
ATD ASK-A-COACH SESSION

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**eLearning
and ID**

**Visual
Design**

1 eLearning and ID

The Problem



Course
Centric

versus



Solution
Centric

The solution to every problem is a long course.

The solution to every problem may vary and may not involve formal training.



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Repeated retrieval during learning is the key to long-term retention[☆]

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Abstract

Tests not only measure the contents of memory, they can also enhance learning and long-term retention. We report two experiments inspired by Tulving's (1967) pioneering work on the effects of testing on multitrial free recall. Subjects learned lists of words across multiple study and test trials and took a final recall test 1 week after learning. In Experiment 1, repeated testing during learning enhanced retention relative to repeated studying, although alternating study and test trials produced the best retention. In Experiment 2, recalled items were dropped from further studying or further testing to investigate how different types of practice affect retention. Repeated study of previously recalled items did not benefit retention relative to dropping those items from further study. However, repeated recall of previously recalled items enhanced retention by more than 100% relative to dropping those items from further testing. Repeated retrieval of information is the key to long-term retention.

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Keywords: Testing effect; Retrieval processes; Learning; Retention

Influential Findings

Learning requires more than one event



People learn informally



Learning is social



Knowledge is a connected network



Trends

Blended Learning



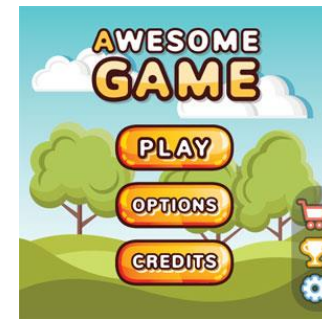
Microlearning



Performance Support



Games/Gamification



Interactivity

It's more than clicking an object and displaying information.

Real-world Scenarios

Learners respond to situations where there are consequences for their decisions.

