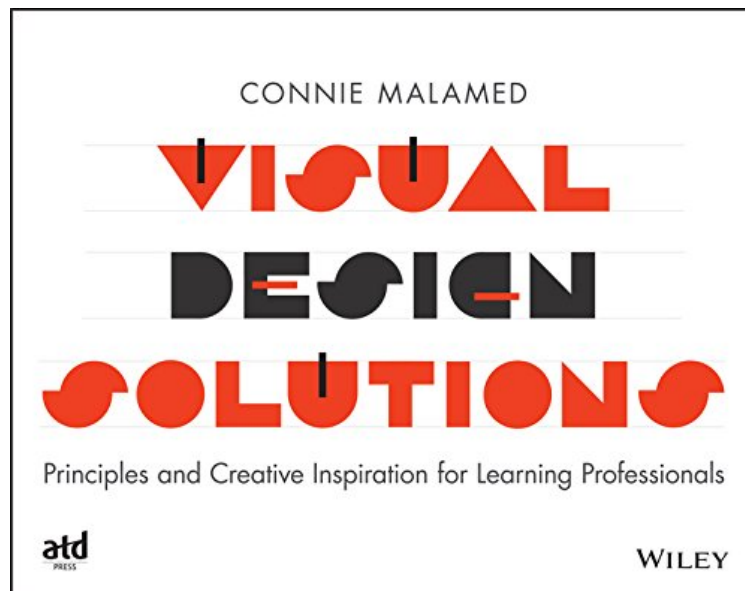


Visual Design Solutions: Principles and Creative Inspiration for Learning Professionals

Connie Malamed

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

before purchasing it in order to gage whether or not it would be worth my time, and all praised Visual Design Solutions: Principles and Creative Inspiration for Learning Professionals:

6 of 6 people found the following review helpful. Essential Tools for Designing with Clarity and ImpactBy Leighton HaynesConnie Malamed's clever and distinctive Twitter bio is simply this -- she is a "Professional Explainer."Malamed's elegantly succinct Twitter bio underscores why she's renowned for her creativity and effectiveness as a learning visual communication consultant. The essential brilliance of her work is captured by the ability to explain complex concepts with unusual clarity and impact. Visual Design Solutions delivers on its promise to provide the audience with fundamental tools to create accessible, engaging visual designs for instructional materials. While developed specifically for learning professionals, the book is beneficial to anyone tasked with the challenge of explaining complex information in a way that is memorable, understandable and engaging. And as Malamed notes in the book's introduction:"In today's multimedia world, the ability to visually communicate is a necessary and powerful skill."Visual Design Solutions features four major parts:1) THE BIG IDEAS: How to embrace the role of a designer by seeing, thinking and acting like one.2) BUILDING BLOCKS OF DESIGN: How to arrange visuals and type in graphic space to maximize clarity and impact.3) POWER PRINCIPLES: How to use color, visual hierarchy, visual unity, contrast and grouping to empower your designs.4) PRACTICING DESIGN: How to use specific strategies such as visual cues, visual excitement, semantic coherence and storytelling to ensure successful designs. Visual Design Solutions wonderfully exemplifies both the form and function of effective design. The layout and language is clean, accessible and jargon-free. Each chapter previews and summarizes the key questions and takeaways for the reader. There are loads of visually illustrated examples that demonstrate both best practices and pitfalls to avoid.As a long-time brand strategist and content developer who is expanding my horizons to include instructional design, I am always

eager to find outstanding design resources. Visual Design Solutions is a perfect compliment to Malamed's previous excellent book, Visual Language for Designers; and is a highly recommended addition to your professional development library. 10 of 11 people found the following review helpful. From the Trainer's Trainer By Jean Marrapodi Connie Malamed is the trainer's trainer. She understands visual design, but understands how to teach others to understand it, just as any good instructional designer should. This book is full of practical ideas to make elearning, PowerPoints and other training pieces look like they were designed by a graphic artist. The principles are basic, but most trainers don't know them. Exceptionally written content fall flat when it is encased in a bad visual interface. Connie provides examples, and step by step explanations to allow designers to create showpiece work. I pre-ordered this book when I knew it was coming, and after having it for a day am ordering copies for my team to have a weekly book discussion, about it, going through a chapter at a time, because I want them to glean from Connie's expertise. Visual design holds a long-time gap in our industry. I'm so glad we finally have a nuts and bolts manual to meet that need. 1 of 1 people found the following review helpful. If you only buy one book this year... make it this one! By Jeanne Bernui This is a great resource for anyone who is charged with communicating visually. If yoursquo;re designing presentations, elearning, print materials, or websites, you need this book. I think novices and experts alike will benefit from the book, as it offers a wealth of evidence-based information, practical tips, and relevant examples. I especially love all the examples! The structure of the book makes it an easy to use, go-to reference. Irsquo;ve pulled it out a number of times already, while working on elearning courses, to get ideas or check myself on a design decision. In the past, Irsquo;ve had clients question design decisions, or request specific design treatments that really would interfere with learning. I foresee this book coming in quite handy when having those conversations!

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.

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.