

Professional Skills & Competencies

Cross-Media Design • Multimedia Design • Instructional Design • Learning Technologies

Design Skills

Cross-Media & Multimedia Design

Translates complex concepts into easy-to-understand illustrations for publication and teaching purposes.

Creates accessible presentations and interactive PDFs.

Designs eLearning materials and web-based training.

Develops low and high-fidelity print and multimedia prototypes for training and marketing projects.

Designs effective visual treatments for presentations, eLearning and marketing campaigns (print and web).

Produces training and promotional videos, concept to finished product.

Storyboarding
Scripting
Sound

Graphics
Video editing
Voice-over

Instructional Design & Learning Technologies

Conducts research to determine training needs.

Writes performance objectives for courses.

Collaborates with subject matter experts (SMEs) to develop activities that support performance objectives.

Designs and tests job aids for usability with students, trainees and accomplished professionals.

Develops criteria to measure effectiveness of courses.

Technical Skills

Software Applications

InDesign

Quark XPress

MicroSoft Word

PowerPoint

Illustrator

Acrobat Pro

Captivate

Camtasia

Premiere Pro

Photoshop

Soundbooth

Adobe Audition

Dreamweaver

HTML/CSS

Design Process

Conducts research to develop human-centered solutions to address learning challenges.

Collaborates with subject matter experts to analyze findings and visualize all potential solutions.

Prototypes the proposed solutions.

Assesses whether the prototype can be replicated and determines if modifications are needed.

Evaluates prototypes for usability and accessibility.

Redevelops prototypes, testing concepts using an iterative process.

Core Competencies

Cross-Media Design – Collaborates directly with staff and stakeholders to strengthen relationships and trust while coordinating communications across all media.

Multimedia Design – Combines videos, interactive presentations and eLearning modules.

Graphic Design – Designs and develops marketing collateral, instructional materials, and presentations that are engaging and accessible.

Learning Technologies – Applies technology effectively across the different areas of expertise and identifies when and how to use technology as a training solution.

Instructional Design – Selects effective instructional and delivery methods for different learning situations. Designs blended learning solutions. Applies Design Thinking Model and ADDIE model as appropriate.

Illustration – Works intuitively with subject matter experts to simplify complex information by applying visual design strategies.

Visual Design – Integrates Universal Design principles into all levels of design to improve both the learning environment and the learning experience.

Testimonials

Dana Morris-Jones, OD Consultant & Executive Coach The Delphi Group

Angela was the perfect person to create illustrations for my book. She did a great job of translating my non-visual concepts into clear visuals without over-complicating them. The results added to the professional look of my manuscript.

Julie Bernas-Pierce, Program Director, Junior Blind. Former Executive Director, Blind Babies Foundation

Angela worked diligently and creatively with Blind Babies Foundation to create a book celebrating our agency's 60 year history. She also created a promotional video to engage our donors, using still photographs, video footage and narrative to tell our story. I highly recommend Angela for graphic design work and for her dedication to fully accessible media for all.

Amanda Lueck, Ph.D., Professor Emerita Formerly at San Francisco State University

Angela's work is high quality and timely. I plan on hiring her again because I know that she will deliver quality outcomes for my projects.

Darwin Gillett, Author and Speaker Noble Advisors, Ascendza CEO Center

Angela has worked for me for several years. First creating illustrations for presentations and my book on Noble Enterprise. Recently Angela created a distance learning course on Noble Enterprise based on my book. I am very pleased. A great contribution!

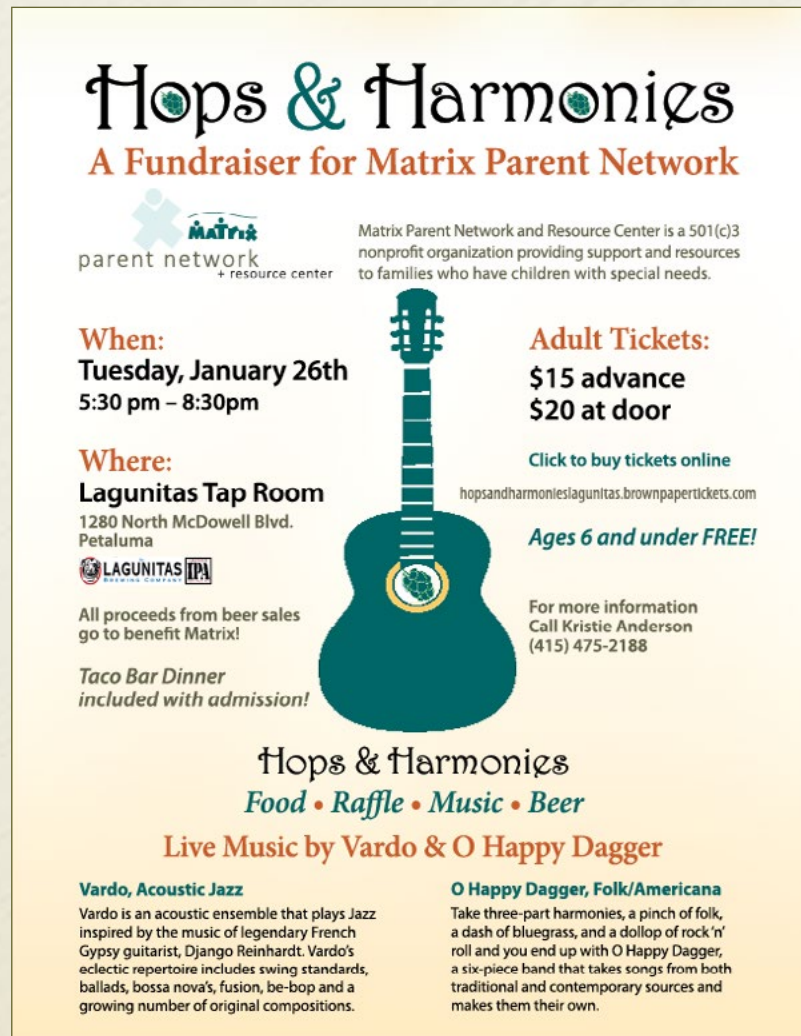
Patricia Donohue, Assistant Professor, San Francisco State University, Instructional Technology

It has been my pleasure to work with Angela Dowd on our corporate logo for Community Learning Research, LLC. She collaborated as a partner with us to help realize our vision for the company. Angela delivers material on time. Her work is creative, detailed, and always the highest quality.

Paul Anjeski, President, 2015, ATD (Association for Talent Development) Golden Gate Chapter

Angela is a fantastic collaborator with outstanding skills. Her contribution to the graphic content to a recent course was a major selling point to the client. She is thorough and reliable, two qualities vital when working virtually. If you have an opportunity to work with Angela, take it!

Graphic Design: Event and Training Flyers designed for Matrix Parent Network and Resource Center



Hops & Harmonies
A Fundraiser for Matrix Parent Network

parent network + resource center

Matrix Parent Network and Resource Center is a 501(c)(3) nonprofit organization providing support and resources to families who have children with special needs.

When:
Tuesday, January 26th
5:30 pm – 8:30pm

Where:
Lagunitas Tap Room
1280 North McDowell Blvd.
Petaluma

LAGUNITAS IPA

All proceeds from beer sales go to benefit Matrix!

Taco Bar Dinner included with admission!

Adult Tickets:
\$15 advance
\$20 at door

Click to buy tickets online

Ages 6 and under FREE!

