

BRIGHT



Instructional  
Design  
Education  
And



Support

IDEAS

# Bright IDEAS Webinar

## Adding Visual Appeal to Enhance Online Courses



# Goals

---

- Define Visual Appeal in the context of online courses
- Share best practices for Visual Appeal design strategies
- Share tools that will empower you and make it easy to create Visually Appealing elements for your online courses



# Definition: Visual Appeal



Visual appeal refers to the overall attractiveness and aesthetic qualities of a visual design, such as a website, graphic, product, or environment.



It is the ability of an image, layout, or composition to capture and hold the viewer's attention, evoke positive emotions, and communicate its message effectively.



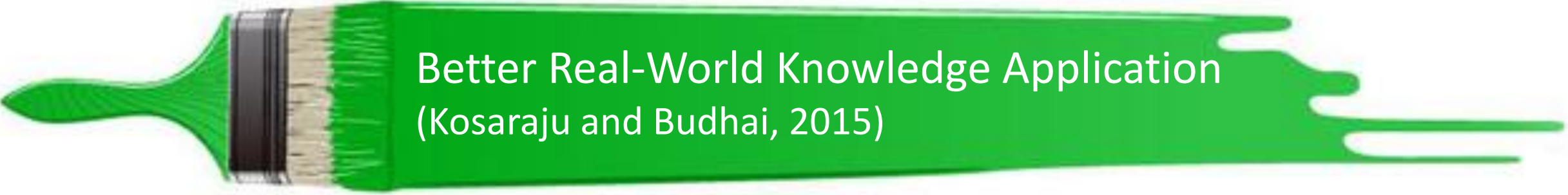
Visual appeal can be influenced by a variety of factors, including color, texture, symmetry, balance, contrast, and proportion.



Ultimately, the goal of visual appeal is to create a pleasing and engaging visual experience that resonates with the viewer and leaves a lasting impression.

An orange paintbrush with a wooden handle and a black ferrule. The brush is shown from a side-on perspective, with the bristles pointing to the right. The paint is applied in a thick, textured stroke that tapers to the right.

Higher Completion Rates  
(McGivney-Burelle and Xie, 2019)

A green paintbrush with a wooden handle and a black ferrule. The brush is shown from a side-on perspective, with the bristles pointing to the right. The paint is applied in a thick, textured stroke that tapers to the right.

Better Real-World Knowledge Application  
(Kosaraju and Budhai, 2015)

A blue paintbrush with a wooden handle and a black ferrule. The brush is shown from a side-on perspective, with the bristles pointing to the right. The paint is applied in a thick, textured stroke that tapers to the right.

Better Test Performance  
(Fetzner and Haskins, 2013)

A purple paintbrush with a wooden handle and a black ferrule. The brush is shown from a side-on perspective, with the bristles pointing to the right. The paint is applied in a thick, textured stroke that tapers to the right.

Improved Time Management and Interaction  
(Bell and Federman, 2013)



# Visual Rhetoric

“Graphic designers translate concepts and ideas into a visual representation by organizing and connecting elements into a structure. This arrangement of elements is done with an intended effect in mind, a goal.

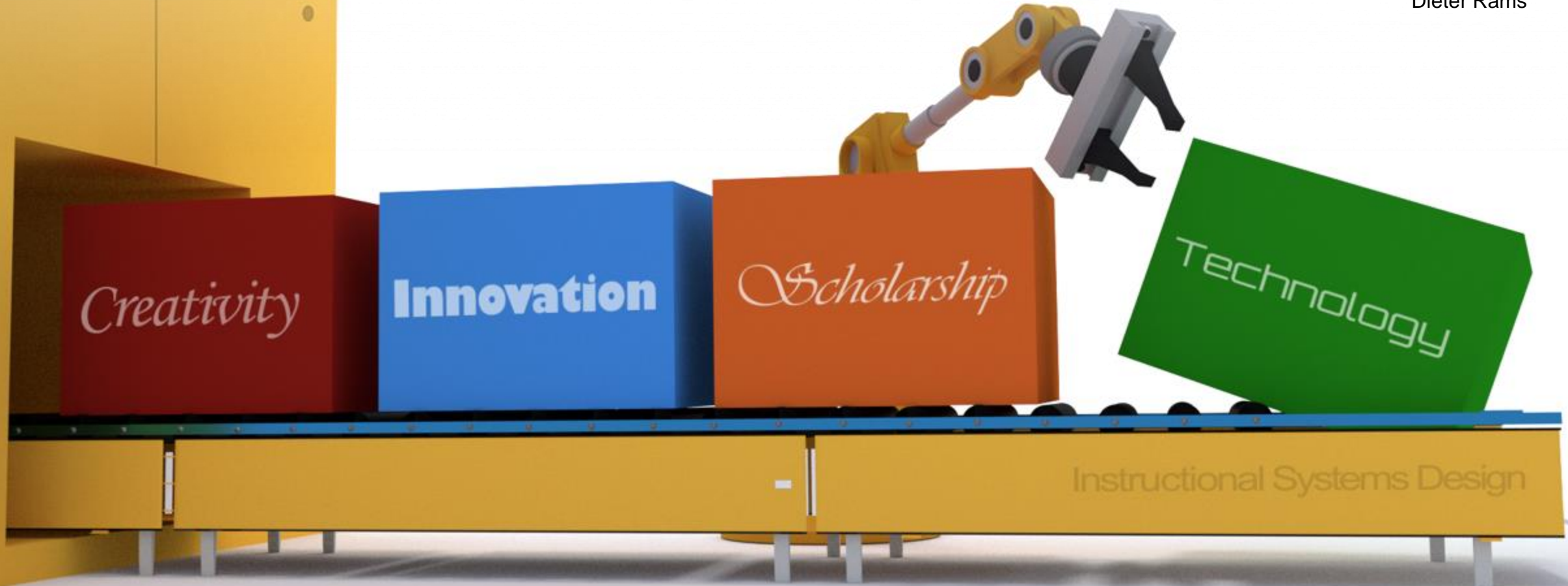
Since the communication between designers and viewers have defined purposes, ***design is essentially rhetorical***. This intentional and deliberate production of meaning is the rhetorical function of graphic design.”



# Rhetorical Devices

“Every manufactured item sends out signals to the mind or emotions. These signals - strong or weak, wanted or unwanted, clear or hidden - create feelings.”

Dieter Rams



# CRAP Model of Design

**Contrast:** Good use of contrast will bring an element of order and visual comprehension to your work.

**Repetition:** Effective use of repetition will help to organize your work in a logical manner and make it easier for a viewer to process.

According to Williams (1994), you should “Repeat some aspect of the design throughout the entire piece” if you can.