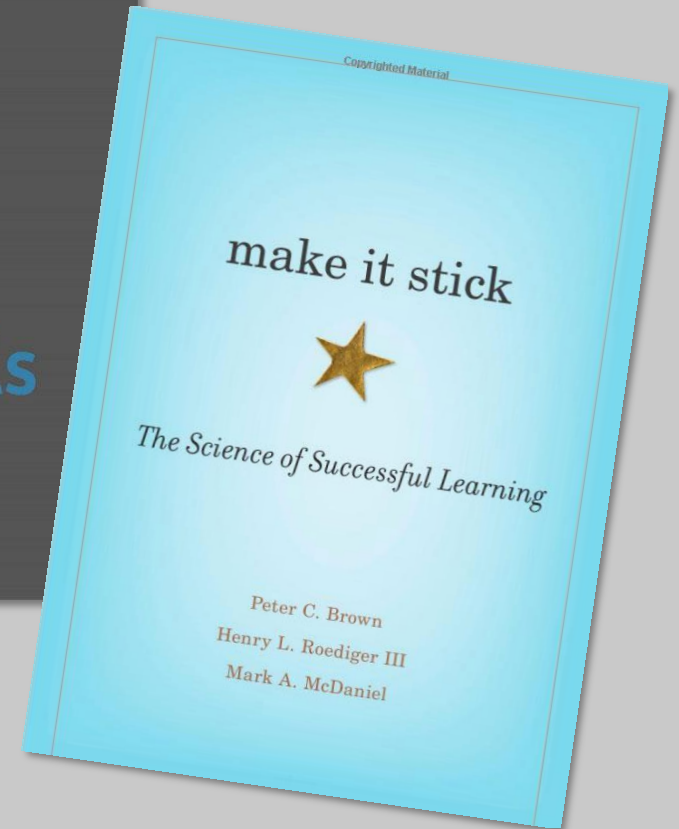
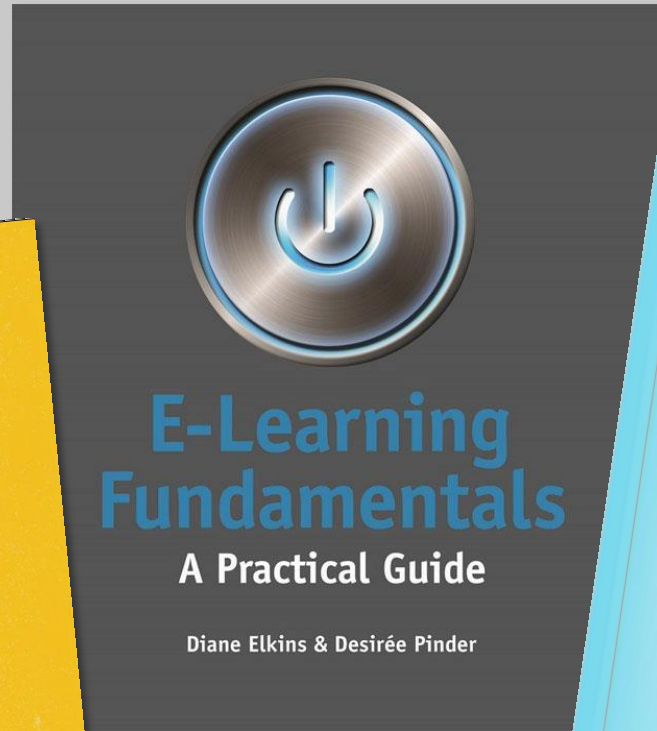
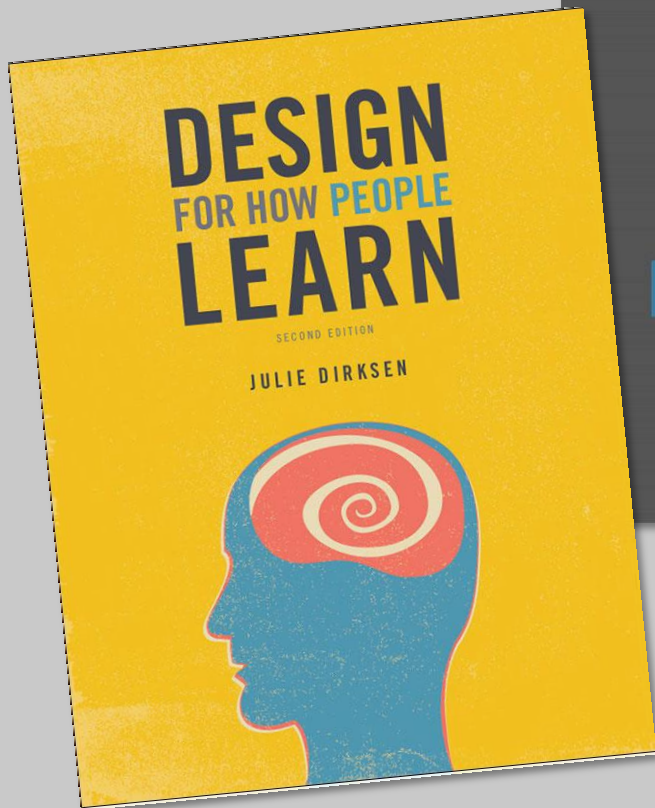
Higher-order Thinking

Present questions & activities that promote problem-solving. Allow learners to fail and then give hints.

Gamification

Allow learners to collect badges or gain points. It's motivating to many.

