4 Learning Results llc

David A. Amdur
amdur@usgo.net

Visual Communication in eLearning:
Effective Use of Graphic Design, Images and Diagrams

Clear graphic design makes information more accessible, attractive, and authoritative. Images and diagrams can create compelling contexts for learning, organize concepts, and give vivid and memorable expression to content.

Resources
Type
MyFonts.com: Search type tagged by theme. Sign up for *Rising Stars* newsletter.
http://www.myfonts.com/

Fontsquirrel: 'Only the best commercial-use free fonts.' Http://Www.Fontsquirrel.Com/

Icons:
The Noun Project: A collection of copyright free icons: http://thenounproject.com/tag/

Iconfinder: Search through 160,710 icons or browse 841 icon sets. http://www.iconfinder.com/

Pictures
eFront Learning Blog: List of sites for free stock photos for elearning:
http://blog.efrontlearning.net/2010/10/free-stock-photos-sites-for-e-learning.html

Microsoft offers 1,000s of copyright free illustrations , photos, animations, sounds and images:
http://office.microsoft.com/en-us/images/

'Copyright' friendly image sources: http://copyrightfriendly.wikispaces.com/

Primers on copyright laws for images can be found at:
http://www.stockphotorights.com/faq/
http://www.stockphotorights.com/image-checklist/

Design Text, Tutorials, and Examples
Non-Designer's Design Book; Robin Williams. A great introduction.

More Than Just Eye Candy: Graphics for e-Learning; Ruth C. Clark and Chopeta Lyons. Research based best practices for use of visuals for elearning.
http://www.clarktraining.com/content/articles/MoreThanEyeCandy_part1.pdf
http://www.clarktraining.com/content/articles/MoreThanEyeCandy_part2.pdf

Understanding Comics: The Invisible Art; Scott McCloud. More than just a book about comics, this gets to the heart of how we deal with visual languages in general.

4 Steps to Becoming an E-learning Pro; Tom Kuhlmann. The 2nd half has very good pointers on graphics: http://www.youtube.com/watch?v=CpUvjyq0h1s

Note and Point: A collection of 'KILLER SLIDE DECKS': http://noteandpoint.com/

You Suck at Powerpoint; a tutorial by Jesse Dee:
http://www.slideshare.net/jessedee/you-suck-at-powerpoint

Visual-Literacy.org: Interactive tutorials including *Periodic Table of Visualization Methods* and *Stairs to visual excellence*: http://www.visual-literacy.org/pages/documents.htm

A Tour Through the Visualization Zoo: Jeffrey Heer, Michael Bostock, and Vadim Ogievetsky. Stanford University; *http://hci.stanford.edu/jheer/files/zoo/*

Diagrams and Data Visualization

Wolfram Demonstration Project—A collection of freely downloadable interactive data visualization demonstration modules for business, math, science, and many other areas—at all levels from elementary education to front-line research: http://demonstrations.wolfram.com/
Mathematica 7: Wolfram's application that 'seamlessly integrates numeric and symbolic computations, image processing, interactive document capabilities, on-demand curated data, and powerful connectivity': http://store.wolfram.com/view/app/mathematica/

Introduction to BPMN; Stephen A. White: Great tutorial on the visual work-flow language BPMN (Business Process Modeling Notation) IBM Software Group, October 16, 2006; www.bpmn.org/Documents/OMG_BPMN_Tutorial.pdf

Gliffy: 'Freemium' online application to create, collaborate on, and share diagrams. http://gliffy.com

Similar Free/low-cost online diagram applications are reviewed at: http://www.techmixer.com/online-flowchart-tools-to-create-flowchart-diagram/

Vidi: Free tools to build colorful dynamic maps, graphs and charts, which can be embedded into a webpage. http://www.dataviz.org

Tableau Public: A 'freemium' interactive data visualization tool that can create interactive 'Dashboards' made up of multiple interactive visualizations. **Very good tutorial videos, too**: http://tableausoftware.com/public/community/best-practices

Protovis: Free and open-source, library of customizable JavaScript and SVG code for creating web-native interactive information visualizations, from Stanford University. http://protovis.org/

Visio: Provides libraries of icons, shapes, pictures, and templates. Data-driven visuals refresh automatically in real-time. Connect to multiple sources, including Excel and SQL Server, publish data-linked diagram to SharePoint and provide access to others on the web through SharePoint and/or via browser. Examples at: visiotoolbox.com/2010/experience.html

SmartDraw.com: Offers 78 diagram types, libraries of icons, shapes, pictures, and templates, interface designed for less drag & drop, **great online tutorials on visual tools. Tutorials on diagrams that model strategies to accomplish business goals at:** http://www.smartdraw.com/resources/tutorials

SlideShop.com: Vendor of editable PowerPoint diagrams

About the Presenter

David A. Amdur, principal of Learning4Results, llc, consults in instructional design, learning technology, and performance improvement. In a past life, he was Professor of Visual Communication at Brown College and author of *Typographic Design in the Digital Studio* (https://bitly.com/typebook). He has given presentations to the eLearning Guild Online Forum, ASTD-TCC Training SIG, ASTD-TCC eLearning SIG, Learning and Performance Tools SIG, and several education conferences. Currently, he is Director of Professional Development for ASTD-TCC and a member of the PACT Advisory Council. Previous professional associations have included service on the ASTD-TCC Interactive Communication Committee and chairmanship of the Learning and Performance Tools SIG. His articles have appeared in the ASTD-TCC *Spectrum* newsletter and the journal *Art Education*. Check out his LinkedIn profile at: http://www.linkedin.com/in/davidamdur.