



**The expert skills and systems training
you need to empower your learners.**

The only certified Articulate and Vyond trainers in the UK



Diploma in Visual Design for Learning

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, whether it's an eBook, eLearning course, PowerPoint presentation, newsletter, or PDF guide.

This immersive, hands-on three-day course is ideal for new L&D professionals or anyone looking to enhance their 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** with creative confidence. Assessment is through a series of interactive, real-world activities, ensuring you leave with skills you can apply immediately.

This ITOL-accredited course will be assessed through a series of practical activities. There are no formal exams.

Course Objectives



Discover techniques to elevate the visual design and user experience of your courses.



Learn key design principles and how to apply them effectively to all aspects of learning design.



Build designs that instantly enhance the look and feel of your learning materials.

Training Agenda Overview

A 3-day ITOL-accredited diploma to create great visuals for learning courses.

Day One

- ✓ The essentials of design principles
- ✓ Using visuals whilst promoting accessibility
- ✓ Perfecting layout and composition
- ✓ The importance of brand guidelines

Day Two

- ✓ Maximising the power of imagery
- ✓ Typography: The Art of Visual Language
- ✓ Harnessing the power of colour
- ✓ The Essentials of Canva

Day Three

- ✓ Using AI imagery in design
- ✓ Bring designs to life with animation
- ✓ PowerPoint tips and tricks
- ✓ Exploring the future: Visual design Trends & Innovation

Course Outline

MODULE ONE

The Essentials of Design Principles

Delve into the **fundamental concepts** behind successful design, such as balance, contrast, and unity.

- Understand how visual design **enhances** retention, improves ROI, and boosts comprehension and more
- Learn and apply the **7 key design principles**
- Learn to **distinguish** between effective and ineffective design

MODULE TWO

Using Visuals whilst Promoting Accessibility

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

- Explore the **key principles** for creating **inclusive elearning design**
- **Master best practices** for writing ALT text that make images **accessible**
- Learn how to use **typography effectively** for **readability**

MODULE THREE

Perfecting Layout and Composition

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

- Learn how to **arrange visual elements** for **impact** and **clarity**
- Understand the real differences between **UX** and **UI design**
- Get tips for **designing effectively** across **different digital platforms**

Course Outline

MODULE FOUR

The Importance of Brand Guidelines

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

- Discover **why** brand guidelines is not just for **consistency**, but for creating learning experiences that **feel authentic and connected**
- Incorporate brand elements to **reinforce identity** and make content **instantly recognisable**

MODULE FIVE

Maximising the Power of Imagery

Uncover the impact of visuals in design, from selecting the right images to **seamlessly** incorporating them into your projects.

- Discover **essential tools** for working with images
- Learn to create **engaging learning** modules using images and illustrations with no design skills needed
- Learn how to **maximise** design tools like Canva and others

MODULE SIX

Master Typography for Clear, Engaging Learning

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

- Use typefaces effectively to create **strong visual impact**
- Prevent cognitive overload by using text efficiently and applying the **5/5/5 rule**
- Maintain a clean, cohesive design by following the **3-font rule**

Course Outline

MODULE SEVEN

Harnessing the Power of Colour

Understand how **colour influences perception** and engagement. Discover **practical ways** to use it effectively in your designs.

- Learn how **colours interact** and the **psychology** behind them
- Use colour to **attract attention** and **guide learners** to create focus without overwhelming your design
- Understand **colour contrast** to ensure accessibility

MODULE EIGHT

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**.

- Understand how Canva supports learning design and why it's a **valuable tool** to create engaging content
- Learn to **upload, edit, and recolour** images
- Explore image **collections** and **search** techniques

MODULE EIGHT

Using AI Imagery in Design

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

- Understand the **pros and cons** of AI visuals and their **impact** on design
- Learn how to craft **effective** prompts for AI visuals
- Tips on how to **futureproof** your learning courses with the help of AI

Course Outline

MODULE NINE

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

MODULE ELEVEN

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**

MODULE TWELVE

Exploring the Future: Visual Design Trends & Innovation

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

- Where to find **inspiring** learning examples to boost creative thinking
- How to **keep up** with visual design trends
- Learn about resources and **opportunities** for ongoing education and improvement

Prerequisites and format

Training sessions are designed for a variety of skill levels and therefore you don't need to be a graphic designer to create amazing visuals for learning design. All you need are basic computer skills and familiarity with some of the more common user interfaces such as PowerPoint.