For more information
Call Kristie Anderson
(415) 475-2188

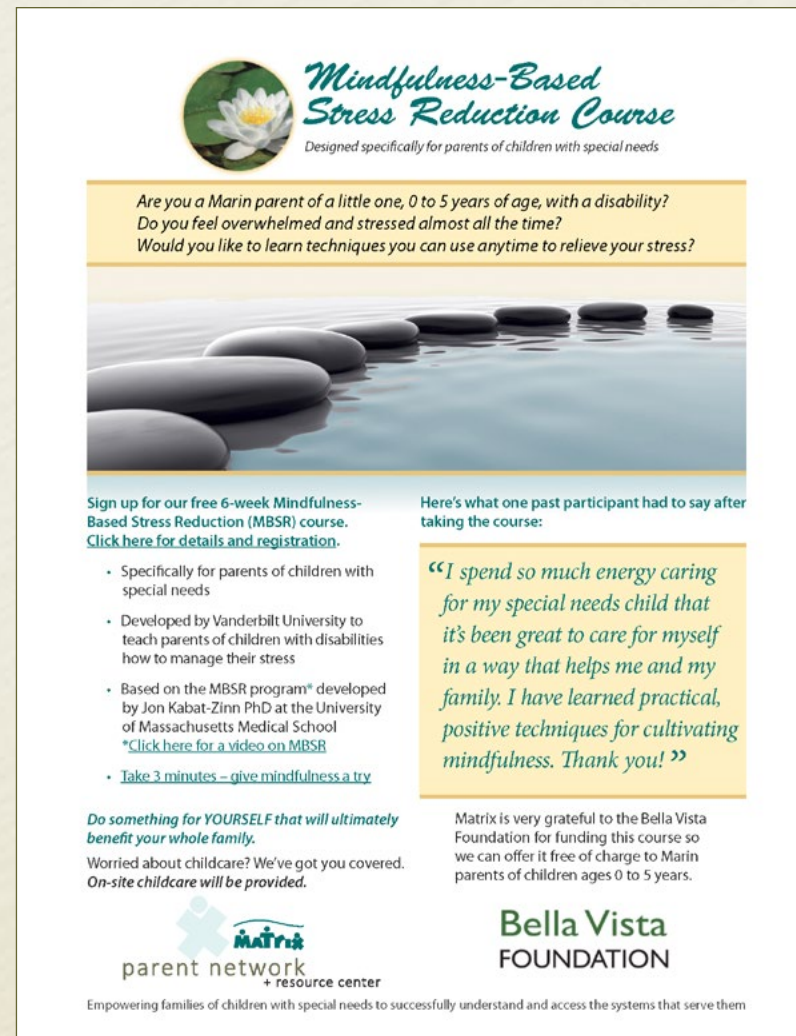
Hops & Harmonies
Food • Raffle • Music • Beer

Live Music by Vardo & O Happy Dagger

Vardo, Acoustic Jazz
Vardo is an acoustic ensemble that plays Jazz inspired by the music of legendary French Gypsy guitarist, Django Reinhardt. Vardo's eclectic repertoire includes swing standards, ballads, bossa nova's, fusion, be-bop and a growing number of original compositions.

O Happy Dagger, Folk/Americana
Take three-part harmonies, a pinch of folk, a dash of bluegrass, and a dollop of rock 'n' roll and you end up with O Happy Dagger, a six-piece band that takes songs from both traditional and contemporary sources and makes them their own.

[Download flyer](#)



Mindfulness-Based Stress Reduction Course
Designed specifically for parents of children with special needs

Are you a Marin parent of a little one, 0 to 5 years of age, with a disability?
Do you feel overwhelmed and stressed almost all the time?
Would you like to learn techniques you can use anytime to relieve your stress?

Sign up for our free 6-week Mindfulness-Based Stress Reduction (MBSR) course.
Click here for details and registration.

- Specifically for parents of children with special needs
- Developed by Vanderbilt University to teach parents of children with disabilities how to manage their stress
- Based on the MBSR program* developed by Jon Kabat-Zinn PhD at the University of Massachusetts Medical School
*Click here for a video on MBSR
- Take 3 minutes – give mindfulness a try

Here's what one past participant had to say after taking the course:

"I spend so much energy caring for my special needs child that it's been great to care for myself in a way that helps me and my family. I have learned practical, positive techniques for cultivating mindfulness. Thank you!"

Do something for YOURSELF that will ultimately benefit your whole family.
Worried about childcare? We've got you covered.
On-site childcare will be provided.

Matrix is very grateful to the Bella Vista Foundation for funding this course so we can offer it free of charge to Marin parents of children ages 0 to 5 years.

Bella Vista FOUNDATION

parent network + resource center

Empowering families of children with special needs to successfully understand and access the systems that serve them

[Download flyer](#)



parent network + resource center

Empowering families of children with special needs since 1983
Capacitar a las familias de niños con necesidades especiales desde 1983

Helpline 800.578.2592

Día del Niño
¡Familias de niños con Necesidades Especiales, únete a nosotros para un tiempo lleno de diversión!

Day of the Child
Families of kids with Special Needs, join us for a fun filled time!

Quando:
Miércoles, Mayo 17
2:30 pm – 4:30 pm

Where:
Pickleweed Center
Albert J. Boro Community Center
50 Canal Street, San Rafael

¡Actividades y comida gratis para los niños menores de 10 años!

- Deja que te tomen una foto
- Haz tu propio marco de foto
- Colorea con tus amistades
- Forma parte del círculo de lectura
- Rompan una Piñata
- Vengan a ver la clínica de la bicicleta

Es Necesario Registrarse:
Call Matrix, 415.884.3535

Cuando llame, háganoslo saber:

- Nombre del Padre/Padre Guardián
- Información de Contacto
- Nombre del Niño y edad
- Elegibilidad del niño con necesidades especiales
- Numero de hermanos que asistirán

Registration Required:
Call Matrix, 415.884.3535

When you call, let us know:

- Parent/Guardian name
- Contact information
- Child's name and age
- Child's special needs eligibility
- Number of siblings attending

Gracias a nuestros amigos de la comunidad que ya han donado:
Thanks to our community friends who have donated so far:
Julie's Kitchen, Ramiro's Taquizas, Bellam Market Place, Bellam Boutique, Kohl's Cares, and 502 Express

94 Galli Drive, Suite C Novato, CA 94949 • www.matrixparents.org • info@matrixparents.org

[Download flyer](#)

Promotional flyers designed for Matrix Parent Network and Resource Center for fundraising and training events. They were created using Adobe Illustrator, InDesign, Photoshop, and Acrobat. © 2017, Matrix Parent Network and Resource Center.

Graphic Design: Bi-Monthly Newsmagazine

THE NETWORKER

a publication of Matrix Parent Network & Resource Center • Spring 2017

Matrix Parent Network is a 501(c)(3) organization founded in 1983 to serve families of children with special needs. We serve Marin, Napa, Solano, and Sonoma counties.

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SOME MUSINGS FROM THE EXECUTIVE DIRECTOR...

Managing Behavior in Uncertain Times

WILL THERE BE CUTS TO NECESSARY PROGRAMS FOR OUR CHILDREN? What will happen to mandated services? What will the future look like? So far, 2017 has felt very disconcerting.

It is just me or has anyone else felt some anxiety recently? If you have felt calm and serene the past several months, you have probably not looked at any news or social media. Or maybe you are ardent practitioners of mindfulness. The rest of us have been trying to negotiate everyday life while the whole world seems unsettled and rocky.

Managing the stress and anxiety of uncertainty, as adults, is challenging enough. Maybe we decide to make a mental checklist to help predict what will happen next. This might include:

- Observing the environment and people around us
- Observing how others are responding to these uncertain times
- Recalling similar situations and how those situations were resolved

We assess the situation, look for familiar patterns, and try to predict what might happen next.

What if this stress of uncertainty—of not really being able to predict what is next—was a daily occurrence? Imagine not being able to “read” the environment or people’s moods.

Nora
Nora Thompson,
Executive Director

Behavior in Uncertain Times

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SOME MUSINGS FROM THE EXECUTIVE DIRECTOR...

Solving the Behavior Puzzle

WORDS
Planning Communication ACCESS

Recently, I was watching a mom trying to soothe her fussy, crying baby. She said, with some frustration, “I wish he could just tell me what is the matter—then I could make it better.” I remembered my own adventures in trying to “guess what is wrong with screaming baby”. Is the baby too hot or too cold? Is it a wet or stinky diaper, a gas problem, or an ear infection? I had an internal list that was reviewed regularly. Eventually, the baby would be comforted, but I was never sure if I had made something better or the baby had simply run out of steam.

This common experience reminded me of what someone told me long ago: “Behavior is a form of communication.” That baby’s behavior was loudly trying to communicate something about a need or discomfort. As the parents, we try very hard to decipher what that need is.

Children who are nonverbal or have limited verbal and communication skills use behavior to show how they are feeling and ask for what they need or want. It becomes the grownups’ job to decode the puzzling, often disruptive, behaviors. These behaviors could be caused by a number of things, like not wanting to transition to the next activity or not understanding a social interaction. Even something as small as a scratchy clothing

tag could cause sensory overload. Behaviors interfere in many things...access to education, social interactions, and ability to build meaningful relationships. But what is the behavior really trying to tell us?

Understanding behaviors and what they mean requires patience and practice. It also requires an understanding of the context of the behavior. There are many good resources available about positive behavior plans. As a Parent Training Center, we hear from families daily about their children’s behavior challenges. Social isolation, suspensions, and expulsions are all brought on by behavior problems. We provide information about how to get a Behavior Intervention Plan and offer resources to help families access needed services.

