List of Course Visual Enhancements

Visual enhancements give your course that added flair. They break up the content so that your audience doesn't experience text fatigue; they also cue your audience in to important things to remember, action items, and more. However, be careful not to use visuals just to fill a space or create eye candy. Visuals should serve a purpose, and should always enhance the learning experience.

EXAMPLE OF VISUALS	DESCRIPTION
Visual Cues	Provide visuals throughout your course to give your audience an indication of what to expect. For instance, add a tab to show when you're moving to a new section.
Graphic Organizers	Use a visual as a springboard for a concept, and refer to it throughout your course. Graphic organizers help some learners store concepts in their memory.
Colors	Use color not only for flare, but to bring meaning to your content. For instance, when they see yellow, your audience can recognize a concept they should write down.
Numbers	Include numbers for your sections, chapters, or titles. It will help the learners monitor progress and expectations.

EXAMPLE OF VISUALS	DESCRIPTION
Lower Thirds	Include a bio page with your information and background; this will help you establish yourself as an expert on the topic. Include a graphic with your name, title, and vision for the course.
Notes	Provide cues to your learners that something is important and worth noting. This can be as simple as an offset plaque with the summary of the important note.
Icons	Icons are a great way to give your learners a cue. For example, a pencil icon might mean that there is an activity coming up, or a book icon might mean they need to read something.
Images	When you are looking for images to include in your course, look not only for consistency but for educational value as well. Images can be a great way to communicate a point.
Backgrounds	Background images are often overlooked, but they can cue your audience subconsciously or relay a point subtly.

EXAMPLE OF VISUALS	DESCRIPTION
Arrows	Add arrows throughout your course where you want to direct the learner's attention.
Conversation bubbles	Add conversation bubbles in places where you want to say something without actually saying it.
Characters	People connect or engage better with a course when a person is visible—it's one reason why video is much more effective than static slides. If you aren't connecting personally, try adding a character, real or animated, to your course to provide that point of connection.

Look through your wireframe and/or course template and identify opportunities to add visual enhancements..