Books



Visual Design



Design versus Art

DESIGN

Design is utilitarian

Communicates a
specific message

Starts with assets

Judged by effectiveness

ART

An end in itself

Self-expression

Starts with a blank slate

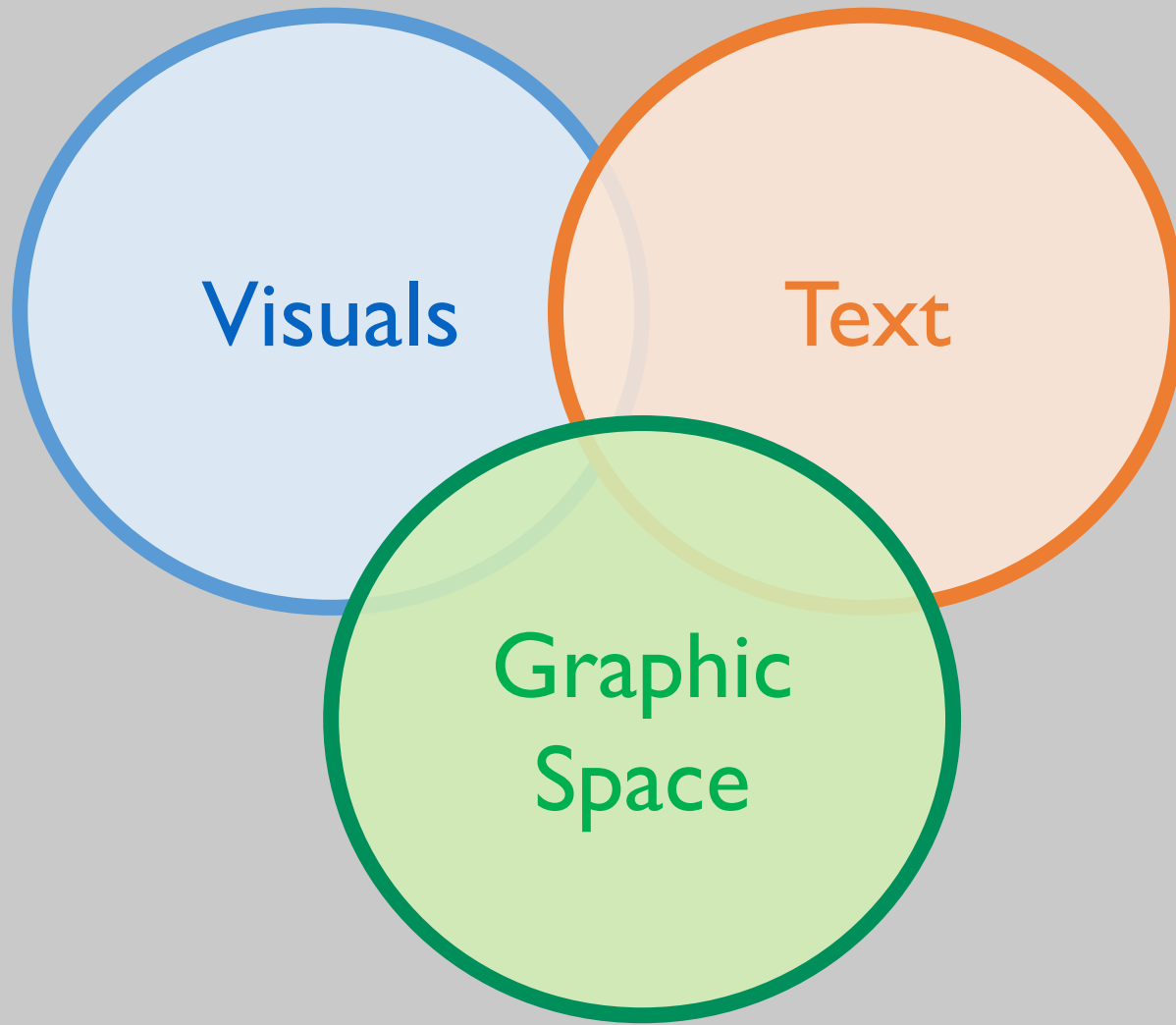
Judged by beauty or insight

What is visual design?

Visual Design

The arrangement of visuals
and text in graphic space.