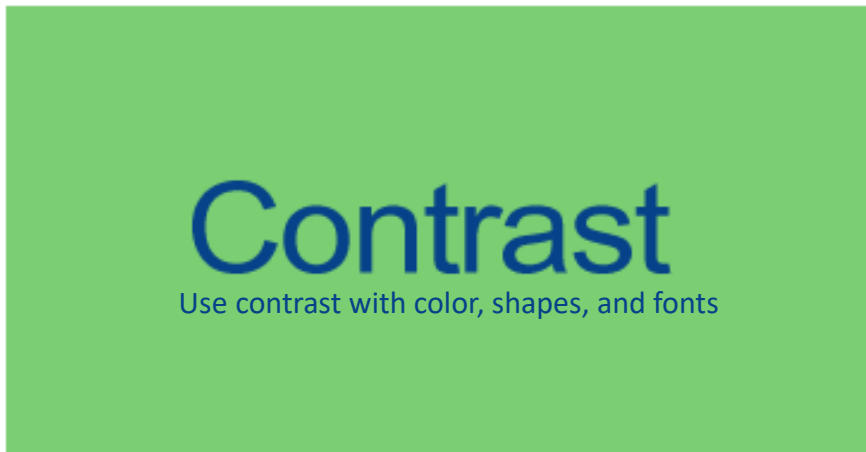
**Alignment:** Elements should have an obvious or clear connection to each other. This promotes a strong sense of cohesion.

**Proximity:** When possible, group similar elements together. Don’t scatter elements around a composition when they can be linked in a meaningful way.



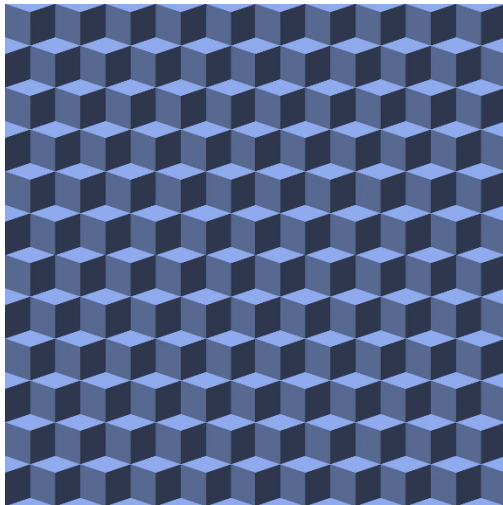


# Contrast Examples



# Repetition Examples

- Bullet lists
- Colors
- Shapes
- Icons
- Textures
- Sizes



**mooring**  
Advisory Group

### Who We Are:

Our boutique consulting firm works hand-in-hand with small to medium-sized businesses across industry to develop innovative Sales Enablement solutions that drive new opportunities for growth.

Solid branding and credibility are both critical for business success, we agree! But can you prove that your current efforts are generating measurable revenue growth?

With a deep expertise in Marketing, Public Relations, and Sales, we serve as a natural arm of your staff to amplify your brand via customized content, communications and conversion initiatives with tangible deliverables & metrics.

### Our Expertise:

- MARKETING:** Streamline communications. Target your customers and partners with powerful strategic messaging, and polished professional content.
- SALES:** Optimize your sales organization. Implement efficient process, effective best practices and results-oriented campaigns to boost revenue
- PUBLIC RELATIONS:** Amplify your brand. Build a stronger presence in your community and position your organization as a trusted industry leader through diversified media channels.

### Our Solutions:

Marketing:	Sales:	Public Relations:
<ul style="list-style-type: none"><li>• Overall Strategy Analysis</li><li>• Clear Brand Messaging</li><li>• Internal Communications</li><li>• E-Newsletter Creation</li><li>• Website Consulting &amp; Design</li><li>• Advertising negotiation</li><li>• Event Sponsorships</li><li>• Print &amp; Digital Collateral</li><li>• Sales Presentations</li></ul>	<ul style="list-style-type: none"><li>• Overall Strategy Analysis</li><li>• Streamlined Processes</li><li>• Sales Cycle Review</li><li>• Prospecting Tools</li><li>• Negotiation Practices</li><li>• Sales Pitching</li><li>• Cold Calling</li><li>• Email Campaigns</li><li>• Closing Tactics</li></ul>	<ul style="list-style-type: none"><li>• Overall Strategy Analysis</li><li>• Press Release Writing</li><li>• Social Media Management</li><li>• Media Pitching</li><li>• Awards Submissions</li><li>• Speaking Opportunities</li><li>• Editorial Opportunities</li><li>• Blogging</li><li>• Product/Services Launch</li></ul>

**Learn More:**

[www.mooringadvisorygroup.com](http://www.mooringadvisorygroup.com)  
PO Box 185, Hingham, MA 02043  
T: 781-929-5620  
E: [nina@mooringadvisorygroup.com](mailto:nina@mooringadvisorygroup.com)  
E: [lauren@mooringadvisorygroup.com](mailto:lauren@mooringadvisorygroup.com)

*“Whether you are a one person brand or a large firm looking for support for anything ranging from marketing and branding to sales and growth - MAG is your team of experts to help you get to where you want to go... working as your guiding consultants every step of the way.”*

Dr. Jodi Ashbrook,  
CEO & Founder of Dr. Jodi, Inc.  
& The Yoga Movement

**mooring advisory group**

repeating graphical elements 3

Image from: <https://www.mavrocreative.com/blog/good-design-needs-repetition/>

# Alignment Examples



1234 Main St  
Springfield, IL 60528  
123-456-7890

## Fusce porta suscipit eros

Mauris elementum. Proin quis dolor ut augue imperdiet fringilla. In cursus, magna ut eleifend aliquam, risus lorem mattis mauris, eu congue nisi nisi et sapien. Donec eget dui. Praesent a diam. Cras nunc. Morbi id orci quis nisl con-sequat scelerisque.

### Duis vitae urna

Aenean ut risus nec tellus sodales bibendum. Morbi porta, urna nec aliquam condimentum, sapien lectus elementum est, in placerat elit mi pretium diam. Sed at lectus. Etiam laoreet massa vitae mauris blandit faucibus.

### Fusce non ligula

Phasellus sit amet leo. Proin fermentum congue purus. Fusce non ligula. Donec a erat. Curabitur mollis ultricies elit. Ut ut tortor nec metus commodo tristique. In hac habitasse platea dictumst. Donec bibendum, neque non dignissim accumsan, urna felis commodo libero, euismod imperdiet arcu felis tincidunt velit. Duis mollis interdum sem. Nunc volutpat dictum justo.

### Donec hendrerit magna

- Nulla sed tortor id neque consectetur auctor.
- Nullam laoreet erat eget nibh.
- Sed vitae nisi non enim semper rhoncus.
- Curabitur ac magna eu elit rhoncus ultrices.
- Proin quis metus nec mauris dictum convallis.
- In auctor mauris quis neque.

