Visual Design Strategies for Instructional Designers, Instructors, and Presenters – Storyboard/Content Plan				
Reference	Slide Header/Text	Visual	Narration	Other Notes
Slide 1	Header: Visual Design Strategies for Instructional Designers Instructors, and Presenters At bottom: acdowd@acdowd-designs.com www.acdowd-designs.com **Font sizes/leading:** **Title** – Adobe Caslon semibold, 54pt centered, color Blue R-0 G-25 B-165 **Headers (H)** – 54/60pt Futura medium, FL Top and Left indents 1.5", **Body (B)** – 36/44pt Futura Book & Medium, FL, left indent 3" **Notes (N)** – 18/20 pt Futura medium, FL, left indent 3", 1" from bottom **Captions (C)** – 24/26 pt, Futura Book, .25" from image	Circle vector	Hi I'm Angela Dowd. Tonight I'm going to talk to you about visual design. I'll invite questions at certain points so please write or hold onto your questions.	Bottom of all slides has a gold strip .375" high across bottom to edges **Colors:** **Background:** R-255 G-255 B-243 **Gold footer band:** R-230 G-106 B-130 **Headers, Footers Notes:** Blue R-0 G-25 B-165 Notes, links 68% blue **Body text, captions** = RGB black **Footer**: Visual Design Strategies for Instructional Designers, Instructors, and Presenters • © 2013 Angela C. Dowd
Slide 2	H - You don't have to be an artist… C - Painter on His Way to Work, by Vincent Van Gogh N - This is a file from the Wikimedia Commons http://commons.wikimedia.org	Painting of painter	The first thing I want to emphasize is...you don't have to be an artist.	

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Slide 3	H - Visual design is about making presentations that are more effective. B – Visual Design is about solving problems.	Words / no image	Effective visual design is not just about aesthetics. It's about solving problems.	
Slide 4	H – We all have an inner artist...	Words / no image	The challenge for many of us is accessing and using our artistic skills to create effective designs. Let's answer a few questions as a group.	
Slide 5	H – We all have an inner artist... B - What types of visual design decisions do you make at work?	Words / no image	Do you doodle sometimes? Choose stock photos or select clip art? Do you work with a designer?	
Slide 6	H – We all have an inner artist... B – What types of visual design decisions do you make at work? In your personal life?	Words / no image	How about in your personal life? Do you love to take photographs? Maybe you enjoy scrapbooking, building or decorating	
Slide 7	H – We all have an inner artist B – What types of visual design decisions do you make at work? In your personal life? Do you brainstorm visually?	Add screenshot of a search in iStockphoto next to brainstorm visually.	Every time you choose choose clip art or stock photos you are making visual design decisions. Some people visualize with words. I used to ask clients to start by making a list of words to describe what they wanted to portray.	If you do any of these things you are making visual design decisions.

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Slide 8	H – Do you brainstorm visually?	Screenshot of a search in iStockphoto	Often when designing a presentation or learning materials, designers often look at stock images or through design books for inspiration. Images are usually shared with a team or clients.	
Slide 9	H - Visual Cues make a difference B - "According to dual encoding, adding a relevant visual to test improves learning by providing two memory traces. The words offer one view of the content and the visual offers a second complimentary view." (Clark, 2008) C - Clark, Ruth Colvin, 2008. Building Expertise: Cognitive Methods for Training and Performance Improvement. Pfeiffer (imprint of Wiley)	Quote	One of the instructional design specialists I admire, Ruth Colvin Clark, has written a book about the importance of using visual cues. Here's a quote. Visual cues are important to me because they explain, organize and interpret information in ways that make it easier to understand the meaning.	Hyprlerlink http://www.amazon.com/Building-Expertise-Cognitive-Performance-Improvement/dp/0787988448 Quote Text: Futura Medium, 36/48pt, blue, 10% skew Quotation marks: ITC Caslon 224 bold 160pt R-230 G-106 B-130 Color = 80% of gold
Slide 10	H - Visual cues make a difference B - Innovation	Words / no image	Take a look at the word Innovation	

