



eLearning Art

DESIGN BLUEPRINTS

Move Your eLearning Projects Forward Quickly



ABOUT DESIGN BLUEPRINTS

Here at eLearningArt, we get it: Building an elearning program is not for sissies!

Before you even get started wrestling content onto slides, many important decisions must be made. These affect your program will look (at the slide level and overall) and impact how easy it will be to develop and complete.

There's good news, though: We can't think of one good reason why your program shouldn't look great when you're done! Whether you're a beginner or a pro, your process will improve, and your programs will deliver more to your learners when you follow a design blueprint.

Here's what a design blueprint is all about:

A style name to make talking about the style a little easier

Ideas for when to use the style

Quick style overview


BOLD

We love the **Bold** design style! It lets you tell your story in a confident, eye-catching way. Decisive colors and dynamic shapes highlight the look, letting you deliver your learning content with determination and oomph!



Sharing Ideas





All appealing program styles arise from strong and unified choices about what you put on your slides. Follow the choice suggestions here to quickly and efficiently build in the **Bold** design style.

Colors	For this style, darker colors can be used "full-strength" without tints, shades, or gradients. If a company or client style guide is available, use the colors listed there. Usually those color sets are well-thought out and (as a nice by-product) sticking with them makes stakeholders happy.
Fonts	Reliable Arial, Verdana, or Tahoma are web-safe and likely to be on everyone's computer. Or, you can change things up a bit with any strong sans serif like Neue Haas Grotesk Text Pro or Futura.
Templates	Suggested eLearningArt JumpStart templates include BOULDER or CAMBRIDGE .
Backgrounds	Choose simple, high-resolution background graphics. Dimensional photographs and background textures can be employed to set the scene or add sweep to slides.
Characters	Statement photo cut-out and illustrated characters bring life to the program. Use them zoomed in, duo-toned, or in grayscale to enhance the color experience. All eLearningArt photo characters can contribute here and downloading characters in Large or Original sizes means you can zoom in close, capturing reality on a slide (boldly, of course). To go the illustrated route, consider the Design Cartoon set, whose exaggerated proportions match this style's spunky colors and shapes.
Objects	Choose object cutouts that show your learner's world. All eLearningArt cut out objects will work beautifully with the Bold design style. Delivered on transparent backgrounds, the objects help you illustrate concepts, just say no to bulleted text, and add zest to your slides.
Icons	Choose icons that deliver your message visually. Icons deliver lively and succinct graphic statements, perfect for use in this design style.
Notes	In sum, a modern look can easily be achieved by keeping colors clear, vivacious, and controlled and by not being bold with your use of white space. eLearningArt.com

Slide samples to show the style in action

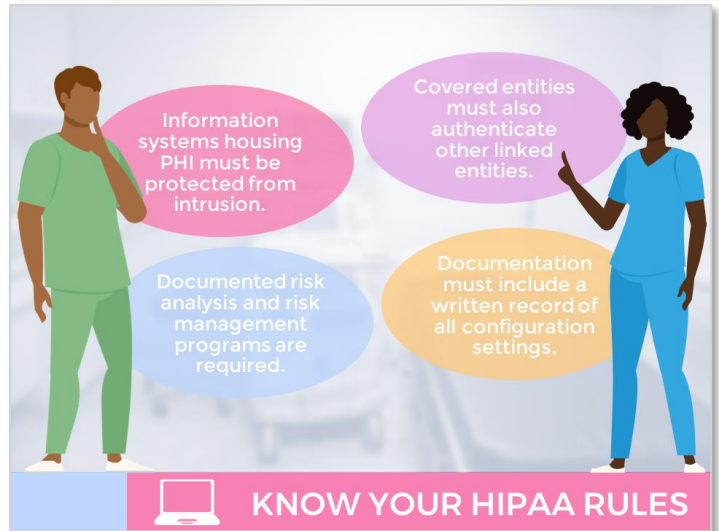
Suggestions for key aspects of slide design – follow them and the style is yours

We've made this easy! Suggestions for colors, fonts, templates, backgrounds, and much more are laid out for you with simple, clear descriptions, and we made sure you have access to what we suggest. For starters, as an eLearningArt member, you have vast library of resources that will take you a long way down the road to success and we've called out specific asset collections wherever appropriate. We've also suggested fonts that can easily be acquired through Office 365 apps like PowerPoint and Word.