Visual Design



Align Your Design



Audience



Content



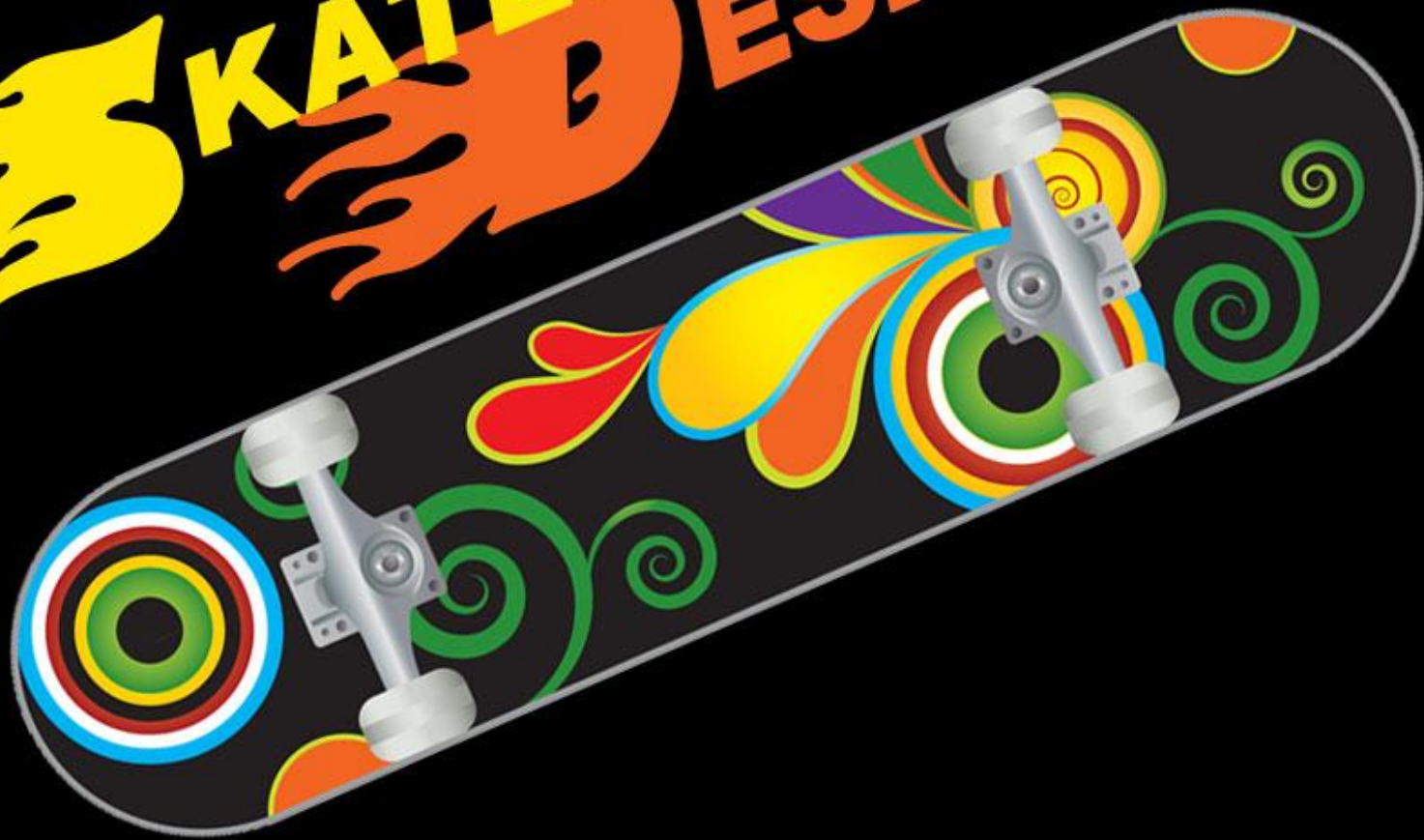
Organization



LEADERSHIP SKILLS

for MANAGERS

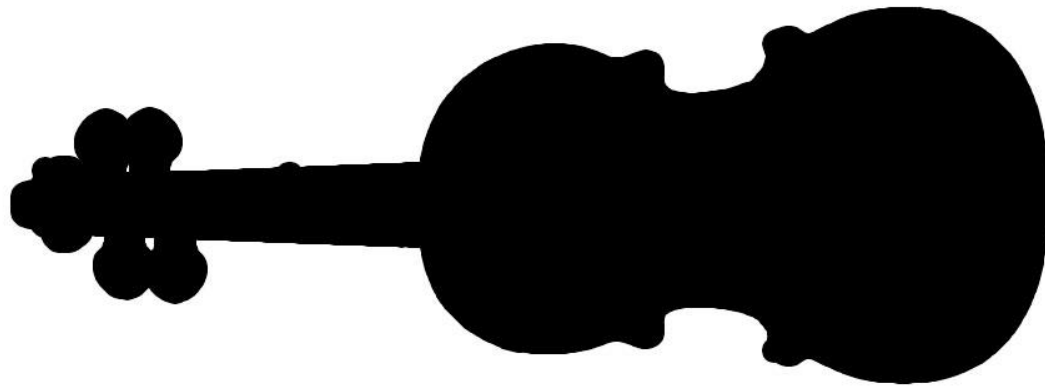
KATEBOARD DESIGN



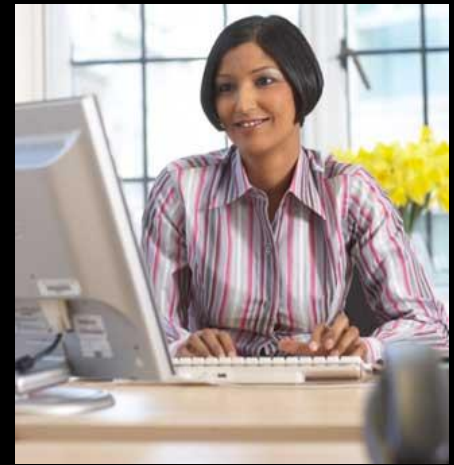
Nutrition for a Healthy Diet




Organize Graphic Space



Working
in the
U.S.





Working
in the
United
States

David is a citizen of a foreign country who is temporarily working in the United States in a cultural exchange. Which type of visa is appropriate for his stay?

