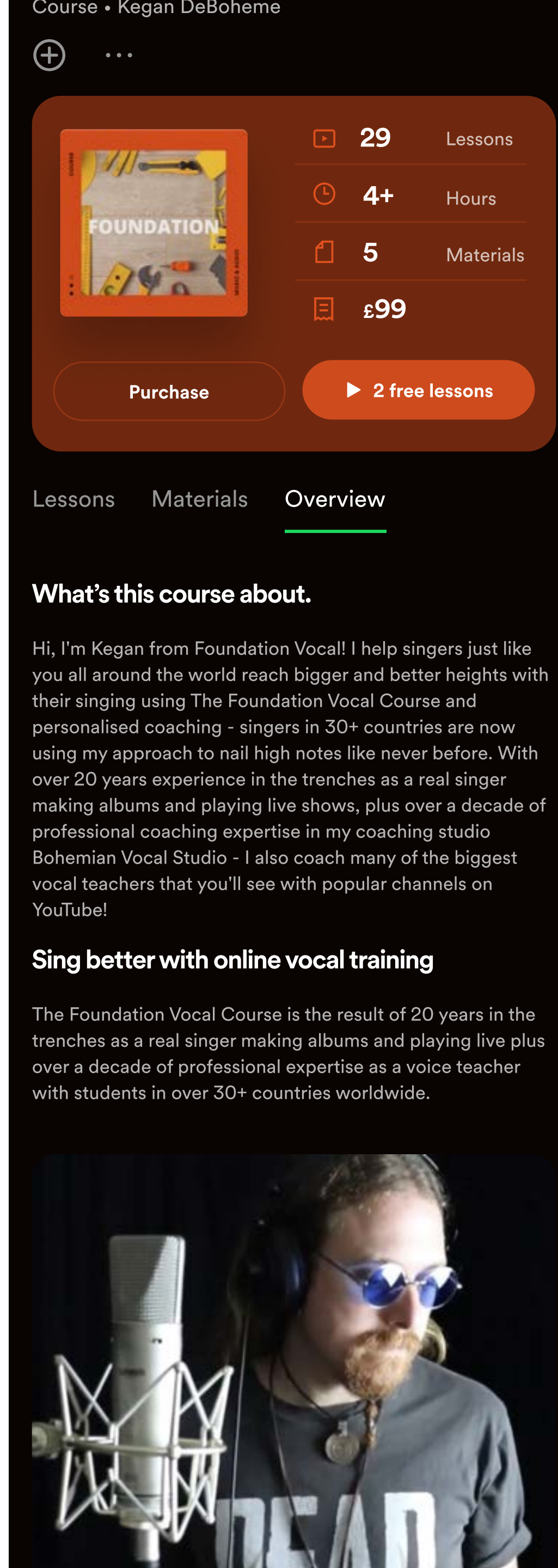


# How text shows up on the Spotify app

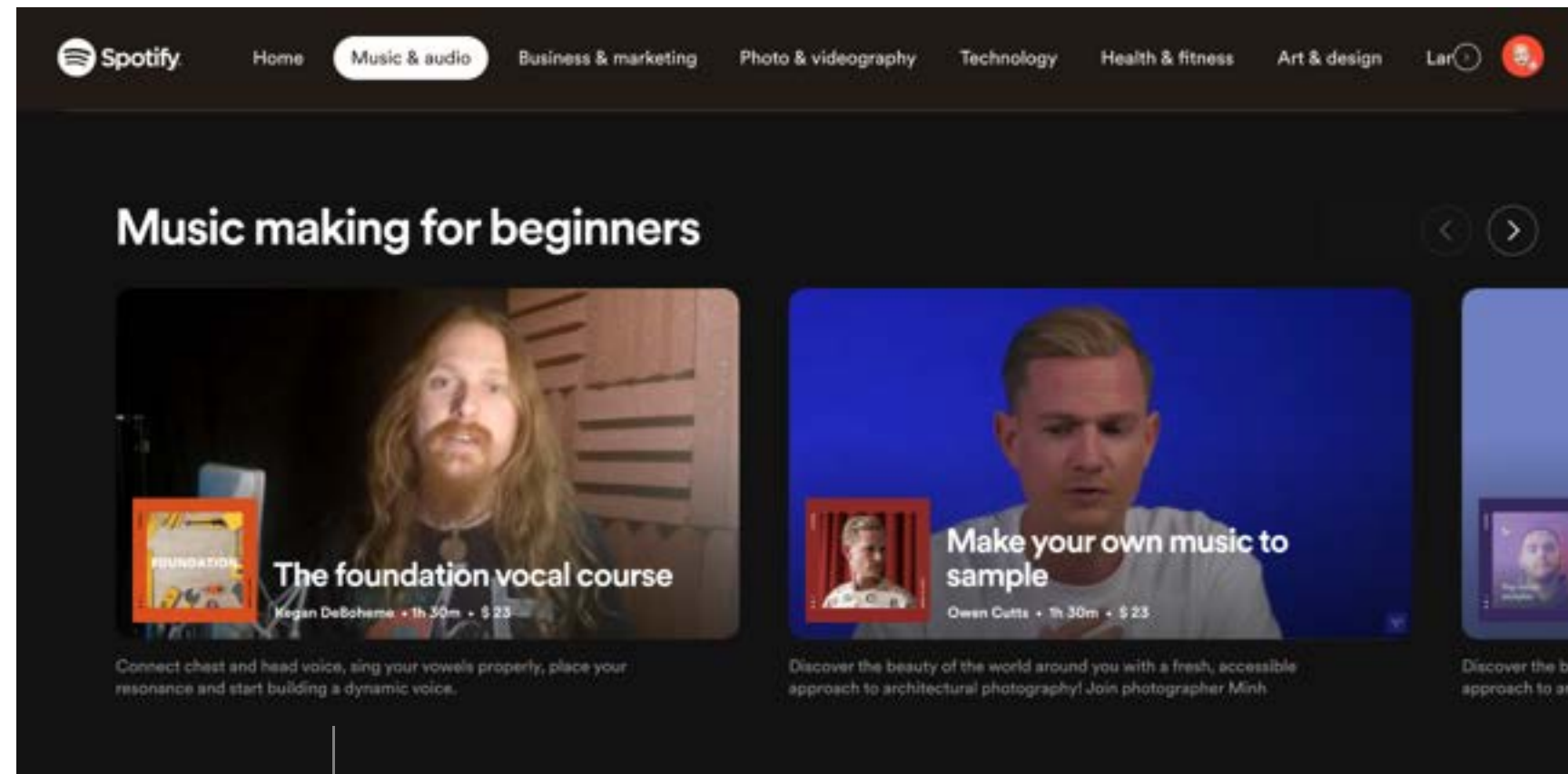


**Long Description**  
recommended  
100-250 words

**Short Description**  
max 116 characters



# How text shows up on the web



Short Description  
max 116 characters

**Intro Text**  
Taken from the first paragraph of the Long Description

**Pro tip**  
Start your Long description with a short para before using lists etc. to ensure this text reads nicely

**Lesson descriptions**  
Optional. Can be up to 164 characters

**Long Description**  
recommended  
100-250 words

## The foundation vocal course



Kegan DeBoheme • Hi, I'm Kegan from Foundation Vocal! I help singers just like you all around the world reach bigger and better heights with their singing using The Foundation Vocal Course and personalised coaching - singers in 30+ countries are now using my approach to nail high notes like never before. With over 20 ... More

What's included ↓

## What's included

29 lessons



How Carl came to craft his signature sound.



How Carl first made a name for himself.



The amazing story behind Carl Cox and Friends at Ultra

Overview ↓

## Overview

### What's this course about.

Hi, I'm Kegan from Foundation Vocal! I help singers just like you all around the world reach bigger and better heights with their singing using The Foundation Vocal Course and personalised coaching - singers in 30+ countries are now using my approach to nail high notes like never before. With over 20 years experience in the trenches as a real singer making albums and playing live shows, plus over a decade of professional coaching expertise in my coaching studio Bohemian Vocal Studio - I also coach many of the biggest vocal teachers that you'll see with popular channels on YouTube!