#### Navigation

[Nulla neque habitant morbi](#)  
[Nullam laoreet commodo](#)  
[Sed vitae nisi lacus enim](#)  
[Curabitur cursus faucibus](#)  
[Proin quis metus erat volutpat](#)  
[auctor mauris tincidunt quis](#)

[Quisque sit amet est et](#)  
[ullamcorper placerat eleifend](#)  
[vehicula elit feugiat vitae](#)

Cras aliquam. Aliquam ultrices dignissim enim. Donec hendrerit magna in libero. Suspendisse accumsan. In sed sapien non lorem lobortis egestas. Fusce in libero id lacus auctor dignissim. Sed et arcu. Nunc felis enim, dapibus ac, tincidunt nec, feugiat et, dolor. Donec gravida ligula. Nulla a augue.



1234 Main St  
Springfield, IL 60528  
123-456-7890

#### Navigation

[Nulla neque habitant morbi](#)  
[Nullam laoreet commodo](#)  
[Sed vitae nisi lacus enim](#)  
[Curabitur cursus faucibus](#)  
[Proin quis metus erat volutpat](#)  
[auctor mauris tincidunt quis](#)

[Quisque sit amet est et](#)  
[ullamcorper placerat eleifend](#)  
[vehicula elit feugiat vitae](#)

Cras aliquam. Aliquam ultrices dignissim enim. Donec hendrerit magna in libero. Suspendisse accumsan. In sed sapien non lorem lobortis egestas.

Fusce in libero id lacus auctor dignissim. Sed et arcu. Nunc felis enim, dapibus ac, tincidunt nec, feugiat et, dolor. Donec gravida ligula. Nulla a augue.

## Fusce porta suscipit eros

Mauris elementum. Proin quis dolor ut augue imperdiet fringilla. In cursus, magna ut eleifend aliquam, risus lorem mattis mauris, eu congue nisi nisi et sapien. Donec eget dui. Praesent a diam. Cras nunc. Morbi id orci quis nisl con-sequat scelerisque.

### Duis vitae urna

Aenean ut risus nec tellus sodales bibendum. Morbi porta, urna nec aliquam condimentum, sapien lectus elementum est, in placerat elit mi pretium diam. Sed at lectus. Etiam laoreet massa vitae mauris blandit faucibus.

### Fusce non ligula

Phasellus sit amet leo. Proin fermentum congue purus. Fusce non ligula. Donec a erat. Curabitur mollis ultricies elit. Ut ut tortor nec metus commodo tristique. In hac habitasse platea dictumst. Donec bibendum, neque non dignissim accumsan, urna felis commodo libero, euismod imperdiet arcu felis tincidunt velit. Duis mollis interdum sem. Nunc volutpat dictum justo.

### Donec hendrerit magna

- Nulla sed tortor id neque consectetur auctor.
- Nullam laoreet erat eget nibh.
- Sed vitae nisi non enim semper rhoncus.
- Curabitur ac magna eu elit rhoncus ultrices.
- Proin quis metus nec mauris dictum convallis.
- In auctor mauris quis neque.



# Proximity Examples



**JOE'S**  
GRAPHICS

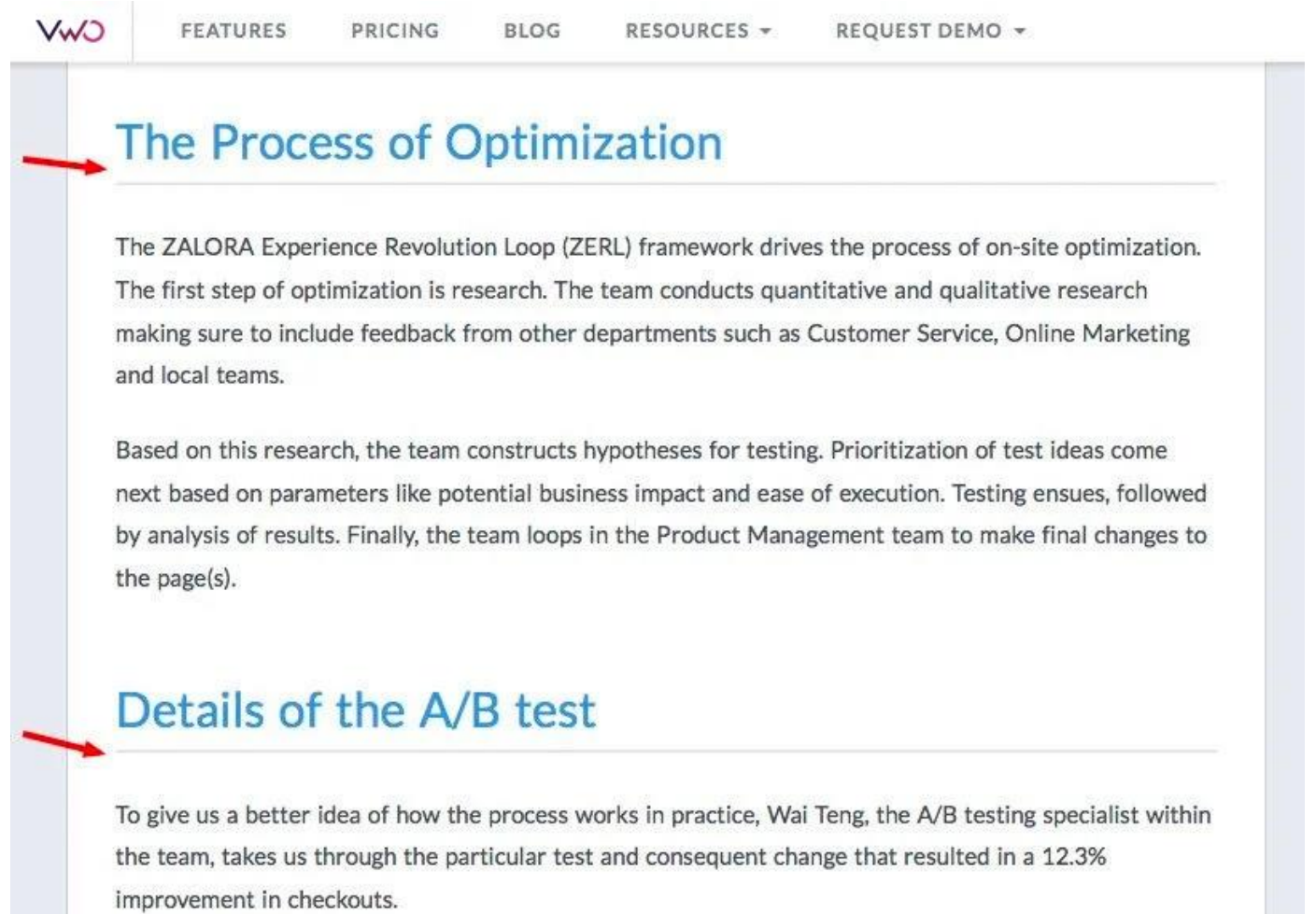
2200 Lawnhill Drive | Tampa, Florida  
500-123-0000 | joesgraphics.com

2200 Lawnhill Drive Tampa, Florida



**JOE'S**  
GRAPHICS

500-123-0000 joesgraphics.com



VWO FEATURES PRICING BLOG RESOURCES ▾ REQUEST DEMO ▾

## The Process of Optimization

The ZALORA Experience Revolution Loop (ZERL) framework drives the process of on-site optimization. The first step of optimization is research. The team conducts quantitative and qualitative research making sure to include feedback from other departments such as Customer Service, Online Marketing and local teams.

