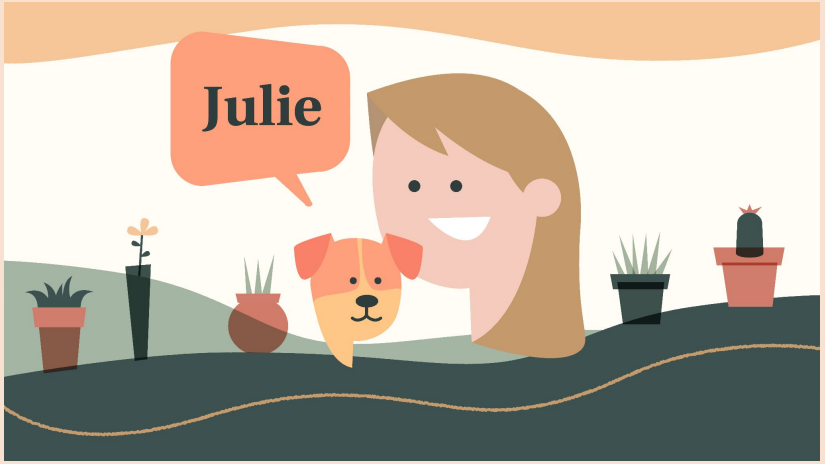
maestro

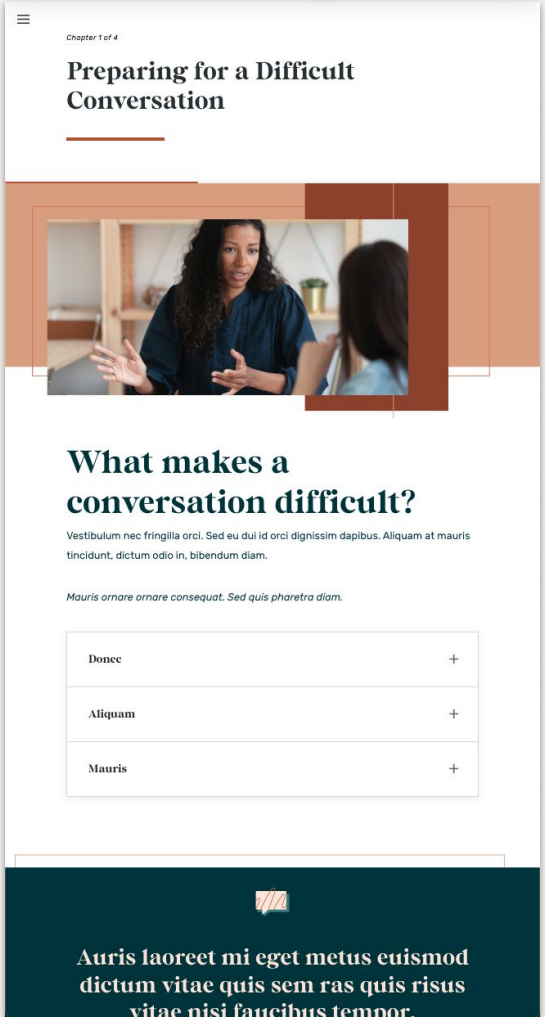
Secrets to Building Rise Courses That Stand Out