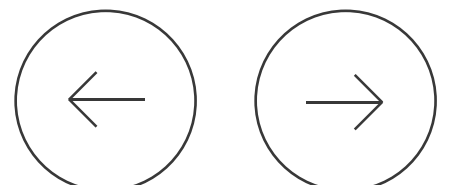
### Sing better with online vocal training

The Foundation Vocal Course is the result of 20 years in the trenches as a real singer making albums and playing live plus over a decade of professional expertise as a voice teacher with students in over 30+ countries worldwide.

**Kegan De Boheme**

Kegan is the singer for the band Dead Spirit Communion, owner and designer of The Foundation Vocal Course and owner of voice teaching studio Bohemian Vocal Studio.

**Creator Bio**  
recommended  
50-150 words



## Text formatting for long description

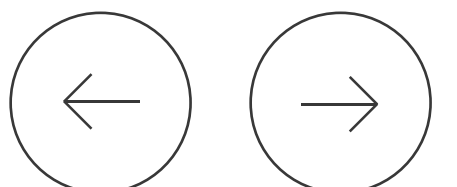
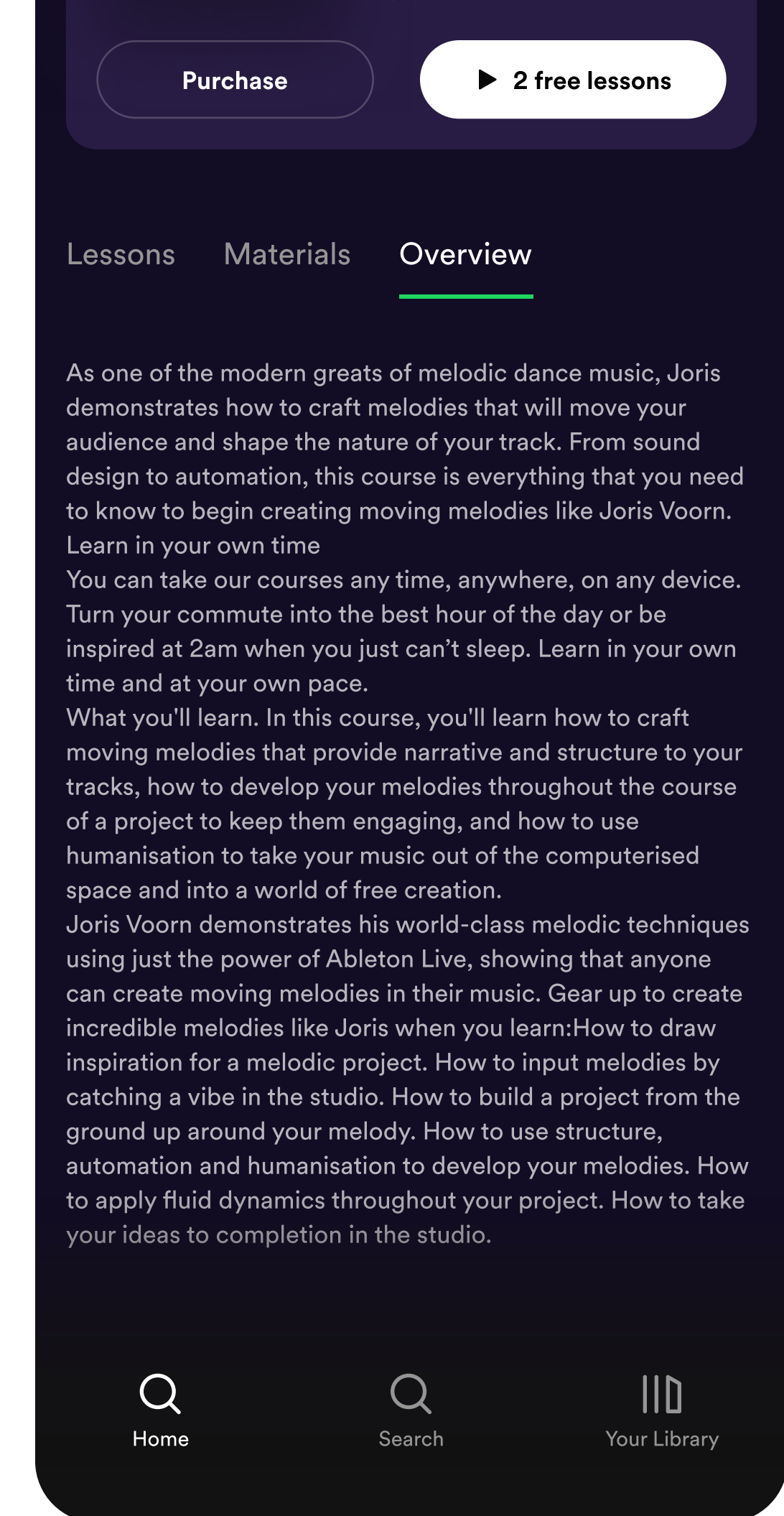
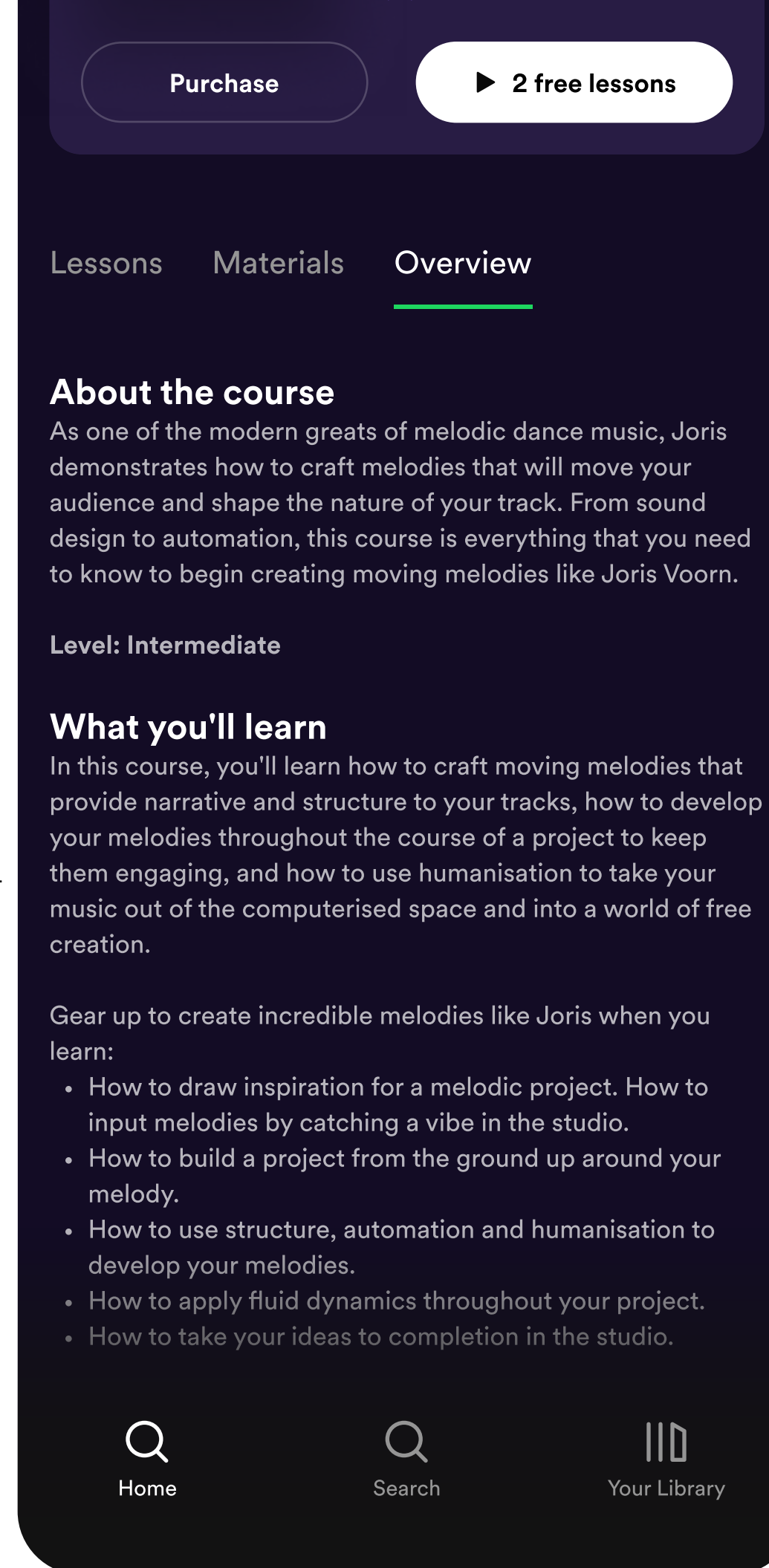
We'll support HTML formatting for the Long Description. This is the text that is shown in the Overview section of the course page.

