



Diploma in
**Visual Design
for Learning**





About OL

At Omniplex Learning, we are committed to empowering organisations to achieve the best possible outcomes from their learning and development initiatives.

Our comprehensive solutions—including authoring tools, LMS solutions, digital adoption, content creation, training, and professional services—are designed to provide continuous support at every stage of the L&D journey. We proudly partner with global leaders, Articulate, CYPHER Learning, Docebo, and Vyond, reinforcing our status as a trusted ally in the industry.

Drawing on our extensive expertise and knowledge, we bring unparalleled insights and innovative solutions to our clients. Our deep understanding of the industry allows us to tailor our services to meet the unique needs of each organisation, ensuring they have the tools and support necessary to succeed.

12,000

delegates

100

of FTSE 100
companies
trained

94

NPS score

ITOL
INSTITUTE OF TRAINING &
OCCUPATIONAL LEARNING

CPD
CERTIFIED
The CPD Certification
Service

articulāte 360

VYOND

Trusted by organisations, **globally**



L'ORÉAL



sodexo



NHS



COOP

SAMARITANS



NFU Mutual

Charlotte Tilbury



THE BODY SHOP

N°7

Course overview

First impressions matter, and visual design plays a key role! Did you know it takes just **7 seconds** for someone to form one? The same applies to your learning content.

This immersive, hands-on three day course is ideal for new L&D professionals or those looking to enhance their graphic design skills. You'll harness your **creative instincts** while **mastering** proven principles for designing engaging, **impactful learning content** that truly **captures attention**.

Discover how to **create professional, visually appealing learning materials** without the need for advanced graphic design expertise. **Perfect for non-designers**, this ITOL-accredited course combines **practical techniques** to boost your creative confidence. Assessment is through a series of real-world activities, ensuring you leave with skills you can apply immediately.

Core objectives

01

Identify core design principles to improve clarity and enhance the visual appeal of learning materials.

02

Apply visual techniques using graphic elements and text to create professional quality content.

03

Design sleek layouts for a learning module using practical visual tools applying the knowledge learnt.

Course details



Audience:
New to learning design, non-graphic designers



Course dates:
Check our website for the latest dates.



Format and delivery:
Hour sessions which are instructor-led, virtual and in-person sessions.

Agenda

01

The essentials of design principles

Delve into the fundamental concepts behind successful design and use key principles.

- Apply the 7 key design principles to improve clarity and impact.
- Distinguish between effective and ineffective design.

02

Using visuals whilst promoting accessibility

Learn practical techniques for creating visually pleasing designs that work for everyone.

- Design inclusive eLearning using key principles and ALT text.
- Improve readability through typography and structure.

03

Perfecting layout and composition

Discover practical ways to create strong layouts using hierarchy, space, alignment, and structure.

- Create strong layouts using hierarchy, space, and alignment.
- Arrange visuals for clarity and apply UX and UI principles.

04

The importance of brand guidelines

Learn how extending your brand into learning design boosts engagement and gives you creative freedom without losing identity.

- Apply brand guidelines to create consistent, recognisable content.
- Reinforce brand identity while maintaining creative flexibility.

Agenda

05

Maximising the power of imagery

Uncover the impact of visuals in learning design and seamlessly incorporate them into your learning projects.

- Select visuals that enhance clarity and reinforce learning messages.
- Use PowerPoint tools to place and refine visuals within your content.

06

Master typography for engaging learning

Elevate your projects by mastering typography. Learn how font choice, and spacing create impact, mood, and readability.

- Explore our top tips to maintain a clean, cohesive design by following things like the 3-font rule.
- Manage text styles and rules to create effective layouts.

07

Harnessing the power of colour

Understand how colour influences perception and engagement. Discover practical ways to use it effectively.

- Use colour and contrast to support accessibility.
- Guide attention with colour by creating focus without overwhelming your design.

08

The essentials of Canva

Explore Canva's core features and how to create stunning visuals with ease. Work with images and designs using Canva's tools and collections.

- Create assets using Canva to help speed up your designs.
- Integrate graphic elements into your digital learning tools such as Articulate 360

Agenda

09

Using AI imagery in design

Look at techniques for generating AI-created imagery and how these innovations can and transform your design process.