Based on this research, the team constructs hypotheses for testing. Prioritization of test ideas come next based on parameters like potential business impact and ease of execution. Testing ensues, followed by analysis of results. Finally, the team loops in the Product Management team to make final changes to the page(s).

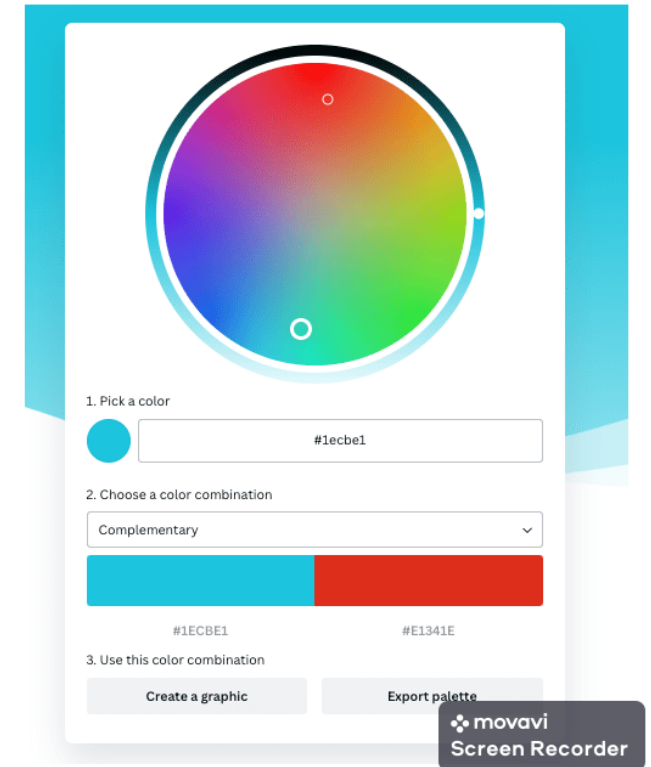
## Details of the A/B test

To give us a better idea of how the process works in practice, Wai Teng, the A/B testing specialist within the team, takes us through the particular test and consequent change that resulted in a 12.3% improvement in checkouts.



# Fonts and Colors: Emotional Impact

**Festive**  
**BOLD**  
Modernist  
*Historic*





# Visual Appeal in Online Courses

Graphic Organizers

Color

Charts & Graphs

Banners

Infographics

Timelines

Illustrations

Characters

Animations

Photo Editing

Smart Art

Resources

# Plant Cells Versus Animal Cells

Plant and animal cells have both similarities and differences in their structures and functions. Both cell types are eukaryotic and share many fundamental features, such as the presence of a nucleus and various membrane-bound organelles. However, there are also several key differences between plant and animal cells. One major difference is the presence of a cell wall in plant cells, which provides rigidity and support to the cell. Plant cells contain large central vacuoles that store water and nutrients, while animal cells have smaller, more numerous vacuoles. Another difference is the presence of chloroplasts in plant cells, which are responsible for photosynthesis and the production of energy-rich molecules. In terms of size, animal cells are generally smaller than plant cells. When it comes to mobility, animal cells are generally more mobile and capable of changing shape to perform various functions, such as phagocytosis or muscle contraction, while plant cells are largely stationary due to being anchored to a stationary location by their cell walls. These similarities and differences reflect the adaptations of plant and animal cells to their unique environments and lifestyles.

# Charts & Graphs

## Plant Cells Versus Animal Cells

<b>Plant Cells</b>	<b>Common to Both</b>	<b>Animal Cells</b>
Autotroph	Cytoplasm	Heterotroph
Cell wall	Cell Membrane	Lysosomes
Chloroplast	Ribosomes	Cilia
Limited movement	Mitochondria	Can move around by changing shape
Rectangular shape	Golgi Apparatus	Round shape
One large vacuole		Small vacuoles
Larger in size		Smaller in size

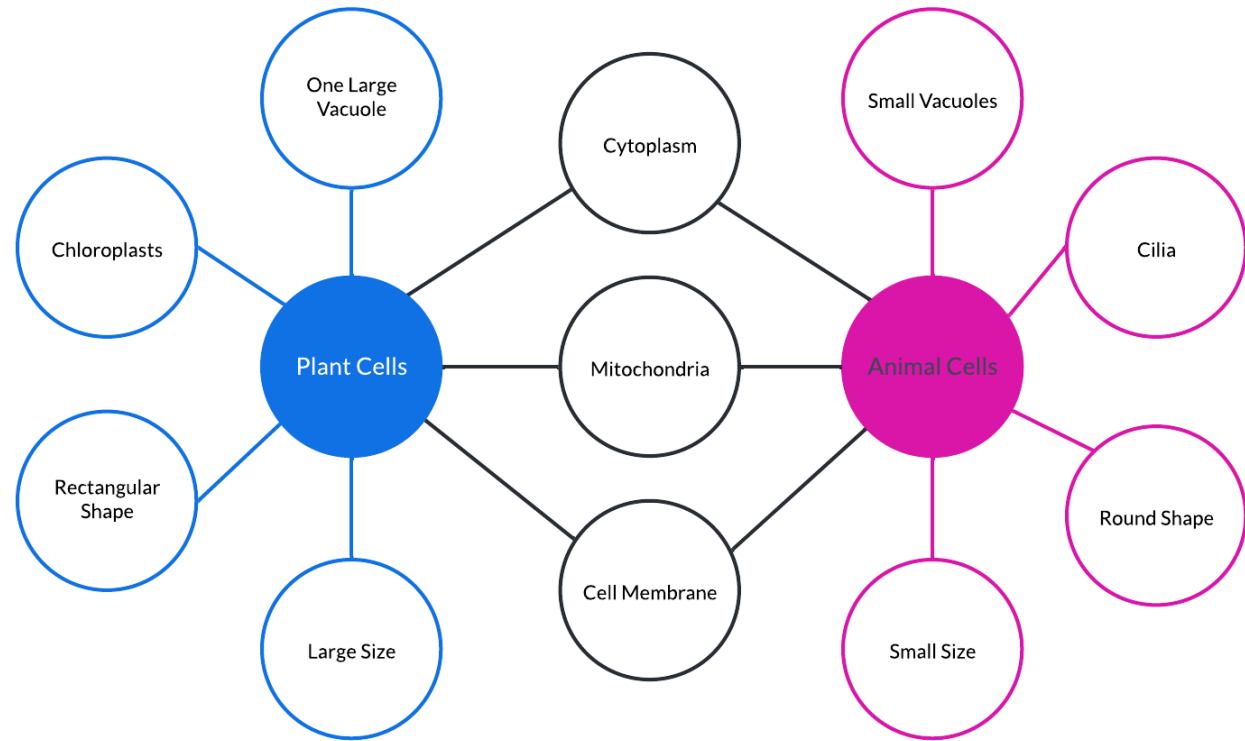


# Charts & Graphs

## Lucid Chart

### Animal Cells vs. Plant Cells Comparison Map

by: Team Tiger



# Assignment Prompt

Part 1: For this activity, you will be developing a list of important information that is necessary for Amazon to be able to fulfill a customer's request to purchase a shirt. Think about this carefully - what are the steps that are taken when someone is looking for a shirt, finds the right shirt, and places the order. What pieces of information does Amazon need to collect from the user to be able to fulfill their order? Remember, all of this data requires a database to store it in the background. In essence, this activity is a database planning exercise.