The three days of training are interactive and hands-on. Therefore, participants are required to have PowerPoint installed on their PC or Mac.

Course format and dates



Format and delivery: 3-day instructor-led, Virtual and In-Person sessions available.



Course Dates: Check our website for the latest dates [Visual Design for Learning Dates](#)

Assessment format

You will need to complete the course in full and meet the learning objectives set throughout the course. The learning objectives are measured through various activities and creative challenges (**no formal assessments or exams**). The course is designed to replicate tasks an L&D professional would need to do in your jobs.



The trainer was **fantastic**, the course content was very useful and relevant and I have come away with lots of tools and practices to use going forward. I really enjoyed and found useful, the **practical exercises** and overall it was a very enjoyable course.

The trainer created a **safe space** to share our work and was very engaging he made the whole experience very enjoyable.

Melanie

Academy Developer, Royal Mail



The trainer kept us engaged throughout the whole of the course, there was a great amount of **group interaction**.

I feel it has **changed my perception** on how I design content, with a difference in my design abilities from the start of the first session to the end of the second.

Rebecca Brady

Digital Learning Specialist, Solent NHS Trust

Expertise and Credentials

Your Trainer

Jaimini is a Client Training Specialist at Omniplex Learning, bringing over 8 years of expertise in Learning and Development. With a background in graphic design, which she studied at University, Jai has a keen eye for detail, particularly in visual design.

L&D proved to be a natural fit, where she was able to combine her passion for helping others and her creative flair in visual learning design. Over the years, she has worked with a wide range of clients, crafting visually striking, well-structured, and user-friendly learning materials.

Jai is eager to share her knowledge with fellow learning designers, empowering them to build a portfolio of beautiful and effective content for their audiences.

Included in your course



On completion, you will be awarded a **Diploma** certificate from ITOL and Omniplex Learning.



A specially crafted **online library of resources** including a training slides, best practice tips, videos and eLearning examples.



Access to the Omniplex Learning **Support Team** for any questions post-training.



Exclusive access to **networking and learning events** with the Omniplex Learning Training Team and fellow training delegates.

About ITOL

Who are ITOL?

The Institute of Training and Occupational Learning (ITOL) is recognised as a **leading professional entity** for trainers and Learning & Development Professionals in the UK. Since being granted 'Institute' status in 2000 by the government, ITOL has established itself as the foremost organisation for all those engaged in the field of training and development.

Why ITOL?

ITOL deliver independent, external accreditation for training and learning activities of the **highest quality**. This ensures training institutions that partner with them, like Omniplex Learning, are committed to a constant **pursuit of excellence** and uphold the strictest standards of training delivery.

Omniplex Learning partner with ITOL to ensure we provide you, our valued learners, with courses that not only meet but exceed industry standards.

What does this mean for you?

-  **Quality Assurance**
Our course has met specific quality standards set by ITOL. This ensures the course content and teaching methodology has met the highest standards of rigor and comprehensiveness.
-  **Recognition**
ITOL accredited courses are recognised and valued by employers and academic institutions globally, this can enhance professional career advancement, as well as further educational opportunities.
-  **Professional Development**
Accreditation signifies that you can count this activity towards your Continuing Professional Development (CPD).

Omniplex Learning Training

Explore our other Training Courses and Accredited Diplomas



Articulate Storyline
360



Articulate Rise 360



Articulate Rise 360 +
Storyline



Diploma in
Instructional Design



Diploma in Visual
Design



Articulate 360
Accessibility



Advanced
Storyline



Vyond



Let's talk?



+44 8000 850 550



omniplelearning.com/training



help@omniplelearning.com