As always, we've got your back: Got a question or unsolvable problem? Get in touch! We love to help.

CRISP

The **Crisp** style delivers contemporary vibe that's great for healthcare, high-tech, academic, and fitness environments. In addition to elearning, you can effectively employ this blueprint for explainer videos, printed work aids, or materials to promote your training.



To capture the **Crisp** style, use colors tinted with white, choose simple sans-serif fonts, and create calm and orderly layouts throughout your program. Consistency plays a key role in delivering the modern look and feel.

Colors	Choose colors in the pastel range where clear colors are tinted with white. Use darker shades of the same colors as accents where needed.
Fonts	Choose clean and simple sans serif fonts. Try out rounded modern styles such as Bahnschrift or Grotesque , or condensed styles such as Arial Narrow or Trade Gothic Next Condensed .
Templates	Suggested eLearningArt JumpStart templates include KIRKLAND or ROSWELL .
Backgrounds	When your graphics are clean and decisive, you can get by with no background at all. For extra interest, consider nearly-transparent photos or a pattern laid over a color for added on-slide depth.
Characters	Cutout photo characters attired in neutral colors will add real interest to your program. You can set the characters to grayscale to help them coordinate with the color set. For illustrated characters, the ultra-modern Designer Fluid style makes a perfect match, but all eLearningArt illustrated characters will work for this design style.
Objects	Choose and use objects creatively. Consider recoloring them using program colors to ensure they fit right into the Crisp design scheme.
Icons	Employ simple icons as buttons, illustrations, and navigational elements.
Notes	To really rock this design style, take care to control the colors you use in your program. Define a range of light-toned pastels and a matching range of more saturated shades of the same colors, then use only that set.

FRESH

The **Fresh** style brings bright colors and style into your program, making it well-suited for any program where a modern look is needed. Try this blueprint for customer-facing programs, sales- and marketing-related projects, and other spots that demand an up-to-date look.



The Quality Process

Each associate is responsible for improving our outcomes. These four steps make it easy.

- 1 Assess the situation.
- 2 Define needed improvements.
- 3 Set SMART goals for completion.
- 4 Complete the weekly check-in.



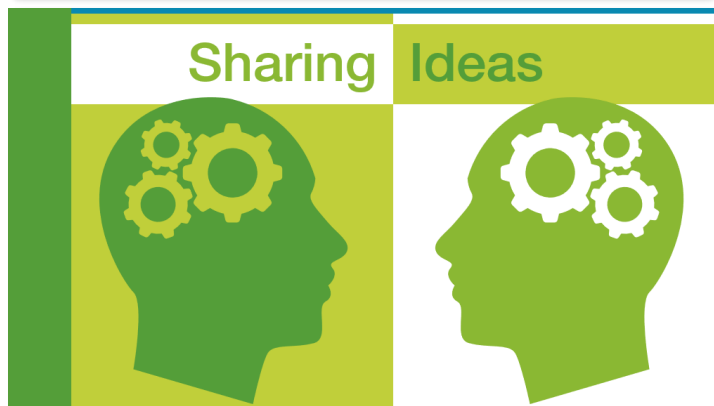
Note: The wider 16:9 slide format works best with the Fresh style.

To produce the **Fresh** style, keep your colors clear and bright, choose modern sans-serif fonts, and employ white space liberally. Combine these with simple graphics and you've got a great combination that's easy to build.

Colors	Use a color set that includes fully saturated colors that stay away from gray, black, or white tints and tones. For added interest, pair similar colors from the set as simple gradients to fill shapes.
Fonts	Go modern on your sans serif fonts. Try out open, easy to read alphabets such as Abadi , Corbel , or Univers and use consistent styling to deliver the look.
Templates	Suggested eLearningArt JumpStart templates include CUPERTINO or HOUSTON .
Backgrounds	Consider a white background for this style to preserve the open and airy feel. If a photo background is needed, look for uncluttered scenes, use grayscale, and set the photo to a high transparency.
Characters	Choose upbeat characters that convey energy and enthusiasm in their expressions and poses. To preserve your color set, consider adjusting the full-color characters to grayscale. Illustrated characters from the from Designer Realistics or Fluids collections will also be a win here! The Designer Cartoon group is great for lighter-fare programs, too!
Objects	When you place photo objects on your slide, favor cut-out objects with clear edges. This preserves white space by avoiding the boxiness of a standard object photo.
Icons	Icons can be effectively used as buttons, illustrations, and navigational elements. Bonus points for applying program colors to these added slide details.
Notes	In sum, a modern look can easily be achieved by keeping colors clear, vivacious, and controlled and by not being bold with your use of white space.