Part 2: Once you and your team members feel that you have created a complete list for Part 1, discuss with your teammates any relationships you see between the elements. Then take the individual elements you listed and move them into groups of related items. These will represent the tables in your database.

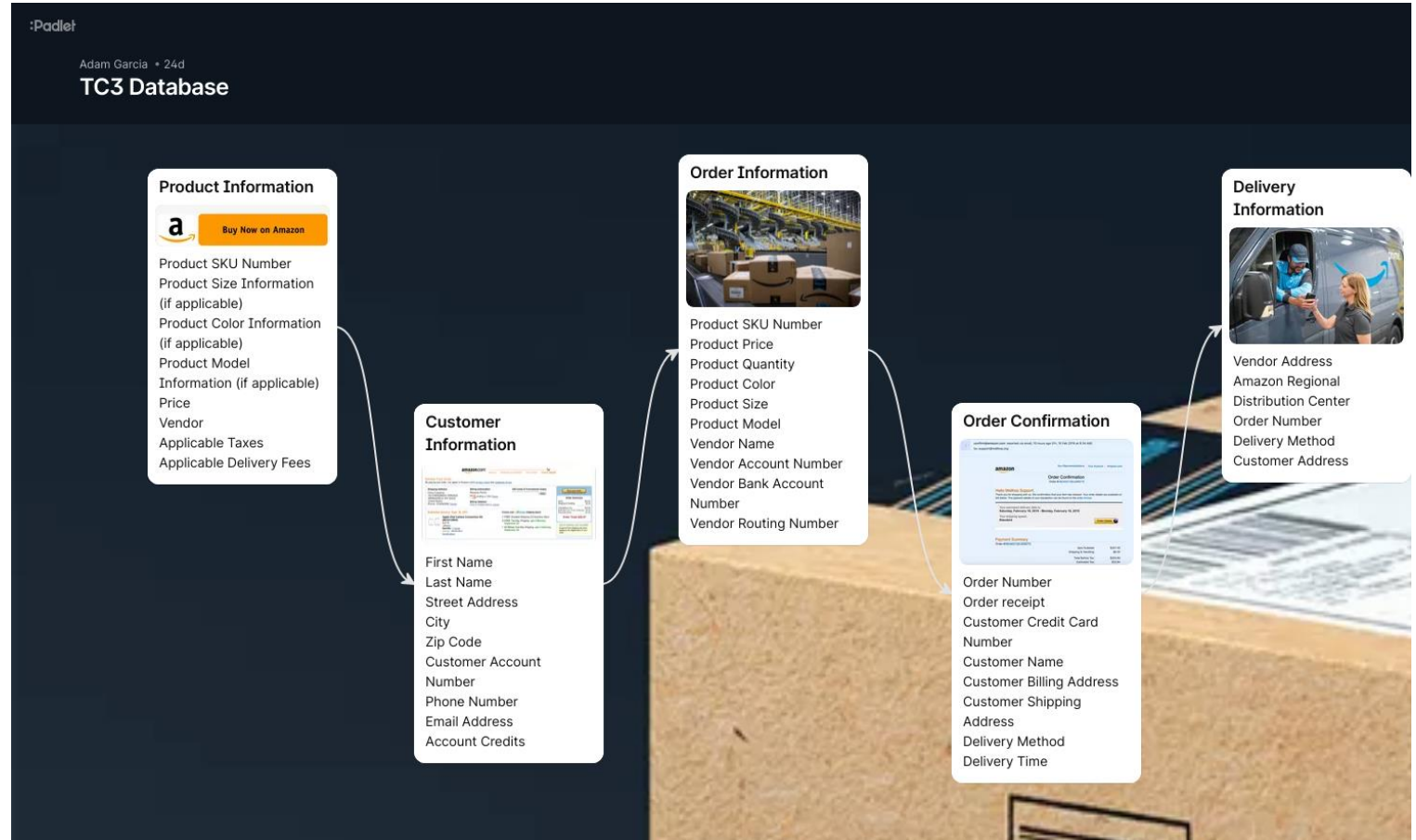
Now you are ready to design your database.



Database  
Amazon  
Order  
Brainstorming  
Activity

Field Name	Data Type	Description
Order ID	Integer	A unique identifier for the order
Customer ID	Integer	A unique identifier for the customer who placed the order
Order Date	Date	The date the order was placed
Shipping Address	Text	The address where the order will be shipped
Item ID	Integer	A unique identifier for the shirt being ordered
Item Name	Text	The name of the shirt being ordered
Item Color	Text	The color of the shirt being ordered
Item Size	Text	The size of the shirt being ordered
Item Price	Decimal	The price of the shirt being ordered
Quantity	Integer	The number of shirts being ordered
Subtotal	Decimal	The total cost of the shirts before any taxes or shipping fees
Tax	Decimal	The tax amount for the order
Shipping Fee	Decimal	The cost of shipping the order
Total	Decimal	The total cost of the order including taxes and shipping fees
Payment Method	Text	The method of payment for the order
Payment Status	Text	The status of the payment for the order
Order Status	Text	The status of the order (e.g. "Processing", "Shipped", "Delivered")

Padlet  
Student-  
created



# TEACHING PRESENCE

## Examples of Roles in Action

### **Developer Role**

- Create a comprehensive syllabus that communicates clear expectations
- Follow best practices in module structure/organization
- Ensure that your course has intuitive navigation
- Provide detailed grading rubrics

### **Facilitator Role**

- Post News announcements for weekly introductions and/or wrap-ups
- Be actively involved in discussions to facilitate dialogue
- Host an optional, synchronous virtual study group

### **Instructor Role**

- Provide opportunities for one on one interaction via office hours
- Provide timely, specific feedback on student performance
- Share Midterm progress with students via email

# Graphic Organizer - Canva

---

- Free Educators Account
- Vast Free Template Library

## Examples of Roles in Action:

# TEACHING PRESENCE



- Create a comprehensive syllabus that communicates clear expectations
- Follow best practices in module structure/organization
- Ensure that your course has intuitive navigation
- Provide detailed grading rubrics



- Post News announcements for weekly introductions and/or wrap-ups
- Be actively involved in discussions to facilitate dialogue
- Host an optional, synchronous virtual study group



- Provide opportunities for one on one interaction via office hours
- Provide timely, specific feedback on student performance
- Share Midterm progress with students via email

# Infographic: Piktochart

## Teaching Presence

Examples of Roles in Action

### Developer Role



- Create a syllabus that communicates clear expectations
- Follow best practices in module structure/organization
- Ensure that your course has intuitive navigation
- Provide detailed grading rubrics

### Facilitator Role

- Post News items for weekly introductions and/or wrap-ups
- Be actively involved in discussions to facilitate dialogue
- Host an optional, synchronous virtual study group.



