

VISUAL

DESIGN

ABC's R' US of visual design

ETEC

Quality visual design can help...

- focus attention
- increase interest
- increase efficiency
- increase instructional effectiveness

By the end of this lesson, you will be able to...

- Describe the components of the ABC's R' US visual design model
- Apply the ABC's R' US visual design model to an actual real-world design challenge

The visual characteristics of elements include...

- Color
- Line
- Position
- Shape
- Size
- Style (font & texture)

Alignment

Balance

Contrast

Chunking

Repetition (theme)

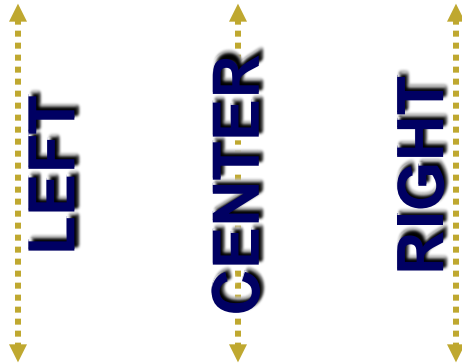
Utility

Simplicity

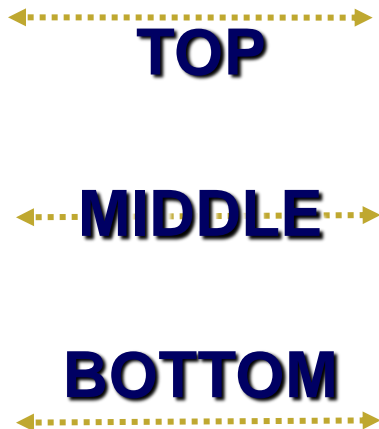
Alignment is ...

The arrangement of visual elements either vertically or horizontally

Vertical Alignment



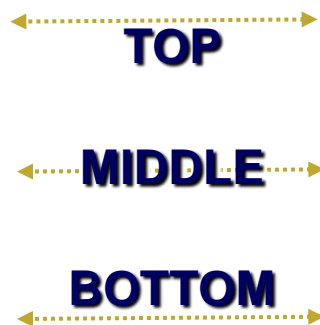
Horizontal Alignment



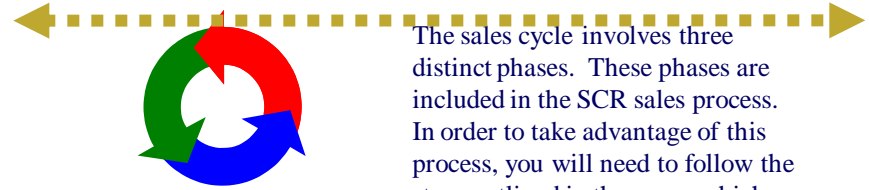
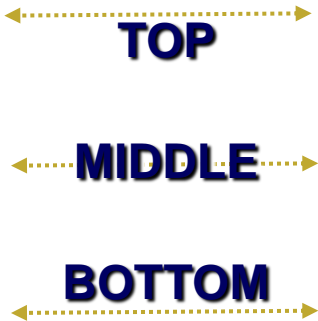
Alignment: Example 1

VISUAL

DESIGN



Alignment: Example 2

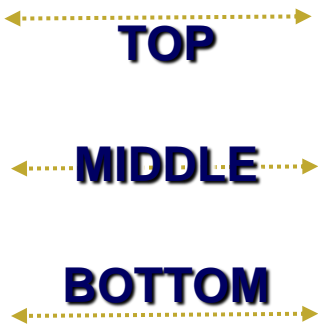


The sales cycle involves three distinct phases. These phases are included in the SCR sales process. In order to take advantage of this process, you will need to follow the steps outlined in the pages which follow. This process has been proven to increase sales by 500% after the initial training period has passed.

Alignment: Example 3

VISUAL

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Internet

The Internet is used for information dissemination, collaborative work, and international commerce.



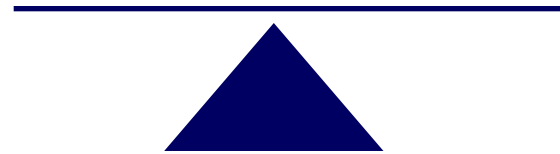
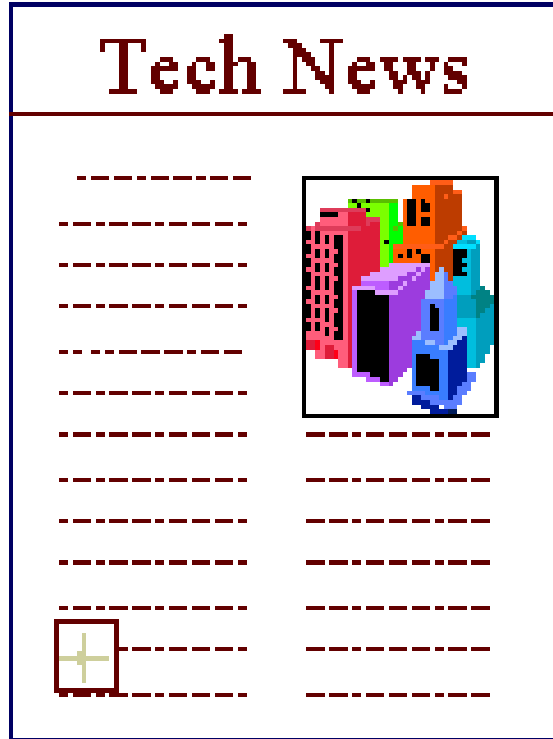
Balance is...

the equal weight of visual elements based upon size and darkness

Balance: Example 1

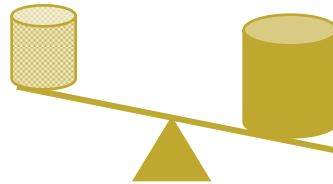
VISUAL

DESIGN

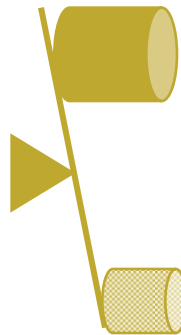


Types of Balance:

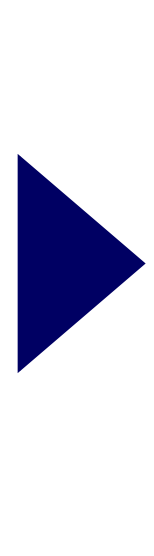
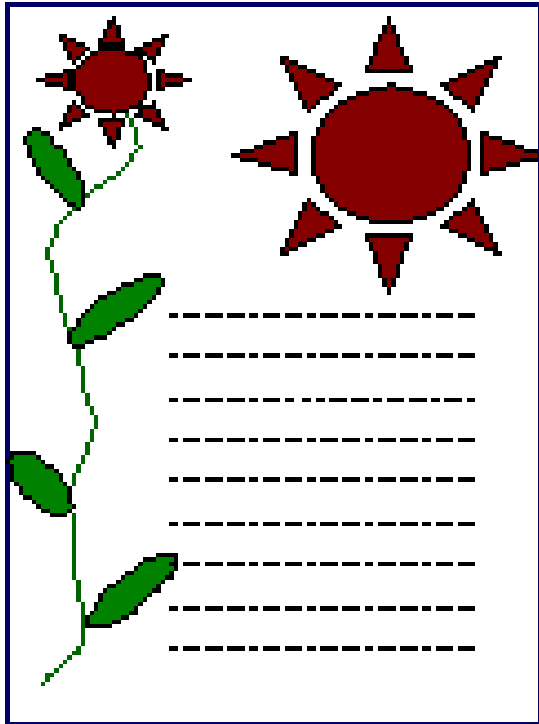
side to side



top to bottom



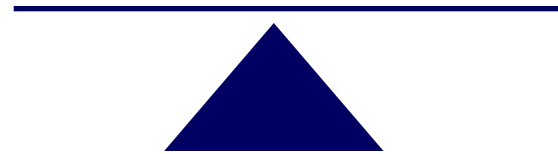
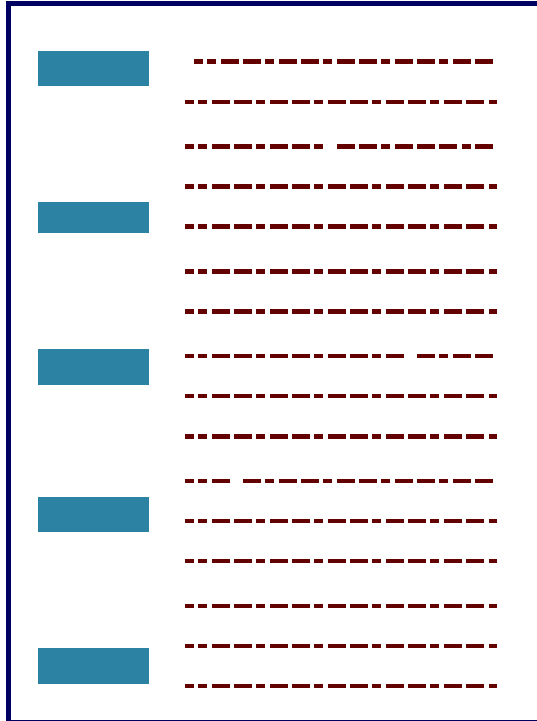
Balance: Example 3



Balance: Example 2

VISUAL

DESIGN



Contrast uses...

differences in color, size, style, or thickness to draw attention to visual elements and to increase legibility.



Contrast = Opposites

Contrast: Example 1

VISUAL

DESIGN

Simple From Oracle

Jest parking dint sum frog. Fodder,
arches tin udder drank. Future word
car pegs. Watcher moaning mouser
form butter. Denture locket tarred
fur disk fetter.

Simple From Oracle

Jest parking dint sum frog. Fodder,
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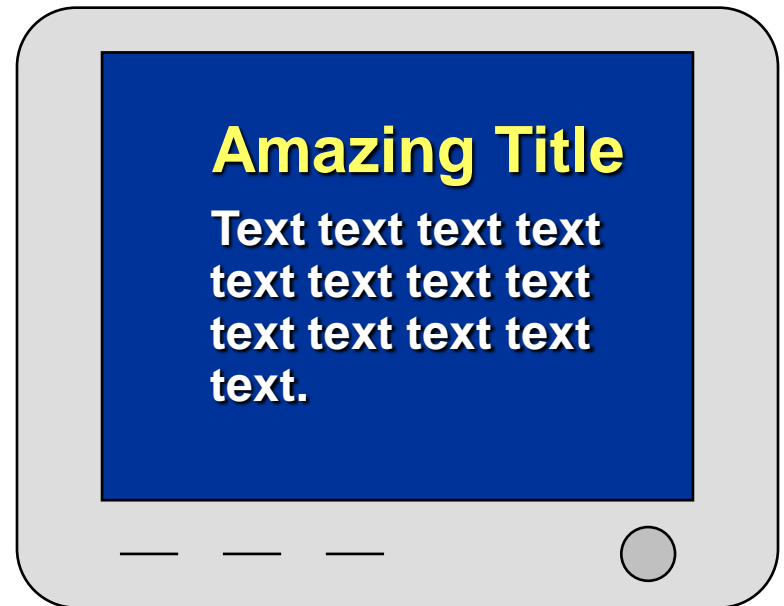
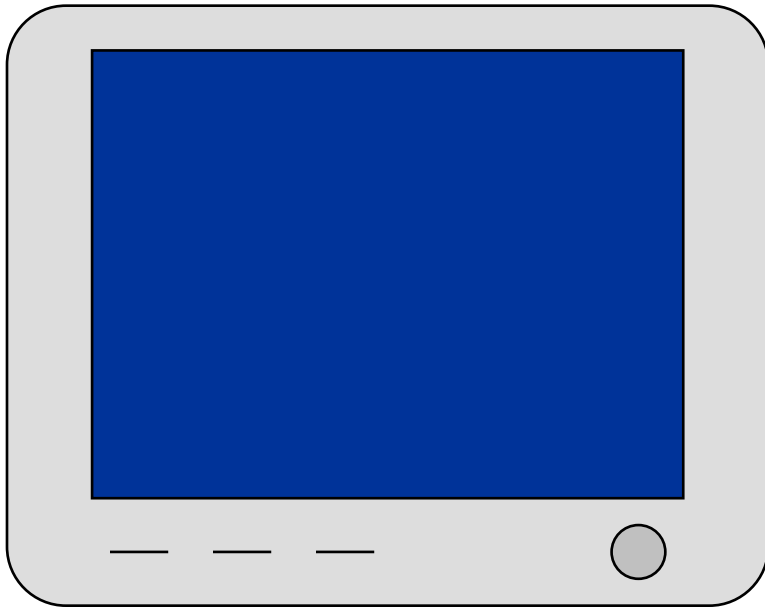
Simple From Oracle

Jest parking dint sum frog. Fodder,
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Contrast: Example 2

VISUAL

DESIGN



Chunking focuses upon...

the placement of similar elements into
visual “zones.”