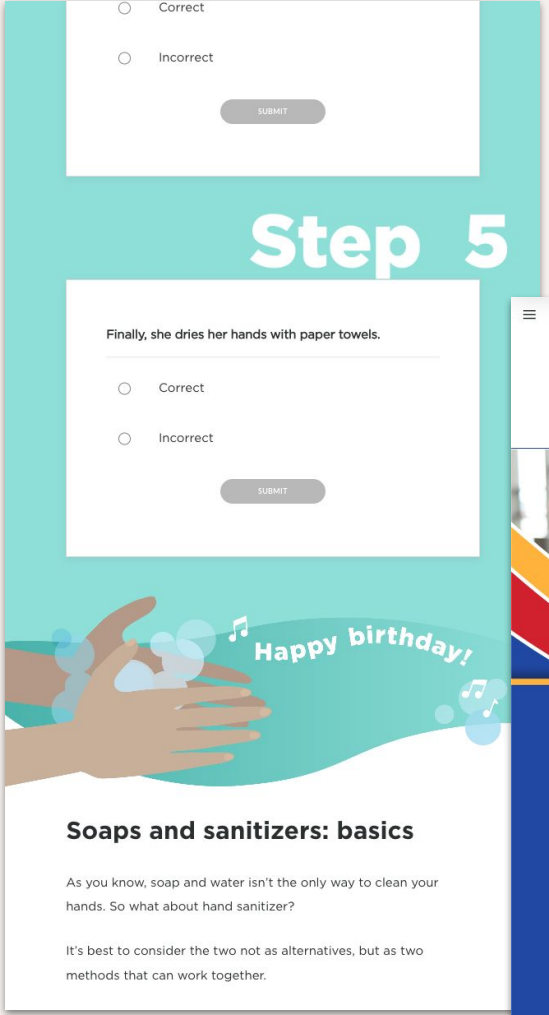
Nice to meet you

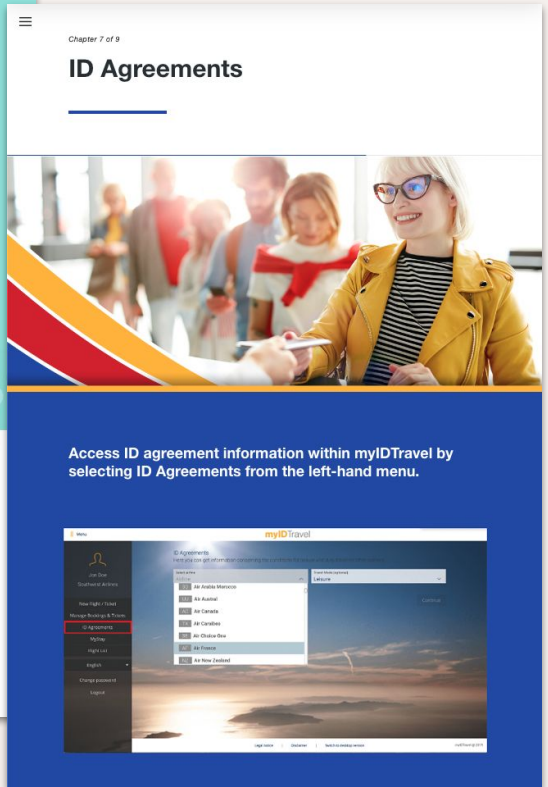
As a learning innovation company, Maestro approaches problems with curiosity and solutions without limits. We use strategy, design, technology, and media to inspire change through learning.

Get in touch with us after the webinar at **hello@maestrolearning.com.**




Chapter 1 of 4
Preparing for a Difficult Conversation
What makes a conversation difficult?
Vestibulum nec fringilla orci. Sed eu dui id orci dignissim dapibus. Aliquam at mauris tincidunt, dictum odio in, bibendum diam.
Mauris ornare ornare consequat. Sed quis pharetra diam.
Donec
Aliquam
Mauris
Auris laoreet mi eget metus euismod dictum vitae quis sem ras quis risus


Correct
Incorrect
SUBMIT
Step 5
Finally, she dries her hands with paper towels.
Correct
Incorrect
SUBMIT
Happy birthday!
Soaps and sanitizers: basics
As you know, soap and water isn't the only way to clean your hands. So what about hand sanitizer?
It's best to consider the two not as alternatives, but as two methods that can work together.


Chapter 7 of 9
ID Agreements
Access ID agreement information within myIDTravel by selecting ID Agreements from the left-hand menu.
myIDTravel

Agenda

01 Strong visual design: why and how

02 Top three go-to secrets

- Moodboarding
- Transitions
- Enhancing photos

03 Q&A

01

Strong visual design: why and how

Secrets to Building Rise Courses That Stand Out

Why?

Well-designed experiences resonate better

Learning works best when beautifully designed

How?