The following tags are supported:

1. **Heading** - `<h3>` : Use only H3 tags for section headings. Other tags are not supported.
2. **Bold text** - `<strong>` : For highlighting certain words, phrases. Please use in moderation.
3. **Paragraph** - `<p>` : For body text paragraphs.
4. **Ordered lists** - `<ol>` `<li>` : For numbered lists.
5. **Unordered lists** - `<ul>` `<li>` : For bulleted lists.

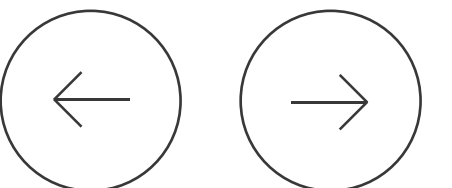
We recommend using formatting to break out large chunks of texts into sections. for example:

- What this course is about
- Who's it aimed at
- What will people learn when they complete it, etc



Content guidelines

# Materials



## Purpose of Materials

- Creators should focus on materials that genuinely support learning and can be used as resource to come back to.
- Each material should be carefully selected to enhance the learning journey. Materials should deepen learning by having resources beyond the lesson videos as reference materials, worksheets etc. They should not be seen as an attachment for promotional content or self-advertising.
- Preferably PDFs for any text/image based materials. ZIP files for collections of files which need specific software to open eg. Ableton, Sheets etc.

The screenshot shows a mobile application interface with a dark theme. At the top, there are three tabs: 'Lessons', 'Materials' (which is selected and underlined), and 'Overview'. Below the tabs is a list of materials:

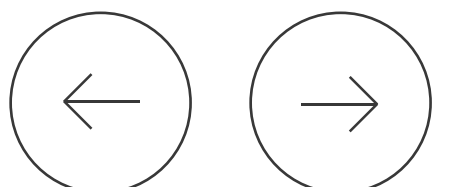
- Make deep journey house music**: PDF • 2.3MB
- DJ planning worksheet**: PDF • 1.3MB
- Sample Ableton project**: ZIP • 13.8MB
- Your first Ableton file**: ABL • 0.4MB

At the bottom of the list is a navigation bar with three icons: 'Home', 'Search', and 'Your Library'. Below the materials list is a video player showing a person's hands playing a keyboard. The video player has a progress bar and playback controls (play, pause, stop, volume, and a '15' icon). At the bottom of the video player is a horizontal list of three items:

- Introduction**: 7m 30s
- Boundweave patterns template**: PDF • 9 MB
- Loom operating manual**: PDF • 9 MB

Annotations on the right side of the screenshot point to specific elements:

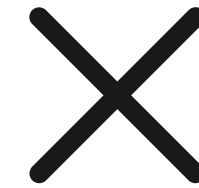
- Material name**: Points to the title 'Make deep journey house music'. Text: 'Keep them short and to the point, avoid unnecessary numbering and explanation. Since materials are on the course level and your materials are on the lesson level, it's okay to mention that in the name (e.g. Lesson 2 worksheet)'
- Metadata**: Points to the file size and type 'PDF • 2.3MB'. Text: 'Size and type of material is generated automatically'



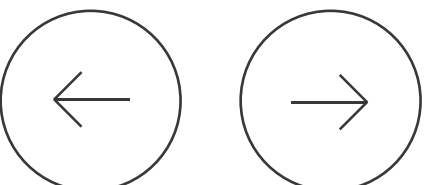
## Materials - Do's & Don'ts



- Preferably PDFs for any text/image based materials
- ZIP files for collections of files which need specific software to open eg. Ableton, Sheets etc.
- Name your materials intuitively so that they clearly describe what's inside and potentially any lesson it is connected to. Eg. Lesson 1 - Simple Cake Recipe.pdf



- Materials are not adding value to the course and are purely used for promotional purposes eg. ads, fliers.
- Materials are named in cryptic ways which in turn do not foster user trust or comprehension. Eg. File23838hddjk.pdf





Courses on Spotify

# Thank You