Chunking: Example

VISUAL DESIGN

The screenshot shows the Amazon.com homepage in Microsoft Internet Explorer. The browser window title is "Amazon.com--Earth's Biggest Selection - Microsoft Internet Explorer". The address bar shows the URL: "http://www.amazon.com/exec/obidos/subst/home/home.html/103-3591282-4194203". The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The toolbar contains Back, Forward, Home, Search, Favorites, History, and other navigation icons. The browser's Links bar shows several bookmarked sites: Joyce Meyer, Weather, Old W200 Calendar, Chronicle of Higher Education, Focus on the Family, and Money Matters.

The Amazon.com website layout is visually chunked into several distinct sections:

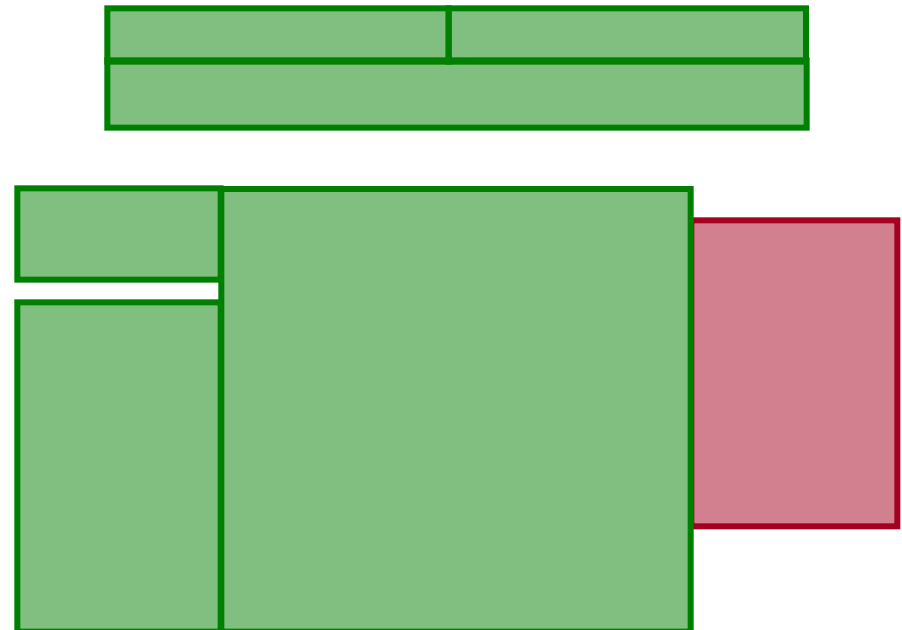
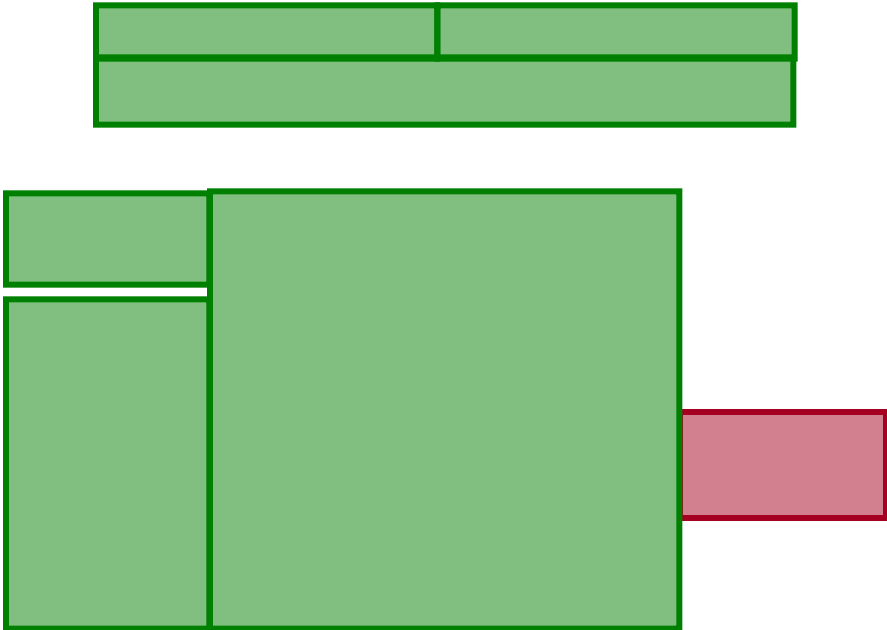
- Header:** The top navigation bar includes the Amazon logo, "VIEW CART", "WISH LIST", "YOUR ACCOUNT", and "HELP". Below this is a secondary navigation bar with categories like WELCOME, YOUR STORE, BOOKS, ELECTRONICS, TOYS & GAMES, DVD, CELL PHONES & SERVICE, KITCHEN & HOUSEWARES, and SEE MORE STORES. A red banner below the navigation bar features "INTERNATIONAL", "TOP SELLERS", "TARGET", "FRIENDS & FAVORITES", and "FREE E-CARDS".
- Valentine's Day Promotion:** A red banner with two hearts and the text "Valentine's Day" and "Roses for \$39.99, romantic books, and more" is prominently displayed.
- Search and Browse:** On the left side, there is a "SEARCH" box with a dropdown menu set to "All Products" and a "GO!" button. Below it is a "BROWSE" section with a list of product categories: Books, Electronics, Toys & Games, Music, Health & Beauty, DVD, Software, Kitchen & Housewares, Tools & Hardware, Computers, and Camera & Photo.
- Central Content:** The main content area features a "Hello, Sign in to get personalized recommendations. New customer? Start here." message. Below this is a "Super Saver Shipping" promotion with a truck icon and the text "FREE on orders of \$99 or more". Further down, there is a "Pick up Oprah's January book-club selection, Ann-Marie MacDonald's *Fall on Your Knees*, and more Winfrey faves in Oprah's Book Club@." section, followed by a "Travel" section with a globe icon and the text "Fast, Simple, Affordable Travel Planning".
- Right Side Promotions:** On the right side, there are several promotional boxes: "Save up to 30% Camera & Photo Clearance", "WHAT'S NEW" with a "26" badge and the text "Already a customer? Sign in to see what's New for You.", "Your Shopping Cart" with a shopping cart icon and the text "You have 0 items in your Shopping Cart.", and "New Releases" with a list of categories: Utilities, Baking, and Portable Audio & Video.

The overall design uses a color palette of green, red, and white, with clear typography and distinct sections to guide the user's eye and facilitate navigation.

Chunking: Example

VISUAL

DESIGN



Repetition refers to...

the consistent use of element forms
(i.e., fonts, sizes, styles, colors) and

the consistent use of visual imagery
(metaphor) to support the content.