1. Tailor visuals to the content
2. Elevate the brand
3. Meet learners where they are
4. Push limits of Rise

02

Top three go-to secrets

Secrets to Building Rise Courses That Stand Out

Moodboarding

Working collaboratively to establish a visual guide

Fig Jam

Intent

- Brainstorming

FigJam

Intent

- Brainstorming

How it can support Rise

- Easy interface to place in images gathered for inspiration
- A single workspace accessible to all team members
- Bounce ideas off each other in real-time

Fig Jam

Intent

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- Bounce ideas off each other in real-time

What we love

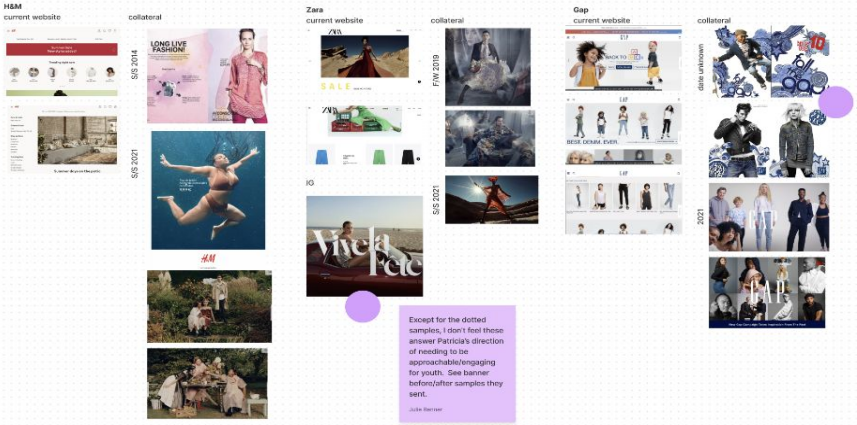
- Collaboration

Approachable
Youthful
Engaging

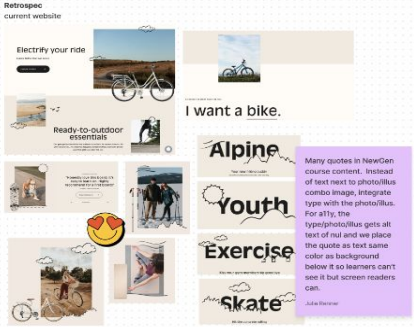
Content in first mod more heavy/negative reality
Content in remaining mods more hopeful/this is what you can do

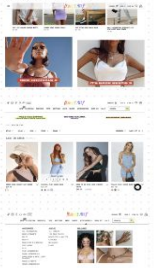
Samples (corp v. youth) from client on how far we can push brand

Suggested brands to reference



Additional brands referenced





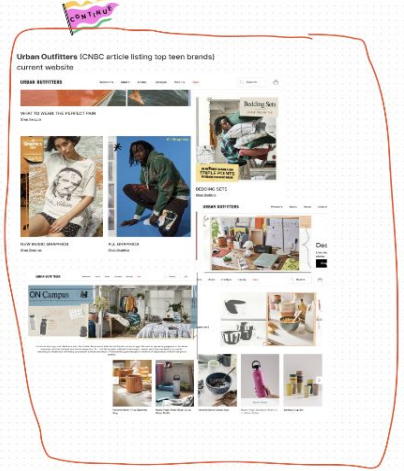
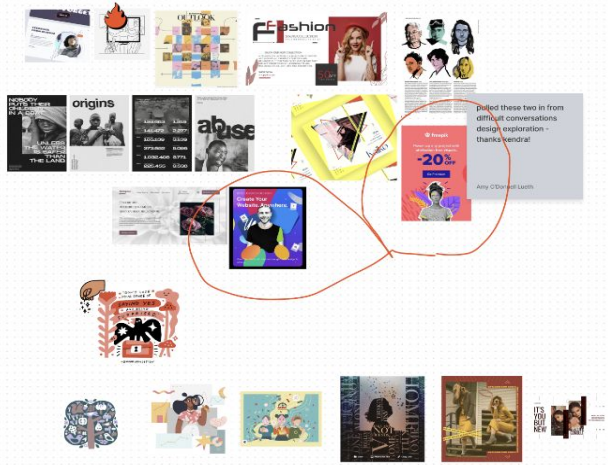


Illustration style options - combining type, photo, and illustration?