### Instructor Role



- Provide opportunities for one to one interaction via office hours
- Provide timely, specific feedback on student performance
- Share Midterm progress with students via email



# Stock Photos (Pexels) & Banners (Canva)

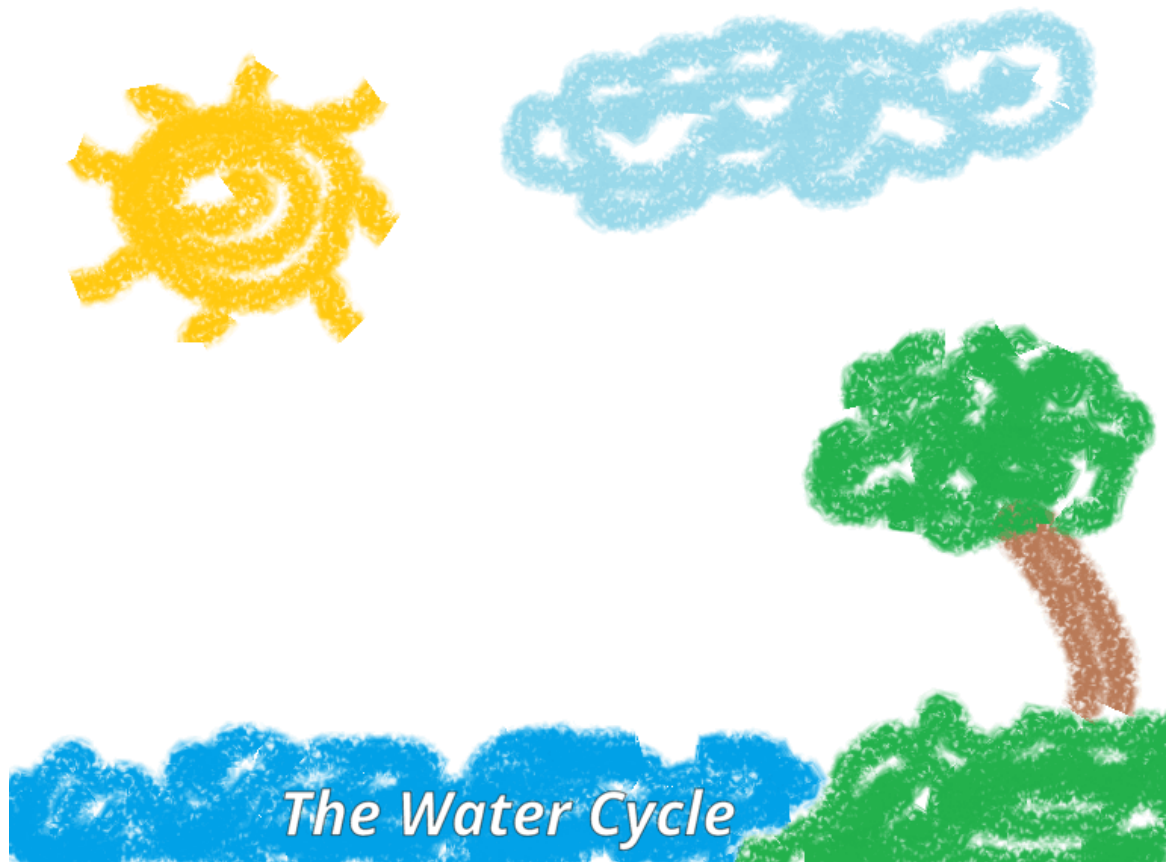
---



**Critical Thinking Process**

Animated GIFs  
(Paint & EZGIF)





Animated GIFs  
(Paint & EZGIF)