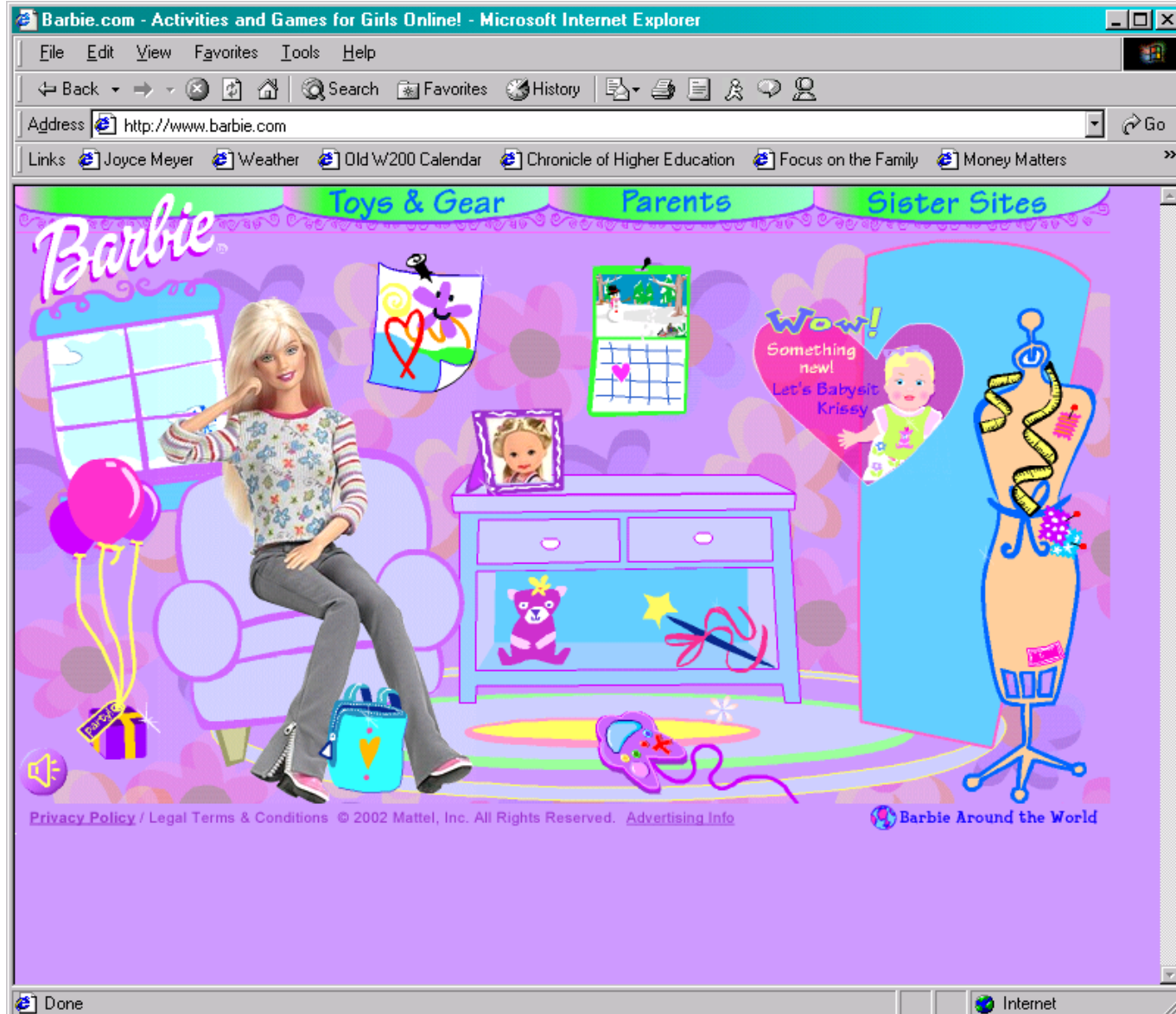
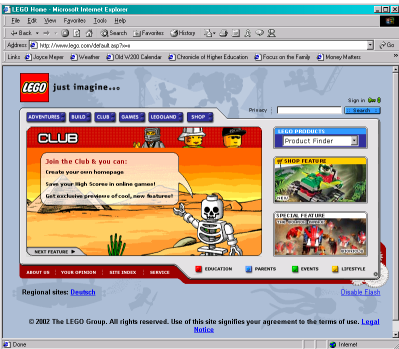
Repetition/Theme: Example

VISUAL DESIGN

The screenshot shows the LEGO Home website in Microsoft Internet Explorer. The browser window title is "LEGO Home - Microsoft Internet Explorer". The address bar shows "http://www.lego.com/default.asp?x=x". The page features the LEGO logo and the tagline "just imagine...". Navigation buttons include ADVENTURES, BUILD, CLUB, GAMES, LEGOLAND, and SHOP. A "CLUB" section highlights joining the club with benefits like creating a homepage and exclusive previews. Product sections include "LEGO PRODUCTS" with a "Product Finder" dropdown, "SHOP FEATURE" with a "NEW" tag, and "SPECIAL FEATURE" titled "THE BOHROK AWAKE!" with a "BIONICLE" tag. The footer contains regional site links (Deutsch), a "Disable Flash" link, and copyright information: "© 2002 The LEGO Group. All rights reserved. Use of this site signifies your agreement to the terms of use. Legal Notice".