H-1B

H-2B

Q-1



Image Options

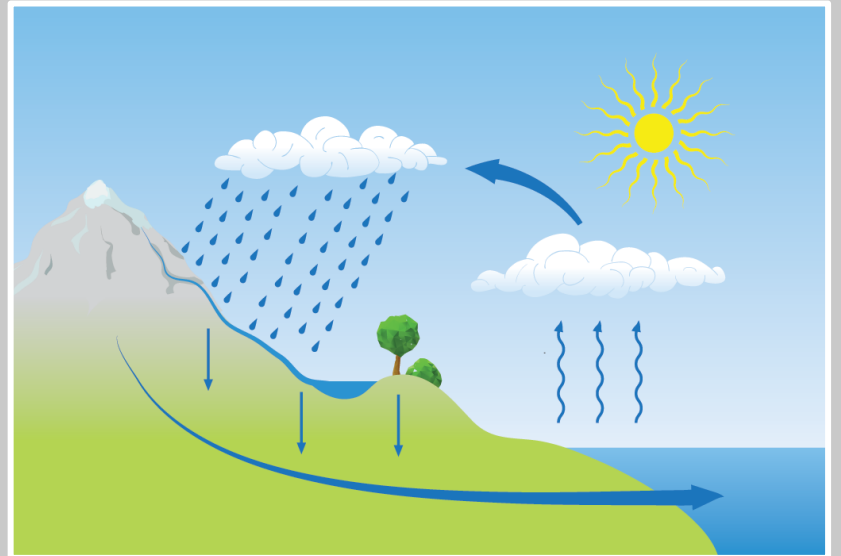
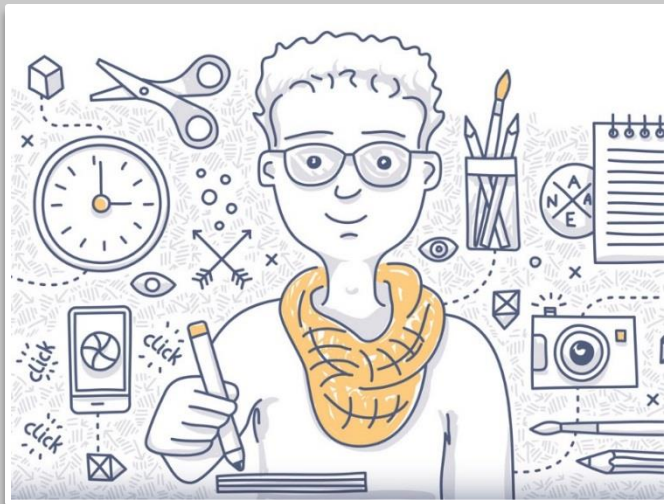


Image Options



Image Options



Selecting a Font

Find one typeface with a lot of styles.