Graphics
SHOP

All Graphics

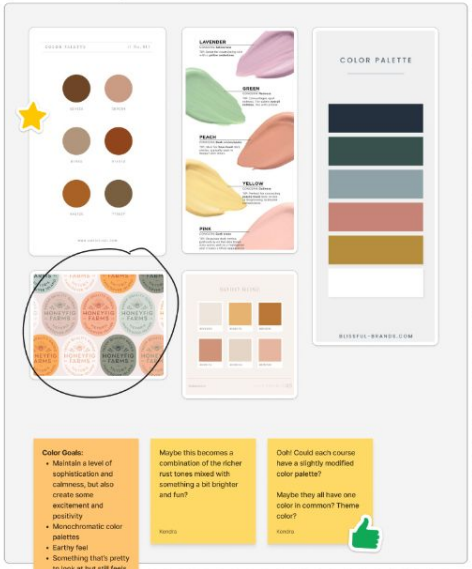
ON Campus

Chapter 1 of 2

Hello and Hope

Difficult Conversations Moodboarding

Color Palette



Fonts

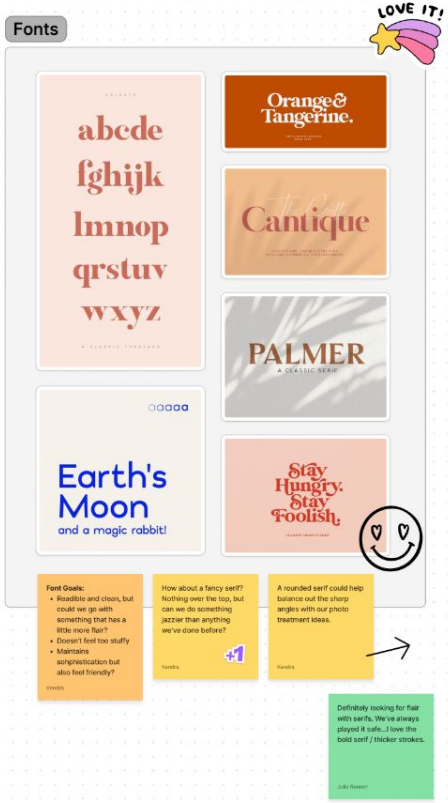
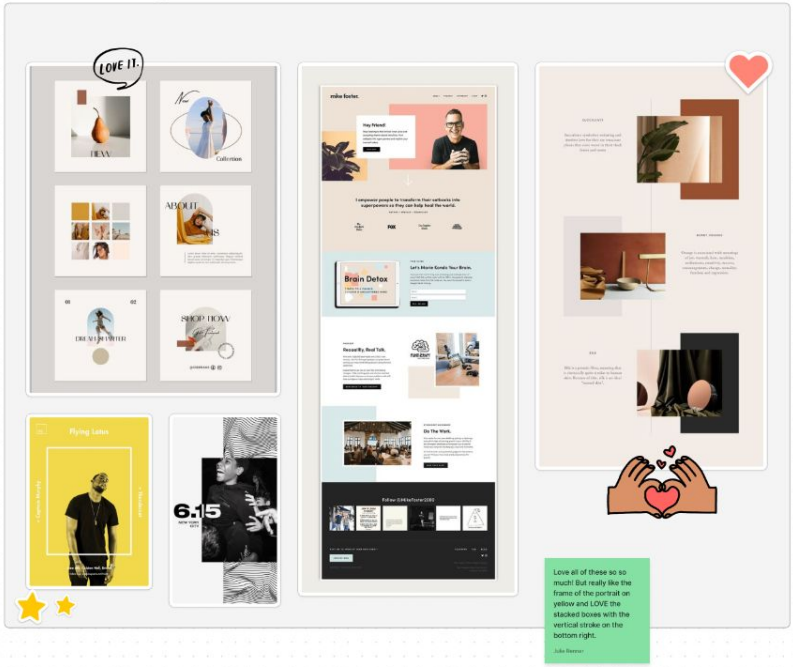