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Slide 11	No header C - Participant Guide cover designed for Paul Anjeski Consulting and Alamo Learning Systems	Picture of ALS cover...covers slide	Let's look at it with a graphic treatment and photograph added. The color scheme was dictated by the client and is consistent with their branding.	
Slide 12	H - Visual cues make a difference B - Profits Gap Social Values	Words / no image	Let's do this together one more time...look at these 4 words.	
Slide 13	No header C - Presentation slide designed for Profits and Social Values: Closing the Gap, Darwin Gillett	Gap image covers full slide	Now look at it this way. Visual design is more than just changing a few colors and adding arrows. It's about designing with purpose.	N - http://www.noblebusinesssolutions.com/blog/
Slide 14	H - Presentation plan... B – Define specific design principles Reflect on the role learning theories play View effective examples and ineffective examples Discuss online presentations and eLearning using visual design terms.	Words / no image	Now we're going to talk about the design principles we were using in the last two examples. We'll define some of the more important terms and do some reflecting, viewing and discussing.	

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Slide 15	H - There are many design principles (3 columns) B – Proximity Figure/ground Consistency Contrast Symmetry Repetition Flow Focal Point Movement Proportion Rhythm Alignment Forgiveness Hierarchy Legibility Redundancy Visibility Unity Shaping Similarity Affordance Closure Wayfinding...	Words / no image	We're not going to cover all of these...we're just going to talk about some basics today.	
Slide 16	H - This presentation focuses on three design principles B – (medium) Proximity Figure/ground Consistency	Words / no .image	Each of the three principles we will cover today is grounded in Gestalt Theory.	

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Slide 17	H - Gestalt Theory B – From 1910 —1914 Max Wertheimer worked with Wolfgang Köhler and Kurt Koffka to develop the fundamental concepts of Gestalt theory. The word "gestalt" means shape in the German language.	Words / no image	Even though we're all using computers, these principles have been with us for over a century and have stood the test of time. They apply to all forms of design...from print and screen to architecture and floral arrangements.	http://www.lifecircles-inc.com/Learningtheories/gestalt/wertheimer.html
Slide 18	H – Proximity Principle B - Design principles often support learning theories C - http://commons.wikimedia.org/wiki/File: Gestalt_proximity.svg	1st half of Gestalt dot image	Here we are given 36 pieces of information. It's a lot to remember.	
Slide 19	H – Proximity Principle	2nd half of dot image	If we apply the principle of Proximity we can group the information and make it easier to decode.	
Slide 20	H – Proximity Principle B - The principle of Proximity suggests that when assorted elements are grouped closely together, they are perceived as wholes.	Full image plus the words		Grouping visual elements reduces cognitive load, and increases retention.
Slide 21	H – Proximity Principle B – Before	Left side of the example	Here's a second example if the Proximity Principle using just words.	

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Slide 22	H – Proximity Principle B – After	Add the right side	Notice how the related information has been grouped visually to make it easy to find.	
Slide 23	H –Proximity Principle	COP images before and after	Here's another example. The figure on the left looks like it uses proximity but it doesn't. There is too much space between individual elements.	
Slide 24	H –Proximity Principle Strategy	Dot image	B -When applying proximity to your course materials or presentations, emphasize differences between groups while minimizing differences between items within a group.	
Slide 25	H –Figure/ground Principle B – Figure ground suggests that the eye tends to separate whole figures from their backgrounds based on one or more variables like contrast, color, size, etc...	Words / no image	We're going to talk about Figure/Ground, also known as positive and negative space	
Slide 26	H –Figure/ground Principle B – Reversal Stable Ambiguous.	3 Images showing each type labeled	There are 3 types. We'll talk about them one at a time. You're probably familiar with reversal and stable. Ambiguous Figure/Ground is not talked about much.	

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Slide 27	H –Reversal Figure/ground Principle	Image for just this	In a reversal figure/ground relationship, the negative space competes with the positive space.	
Slide 28	H –Reversal Figure/ground Principle	Example with type	When type is justified it sometimes is hard to read because of the rivers of white.	
Slide 29	H – Ambiguous Figure/ground Principle	Image showing only this	In an ambiguous figure/ground relationship the figure becomes enmeshed with the ground and the viewer has to work at finding what to pay attention to.	
Slide 30	H – Ambiguous Figure/ground Principle	Example	This often occurs when busy backgrounds are used or when the background color and text color are a different hue but the same value (brightness). This is OK for party invitations but not for training.	

