

Design with Us: An L&D Workshop in Articulate Rise

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.

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But, we get it
if you have to

**Wear a
lot of
hats**

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.



Strategic Design Assessment

5 Principles for Good Design in Learning

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?

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?

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?

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?

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

Is the entire experience cohesive?

Our *principled* approach to learning

LP.01

**Learning exists to
create change.**

LP.02

Learning is a process.

LP.03

**Learning should meet
people where they are.**

LP.04

**Learning works best when
beautifully designed.**

Design Foundations

5 Aspects of design

01

Brand

02

Hierarchy

03

Bite-sized

04

Transitions

05

Striking visuals

5 ASPECTS OF DESIGN

01 Brand

01

How much can we push the brand? 🙄

02

We always create a moodboard.

03

Oftentimes, we create art direction if certain elements are unclear.

04

All in all, we respect the brand we're working with.

5 ASPECTS OF DESIGN

02 Hierarchy

01

The most important content should stand out

02

Organize content with type sizes and bold headlines

03

Don't be afraid to think outside the box

5 ASPECTS OF DESIGN

03 Bite-sized

01

Break it down so it's not overwhelming for learners

02

When possible, keep it short and sweet

5 ASPECTS OF DESIGN

04 Transitions

01

Visual section dividers that create a seamless experience

02

Allows the learner a moment to pause and reset when progressing through a course

5 ASPECTS OF DESIGN

05 Striking visuals

01

Draw learner in and keeps them more engaged

02

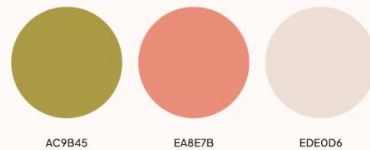
Provide a cohesive learning experience

03

Create opportunities to relate content to the learner

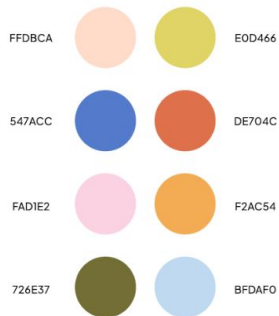
The wallflower

FRESH CUT BLOOMS



Push existing brand
Illustration
High-quality imagery

Elegant
Fun
Playful
Comforting
Inviting
Creative



Key Words

Secondary Color Palette

Imagery

Hand-Tied Bouquets

Whether you have a handful of wildflowers from your backyard, or a few bunches you grabbed at our shop, we'll walk you through the easiest way to make a bouquet, arranging them right in your hand!

We'll walk through:

- Hand-tied bouquets over vase arranged
- Materials
- Choosing the right flowers
- Everything you need to know to arrange your flowers



Why hand-tied bouquets vs. arranging in a vase?

ign
shop



ndful of wildflowers from your backyard, or a few bunches you
ve'll walk you through the easiest way to make a hand-tied
em right in your hand!

ED FLORAL BOUQUET

ems - Before



ems - After





Enjoyed today's workshop?

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