BOLD

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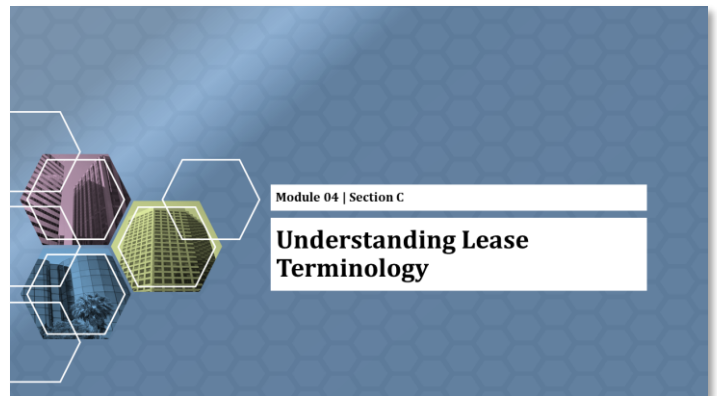
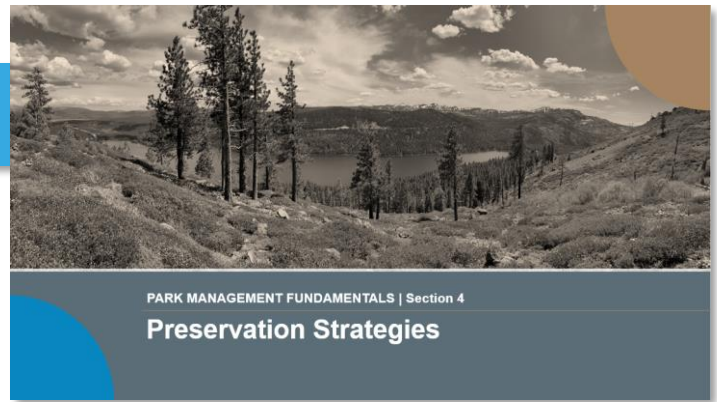
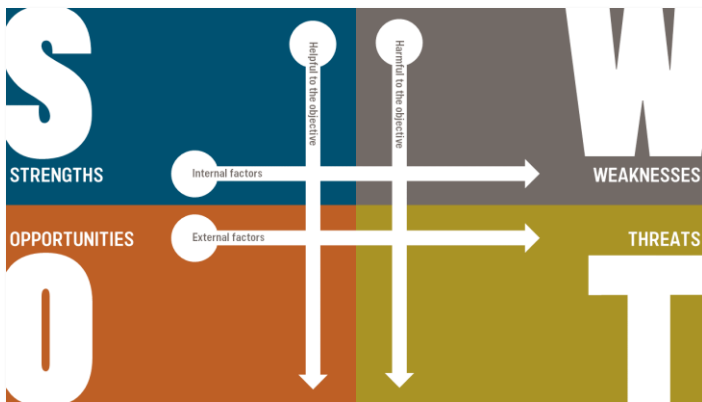


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Fonts	Reliable Arial, Verdana, or Tahoma are web-safe and likely to be on everyone’s computer. Or, you can change things up a bit with any strong sans serif like Neue Haas Grotesk Text Pro or Futura.
Templates	Suggested eLearningArt JumpStart templates include BOULDER or CAMBRIDGE .
Backgrounds	Choose simple, high-resolution background graphics. Dimensional photographs and background textures can be employed to set the scene or add sweep to slides.
Characters	Photo cut-out and illustrated characters bring life to a program -- use them zoomed in, with a color tint, or in grayscale to enhance the learner experience. All eLearningArt photo characters can contribute here; download in Large or Original sizes so you can zoom-in close, capturing reality on a slide (boldly, of course). To go the illustrated route, look at the Design Cartoon set, whose exaggerated proportions match this spunky style.
Objects	Choose object cutouts that show your learner’s world. All eLearningArt cut out objects will work beautifully with the Bold design style. Delivered on transparent backgrounds, the objects help you illustrate concepts, just say no to bulleted text, and add zest to your slides.
Icons	Choose icons that deliver your message visually. Icons deliver lively and succinct graphic statements, perfect for use in this design style.
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SOLID

