Visual Design Solutions. Principles and Creative Inspiration for Learning Professionals

Description: Capture Interest and Enhance Understanding with the Right VISUAL DESIGN

Visual Design Solutions shows you how to achieve accessible, engaging visual designs for instructional materials. Visual communication educator and learning design specialist Connie Malamed shows you how to use targeted design to create materials that make information meaningful, relevant, and memorable.

This unique guide is a learning designer's visual design book. It approaches design from your perspective, whether you're designing training for the workplace or creating educational materials. Malamed explains the process and principles used by professional graphic designers, with creative solutions and examples you can apply immediately. Learn to use space, images, and typography to facilitate learning. Explore solutions for eLearning, presentations, and performance support. You'll discover practical guidelines for making smart design choices while enhancing the learning process, ways to create impeccable products, and the best methods to make your graphics more captivating.

Today's media-savvy audiences are surrounded with high-quality visuals. Your instructional materials have to measure up. Find out how to tap into your creativity, design with intention, and produce polished work that accomplishes its purpose.

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