A good behavior plan is as much about the adults’ behaviors as it is the child’s. It creates strategies and plans that help us recognize behaviors. This makes it possible to redirect by rewarding positive actions, which helps the child. Our behavior, as adults, absolutely communicates messages to the child. Let’s hope we are communicating the most positive messages we possibly can. What we do is so much more powerful than what we say.

Nora
Nora Thompson,
Executive Director

Behavior Solutions

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SOME MUSINGS FROM THE EXECUTIVE DIRECTOR...

Call To Action

ACTION = Do Something!

The theme for this Spring Networker is a “Call to Action”. Matrix has been providing information and tools through our newsletters, websites, social media, trainings, etc., to all of you for the last 30+ years. We hope those have been useful and helpful to you. Now we are asking you to take that information—our tips and strategies—and take action—to do, to act. “But wait!”, you might say. “I am already too busy, too stressed, too overwhelmed, and now you expect me to do more?” I hear you and understand. This issue will have a series of small but effective ways for you to “take action”.

As parents, we often feel immobilized and stuck, unsure what next step we should take to help our child be successful. We are overwhelmed by the sheer volume of information hurtling our way (what is reliable and what is not) and the constant juggling of priorities. These feelings are not unique to families. Professionals in this field also can relate. The simple suggestions that we feature in this issue can help. Though different, each is a call to action, a conscious effort that can make a difference. **Get busy! I know you can.**

FOR FAMILIES:

- **THINK:** Take a few minutes each day to think about the gifts your child brings you and the world. I know some days it will be hard to think about gifts when faced with all the challenges. Take action by trying.
- **CONNECT:** Find another family and connect. Build the parent network by sharing ideas and support.
- **LEARN:** Find who your policy makers are and how to connect with them.
- **SHARE:** Spread the word to family and friends about how Matrix helps you!

FOR PROFESSIONALS:

- **THINK:** Take a few minutes each day to remember why you chose this field and what it means to you.
- **CONNECT:** Find other professionals who share your passion and build your network.
- **LEARN:** Rapid changes in the field can mean that continuing education is not only a career requirement, it builds your repertoire and capacity to be effective.
- **SHARE:** Spread the word about what a potential resource Matrix is to your colleagues.

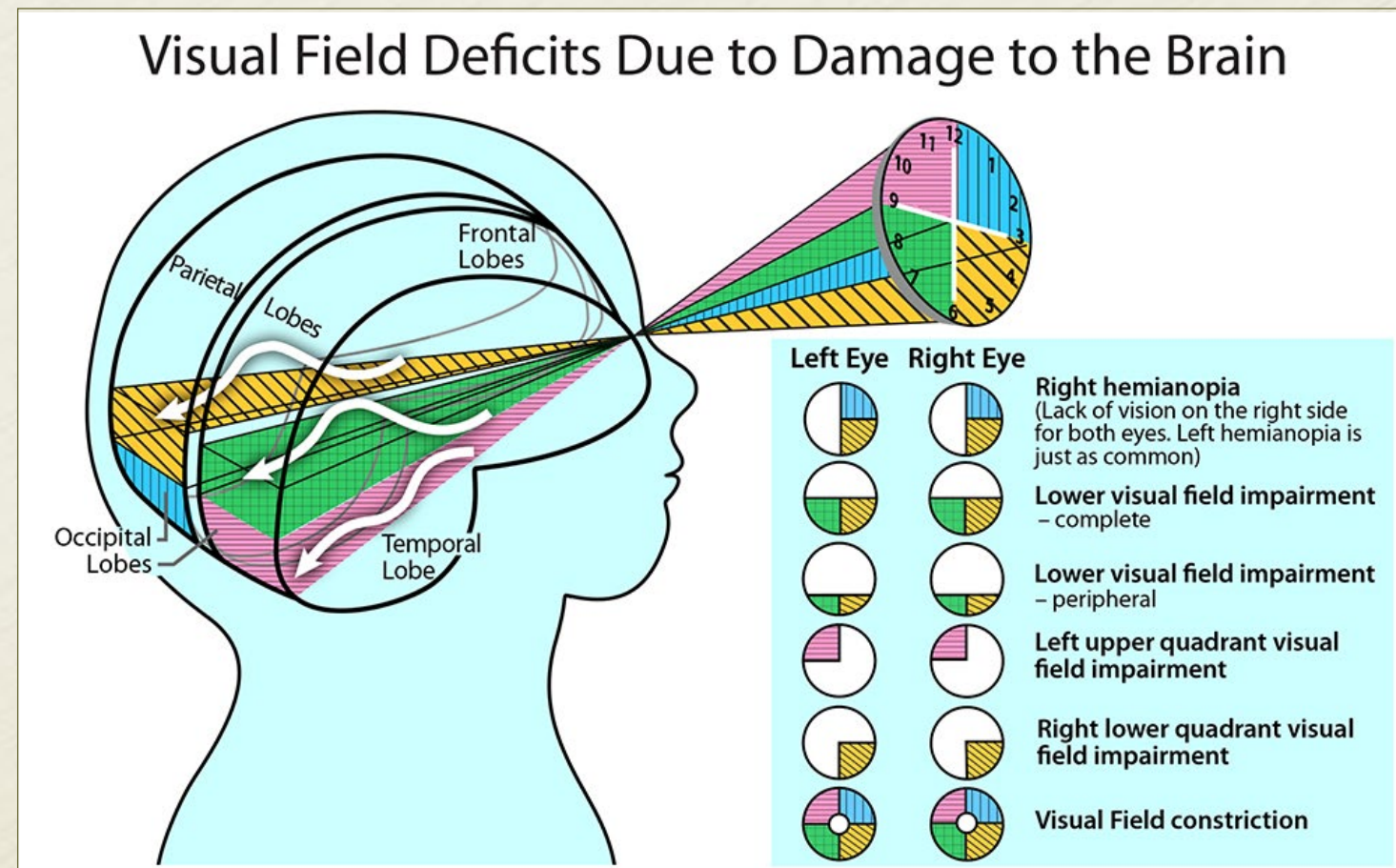
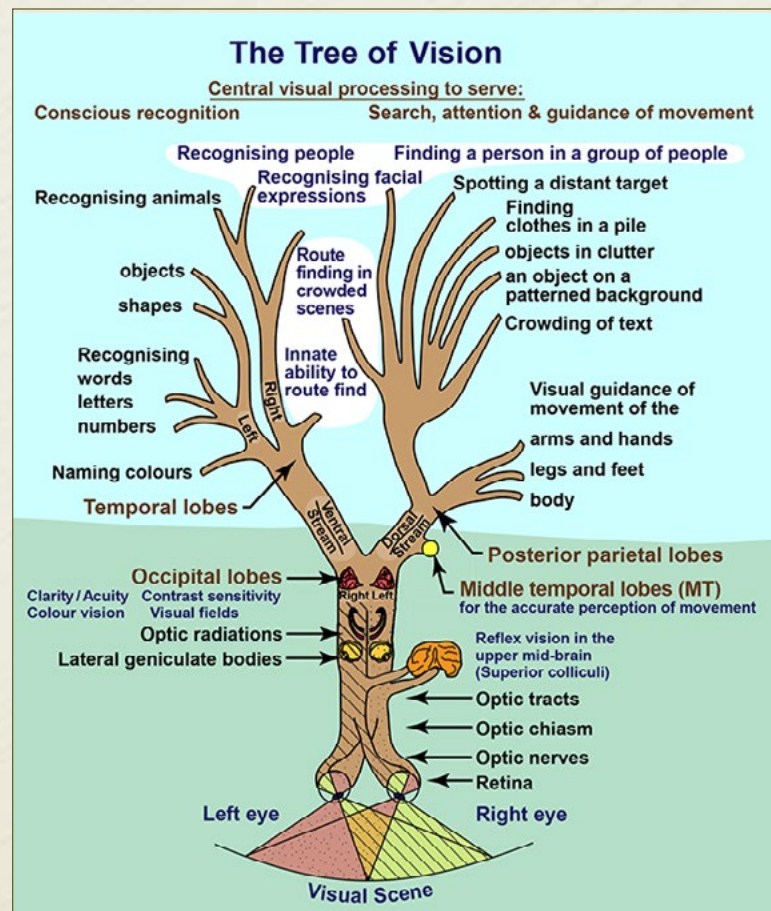
Nora
Nora Thompson, Executive Director

Call To Action

[Click here to access downloadable pdfs of the Matrix Networker.](#)

Matrix Networker is an eight page printed newsmagazine that is sent out twice a year.

Graphic Design: Book Illustrations of Medical-Education Concepts (2 of 12)



Illustrated by Angela Dowd using Adobe Illustrator. Designed by Gordon N. Dutton, M.D.

