omniplex training

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

The only certified Articulate and Vyond trainers in the UK

articulate
Certified Trainer

VYOND
Certified Partner

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 two-day course is designed for both new and experienced L&D professionals. You'll **sharpen** your design instincts while mastering the principles of creating engaging content that captures attention. Learn how to design **captivating**, professional learning materials—no advanced graphic design skills needed. This course is perfect for **non-graphic designers**! Our industry experts will walk you through real-world examples, helping you elevate your courses to a professional level.

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 a set of customisable templates to instantly enhance the look and feel of your learning materials.

Training Agenda Overview

A 2-day ITOL-accredited diploma to create great visuals for learning courses.

Day One

- ✓ The essentials of design principles
- ✓ Perfecting layout and composition
- ✓ Typography: The Art of Visual Language
- ✓ Maximising the power of imagery
- ✓ The importance of brand guidelines
- ✓ Harnessing the power of colour

Day Two

- ✓ Visual Design Meets AI: Trends, Tools, and Techniques
- ✓ Bring designs to life with animation
- ✓ Using visuals whilst promoting accessibility
- ✓ Crafting eLearning layouts and defining visual identity
- ✓ Advance 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

Perfecting Layout and Composition

Unlock the secrets to arranging visual elements with precision, transforming your designs through expert layouts.

- **Explore** Visual Design hierarchy and precision use of space, allignment and structure
- Grasp the **key differences** between UX and UI design
- Learn to design effectively for various **digital platforms** and methods

MODULE THREE

Typography: The Art of Visual Language

Elevate your designs by **mastering typography**. Learn how font choice, pairing, 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 FOUR

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—no design skills needed
- Learn how to **maximise** design tools like Canva and others

MODULE FIVE

The Importance of Brand Guidelines

Learn how to **apply** brand guidelines to ensure cohesion across all design assets, **enhancing** both user experience and communication

- Apply **brand guidelines** to ensure consistency
- Use your **brand's tone** of voice to strengthen engagement and connection with your **audience**
- Properly utilise brand elements to **reinforce** identity and maintain consistency in learning design

MODULE SIX

Harnessing the Power of Colour

Discover the **emotional** and **psychological** impact of colour, and learn how to use colour to create mood, balance, and harmony.

- Learn how to enhance **knowledge retention** through effective use of colour
- Explore the benefits of **incorporating colour** in learning design whilst keeping on brand
- **Apply techniques** for applying colour in your projects

Course Outline

MODULE SEVEN

Visual Design Meets AI: Trends, Tools, and Techniques

Stay **ahead of the curve** by diving into the latest visual design trends, from AI-driven **design tools** to cutting-edge innovations.

- 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

MODULE EIGHT

Bring Designs to Life with Animation

Master the basics of animation to infuse movement into your designs. Create **captivating animations** that boost user engagement.

- Learn to create animations that **enhance learning experiences** using basic tools
- Hear from our **expert animators** and how they create professional animations

MODULE NINE

Using Visuals whilst Promoting Accessibility

Learn **key principles** and techniques for designing accessible visuals that are both **aesthetically pleasing** and usable for individuals of all abilities.

- Discover the 4 digital learning **accessibility** considerations
- Review examples of **good vs bad** accessible design
- Understand the **principles** to creating accessible visual digital learning content

Course Outline

MODULE TEN

Crafting eLearning Layouts and Defining Visual Identity

Learn how to develop **visually appealing** and functional eLearning layouts that align with your brand's visual identity.

- Create engaging materials that enhance the **learner experience**
- Follow the steps to create **outstanding layouts** for eLearning content
- Create a **'look and feel'** document to help communicate your approach

MODULE ELEVEN

Advance PowerPoint Tips and Tricks

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

- **Advanced** PowerPoint tips for customisation
- Understand how to **utilise** slide masters to save time
- Learn top, **advanced tricks** to wow your audience including transitions, animations and GIFs

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 two 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: 2-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 two days.

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 two days, 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?

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