

The Visual Language of Learning

A hands-on course in visual communication, choosing the right images to match your audience and what you're delivering

Who it's for

Anyone who touches the visual side of learning design, no prior experience required. Whether you're new to instructional design or you've built a full library of work, this is a project-based, hands-on course.

Prerequisite

Come to this session with 2 to 3 existing pieces of your work, redact anything you don't want visible, actual visual examples are needed so we can gauge where you are and where you need to go. If you're new to design and don't have existing work, bring your company's brand standards or template instead, along with any graphic limitations your organization has.

Why this matters

Choosing the right image isn't decoration, it's communication, and most learning content leans on it without ever really deciding who's in charge of that decision. Without a clear answer, that gap costs you:

- **Time** — back-and-forth over visual choices because nobody owns the decision.
- **Cost** — inconsistent visuals across a team's work, or paying for stock that doesn't fit.
- **Quality** — instructional content where the wrong image undercuts the message before anyone reads a word.

This is a project-based course: you'll work through a series of small micro-projects as a group, testing which images actually resonate, and building the judgment to know when to follow a standard and when it's time to try something new.

Performance objectives

By attending this session, you'll be able to:

- Choose visuals that genuinely communicate, matched to your audience and what you're trying to deliver
- Know the difference between when to follow an established standard and when to take a creative risk
- Understand who should hold creative control on a project, you, a marketing team, or a project team, and how to establish that early
- Practice with real micro-projects, testing what resonates as a group

Duration: Flexible to fit your team. Choose from a single 3-hour session, two 3-hour sessions across two days, or a full 6-hour, one-day format.

Building visual judgment, step by step

- **Test** — small micro-projects, assessing as a group what actually resonates
- **Standard** — when to follow an established visual standard
- **Risk** — when it's time to try something new instead
- **Own** — who holds creative control, and how that gets decided, you, marketing, or the project team
- **Apply** — bring AI into your visual workflow, connecting directly to our AI in Learning Design course

How it's delivered: live, virtual, project-based. Working through real micro-projects as a group, you build the judgment to make visual decisions with confidence, and clarity on who else needs to be in that conversation.

Email us to get started