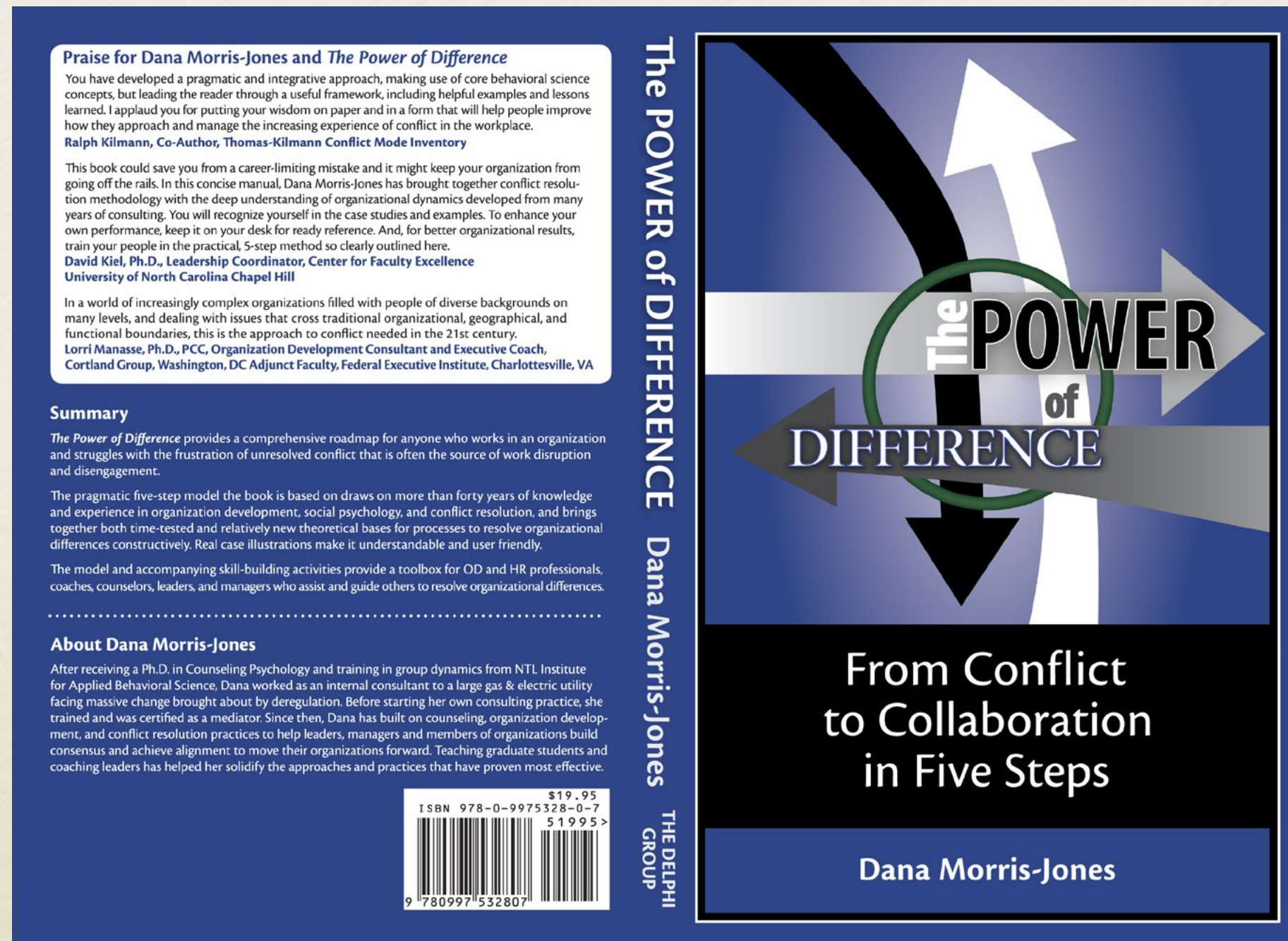
Color slides are currently being used in course lectures and educational presentations to illustrate medical-education concepts. Gray-scale versions of the diagrams are featured in the book below. Please contact acdowd@acdowd-designs.com to request accessible illustrations.

Lueck, A.H., & Dutton, G.N., (in press).

Vision and the Brain: Understanding Cerebral Visual Impairment in Children.

NY: AFB Press.

Graphic Design: Book Cover Design, Illustration, and Production



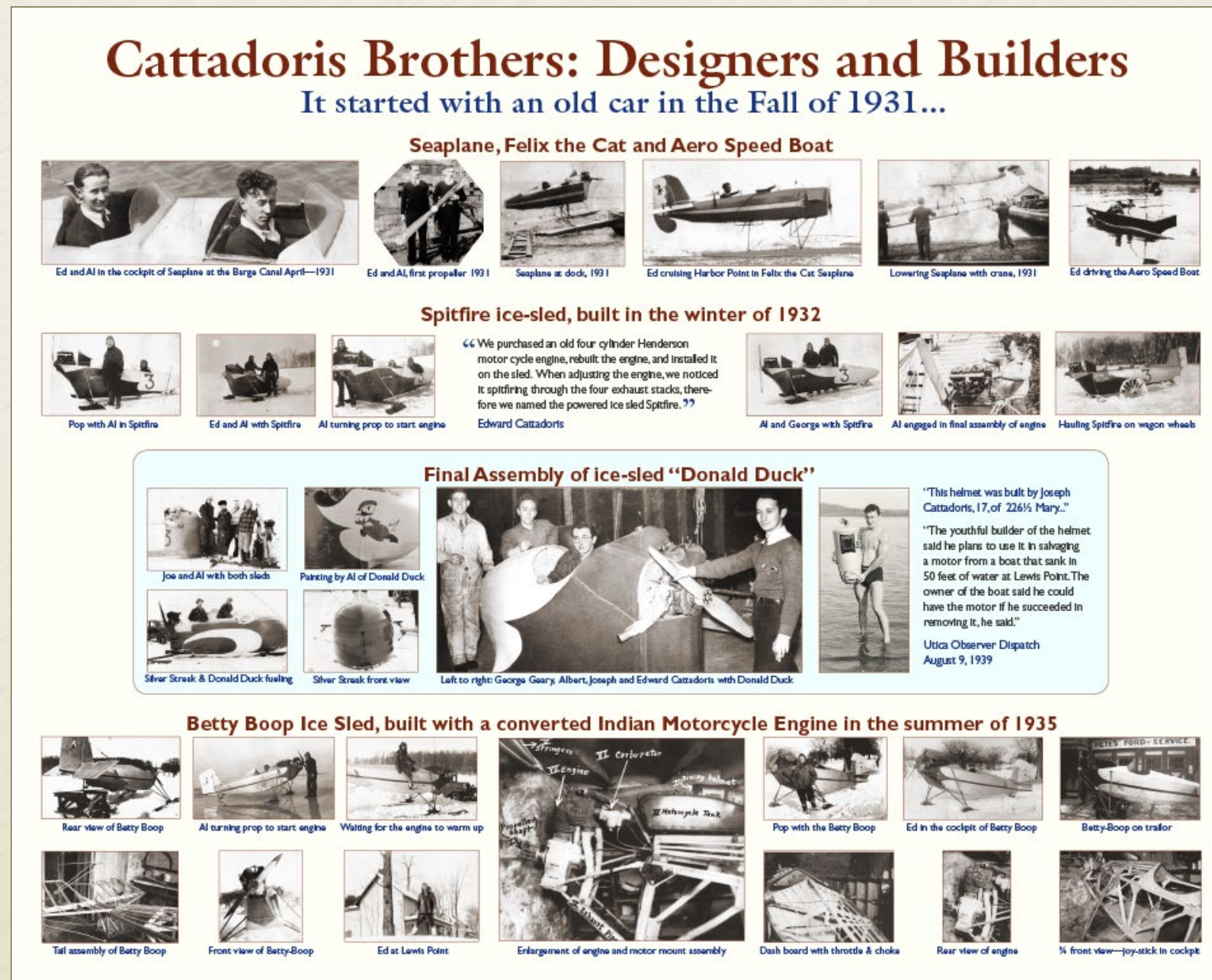
Illustrated using Adobe Illustrator. Layout created in InDesign and saved as a PDF. File produced for self publishing by the author through Amazon (direct printing). Several line illustrations were also created in Illustrator for the inside of the book.

Graphic Design: Logos and Branding



Logo and branding designs created using using Adobe Illustrator and Photoshop. These designs are used for signs and business cards and work well enlarged and reduced in size. They are designed to be used across all media.