01



02



03



04



05



06



07



08



09



10



11



12



13



14



15



16



17



18



19

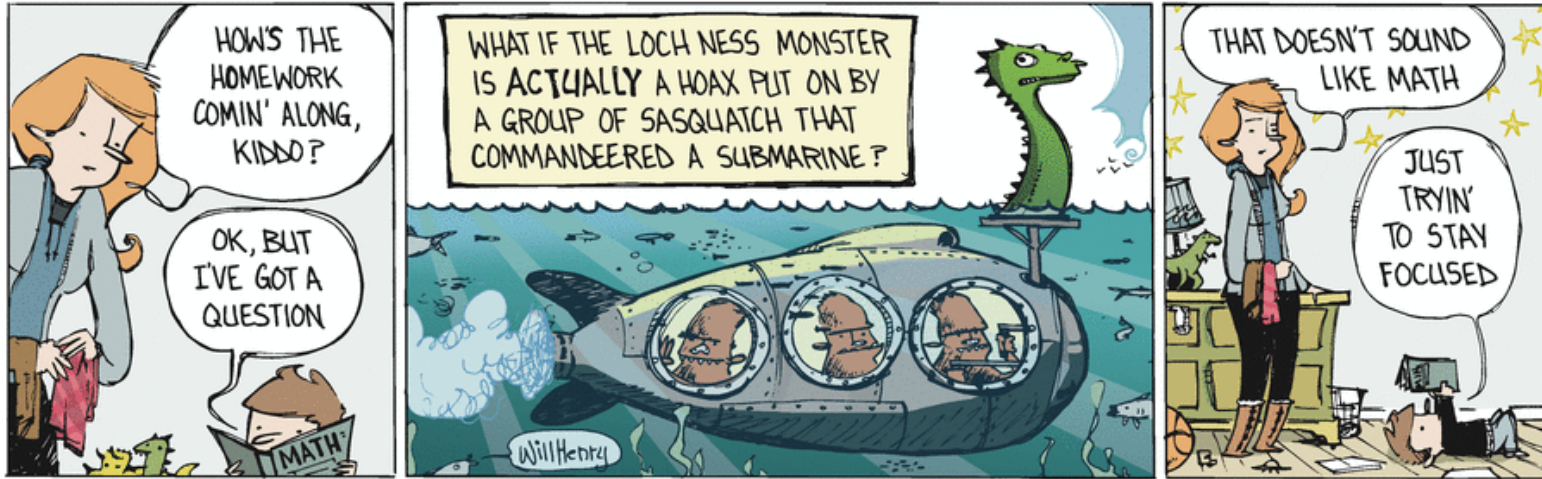


20

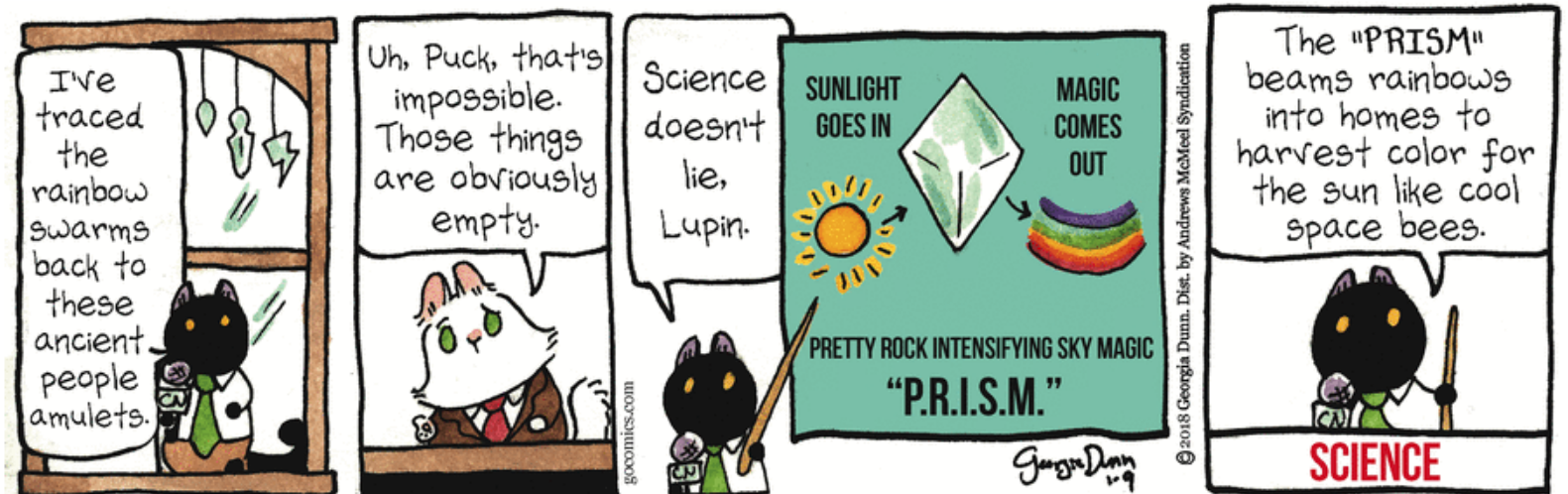


# Cartoons & Comics (Go Comics)

Wallace the Brave by Will Henry



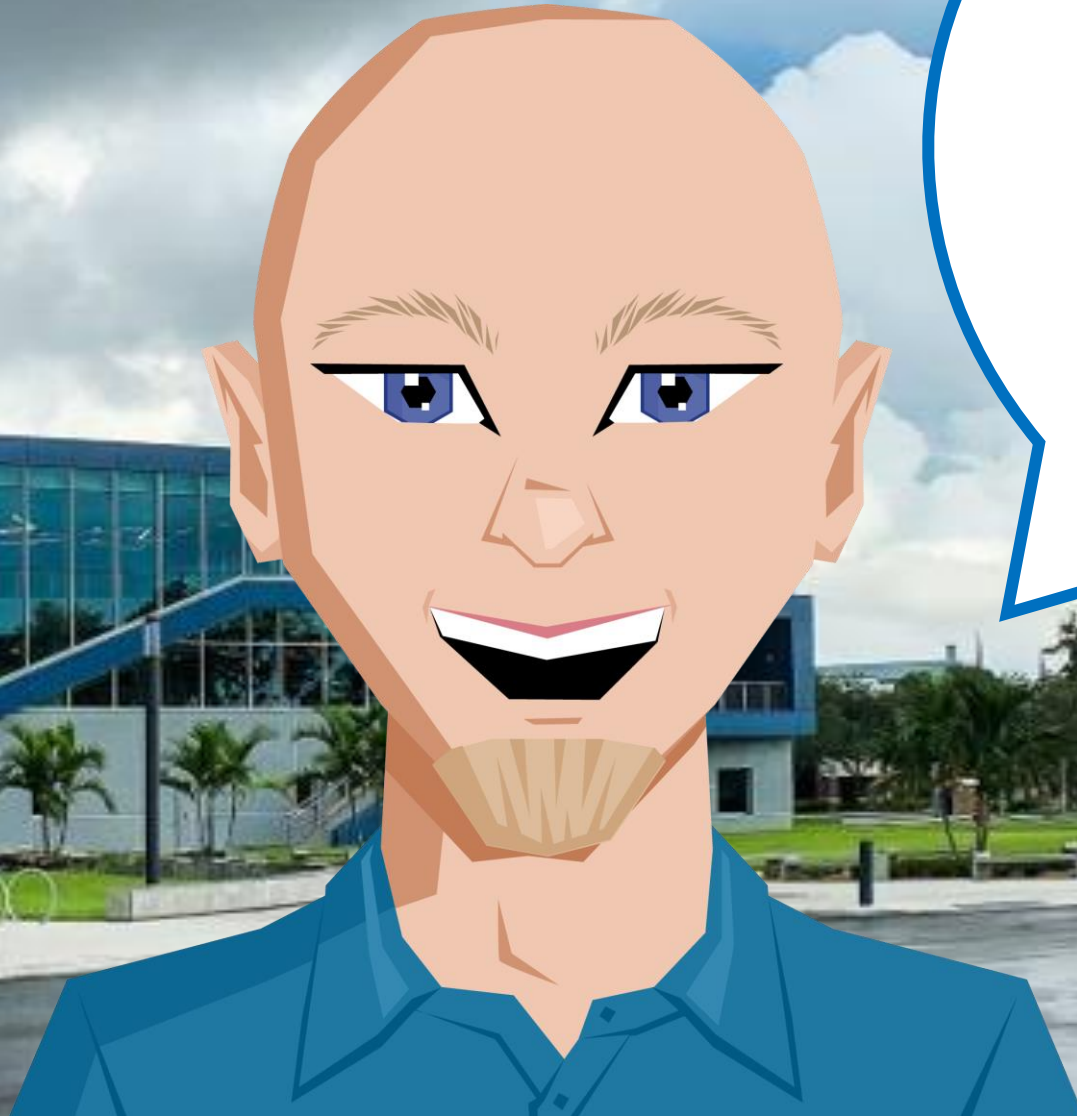
Breaking Cat News by Georgla Dunn







Why use an Avatar?