Gill Sans Roman

Gill Sans Bold

Gill Sans Italic

Gill Sans Light

Roboto Roman

Roboto Black

Roboto Light

Roboto Condensed

Selecting a Font

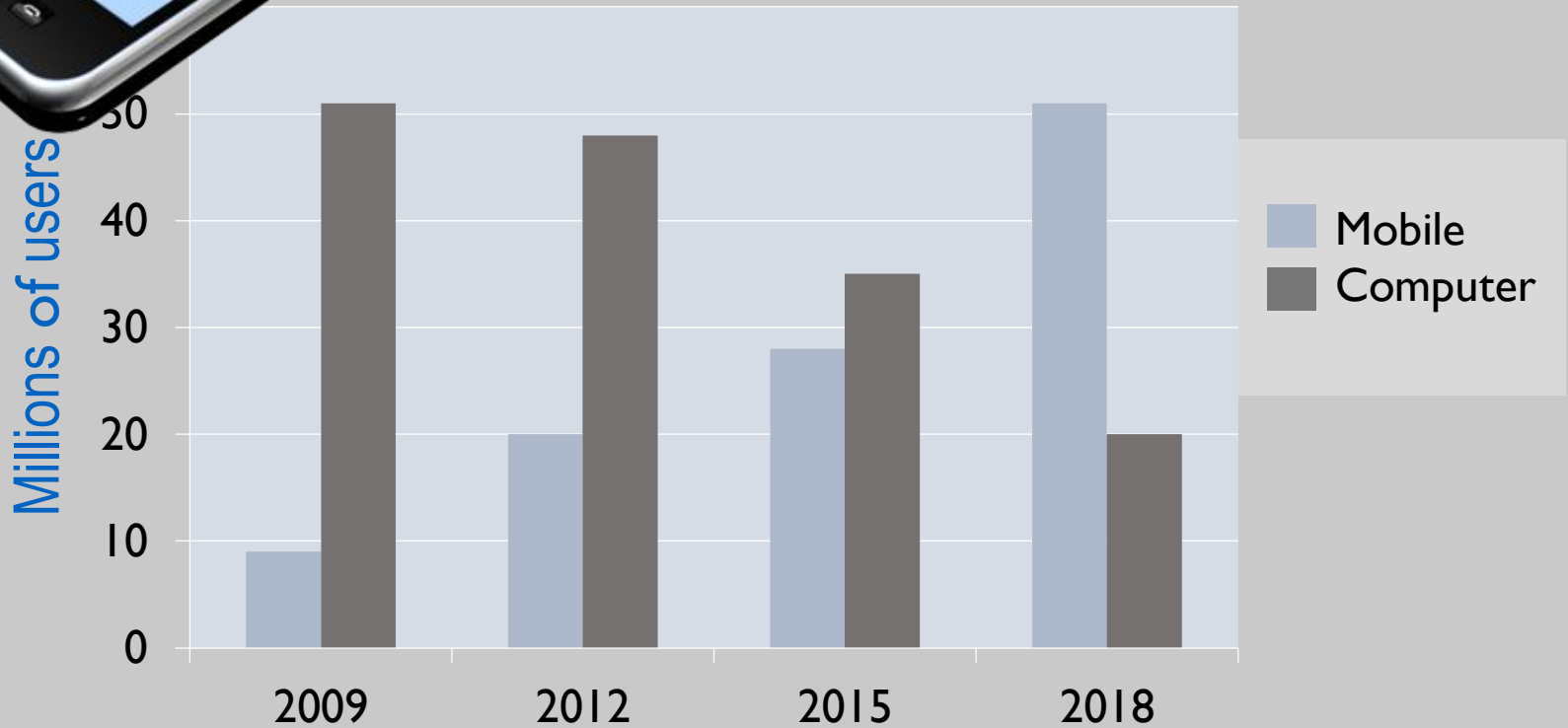
Or find two typefaces in different categories that have some similarities.

Serif Font for the Title

This is sans serif for the body text.

Visual Hierarchy

Controls the order in which the viewer sees visual elements.