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Slide 31	H – Stable Figure/ground Principle	Visual with just this	You can increase the probability of recall by making the important learning items "figures" in the composition.	
Slide 32	H -Figure/ground Principle Strategy B-When creating a stable figure/ground relationship, remember to build in enough contrast between your background and your foreground. 80% Contrast is recommended	Image with all 3 types		
Slide 33	pause	Image with all 3 types	Before we move on to talk about Consistency...are there any questions on what we have covered so far?	
Slide 34	H – Cognitive Consistency Theories B – Cognitive Consistency Theories started in the 1930s. "...systems are more usable and learnable when similar parts are expressed in similar ways." (Lidwell, Holden, Butler, 2003)	quote	Just like the Proximity and Figure/Ground Principles are rooted in Gestalt Theory, the Consistency Principle is grounded in the Cognitive Consistency Theory.	N - Lidwell, Holden, Butler 2003. Universal Principles of Design. Rockport Publishers.
Slide 35	H – Four Types of Consistency B – Aesthetic Consistency Functional Consistency Internal Consistency External Consistency	Words / no image	There are four types. We'll focus on two— Aesthetic and Functional	N - Lidwell, Holden, Butler, 2003. 2003. Universal Principles of Design. Rockport Publishers.

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Slide 36	H –Aesthetic Consistency Principle B - Aesthetic Consistency refers to consistency of style and appearance. (Lidwell, Holden, Butler 2003)	Before and after visual	You're probably aware of aesthetic consistency but you may not understand about using grids in design. Look at the examples. The layout on the left does not use a grid. Notice the ways that the layout on the right guides the viewer's eye.	
Slide 37	H – Aesthetic Consistency Principle	Image of a grid	A grid is not the same as a template, but there are some similarities. A grid is a guide used when creating your layout. Grids have been around for years Grids do exist in Word and Powerpoint. There's also one linked in the resource handout.	
Slide 38	H –Functional Consistency Principle Edward Tufte's user interface design for the iphone for guiding museum goers to exhibits and facilities	Image showing consistent use of symbols used on controls for an elearning mockup	Functional consistency helps your learners to leverage prior knowledge. Your headers, footers, buttons are in the same locations. Even if the layout is different it is easy to navigate. The functions of the controls are also consistent.	http://www.edwardtufte.com/bboard/q-and-a-fetch-msg?msg_id=00036T

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Slide 39	H –Consistency Principle —	Presentation—ineffective example	Let's take a look at this first group of pages. It's obvious to me that the person who designed it did not use a grid. The individual pages are not tied together by a unifying pattern. The presentation jumps around and is not consistent aesthetically or functionally.	N - A presentation on using Creative Commons in the classroom, delivered to the Centro de Formacion de la Cooperacion Espanola in Guatemala in October 2008. This slideshow draws on the excellent "Creative Commons in our Schools" presentation by Mark Woolley: http://www.slideshare.net/mark woolley/creative-commons-in-our-schools/ www.creativecommons
Slide 40	H – Consistency Principle —	Presentation—effective example	Let's take a look at this second group of pages. I grouped four on a page for a reason. Looking at it in this way we notice that a pattern emerges in a well designed presentation. Let's talk about what is different in this presentation.	
Slide 41	H –Consistency Principle Strategies Form follows function. Use a grid Keep your branding elements in the same place Use consistent graphical treatments Buttons and links should function consistently.			

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Slide 42	H -Think on Paper B -Thumbnail sketches are a good way to start practicing these principles. We will do some in the activity.	Thumbnail sketch image	Before you begin to design, talk to your subject matter experts. Do some quick thumbnail sketches on paper before going to the computer. It will save you a lot of time. They are not the same as the "thumbnail" pictures in your applications.	
Slide 43	"To design is much more than simply to assemble, to order, or even to edit; it is to add value and meaning, to illuminate, to simplify, to clarify, to modify, to dignify, to dramatize, to persuade, and perhaps even to amuse." - Paul Rand graphic designer		Check out some of the resources on usability and accessibility to learn more about designing for all audiences.	N - Paul Rand graphic designer, from his book Design, Form, and Chaos, Yale University Press, New Haven, 1993