Graphic Design: Poster, Video and Book of Projects, Cattadoris Brothers

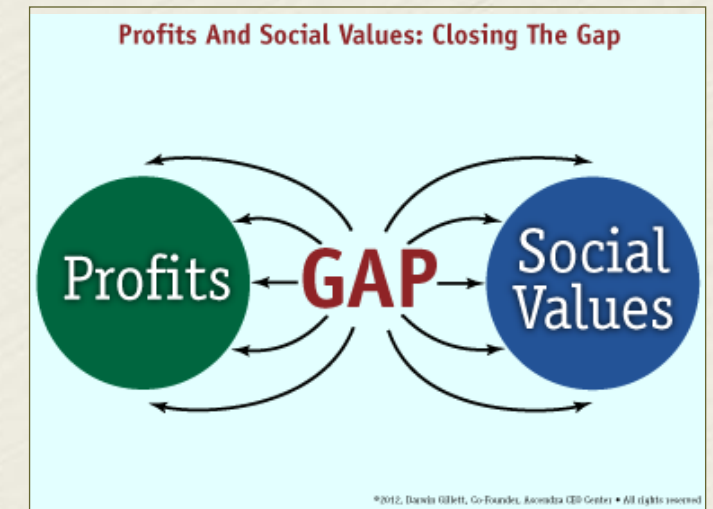
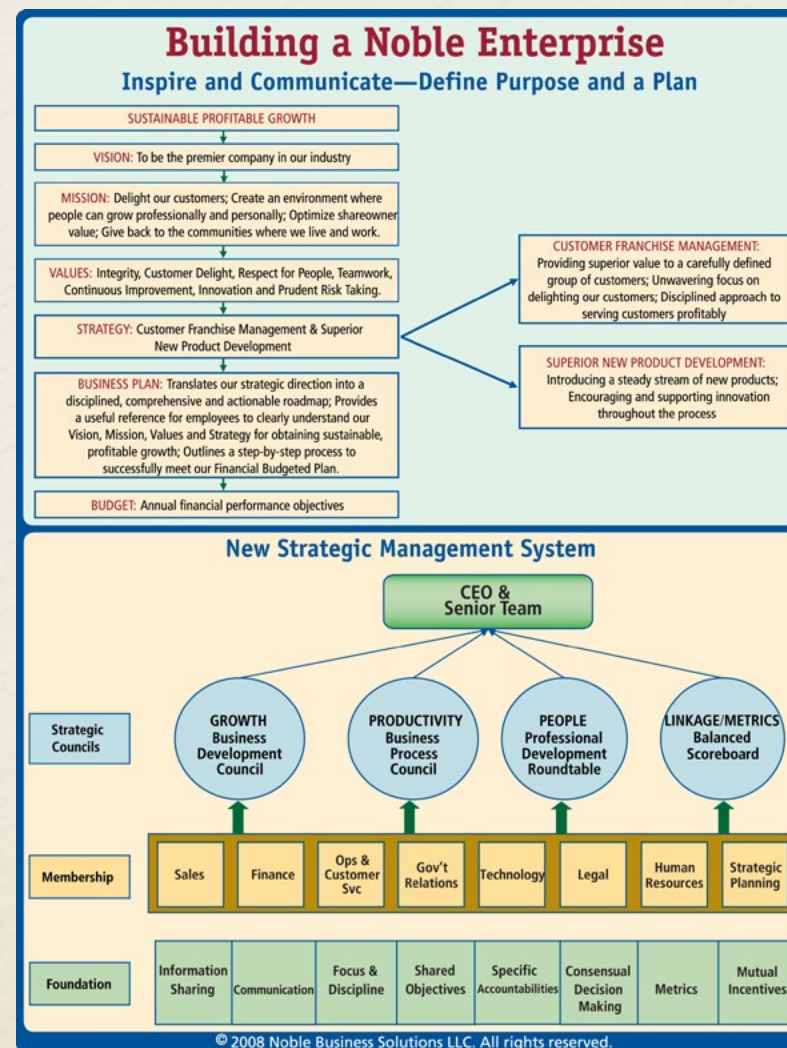
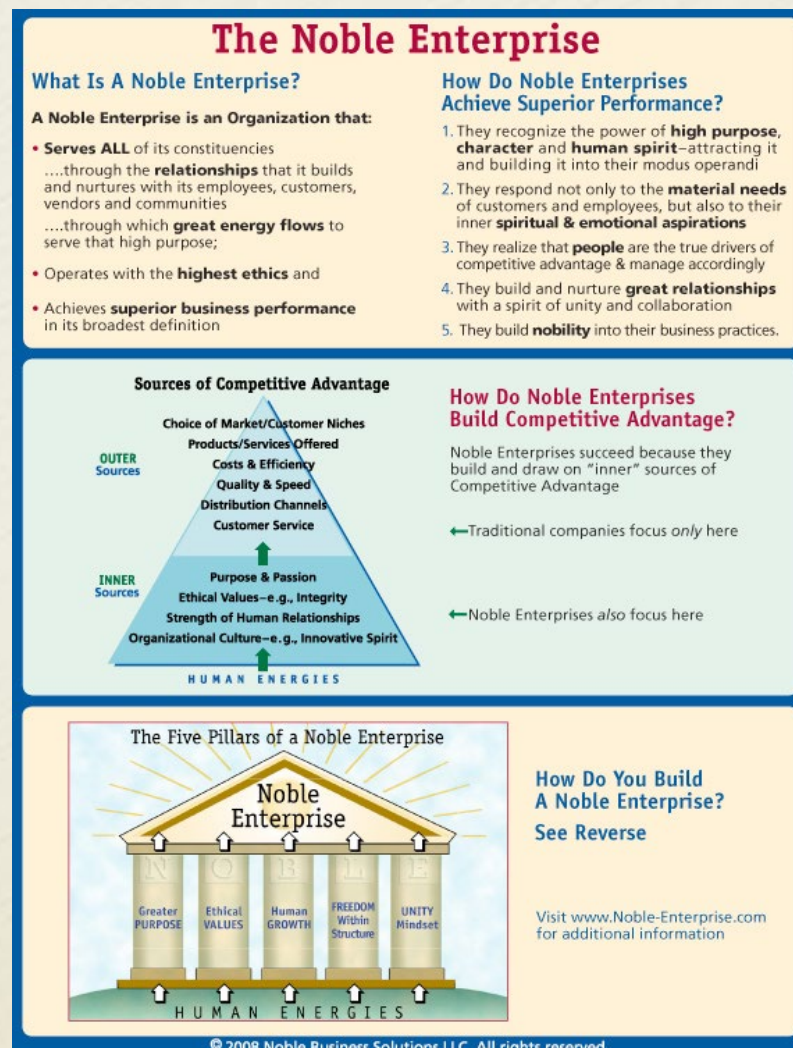


Book cover for project book (InDesign)

Poster (20" x 16") and book designed and produced using Adobe InDesign. Images were scanned, adjusted, repaired and restored using Adobe Photoshop.