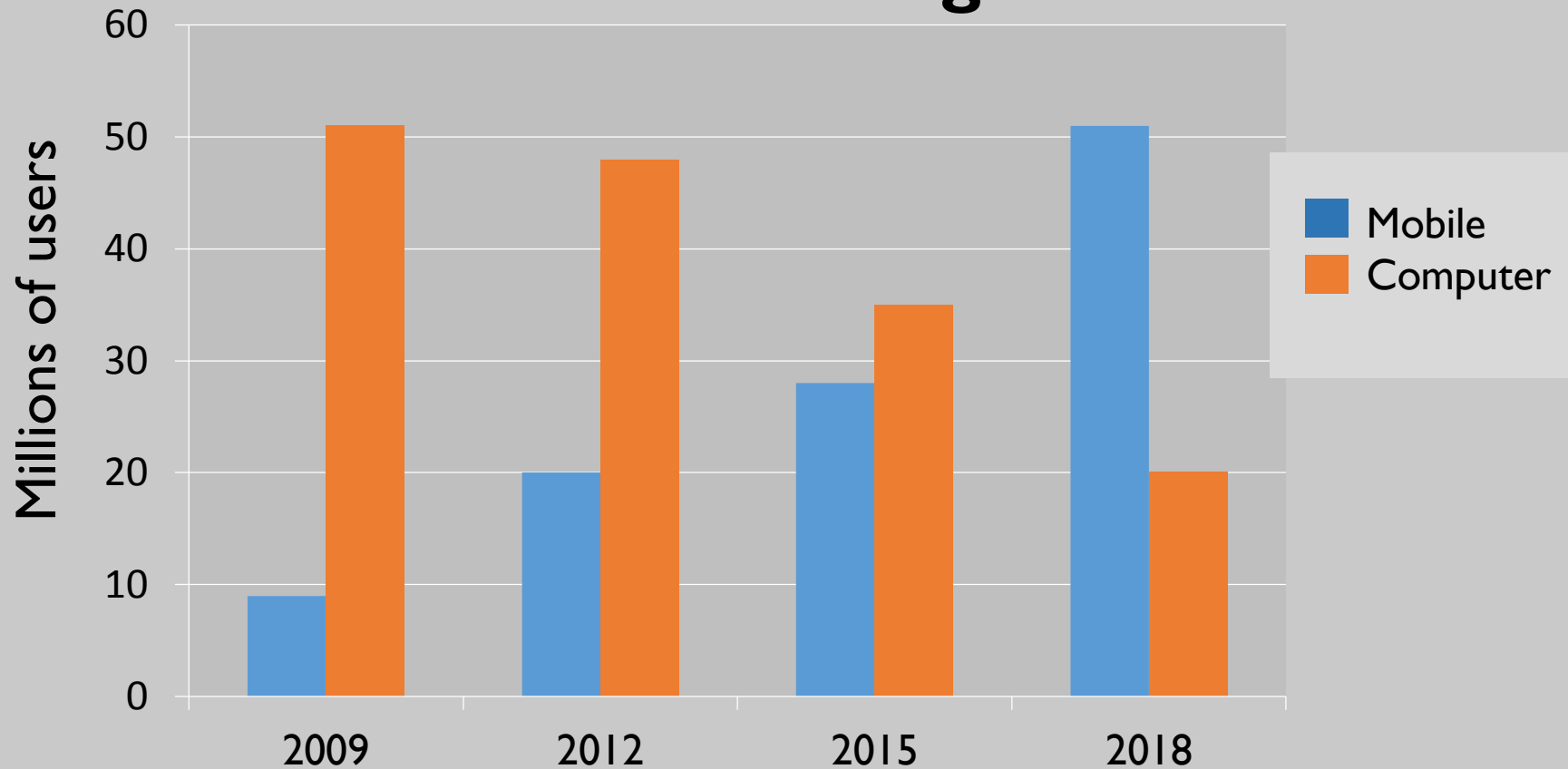


eCommerce is Going Mobile

By 2018, the number of people in the US who are using mobile devices to purchase products online will surpass the number using computers

Visual Hierarchy

eCommerce is Going Mobile

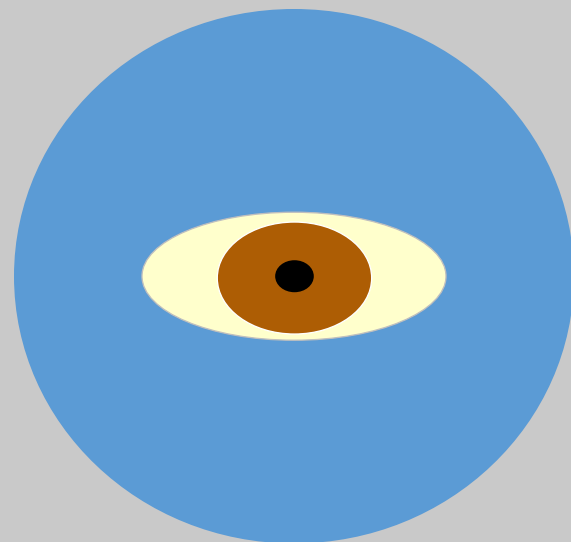
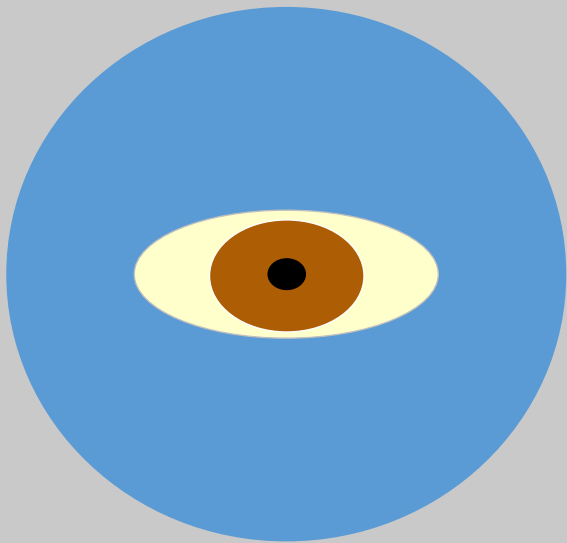