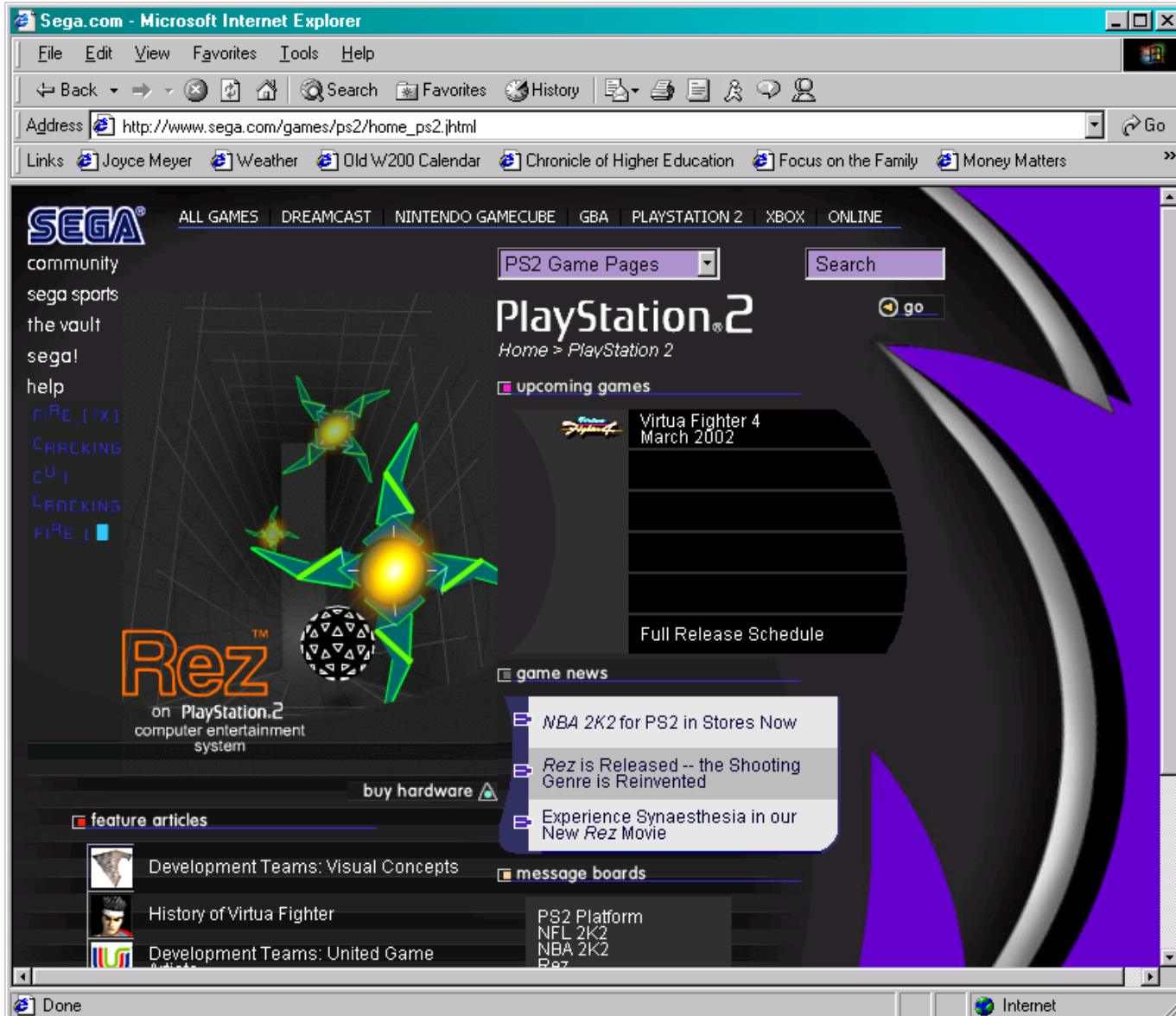
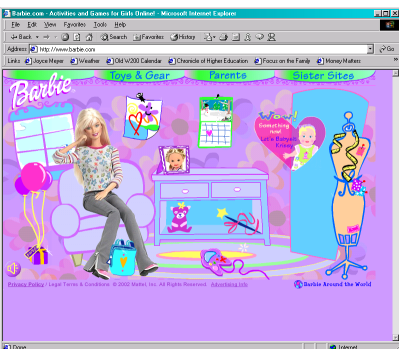
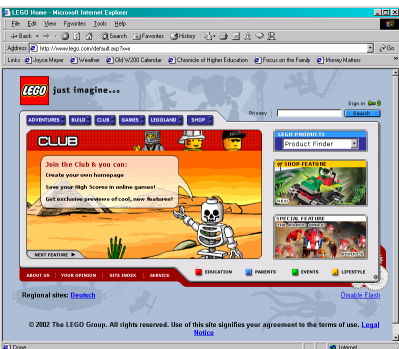
Repetition/Theme: Example

VISUAL DESIGN



Repetition/Theme: Example

VISUAL DESIGN



Utility addresses...