Some programs need to convey strength and stability. When it's time to work on one of those, **Solid** is your design blueprint. Use it for leadership, ethics, or governance programs in fintech, banking, business, and pharma environments.



Note: We chose 16:9 layout for our samples, but 4:3 works great, too.

The **Solid** design style relies on deep, resonant color, strong fonts and simple shapes and graphic treatments. Here, we're going for an authoritative look and feel that's both buttoned-down and graphically on-trend.

Colors	For the Solid design style, choose colors in darker shades that carry a hint of black. Corporate style guides can be a good roadmap, if available, or look at the websites of companies in the same industry as your client organization. Take note of the colors being used and mix-and-match them in your program.
Fonts	The Solid style offers a great opportunity to use strong serif style fonts such as Book Antiqua, Georgia, or Cambria.
Templates	Suggested eLearningArt JumpStart templates include HARTFORD or RALEIGH .
Backgrounds	This style can tolerate full-slide photo backgrounds (provided they do not interfere with the delivery of the learning content, of course). Consider color blocking and other strong-statement backgrounds as well.
Characters	Both cutout photo characters and Designer illustrated characters will add interest to a program built in the Solid style. Look at the Designer Realistics collection for characters that have the gravitas to match this style. Download these characters in the SVG filetype and easily customize them to match your exact needs.
Objects	For object shots, you want clean, uncluttered photos that show the object at its best angle. Consider the eLearningArt collection of cutout photo objects first. Display these in color, grayscale, or over filled shapes.
Icons	If you go the color-block route with your Solid design style, use Solid Simplicity icons to illustrate concepts, introduce points, and help with navigation. Simply change the color to white and they will stand out beautifully.
Notes	When your project calls for an authoritative, decisive presentation, the Solid design style is the blueprint to turn to. Because it gains its strength from simple graphic elements, it's both easy and quick to work with.

STRONG

There's a special class of elearning projects that must pull no punches, presenting information clearly, simply, and in an attention-getting (and -keeping) way. Use the **Strong** design blueprint for safety and compliance training in business, shopfloor, medical, and the trades.



Strong design relies on the colors that are often found in industrial settings – warm reds, oranges, and yellows, most especially. Fonts are strong and content is supported by bold and simple graphics that get the point across.

Colors	Choose colors that allow you to convey the importance of information by borrowing from the world of road signs, hazard labels, and other safety-based communications. Typical is clear, saturated red, orange, and yellow, with accents of black or deep gray, a rich blue and slightly shaded green to round out the set.
Fonts	Fonts that feel rock-solid are welcome in the Strong style. Use heavy sans-serif fonts such as Daytona or Verdana Pro Cond Semi-Bold or a slab-serif like the renewed classic Rockwell Nova .
Templates	Suggested eLearningArt JumpStart templates include ABILENE or CHEYENNE .
Backgrounds	Add photo or illustrated backgrounds that help you show people like your viewers doing things in the workplace context. Check the eLearningArt photo backgrounds for office or medical environments or choose from our Designer illustrated backgrounds, easily customized right in PowerPoint.
Characters	Don't miss an opportunity to show people in action in this type of program! If you can't take photos of real people in the work environment, choose from a wide array of photo characters in workwear (with and without PPE) and illustrated Designer Realistic and Cartoon characters dressed to get the job done.
Objects	Always use clear, unambiguous photos or illustrations of objects in the work environment. Check eLearningArt's growing collection of standalone objects, available in both photo and illustrated styles.
Icons	Choose icons that get the safety and compliance message across, then use color thoughtfully to convey the importance of that message. Take a look at the Solid Simplicity set to find what you need.
Notes	This important design style is one every designer should have at-the-ready. Done right, it helps your viewers see and remember important information they must know.