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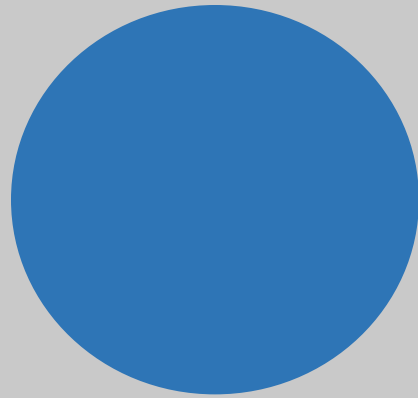
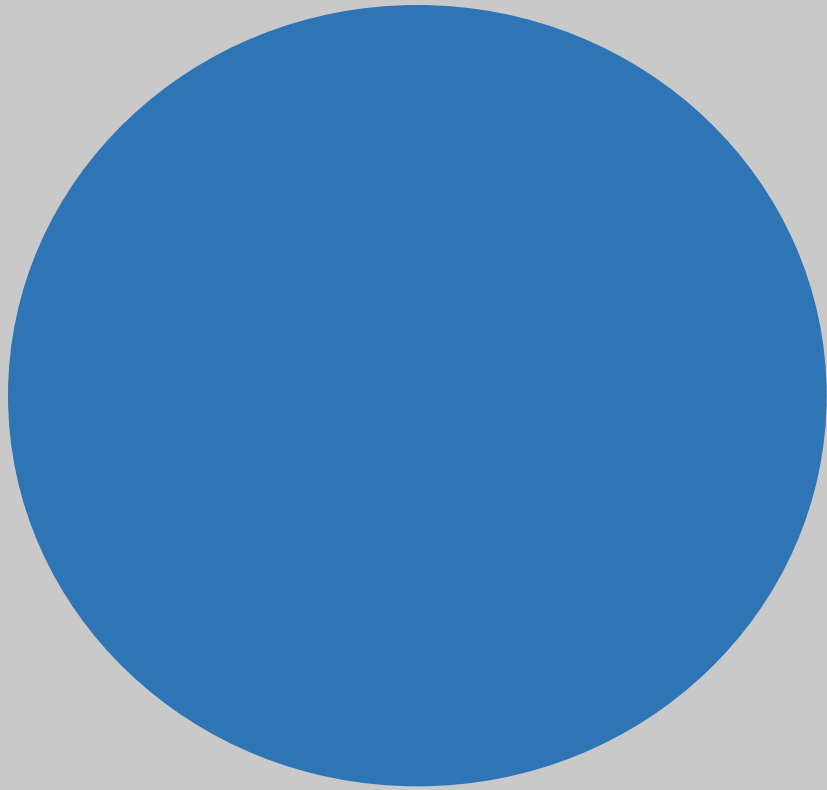
Focal Point



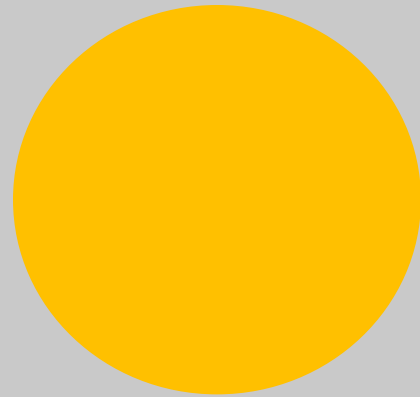
Position

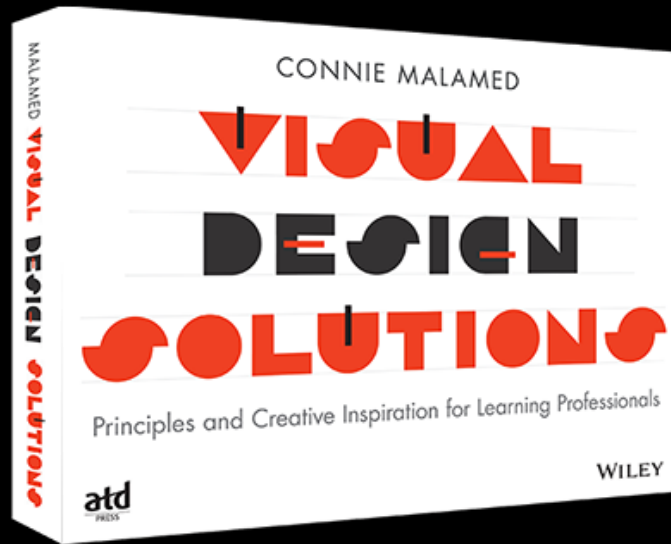


Size



Color





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