where the user is located within the instructional product and

where the user can interact with the product

Utility: Example



Utility: Example

VISUAL

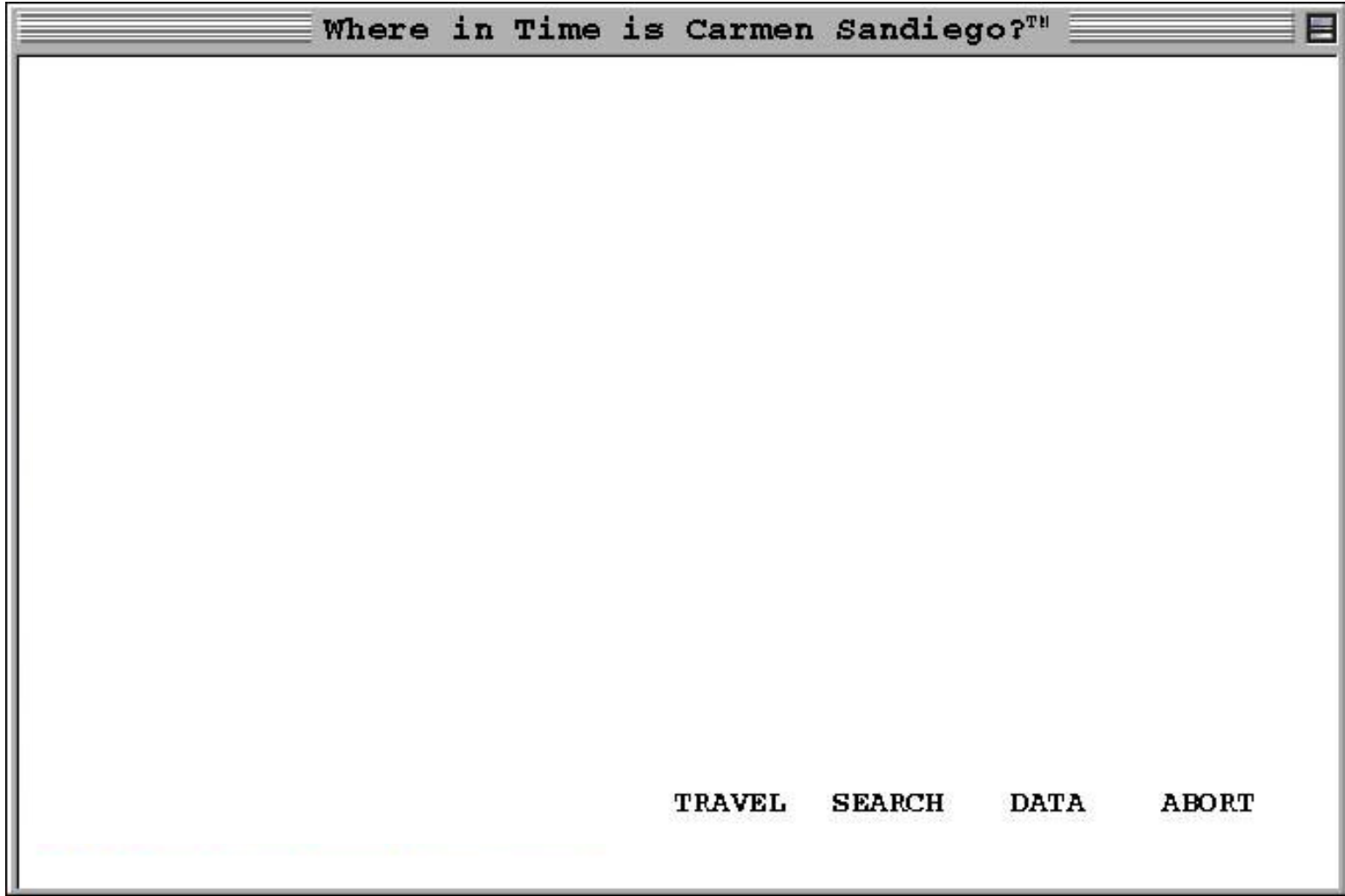
DESIGN



Utility: Example

VISUAL

DESIGN



Utility: Example

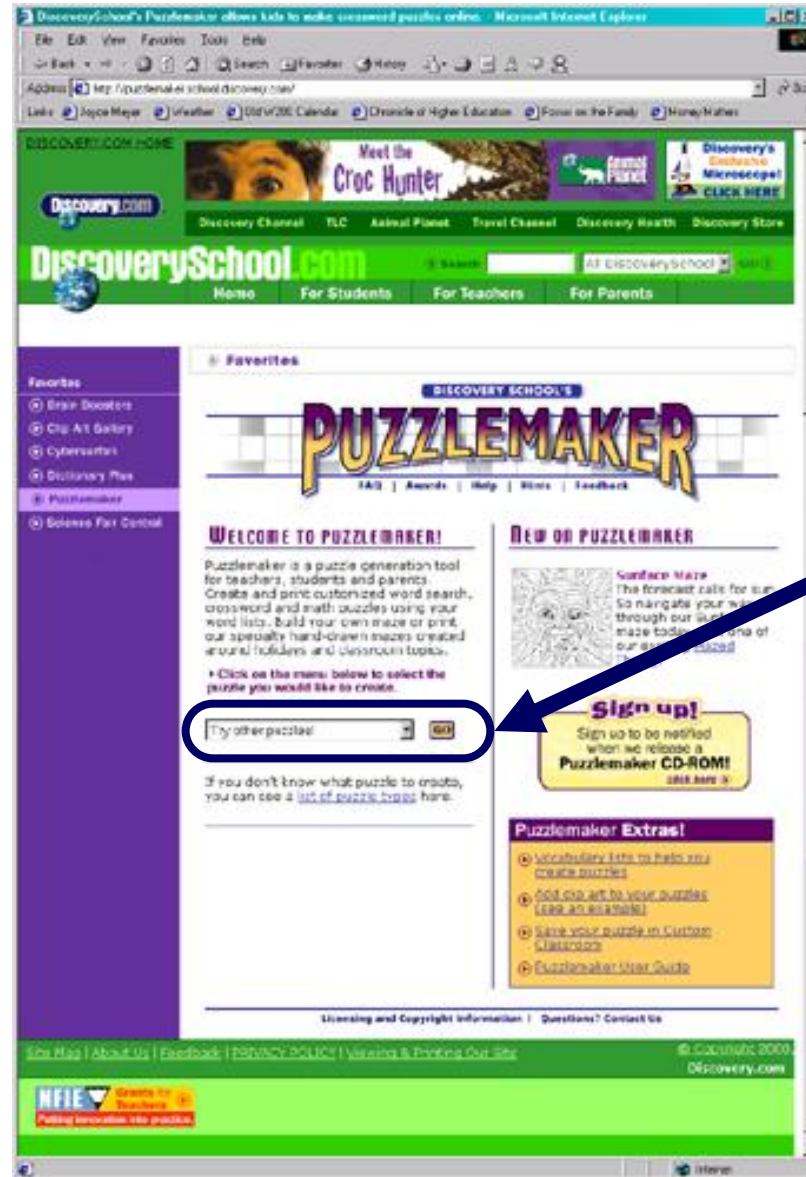


Simplicity addresses...