© 2015, Angela C. Dowd

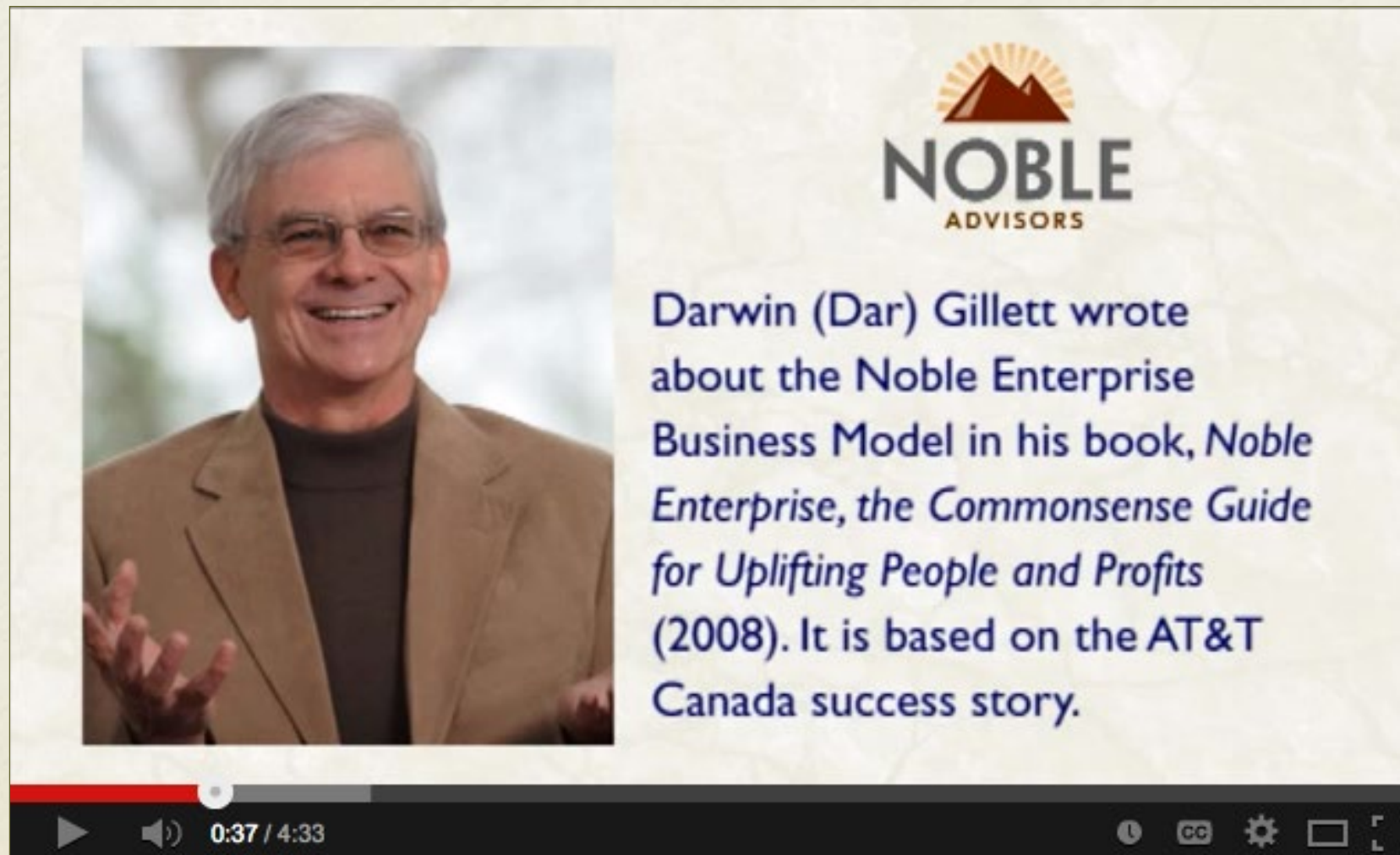
Graphic Design: Illustrations for Handout and Slides for Noble Advisors Presentation



Laminated handout (2-sided), designed for a presentation at Olin Business School by Dar Gillett of Noble Advisors. All parts were created with Adobe InDesign and Illustrator.

Two (of several) slide illustrations for a presentation Dar Gillett, of Ascendza CEO Center, gave at a conference in Brazil.

Multimedia: Video & Web-Based Training

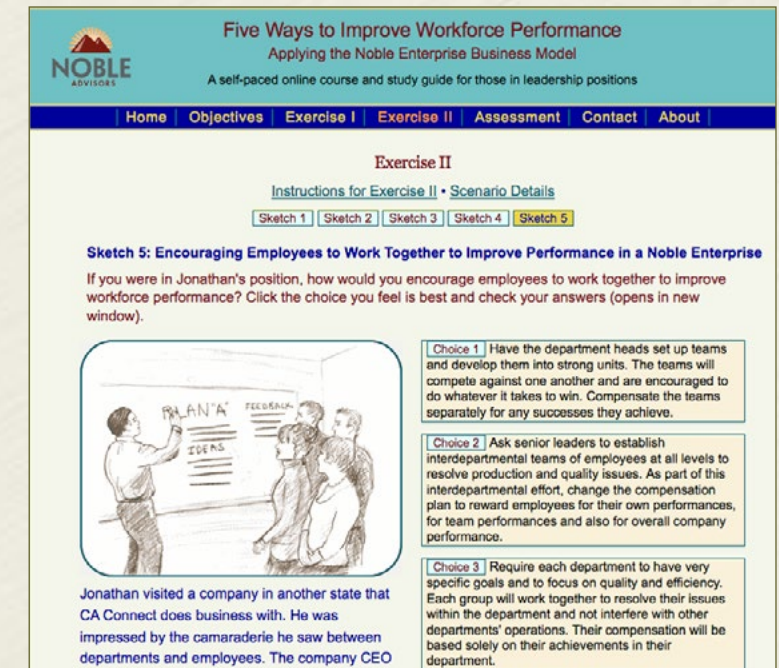


[View video: What is a Noble Enterprise?](#) (YouTube)

Five Ways to Elevate Workforce Performance: Applying the Noble Enterprise Business Model.

A web-based training course for people in leadership roles seeking to improve workforce performance.

- Video designed and produced with Adobe Premiere Pro, website developed in Dreamweaver
- Refer to [Creative Work Report](#) (pdf, 1.3 MB) for project details



[View web-based training scenarios](#)

Multimedia: eLearning Module



[View tutorial: Intro to myVolunteerPage.com](#)

Gives a brief overview of the Exploratorium Volunteer Website and shows how to set up a profile.

- Designed and developed using Adobe Captivate e-Learning development software
- Can be viewed on a computer or a mobile device
- Script adapted from the Volunteer Webpage User Manual
- Banner adapted from existing Exploratorium Volunteer Website and user manual branding



Table of contents and first page

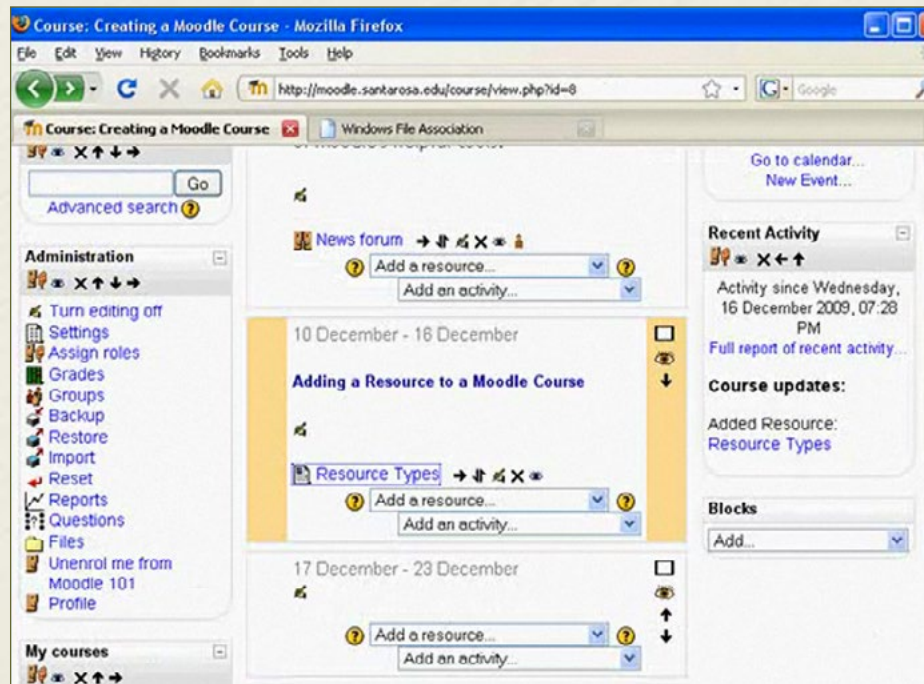


Storyboard (PPT 565 KB)



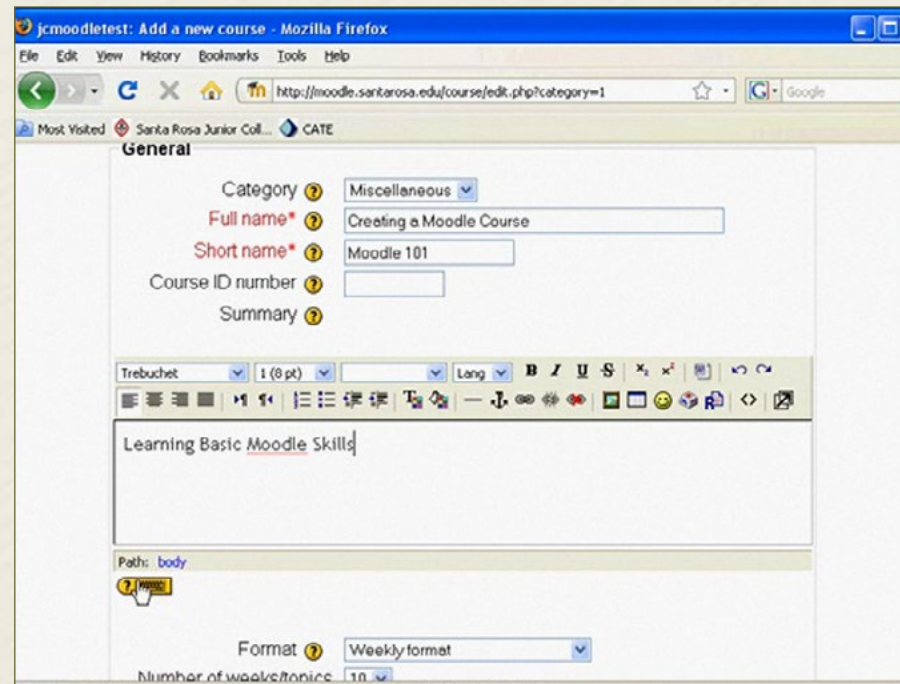
Job Aid (pdf 617 KB)

Multimedia: Screen Flow Video



[View Creating a Moodle Course Video](#) (YouTube)

93,911 views to date



[View Moodle's Instructional Features Video](#) (YouTube)


Click below to download scripts:

[Creating a Moodle Course](#) (doc, 47 KB)

[Instructional Features](#) (doc, 32 KB)

Videos designed and developed using Camtasia for Santa Rosa Junior College, Computer Sciences Department, to train instructors to use the new learning management system, © 2015, Angela C. Dowd.