Personalization  
Privacy  
Consistency  
Attention  
Engaging  
Relatable  
Emotional connection





Avatar Creators:

Avatar Maker

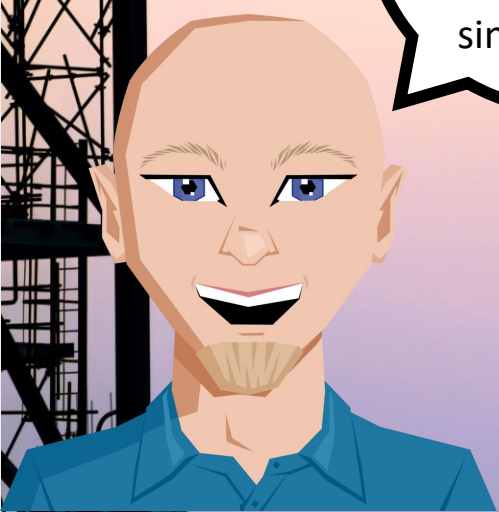
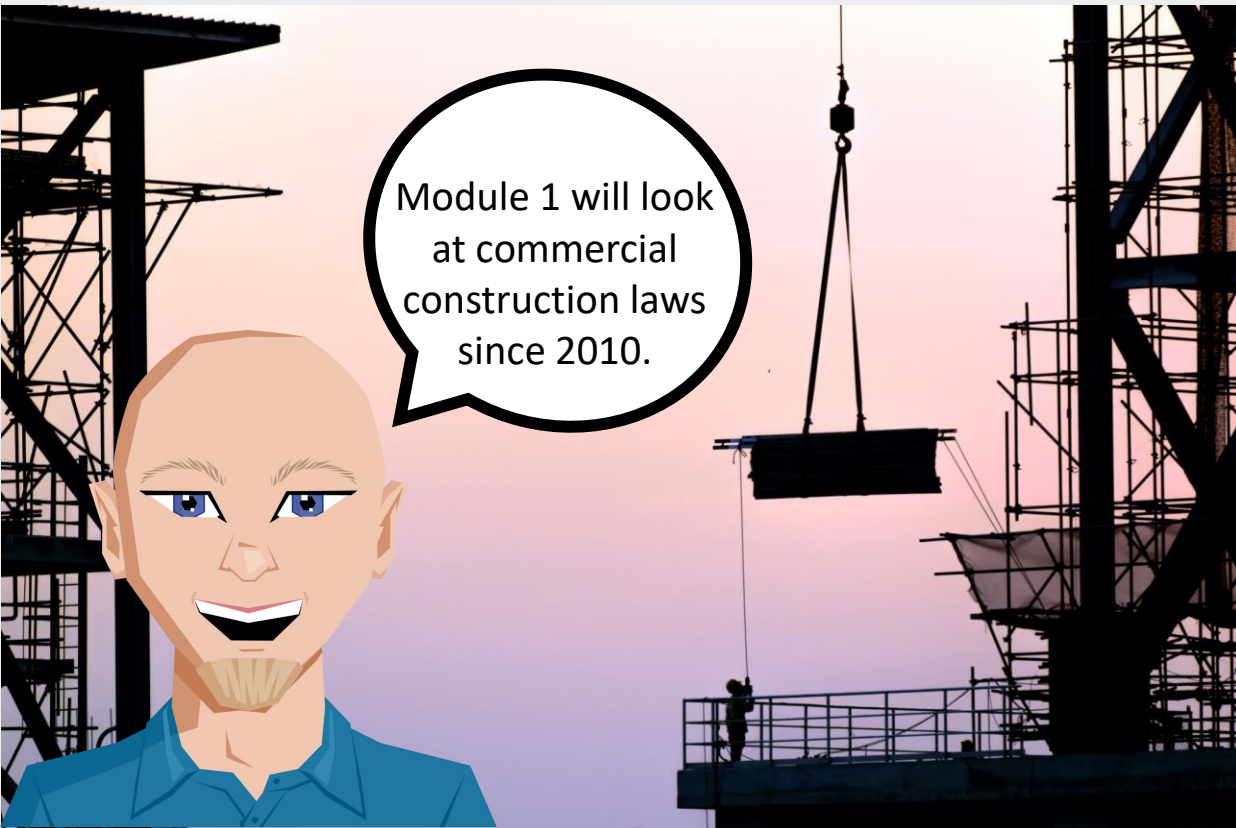
Cartoonify

Avachara

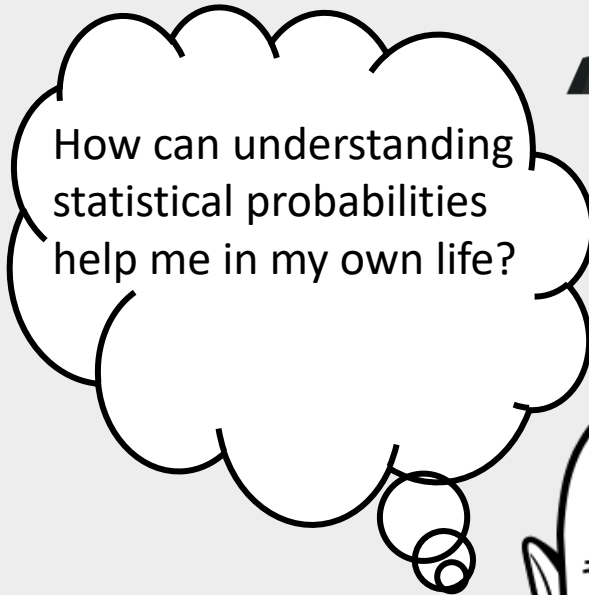
Character Creator



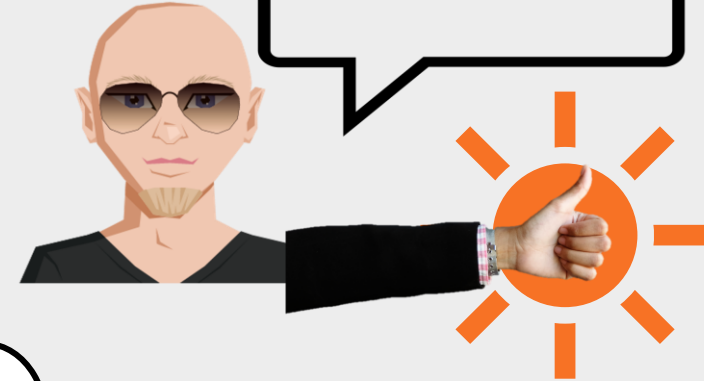
Please contact me if you have questions.  
[Godcharles.tim@spcollege.edu](mailto:Godcharles.tim@spcollege.edu)  
727-341-3732



Module 1 will look at commercial construction laws since 2010.



How can understanding statistical probabilities help me in my own life?



Module 1 Success!





So...What are you going to try?

# Wrap Up

- Blog posts
- Demos
- Coffee or the Cup
- Website: FacultySupport.SPCollege.edu
- Have an idea (or need one) for improving your course, but not sure where to start? Email us at IDEAS@SPCollege.edu
- IDEAS Event Feedback Form:  
<https://web.spcollege.edu/survey/34293>

Topic	Webinar	Coffee or the Cup
Accessibility	4/18/23	4/25/23