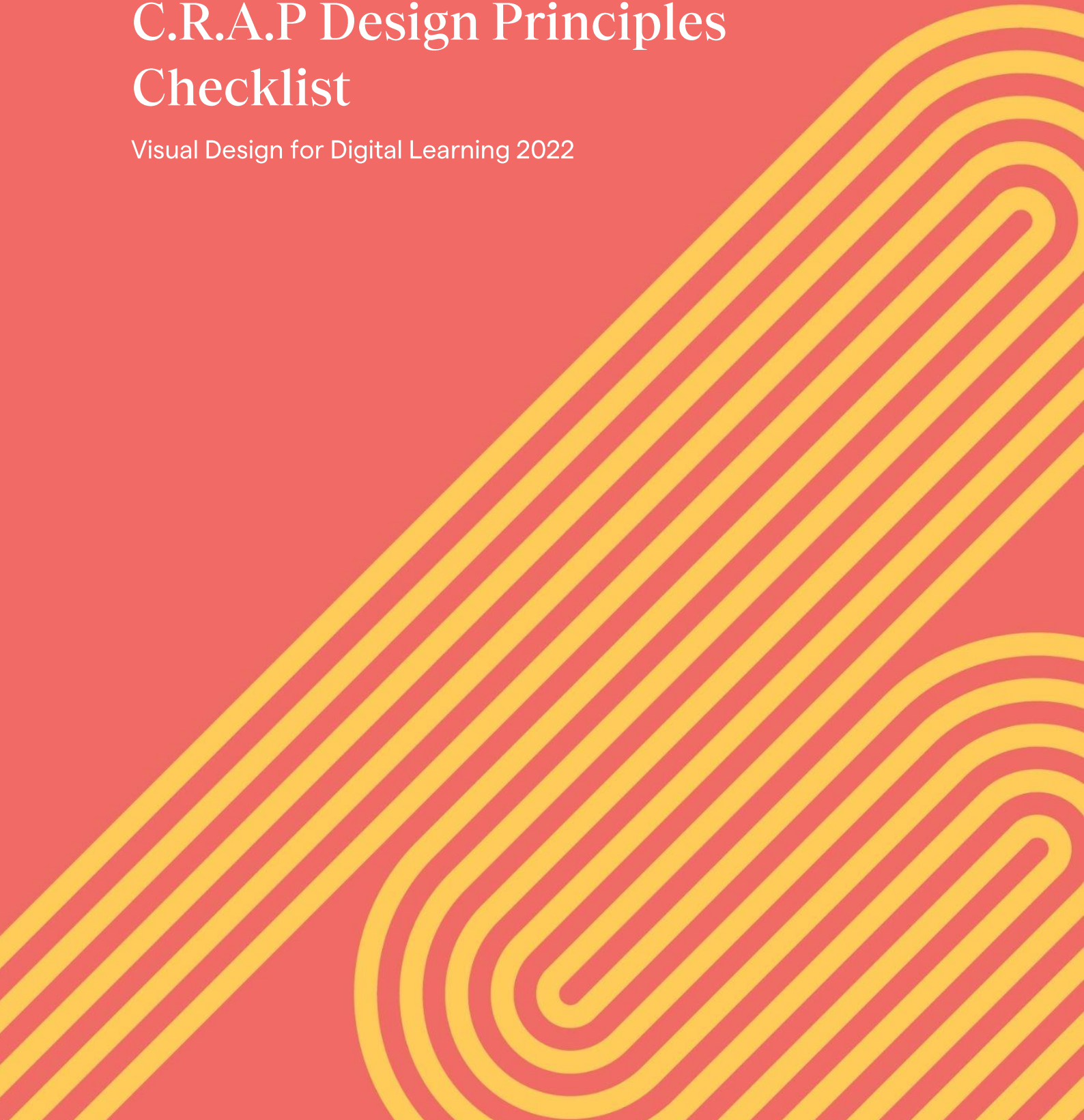




Digital
Learning
Institute

C.R.A.P Design Principles Checklist

Visual Design for Digital Learning 2022



C.R.A.P Design Principles Checklist

Learning the main principles for visual design and knowing how to apply them to digital learning design is an important part of designing a final product that is both aesthetically appealing and cohesive for students.

With visual design, we engage learners, motivate them and appeal to their feelings. As digital learning designers, we need to be aware of some key principles that can help the design process.

A simple and easy-to-follow method was introduced by Robin Williams in his book: The Non-Designer's Design Book. This method is a series of 4 principles: Contrast, Repetition, Alignment and Proximity.

Let's explore each one of these principles a little further:

Contrast

Contrast can reduce cognitive overload and increase accessibility

Fonts

- Use different fonts for different parts of your design e.g. bold fonts highlight the importance of content on screen
- Mix categories of fonts to create contrast

Colours

- Use different colours of fonts to make something stand out
- Create a visual hierarchy using colour contrast -make content stand out, organise information or draw learners' attention

Lines & Shapes

- Use lines to underline content to highlight its importance
- Use contrasting shapes such as squares for text boxes and ovals for decorative purposes only

Repetition

Repetition deals with consistency in design (the look and feel)

Layout

- Have a specific layout repeated for specific screens

Fonts

- Ensure that there is consistency in fonts used

Navigation

- Use the same button design for navigation and terminology (both written and spoken)

Colours & Shapes

- Use the same colours & shapes consistently throughout

Brand Guidelines & Templates

- Follow the brand guidelines for brand identity
- Use templates for your design and customize them if needed

Alignment

Alignment is the arrangement of the visual elements on screen in the correct relative positions.

Arrangement

- Keep the elements on screen aligned (most common alignment would be to the left or centre of the screen)
- For more than one element on screen, find a strong line and align objects to it

Alignment Tools

- Spaces between elements should align
- Ensure the distance between icons, images and text are of equal alignment
- Use alignment tools such as grids and rulers

Proximity

Proximity is grouping the onscreen elements together to create unified and meaningful units.

- Group elements by themes, colours, and shapes (grouping can add consistency to your design too)