Multimedia: HTML Emails Designed in MailChimp



parent network
+ resource center


Empowering families of children with special needs since 1983
Capacitar a las familias de niños con necesidades especiales desde 1983

Helpline 800.578.2592



December 2016 Monthly Express

All is Calm. All is Bright. Really?




As parents of kids with special needs, we're constantly considering their behavior. How does their behavior during the holiday season affect things like their learning, their friendships (or lack of them), and their stress levels?

Be the example for your child, and focus on managing your stress this holiday season. Learn how to stay calm during the holidays and plan calm celebrations. Check out these web pages and articles:

- [How to Stay Calm During the Holidays](#)
- [Special Occasions and Special Needs Kids](#)
- [Enjoying The Holiday Family Gathering With Your Special Needs Child](#)

And be kind to your fellow shoppers in crowded stores and fellow drivers in traffic. Our kids are watching us and modeling our behavior.

Be calm, be bright. Maybe, just maybe, all will be. Happy Holidays!



The Early Years: Holiday Coping Strategies


Families who have children with special needs face many challenges during the holidays. One great coping strategy

DONATE to Matrix

[En Español](#)

Upcoming Matrix Events

Our Hops & Harmonies Fundraiser returns to Lagunitas January 17!
[read more](#)



Hops & Harmonies

Upcoming Matrix Trainings & Workshops

ENGLISH TRAININGS
Special Education Rights and Responsibilities
[Fairfield](#)
[Santa Rosa](#)
[Novato](#)

SPANISH TRAININGS
Abogando por su Estudiante con Necesidades Especiales
[Santa Rosa](#)



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Stay calm, even during a storm

Looking for ways to alleviate stress? Join us to learn how...



Mindfulness-Based Stress Reduction Course

Designed specifically for parents of children with special needs

MBSR (Mindfulness-Based Stress Reduction) is an evidence-based program proven to reduce and relieve daily stress and tension.

[Click here for info on MBSR Harvard Research Study.](#)

- Offered **FREE** to parents of little ones, ages 0 to 5 years, in Marin, Napa, Solano and Sonoma Counties
- Curriculum developed by Vanderbilt University to help parents of children with disabilities manage their stress
- Based on the MBSR program developed by Jon Kabat-Zinn PhD at the University of Massachusetts Medical School
- Facilitated by Sandi Strang and Alyssa DiFilippo of Matrix
- On-site childcare will be provided

January 31, 2017 for 6 consecutive Tuesdays through March 7, 2017
[Click here for info](#)
[Click here for schedule](#)
[Click here to register](#)

10:00 am to 11:30 am
American Legion Hall
500 Magnolia Avenue
Larkspur

 Twitter
  Facebook
  Website



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Regional Center: Self-Determination and Transition to Adulthood



Join Matrix and [SCDD \(State Council on Developmental Disabilities\)](#). Learn more about the Regional Center, Self Determination and Transition to Adulthood.



This training will focus on the Self-Determination program and how it will effect and benefit youth in Transition to Adulthood.

FAIRFIELD
Thursday, February 2
10:00 am – 12:00 pm

[Click here to register](#)
Registration for 15 is available.
Ages 14 to adulthood.
Sign up early to secure a spot.

Parents By Choice Meeting Room
1545 N. Texas Street #201 (second floor),
Fairfield

For additional information
Call: 800.578.2592
Email: info@matrixparents.org

[Forward this to a friend](#)





Facebook Twitter Website

[Open MailChimp Archive](#)

[Open MailChimp Archive](#)

[Open MailChimp Archive](#)

Multimedia: Web-Based Training

Designing Courses With Accessibility and Usability in Mind

Home Accessibility Usability Flexibility Glossary/Resources

Accessibility

Alternative Text

Use Alternative text, also known as Alt text. Alt text is read by screen readers in place of images. It displays in place of the image if browsers that don't support using images and provides a semantic meaning and description to images.



Alt Tags are attributes used to add context for learners who use screen readers.

Designing Courses With Accessibility and Usability in Mind

Home Accessibility Usability Flexibility Glossary/Resources

Glossary :: Resources

Glossary

Alternative Text

Alt Text is Alt text Is read by screen readers in place of images. It displays in place of the image if browsers that don't support using images. It provides a semantic meaning and description to images.

Assistive Technology (AT)

AT is used by learners who can only access course content using special technologies. Some examples that were listed on the [WebAIM](#) website are a mouth stick, head wand, a single-switch access, a sip and puff switch, an oversized trackball mouse, an adaptive keyboard, eye tracking, and voice recognition software. Many assistive technologies for people with motor disabilities work through the keyboard.

Asynchronous Learning

Students learn the same material at different times and locations. Asynchronous learning networks all have a common conference space available. Students can post a message, read a message or respond to a message all within the same shared spaced.

Breadcrumbs

Breadcrumbs appear at the top of larger websites and are used to show the learning path and guide students. They show the path the user takes to get to the final destination. They help to keep the learner on track during navigation

Section 508 of the Rehabilitation Act, §1194.22

This is a civil rights law that guarantees equal opportunity for individuals with disabilities in employment, public accommodations, transportation, State and local government services, and telecommunications.

[Visit web-based training web site](#)

Designed and developed using Dreamweaver for Santa Rosa Junior College, Computer Sciences Department. This site was designed as a resource for instructors with a need to learn about designing accessible instructional materials, © 2015, Angela C. Dowd.

Multimedia: Distance Learning Seminar (web-based)

Learning Styles and Distance Education

Home Learning Objectives Overview Learning Path Resources

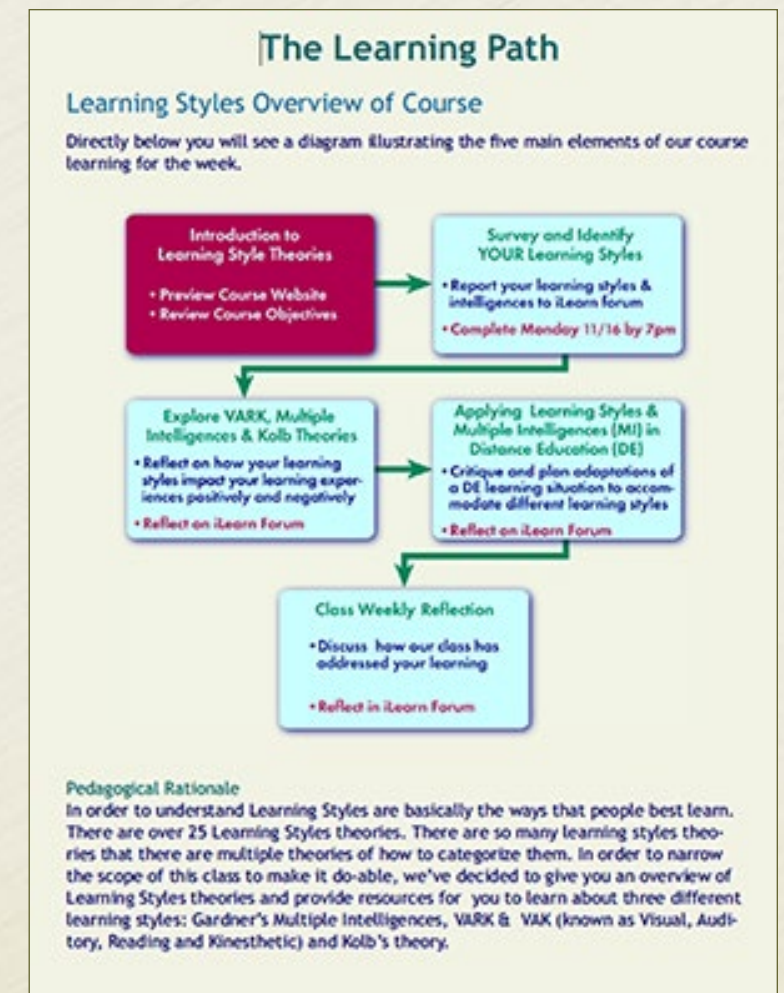
Learning Objectives

At the end of this class, students will be able to:

- Define** what learning styles and theories are, including Multiple Intelligences, Kolb, and VAK theories.
- Discuss** how their personal VARK and Multiple Intelligences profiles influence their learning.
- Explain** how Multiple Intelligences, Kolb, and VAK theories affect distance learning.
- Apply** one Learning Styles theory to their own instructional design practice.

