



# Visual Design for Learning

Wow your learners with design that works



## Overview

Have you ever judged a book by its cover? Your learners judge your content based on their first glance and decide in a matter of seconds if it's information they want to engage with.

When it comes to putting learning in front of your audience – design matters! The look and feel **is** the first thing your learners notice, not the content. Visual design helps grab and hold the attention of learners keeping them engaged for longer.

This two-day course has been designed for L&D professionals that want to improve their visual design skills. The course will provide you with design fundamentals such as use of colour, typography, or effective use of images. The course will also explore how to create effective layouts and compositions for impactful training.

The course has a wide range of practical activities to apply the principles, methodologies and inspire your designer thinking. You will have a unique opportunity to work on a real-life project of your choice and share it with the Trainer and peers to receive helpful advice and constructive feedback.

## Course Objectives



### Apply

Apply visual design principles and methodologies to your training



### Increase

Increase your learner's engagement by creating more visually appealing content



### Demonstrate

Demonstrate your knowledge in a live review session

## Included in the course



A personalised course completion certificate from Omniplex Learning



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



A specially crafted online library of resources including a training guide, best practice tips, and eLearning examples

## Course Outline

### Introduction to Visual Design

- **Module 1** – Why is visual design important in learning?
  - Eye opening facts about visual design
  - Good vs bad design examples
- **Module 2** – The design process
  - A 6-Step visual design process to drive results

### The Building Blocks of Visual Design

- **Module 3** – Fundamentals of colour
  - Understanding colour
  - Effective colour combinations
- **Module 4** – Fundamentals of typography
  - Categories of typefaces and recommendations
  - Choosing the right font for your course
- **Module 5** – Working with images
  - Using photography in your design
  - DIY photo tips
  - Different styles of illustration and when to use them
  - Pros and cons of stock images

### Branding and Marketing

- **Module 6** – Implementing company guidelines into your project
  - In the words of an expert in marketing
  - Company guidelines tips

### Building Your Project

- **Module 7** – Graphic design principles
  - Contrast, repetition, alignment, and proximity
  - White space
- **Module 8** – Layout and composition
  - Golden ratio
  - Rule of thirds
  - Modular structures

## Course Outline



### Tips, tricks and tools

- **Module 9** – Design like a pro
  - Advice from Omniplex Learning Studio
  - Tools and resources to improve your design



### Next steps

- **Module 11** – Focusing on visual design in future projects
  - Key takeaways and next steps



### Creative Workshop

- **Module 10** – Live review session sharing your project with Trainer and peers
  - Share your project with Trainer and peers

## Prerequisites

This course has been designed with L&D professionals and Trainers in mind. You don't need to have any prior graphic or visual design knowledge.

You will need PowerPoint for some of the activities. You are welcome to use any software of your choice to work in your learning project, such as PowerPoint, Word, Storyline, Adobe CC, etc. as long as you don't use any template. Rise is not advisable for this course since it creates layouts and composition for you.

## Course format and delivery

2 non-consecutive days of Instructor led, Virtual Sessions

There is pre-work before the first day. The learner is encouraged to work on a project between the two days of training.

## Course dates

**Click on the link below to view the course running dates:**

[Visual Design Training Dates](#)

## Course preparation

Before your course, you will be asked to prepare some pre-work, creating a mood board with design examples that you find inspiring and reflecting about the importance of visual design in learning. It is also recommended to have a specific learning project of your choice in mind for some of the activities; this can be an existing project that needs to be visually improved or a brand-new one.

## Your Trainer

Graham is a Senior Trainer at Omniplex Learning with more than 12 years of experience in L&D. He has trained thousands of L&D professionals on Articulate 360, Visual Design and Instructional Design.

He previously worked at Gucci and Apple and appreciates good visual design in all things learning related. Graham has a multimedia background that includes graphic design, video editing and sound engineering. These skills are what help Graham create beautiful looking learning and he loves to share his skills and knowledge with other learning designers.