using only the key features that are needed to support the instruction

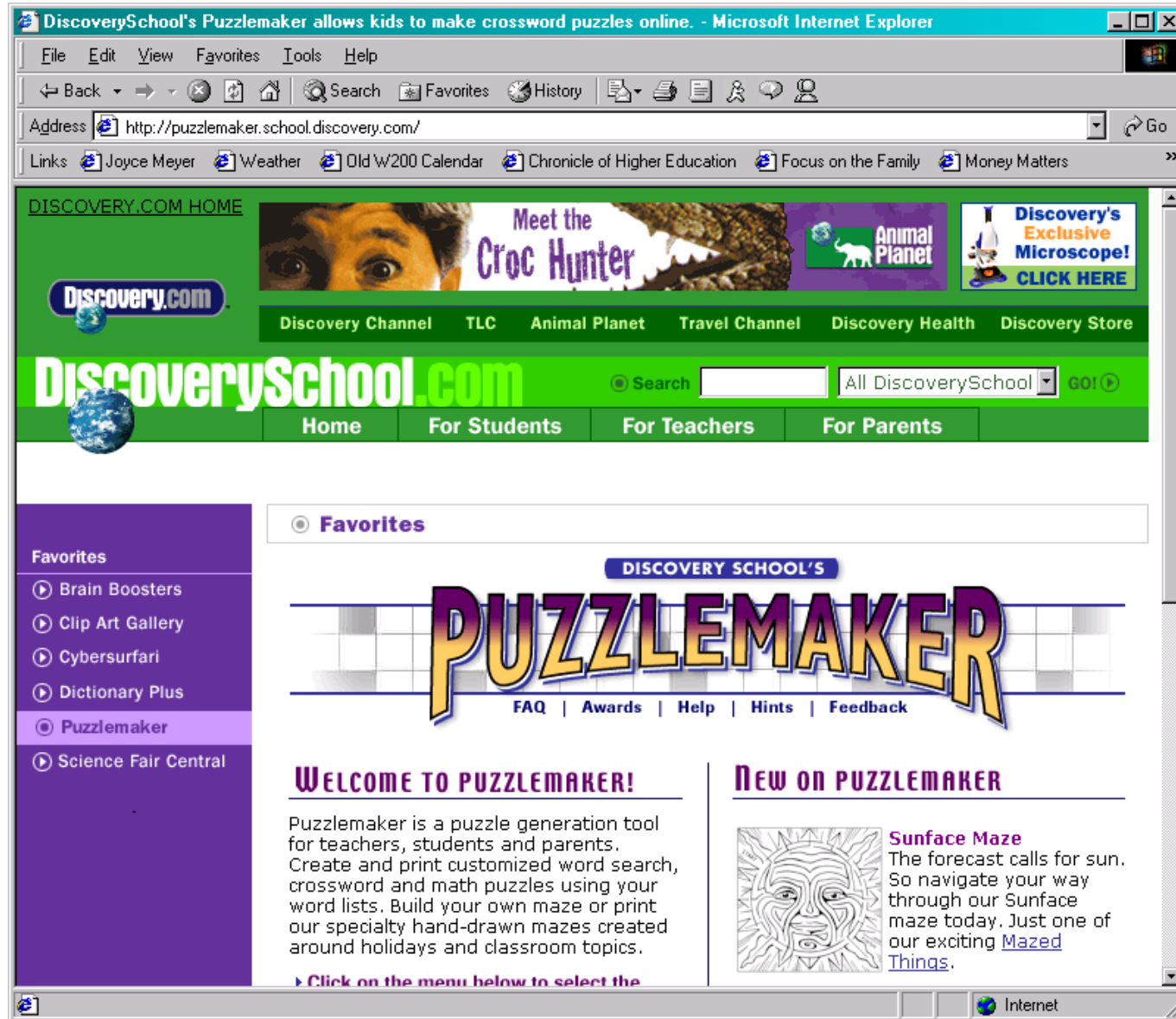
Simplicity: Example

VISUAL DESIGN



Simplicity: Example

VISUAL DESIGN



Alignment

Balance
CLEAR

Contrast

Chunking
OR

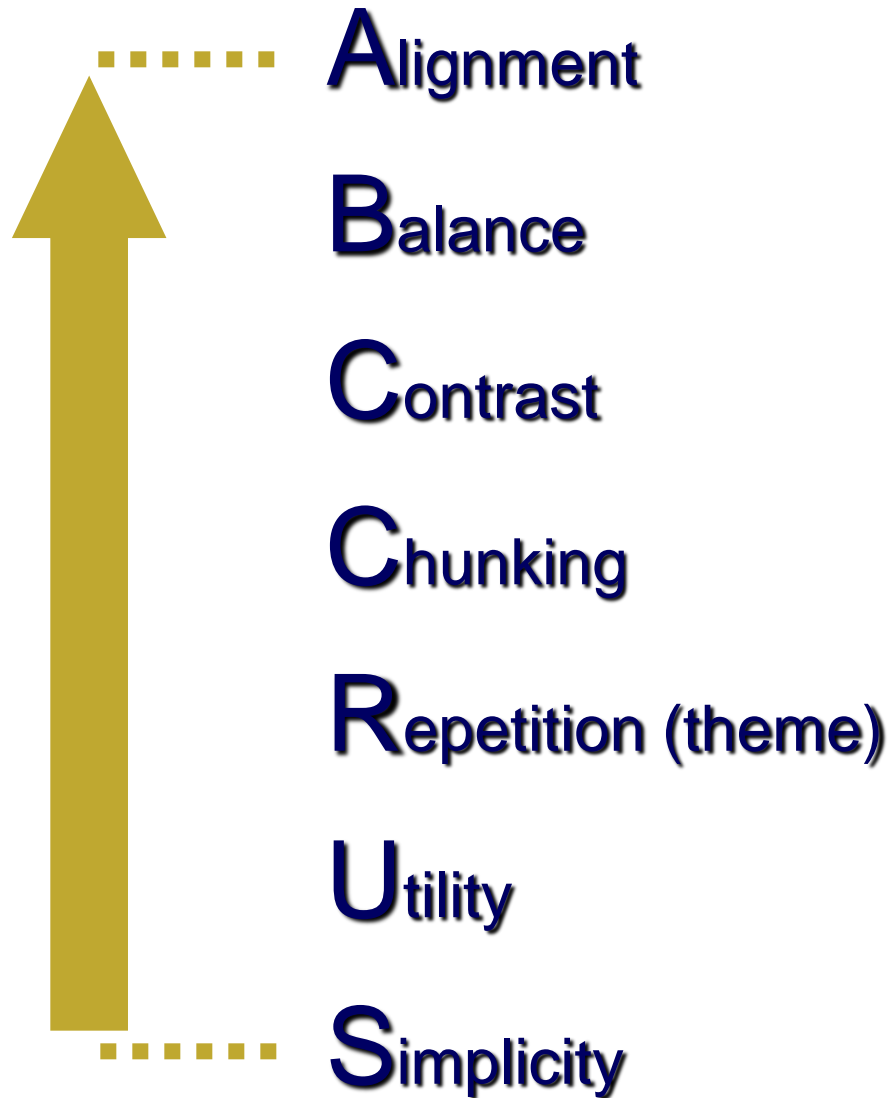
A LITTLE FUZZY?

Repetition (theme)

Utility

Simplicity

MegaCorp Design Scenario



A

B

C

C

R

U

S

Notes from Client Meeting:

- CBT with four modules
- sales training exists in training notebooks
- for traveling sales representatives
- for use on lower-end laptops

A
B
C
C
R
U
S

Through the new Technology Bridge Services Program, MegaCorp can address over 90% of the situations in which customers request technology services:

- Consulting
- Instructional Design
- Technical Service
- Technical Support

Customer Service Opportunities

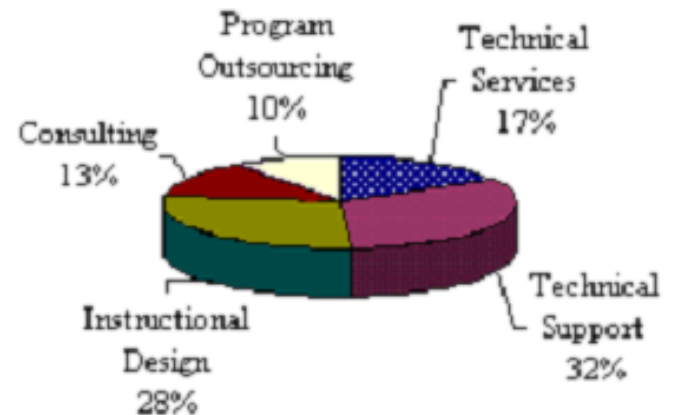


A
B
C
C
R
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Customer Service Opportunities



**Technology Bridge Services:
Customer Service Opportunities**

A
B
C
C
R
U
S

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Customer Service Opportunities