Questions? Email the A-team for a quick response to questions.

Here is a link to the iLearn help forum



[Visit online seminar website: Learning Styles and Distance Education](#)

Team Project for a Distance Learning Seminar at San Francisco State University. The course objective is for Instructional Design(ID) students to apply Learning Styles Theory to their ID practices.

- Website designed using Dreamweaver
- Learning Path and other downloadable handouts designed using Adobe InDesign and Acrobat Pro


Click links below to download documents

[View Goals & Learning Path](#) (pdf, 897 KB)

[Course Summary Report](#) (pdf 968 KB)

[Course Debrief](#) (pdf 37 KB)

Multimedia: Training Presentation



IEP Basics

Training Sections:

- ✧ Who is Matrix?
- ✧ Special Education and IEPs
- ✧ IEP Timelines
- ✧ IEP Meetings

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IEP Basics

A training video offered by Matrix Parent Network and Resource Center.

Developed by:
Sandi Strang, Director of Parent Services

Sponsored in part by:
Marin Charitable Foundation

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[View IEP \(Individualized Education Plan\) Basics](#)

View IEP (Individualized Education Plan) Basics, a presentation and video training designed for Matrix Parent Network and Resource Center. The presentation pdf is available for viewing. The video is not publicly available.

Multimedia: Presentation and Handout

Manage the Story, Manage the Change:

How Neuroscience Informs
the Management of Change
through Storytelling

Mark D. Beck, DNP, MSN, BS, RN-BC, CENP,
HeartMath® Certified Trainer, RN-BC
CEO, Beck, Bertram & Associates LLC



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ANPD Annual Conf. 7/15/15

Manage the Story, Manage the Change: How Neuroscience Informs the Management of Change through Storytelling

“A story does what facts and statistics never can: *it inspires and motivates.*”

Expert storytellers translate complex ideas into practical examples laced with strong emotional connections.”

“The audience tunes in because they see *themselves* woven into the story.”

(Taylor, 1996)

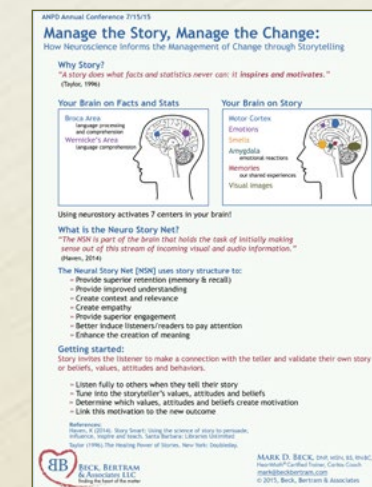


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ANPD Annual Conf. 7/15/15

10

[View presentation in SlideShare](#)



[Download handout from Slideshare](#)

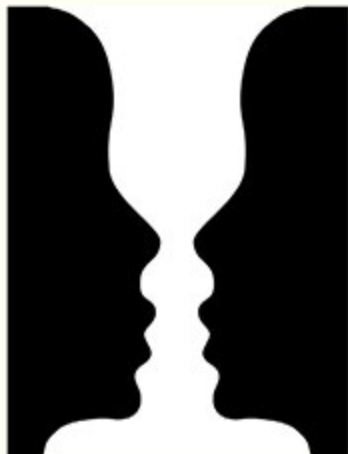
Manage the Story, Manage the Change: How Neuroscience Informs the Management of Change.

© 2015, Mark D. Beck, DNP, MSN, BS, RN-BC, CENP, Beck Bertram & Associates LLC. Presentation delivered at Association for Nursing Professional Development (ANPD) Annual Conference.

Multimedia: Presentation on Visual Design Strategies for ASTD Golden Gate Chapter Meetings

Figure/Ground Principle Strategies

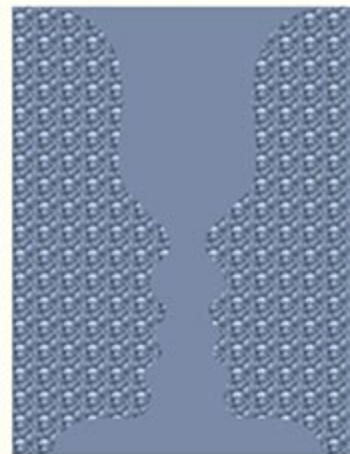
Reversal



Stable



Ambiguous



Choose a **Stable Figure/Ground** relationship and remember to build in enough contrast between your background and your foreground. **80% contrast is recommended.**

Visual Design Strategies for Instructional Designers Instructors & Presenters



[View Presentation in SlideShare](#)
2067 views to date

| Visual Design Strategies for Instructional Designers, Instructors, and Presenters • © 2013 Angela C. Dowd | | | |
|---|---|---|--|
| Slide | Slide Header/Text | Visual | 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 size/heading: Title - Adobe Caslon variable, 54pt centered, color: blue R-40-D-25 B-100 Headings (H1-H4) - 14/12/10/8pt Futura medium, PL, Top and Left margins 1.0", Body (B1-B4) - 10/10/8/6pt Futura Book & Medium, PL, 14/12/10/8pt Notes (N1-N4) - 10/10/8/6pt Futura medium, PL, 14/12/10/8pt Captions (C1-C4) - 10/10/8/6pt Futura Book, 10/12/10/8pt | Visual: Circle color: Background: If the Angela Dowd logo is going to be in the slide, it will be in the top right corner. If the Angela Dowd logo is going to be in the slide, it will be in the top right corner. If the Angela Dowd logo is going to be in the slide, it will be in the top right corner. If the Angela Dowd logo is going to be in the slide, it will be in the top right corner. | Other Notes: Header: If all slides has a gold strip, 2013 High school button to right Colors: Background: R-200 B-100 D-25 B-100 Gold border: R-200 B-100 D-25 B-100 Headings, Footers Notes: Blue R-40-D-25 B-100 Notes, 10/12 10/10 10/8 Body text, captions: 10/10 10/8 Footer: Visual Design Strategies for Instructional Designers, Instructors, and Presenters • © 2013 Angela C. Dowd |
| Slide 2 | Header: Visual Design Strategies for Instructional Designers, Instructors, and Presenters At bottom: acdowd@acdowd-designs.com www.acdowd-designs.com Font size/heading: Title - Adobe Caslon variable, 54pt centered, color: blue R-40-D-25 B-100 Headings (H1-H4) - 14/12/10/8pt Futura medium, PL, Top and Left margins 1.0", Body (B1-B4) - 10/10/8/6pt Futura Book & Medium, PL, 14/12/10/8pt Notes (N1-N4) - 10/10/8/6pt Futura medium, PL, 14/12/10/8pt Captions (C1-C4) - 10/10/8/6pt Futura Book, 10/12/10/8pt | Visual: Circle color: Background: If the Angela Dowd logo is going to be in the slide, it will be in the top right corner. If the Angela Dowd logo is going to be in the slide, it will be in the top right corner. If the Angela Dowd logo is going to be in the slide, it will be in the top right corner. If the Angela Dowd logo is going to be in the slide, it will be in the top right corner. | Other Notes: Header: If all slides has a gold strip, 2013 High school button to right Colors: Background: R-200 B-100 D-25 B-100 Gold border: R-200 B-100 D-25 B-100 Headings, Footers Notes: Blue R-40-D-25 B-100 Notes, 10/12 10/10 10/8 Body text, captions: 10/10 10/8 Footer: Visual Design Strategies for Instructional Designers, Instructors, and Presenters • © 2013 Angela C. Dowd |

[Storyboard & Script](#) (pdf 166 KB)

[Visual Design Strategies Handout](#) (pdf 120 KB)

Presentation designed using Adobe InDesign and Acrobat Pro. It was developed for the Association for Talent Development (ATD formerly ASTD), Golden Gate Chapter and presented at the North Bay and South Bay meetings.