



# Diploma in Visual Design for Learning

An ITOL-accredited diploma to create great visuals for learning courses.

*Designed with L&D professionals in mind*



## Overview

Struggling to make your courses visually appealing? We've got you covered with an ITOL-accredited Diploma.

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.

Why wait? Engage your learners and leave a lasting impression with visually stunning, well-designed content that keeps them focused and invested.

## 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.

## Included in the 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 guide, 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.

# Course Outline – Day 1



## The essentials of Design Principles

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

- Learn and apply the 7 key design principles
- Understand the difference between good and bad design



## Maximising the power of imagery

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

- Explore essential tools for working with images
- Learn how to create compelling learning modules with images and illustrations—no graphic design skills required
- Make the most of design tools and resources such as Canva, when you can't create your own images



## Perfecting Layout and Composition

Unlock the secrets to arranging visual elements with precision, transforming your designs through expert use of space, alignment, and structure.

- Explore Visual Design hierarchy
- Grasp the key differences between UX and UI design
- Learn to design effectively for various digital platforms and methods



## Understanding the importance of Brand guidelines

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

- Understand the use of your brand's tone of voice to strengthen communication and connect with your audience
- Explore how to properly use brand elements, including colours, fonts, and imagery, to reinforce brand identity
- Discover why your brand voice is crucial in learning design and how to incorporate it effectively
- Explore how other L&D professionals maintain brand consistency for their learning content



## Typography: The Art of Visual Language

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

- How to use typefaces correctly to give the best visual impact
- How to prevent cognitive overload with text
- Apply the 5/5/5 rule for concise and effective text usage
- Understand and implement the 3-font rule to maintain a clean and cohesive design



## Harnessing the Power of Colour

Discover the emotional and psychological impact of colour, and learn how to use colour palettes to create mood, balance, and harmony in your designs.

- How to enhance knowledge retention through effective use of colour
- The benefits of incorporating colour in learning design
- Apply techniques for applying colour in your projects

# Course Outline – Day 2



## 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 shaping the future of creative industries.

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



## Crafting learning 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 educational materials that enhance the learner experience.

- The steps to create outstanding layouts for learning designing
- Create a 'look and feel' document to help communicate your approach



## Bring designs to life with Animation

Master the basics of animation to infuse movement and interactivity into your designs. Discover how to 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



## Advance PowerPoint tips and tricks

Explore the full potential of PowerPoint by discovering innovative techniques that will transform your presentations to suit a modern learning audience.

Advanced PowerPoint tips for customisation

- Understand how to utilise slide masters
- Top and advanced tricks to wow your audience
- Create GIFs, animation and more



## Visual Accessibility

Create inclusive designs that reach everyone. 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
- Explore examples of good vs bad accessible design



## Exploring the future: Visual design Trends, innovation and next steps

Explore the trends and innovations that are reshaping the field of visual design. Discover the future of the industry and learn how to continually push the boundaries of your creativity.

- 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

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.

## All attendees will need:



Access to Powerpoint ready to use.

Double screen where possible.



## Course format and delivery

2-Day Instructor led, Virtual or On-site Sessions.

For on-site delivery, please get in touch to find out more.

## Course dates

Check our website for the latest 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

## 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.