Photo Treatments



Share

Layers Assets Page 1

Pages

- Page 1

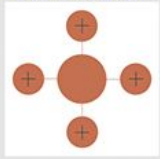
- Icon - Conversation cue
  - Blue
  - Pink
- Icon - Conversation cue
- Divider Top - Conversation cue
- Divider Top - Green
- Divider Top - Green
- Divider Top - Green
- Image + Text
- Image + Text
- Image + Text
- Image + Text
- Image Full Width
- Image Full Width
- Image Full Width
- Flipcard_Gallery Grid
- Cover
- Accordion_Tab_Timeline_Process
- Accordion_Tab_Timeline_Process
- Carousel

Typography

Carousel

Cover

Flipcard_Gallery ...



Accordion_Tab_Timeline_Process

Icon - Conversation cue

Image Full Width

Image + Text

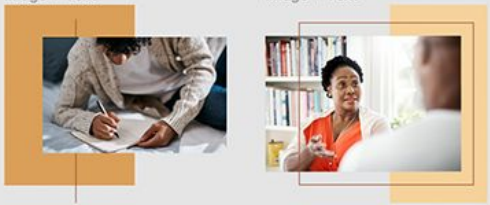


Image + Text

Image Full Width

Divider Top - Green

Divider Top - Bottom

Divider Top - Green

Divider Top - Bottom

Divider Top - Conversation cue

Divider Bottom - Conversation cue

Divider Top - Conversation cue

Divider Bottom - Conversation cue

Divider Top - Green

Divider Top - Bottom

Design Prototype Inspect

X 8320 Y 3357

W 32 H 84

0° 0

Layer

Pass through 100%

Fill

00575B 100%

Stroke

Effects

Export

Preparing for a Difficult Conversation

Moodboarding Demo

Let’s have fun in a FigJam file!

Transitions

Creating a visual cue to separate one concept from another

Adobe Illustrator

Intent

- Vector graphics

Adobe Illustrator

Intent

- Vector graphics

How it can support Rise

- Create anything from icons to complex artwork
- Text as image
- Artboards sized for Rise block images

