

Strategic Design Assessment

5 Principles for Good Design in Learning

REMINDER

Design is the purpose, planning, or intention that exists behind an action, fact, or material object.

In a learning context, design is a critically important aspect of creating useful solutions, because of our goal—behavior change. Understanding that good design is more than just a pleasing aesthetic helps us to use it in more strategic ways. For example, an instructional designer should ensure that the content being written supports the learning objectives, and the visual designer should ensure that the solution is clear, helpful, and inspiring.

The next page has some questions to ask when designing solutions with your team. Put yourself in the shoes of your learners, be honest in your assessment, and be open to how your design could improve based on these universal design principles.



01

Good design is innovative



Have you taken time for divergent thinking? Have you considered how you could test new ideas?



Does this solution address a specific problem, while also pushing beyond conventions?



Do design and technology work together to produce the most effective possible solution?

02

Good design makes an experience useful



Will learners see the value in this content?



Does the design intentionally serve the learning objectives? In what specific ways?



Does the design help the user understand both how to navigate the experience and the material itself?

03

Good design is aesthetic



Is this design beautiful and beneficial to the learner?



Does the experience feel high quality? If you were consuming the experience, would you believe that the content is a priority based on how it's presented?

04

Good design is unobtrusive



What barriers might exist for learners within or outside of this experience? How does design help overcome those barriers?



Will this experience fit into a learner's workflow?

05

Good design is thorough down to the last detail



Has care been given to create this experience, and does this design show respect for the learner?



Is the entire experience cohesive?



Does the design take into account any steps that precede or follow this learning experience? How does it prepare learners for what's to come?



Is the brand represented consistently and ideally?