

TOP EN IPS

for
e-learning
design

Research

Before you start designing your e-learning always do your research. Look up your chosen topic, making sure you understand what and who it's for as this can greatly impact your design choices.

Mood board

Mood boards are a great way to collate different design ideas such as colour schemes, fonts and graphic/illustration styles. Mood boards are also a great way of getting your ideas across to a client and something you can look back on for visual references. They can also help you find a theme for your design.

Colour

Colour choices are important in e-learning as they can effect the mood of a course. Is it a serious subject or is it a fun and factual game? Make sure your colour scheme is suitable for the topic/client.

Blues and greens can produce a cool clinical feel whilst warmer tones such as orange and yellow can give a brighter and positive feel. Colour can also effect accessibility so think carefully about where you are using your colours.

Font

When selecting a typeface or font for your e-learning use an easy to read font for simple and effective design. Try and minimise the number of fonts you use as the human eye finds it hard to scan multiple type faces.

When picking a font try to choose one that suits the topic of your e-learning. Fonts with round edges can be seen as friendlier whilst serif fonts can look elegant and classy.

Hierarchy

Hierarchy is used to indicate importance. The most visually dominant feature in a design is viewed as the most important, and is read or seen first. This is usually your page title followed by any headings or subheading, and finally your main body text. You can play around with hierarchy by altering the size/colour of your elements to see what grabs your attention first.

One font family

By using just one font with a large and varied family such as a semi bold, light and medium, you can create visual uniformity within your e-learning.

Layout & aligning

Aligning your text and images can help to balance your design.

When thinking about a page layout take into consideration your hierarchy and utilising the white space. Your need to respect all the elements on your page and try not to cram too much in.

White space

Don't be scared of white space. One of the biggest mistakes you can make is trying to put too much on one page. Giving the elements on the page room to breathe makes it easier to read.

Keep it simple

Keeping it simple can be one of the most effective design tricks there is. Simple designs can often be the most effective whilst overly complex designs can sometimes be crowded and confusing if not handled correctly. Just remember the basics by having a good combination of text, colour and images, that way even the simplest designs can have a massive impact.

Accessibility

When designing for e-learning always keep accessibility in mind. Think about the colours you use, your choice of font and type size. There are a number of free accessibility checkers online if you do not have access to one.