



Visual Design Solutions: Principles and Creative Inspiration for Learning Professionals

Connie Malamed

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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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Alan Levin:

A lot of people always spent their very own free time to vacation or go to the outside with them household or their friend. Are you aware? Many a lot of people spent they free time just watching TV, or playing video games all day long. In order to try to find a new activity that is look different you can read the book. It is really fun for yourself. If you enjoy the book you read you can spent the entire day to reading a book. The book Visual Design Solutions: Principles and Creative Inspiration for Learning Professionals it doesn't matter what good to read. There are a lot of folks that recommended this book. These were enjoying reading this book. If you did not have enough space to bring this book you can buy the particular e-book. You can m0ore quickly to read this book from your smart phone. The price is not to fund but this book features high quality.

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Becky Duncan:

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