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How to look like a design expert (even if you are not)

Are you entering the world of eLearning design? Are you scared of the graphic side? With a few tips you will look like a real design professional!

If you are new to the design of an **online course**, don't worry! It's normal to be scared of certain aspects in particular, as **eLearning** is based on a wide range of specialisations. Many, for example, do not initially have enough knowledge to **create good online course graphics**. How to distribute content? Which colours to use for the text? How to make the content visually more attractive? These are just some of the thousands of doubts that can arise when entering the fantastic world of eLearning design.

The concern is justified since the graphic part of a course influences the **involvement** and **learning** of the students. If you want to find out more about this topic, you can read some of our posts, for example the one about **visual design tips for non-experts** or the **7 steps to create an effective visual communication**. In this article, instead, we will find out how to look a bit more design expert even if you are not yet one:

1. Use predefined templates

If you really don't know where to start, the secret is to use so-called "**templates**", which are the default templates. Depending on the topic and the needs of the course there are a wide range of free online and paid resources that allow you to start from scratch when creating a course structure.

2. Use white spaces

Are you afraid of white space? Actually, what are called "negative spaces" are fundamental at a **visual level** to divide texts, images, to create effects, to adjust the space between the lines...ultimately they serve to **focus students' attention** on a certain content or part of the page.

3. Don't exaggerate with colours

Colours, in general, are fundamental in eLearning design. Did you know, for example, that the **Classic Blue** is this year's colour? Before you start filling the course platform with different shades, you need to study a minimum of **theories of colours** and know how they affect the students' moods. In any case, it is preferable not to use too many colours or you will risk making the students lose their concentration. It is better to use 2 or 3 colours (and the different shades) in a uniform way than to use 10 different colours throughout the course.

4. Use the same type of images

It creates a sense of **balance** and uniformity also through images. Use similar parameters both for their choice and for their modification. Make sure they have similar or proportionate dimensions and that the style of the borders is always the same.

Article from Articulate

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