- Explore their pros and cons, impact on design, and learn to craft effective prompts.
- Futureproof learning with AI and get practical tips to keep courses relevant and adaptable.

10

Bring designs to Life with animation

Master the basics of animation to infuse movement into your designs that boost user engagement and retention.

- Explore practical ways to use animation to explain concepts and capture attention.
- Learn to create animations that enhance learning experiences using basic tools.

11

PowerPoint tips and tricks

Explore the full potential of PowerPoint by discovering innovative techniques that will transform your presentations.

- PowerPoint tips for creating custom visuals that can be reused across all your learning programmes.
- Learn top tricks to impress your audience including features like the morph transition.

12

Exploring the future: trends & innovation

Explore trends and innovations shaping visual design and learn how to push your creativity further.

- Discover learning examples to spark creativity and keep up with visual design trends.
- Explore resources and opportunities for ongoing education and improvement.

Pre-requisites

This course is part theory/part system training which focusses on Powerpoint and Canva meaning attendees need to have access to these in order to participate in instructor led training and a better experience for all.

Powerpoint is the preferred choice to submit any assignment details to allow us to provide feedback.

All attendees will need:

- Access to Powerpoint
- A free/paid for version of Canva





Jai did an excellent job delivering the training. She explained concepts clearly and used relevant examples that made the content easier to understand and apply. Jai did particularly well creating an open, interactive learning environment. She encouraged questions and discussions.

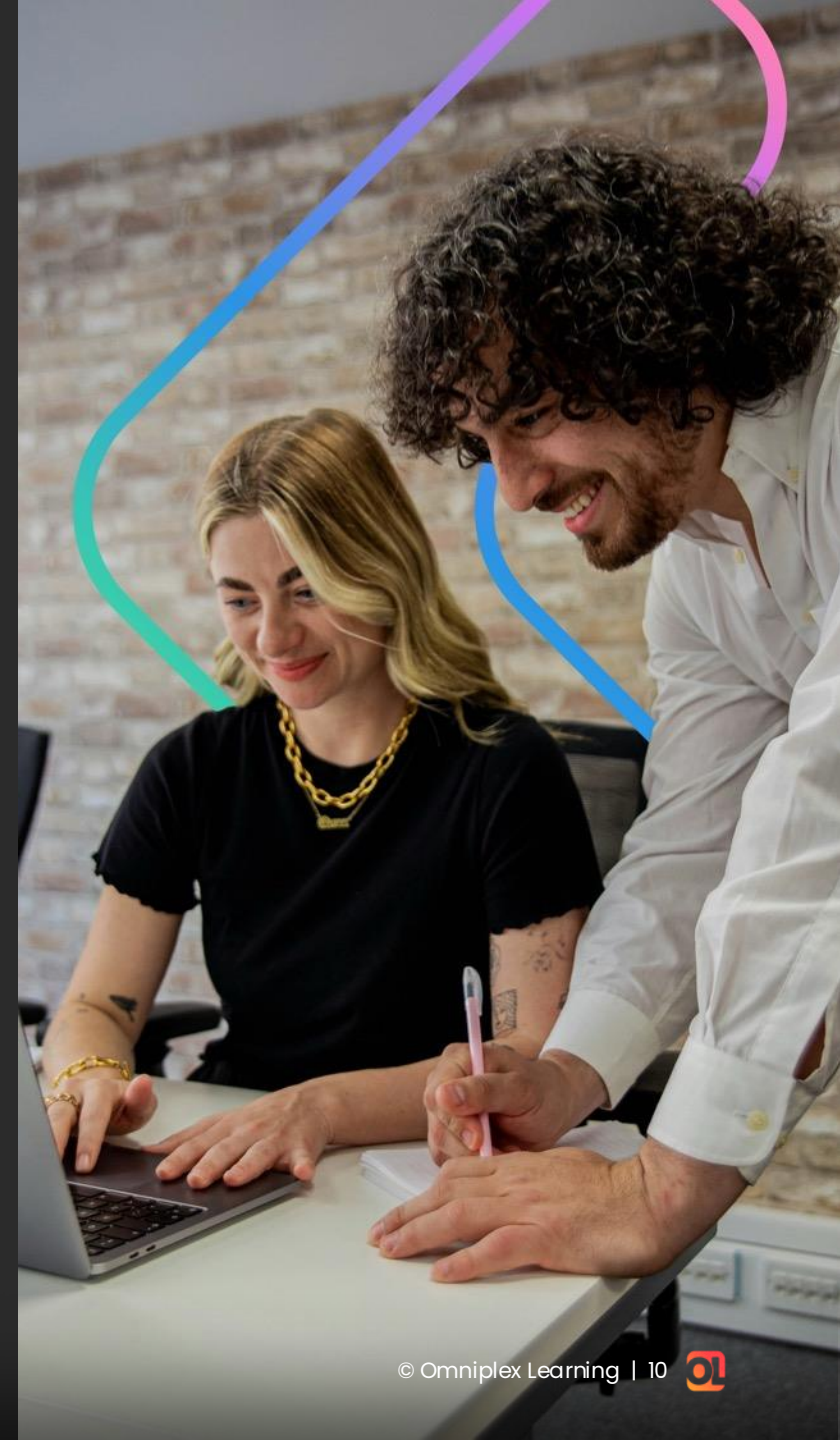
The sessions were engaging, well-paced, and focused on real-world application rather than just theory. I also appreciated the open discussions and examples that made the concepts much easier to grasp and remember.

