Visual Design Solutions: Principles and Creative Inspiration for Learning Professionals

By Connie Malamed

Visual Design Solutions: Principles and Creative Inspiration for Learning Professionals By Connie Malamed

Enhance learners' interest and understanding with visual design for instructional and information products

No matter what medium you use to deliver content, if the visual design fails, the experience falls flat. Meaningful graphics and a compelling visual design supercharge instruction, training, and presentations, but this isn't easy to accomplish. Now you can conquer your design fears and knowledge gaps with *Visual Design Solutions*: a resource for learning professionals seeking to raise the bar on their graphics and visual design skills. This informal and friendly book guides you through the process and principles used by professional graphic designers. It also presents creative solutions and examples that you can start using right away. Anyone who envisions, designs, or creates instructional or informational graphics will benefit from the design strategies laid out in this comprehensive resource.

Written by Connie Malamed, an art educator and instructional designer, this book will help you tap into your creativity, design with intention, and produce polished work. Whereas most graphic design books focus on logos, packaging, and brochures, *Visual Design Solutions* focuses on eLearning, presentations, and performance support. *Visual Design Solutions* includes practical guidelines for making smart design choices, ways to create professional-looking products, and principles for successful graphics that facilitate learning. Ideal for instructional designers, trainers, presenters, and professors who want to advance from haphazard to intentional design, this book will help them realize their design potential.

- Gain the knowledge and confidence to design impressive, effective visuals for learning
- Increase learner comprehension and retention with visual strategies offered by an expert author
- Serves as a reference and a resource, with a wealth of examples for inspiration and ideas
- Addresses an intimidating topic in an informal, friendly style

In four parts, the book provides a thorough overview of the design process and design concepts; explores space, image, and typography; and presents workable solutions for your most persistent and puzzling design problems. Get started and

begin creating captivating graphics for your learners.

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Editorial Review

From the Back Cover

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.

About the Author

CONNIE MALAMED consults, writes, and speaks in the fields of online learning, visual communication, and information design, through her company, Connie Malamed Consulting. She has more than 20 years of experience designing learning and visual solutions for nonprofit organizations, higher education, government, and businesses. She is the author of *Visual Language for Designers,* the publisher of heelearningcoach.com, and the creator of Instructional Design Guru, a mobile reference app for instructional design. With degrees in art education and instructional design, Malamed energetically pursues ways to improve instructional and information graphics. You can connect with her on Twitter at @elearningcoach.

Users Review

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Joshua Orvis:

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