Adobe Illustrator

Intent

- Vector graphics

How it can support Rise

- Create anything from icons to complex artwork
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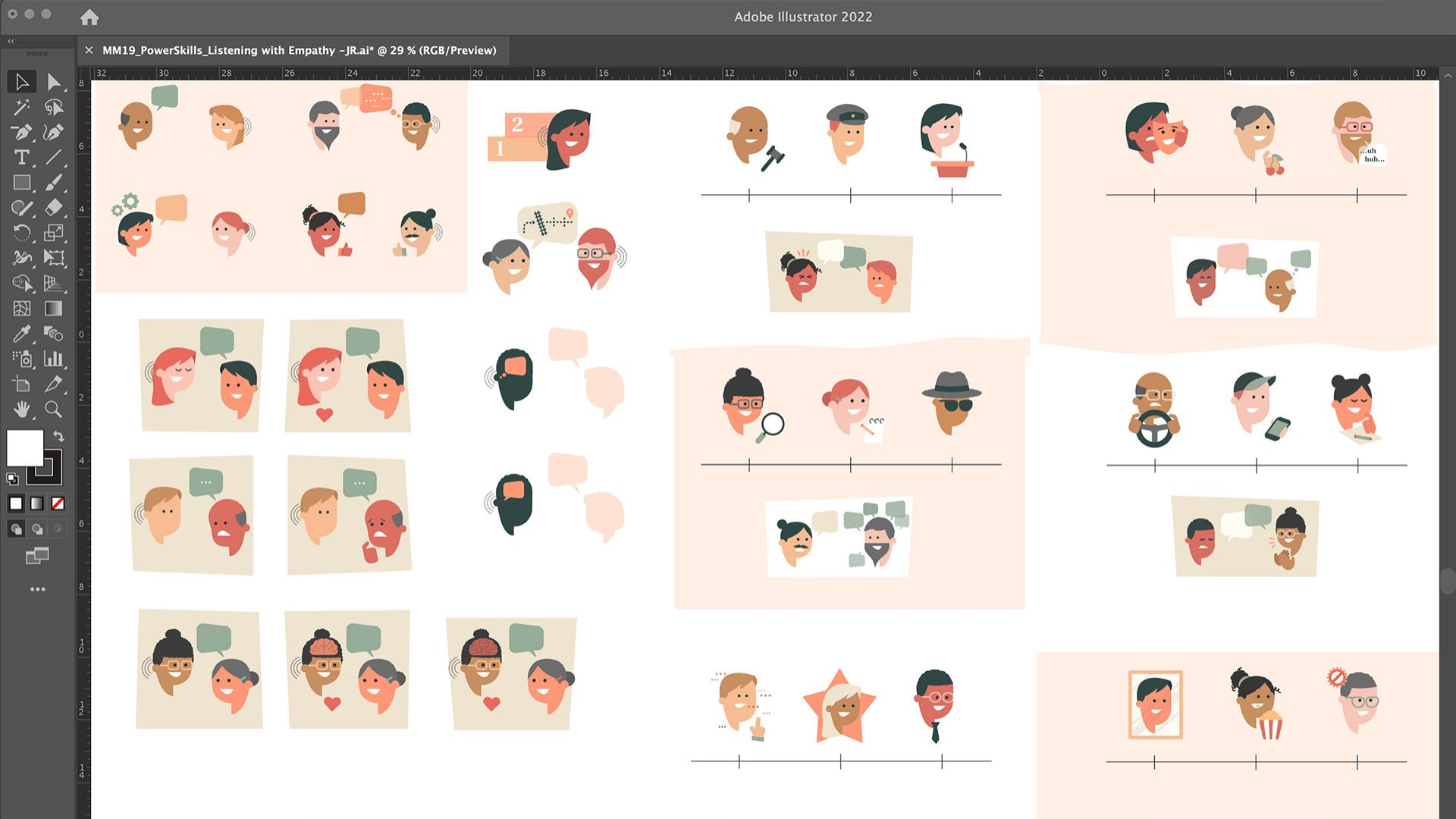
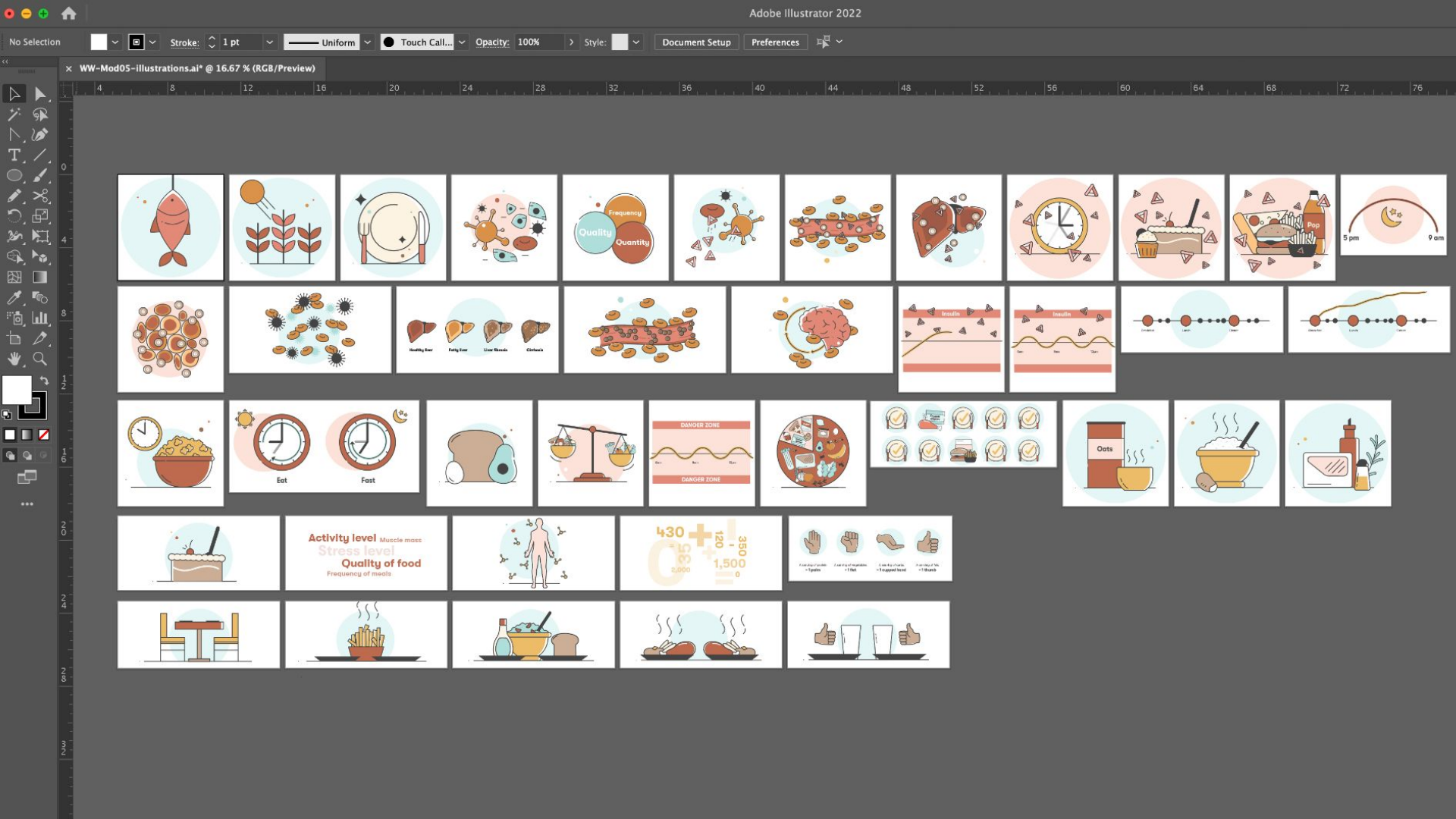
- Artboards sized for Rise block images