JULIA BATESON
THE CHARTERED INSTITUTE OF EXPORT AND INTERNATIONAL TRADE

Really thorough, no time wasting, very helpful and knowledgeable. Brilliant training with enough interactivity and demos.

The sessions were engaging, well-paced, and focused on real-world application rather than just theory. I also appreciated the open discussions and examples that made the concepts much easier to grasp and remember.

ZOE ZANGARO
STONEGATE GROUP



Omniplex Learning training

Explore our other training courses and accredited diplomas

articulāte 360

Articulate Storyline 360

The award-winning Storyline 360 app makes digital learning content creation easy. The possibilities are endless with Storyline. Build immersive and memorable learning experiences with fantastic features like slide layers, triggers and motion paths to create professional and impressive content that engages your learners.

articulāte 360

Articulate Rise 360

This training course will provide eLearning developers, instructional designers and subject matter experts with the knowledge and skillset to design, build and distribute their own rapid eLearning programmes using the Articulate 360 software.

articulāte 360

Articulate Rise 360 + Storyline

On this practical and hands-on two-day course, our expert trainers will give all the industry tips you need to get more creative with your content. You will learn how to maximise the advanced features of Storyline, in the smartest way possible from gamification to bespoke navigation.

Omniplex Learning training

Explore our other training courses and accredited diplomas



Diploma in Instructional Design

An ITOL accredited diploma to master the art of creating memorable learning experiences. Unpack evidence based learning theories, proven frameworks and powerful tools to transform your digital learning content. It's the perfect opportunity to level up your skills and earn an industry-recognised diploma.



Diploma in Visual Design

Effective visual design can help you clearly communicate ideas, guide learners through material and accelerate knowledge retention. These visuals can be the difference between gaining their full attention or losing their focus instantly. Master effective design principles and equip yourself with proven methods for creating professional and impactful visuals in a range of formats from eBooks to PowerPoints.

articulāte 360

Articulate 360 Accessibility

This course specifically aimed at people who are new to accessibility and want to make their Articulate Storyline 360 and Articulate Rise 360 as accessible as possible. We'll also provide an overview of the WCAG 2.1 guidelines and break them down into easy-to-understand summaries.

Omniplex Learning training

Explore our other training courses and accredited diplomas

articulāte

Advanced Storyline

Learn how to fully utilise the advanced features of Storyline, saving you time and effort.

Uncover industry secrets based on what some of the best Storyline designers do to create engaging eLearning without over-complicating the build.

VYOND

Vyond

Vyond training sessions designed for a variety of skill levels.


Capturing the attention of today's 'always-on', mobile-first learners is a challenge felt by digital learning professionals globally. Vyond gives everyone, of all skill levels and industries, the capabilities to create dynamic and powerful media.





Let's talk

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