



GRAPHIC DESIGN FOR NON-GRAPHIC DESIGNERS

A HANDS-ON ELEARNING WORKSHOP

TIMSLADE.COM

GRAPHIC DESIGN FOR NON-GRAPHIC DESIGNERS

A Hands-On eLearning Workshop by Tim Slade



WORKSHOP OVERVIEW

As learning professionals, we're expected to utilize a wide range of skills in the creation of learning content. Whether you're developing a presentation for an instructor-led class or an eLearning module for an online course, it's vital that your content is visually pleasing. And while we all know the importance of graphic design in the creation of learning content, graphic design is something that most of us struggle to master!

In this hands-on eLearning workshop, you'll explore the basics of graphic design and visual communications, and how to apply these techniques to your learning content. We'll start by exploring the best practices of using fonts, colors, images, and layouts; and then we'll practice using these techniques on real content. Best of all, we'll explore how you can become a better graphic designer by using a graphic design program that most of us already know how to use: PowerPoint!



WHAT WILL YOU LEARN?

After attending this hands-on eLearning workshop, you'll learn how to:

- The essential elements of graphic design, including fonts, colors, images, and layouts.
- How to use PowerPoint as a graphic design tool.
- How to visually communicate your learning content and reduce on-screen text.
- How to design custom graphics in PowerPoint.



WHO SHOULD ATTEND?

This eLearning workshop has been designed for any learning professionals looking to make their content more visually appealing.

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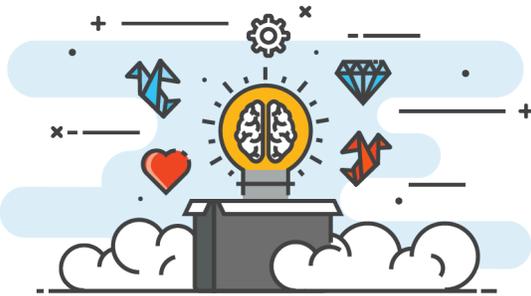
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EVERY WORKSHOP COMES WITH...



Participant Workbooks

Each participant will receive a workbook, containing useful information, practice activities, job aides, and other resources that will enhance the workshop experience.



Hands-On Activities

Each of my eLearning workshops have been designed to be as interactive and hands-on as possible. Each participant will learn by putting each concept into practice.



Practice Files

My eLearning workshops use practice files to help participants master each concept. Many of my examples are based off my real-life experiences working as an eLearning professional.



Online Resources

Each of my eLearning workshops comes with a dedicated online page, containing additional resources to continue the learning after the workshop experience has ended.

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FOLKS LOVE MY ELEARNING WORKSHOPS



"Tim is always awesome. Funny, genuine, and walks the walk. He shows what he knows."



"Tim was organized, well spoken, entertaining, thoughtful and kept to his topic at hand."



"Tim's workshop was hands-down one of the BEST workshops that I have ever attended!"

MY PRICING IS STRAIGHTFORWARD



1-HOUR WEBINAR

\$750

Per 1-Hour Webinar



1-DAY WORKSHOP

\$3,200

+Travel & Material Costs



2-DAY WORKSHOP

\$5,200

+Travel & Material Costs

I AM TRUSTED WITHIN THE INDUSTRY

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ARTISAN
E-LEARNING

usbank

atd Association for
Talent Development

MOTOROLA

**THE ELEARNING
GUILD**

Workshop pricing is subject to change at any time without notice.

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MEET YOUR FACILITATOR

Tim Slade is a speaker, author, and award-winning eLearning designer. Having spent the last decade working to help others elevate their eLearning and visual communications content, Tim has been recognized and awarded within the eLearning industry multiple times for his creative and innovative design aesthetics. Tim is a regular speaker at international eLearning conferences, is a recognized Articulate Super Hero, co-author of the popular *E-Learning Uncovered* book series, author of the *The eLearning Designer's Handbook* and author of *The eLearning Designer's Blog* at www.timslade.com.



FAQS

How long is this workshop?

I've designed this program to be a one-day, hands-on eLearning workshop; however, I can scale the workshop up or down to meet your needs.

Do I need special software or hardware to attend?

For this workshop, you'll need an internet-connected computer, with Microsoft Word and PowerPoint (or similar) software installed.

Can this workshop be delivered virtually?

While this workshop can be adapted for virtual delivery, an in-person workshop offers the best learning experience.

Can this workshop be customized for our unique needs?

Within reason, I'm happy to customize any of my workshops to meet your needs.

Do you offer special pricing for local ATD Chapters?

Yes! I am happy to offer any of my workshops via a split-revenue model for local ATD Chapters.

I have more questions. How can I contact you?

If you have more questions or are ready to book a workshop, shoot me an email at tim@timslade.com.