What we love

- Illustration capability, including precise control for gradients and effects like Distort & Transform, Path, Pathfinder, Stylize and Warp

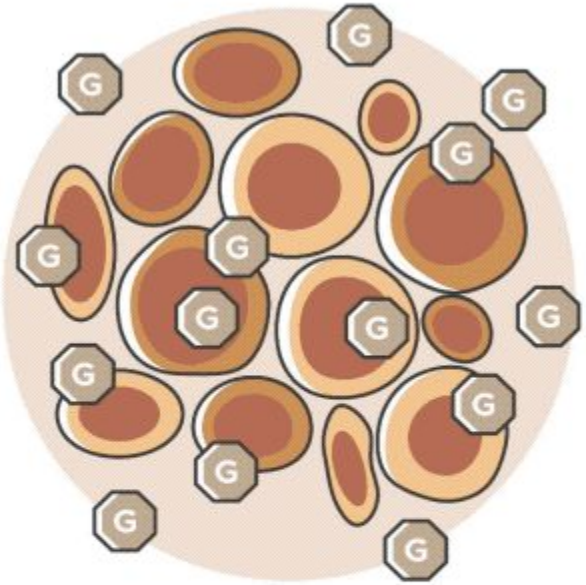

Adobe Illustrator 2022
MM19_PowerSkills_Listening with Empathy -JR.ai* @ 29 % (RGB/Preview)
...uh
huh...

Obstacles to Listening


Adobe Illustrator 2022
No Selection
Stroke:
1 pt
Uniform
Touch Call...
Opacity:
100%
Style:
Document Setup
Preferences
WW-Mod05-illustrations.ai* @ 16.67 % (RGB/Preview)
Frequency
Quality
Quantity
Pop
5 pm
9 am
Insulin
Insulin
DANGER ZONE
DANGER ZONE
Eat
Fast
Oats
Activity level
Muscle mass
Stress level
Quality of food
Frequency of meals
430
120
350
1,500

Adipose cells are amazing because they can store vast amounts of energy. These cells expand greatly in volume, just like a balloon, to store more and more energy.