**Technology Bridge Services:
Customer Service Opportunities**

Page
3 of 10



Module
Menu Page

Using This
Module

Service
Opportunities

Technology
Bridge

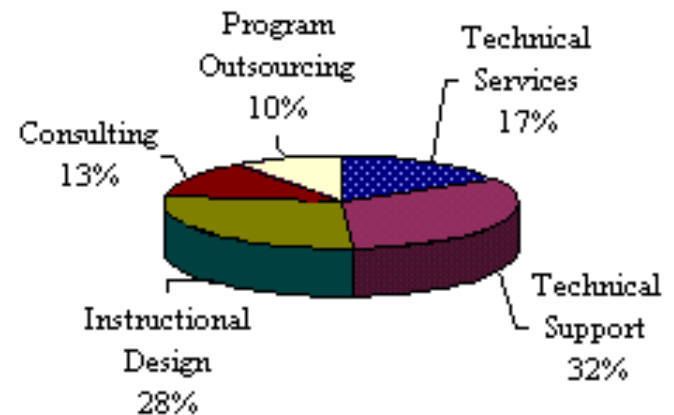
Sales
Cycle

A
B
C
C
R
U
S

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Customer Service Opportunities



**Technology Bridge Services:
Customer Service Opportunities**



**Using This
Module**



**Sales
Cycle**



**Technology
Bridge**



**Service
Opportunities**

Page
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A

Technology Bridge Services: Customer Service Opportunities

Page
3 of 10



B

C

C

R

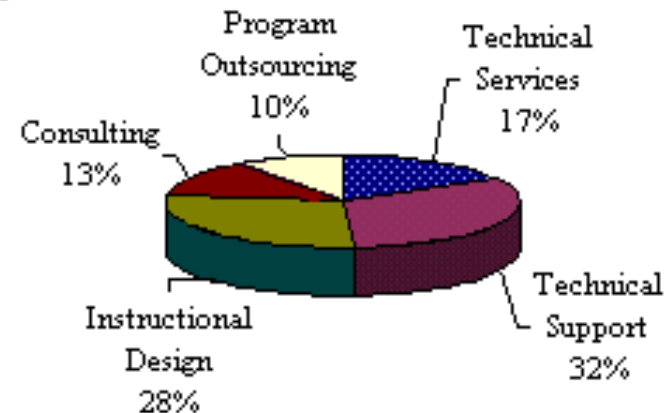
U

S

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- Technical Support

Customer Service Opportunities



Using This
Module



Technology
Bridge



Service
Opportunities



Sales
Cycle

A

Technology Bridge Services: Customer Service Opportunities

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B

C

C

R

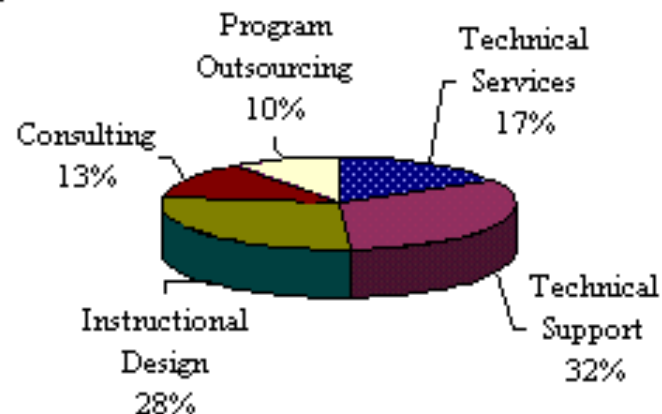
U

S

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Customer Service Opportunities



Using This
Module



Technology
Bridge



Service
Opportunities



Sales
Cycle

A



Technology Bridge Services: Customer Service Opportunities

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B

C

C

R

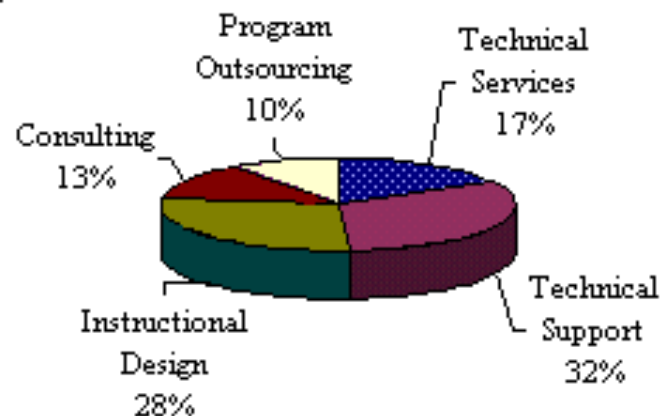
U

S

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Customer Service Opportunities



Using This
Module



Technology
Bridge



Service
Opportunities



Sales
Cycle

A
B
C
C
R
U
S



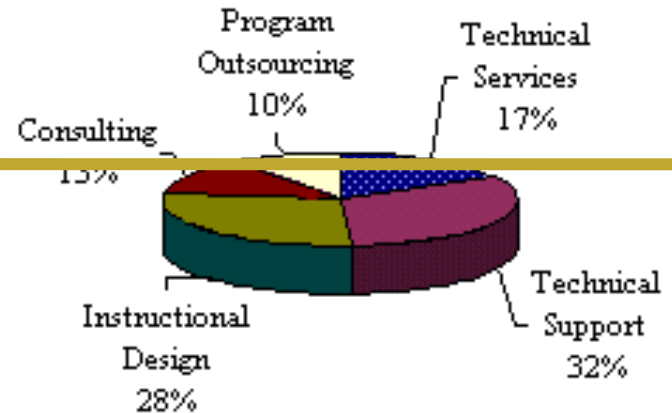
Technology Bridge Services: Customer Service Opportunities

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- Consulting
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- Technical Service
- Technical Support

Customer Service Opportunities



Using This
Module



Technology
Bridge



Service
Opportunities



Sales
Cycle

A
B
C
C
R
U
S



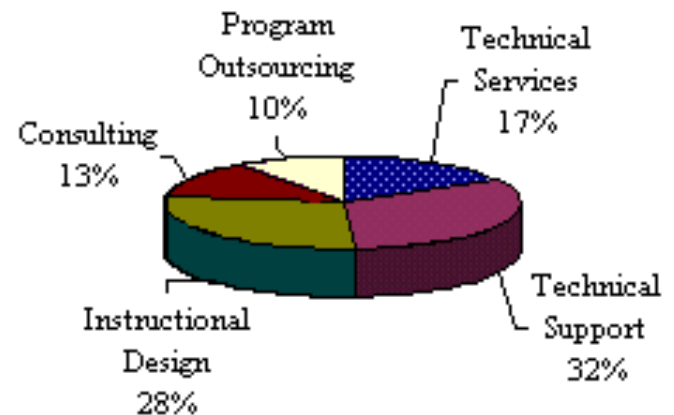
Technology Bridge Services: Customer Service Opportunities

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Customer Service Opportunities



Using This
Module



Technology
Bridge



Service
Opportunities



Sales
Cycle

Q & A