You store extra glucose in adipose tissue when you have more glucose than your cells can use and your liver and muscles can store. Insulin is the hormone that tells adipose cells to grow when there is extra energy present. These are your fat cells.



Adobe Illustrator 2022
Share
MM19_HandHygiene copy.ai* @ 16.67 % (RGB/Preview)
Properties
Commen...
Layers
Libraries
Happy birthday!
Learning Check
16.67%
Toggle Direct Selection

Chapter 1 of 6

The Importance of Hand Hygiene

You know how important it is to maintain flawless hand hygiene. That's because bacteria, fungi, and viruses are in constant supply.

So you wash your hands with soap and water before you start work, then again if they come into contact with anything unsterile. You keep your hands sterile between washings by using

Transitions Demo

Using Illustrator to fight color blocking

Enhancing photos

Adjusting images to support content, brand, and visual unity

Adobe Photoshop

Intent

- Image editing

Adobe Photoshop

Intent

- Image editing

How it can support Rise

- Artboards sized for component images
- Selectively adjust or enhance color to support the brand
- Add color overlays and/or brand elements to create cohesive assets
- Combine photo, text, and illustration
- Create simple gifs

Adobe Photoshop

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What we love

- All of above!

Adobe Photoshop 2022

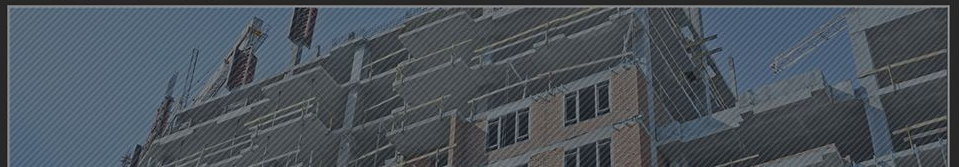
Auto-Select: Layer | Show Transform Controls | 3D Mode: | Share

MM19 FocusFour Template-.psd @ 85% (RGB/8) *

Transition_NOPROCESS_

Image Full Width

Accordion/Tab/Timeline/Process/Image&Text



Gallery grid

Color | Swatches | Gradients | Patterns | Properties | Adjustments | Libraries | Layers | Channels | Paths

Layers | Channels | Paths

Kind | Normal | Opacity: 100% | Lock: | Fill: 100%

- diagonal l...ade right fx
  - Effects
    - Color Overlay
- bkgd block fx
  - Effects
    - Color Overlay
- 8.1 ladder...1221776023
- NO 8.1 sc...343498841
- 5.14 tipped...er diagonal
- 5.14 tippe...185323100
- 5.9 enter-...322639727
- 4.1 electr...1170698387
- 3.14 crane...323737466
- 2.29 rebar...064124622
- green gradient copy fx
  - Effects
    - Color Overlay
    - Gradient Overlay

Other Fall Hazards

In addition to the three most common sources of fatal falls, construction sites have other fall hazards.

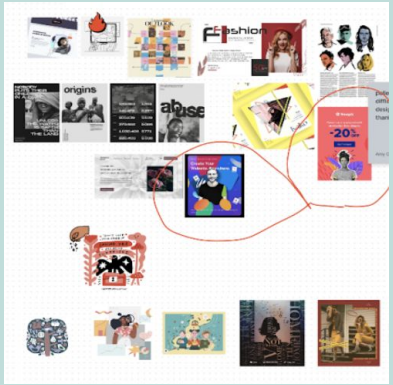
Flight board_NOPROCESS_.png

Departure gate_NOPROCESS_.png

Enhancing photos

Demo

Create the appearance of two photos in one



Moodboarding

Work collaboratively to establish a visual guide

Transitions

Create a visual cue to separate one concept from another

Enhanced photos

Support content, brand, and visual unity

03

Q&A

Secrets to Building Rise Courses That Stand Out

Secrets to Building Rise Courses That Stand Out Webinar // Julie + Kendra

Join us for our

next webinar

Five Practical Strategies to Maximize vILT

Thursday, October 27th

2 p.m. EST

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Thank you

If you want to contact us

(800) 319-2122
maestrolearning.com